



ANNUAL REPORT

2018



www.saskbeef.com

Table of Contents



ANNUAL REPORT

2018



Mission Statement and Corporate Governance	3
Map of Districts	4
SCA Committees, Directors, Reps and Staff	5
Chair Report	6
CEO Report	7
Research Committee Report	9
SCAIDF Funding Report	10
Audited Financial Statement	12
Payee Report	29
2017-18 Budget	30
Partnership Report	32
2018 AGM Agenda	33
2017 Annual General Meeting Minutes	34
Resolutions	39
National Cattle Feeders Report	40
Beef Cattle Research Council Report	42
CCA President's Report	44
Canada Beef Report	46

MISSION STATEMENT

To develop and promote the success of all production sectors of the Saskatchewan beef cattle industry through effective representation from all regions of the province.

CORPORATE
GOVERNANCE

The Saskatchewan Cattlemen's Association is an agency established under the Agri-Food Council, complies with the provisions of the Agri-Food act 2004, and operates according to the regulations of the Cattle Development Plan.

DISTRICT 1

Kyle Hebert

Wawota (incoming)

Ryan Beierbach

Whitewood (outgoing)

DISTRICT 2

Joe Jackson

Moose Jaw

DISTRICT 3A

Roger Meyers

Minton (incoming)

Laurie Disney

Rockglen (outgoing)

DISTRICT 3B

Keith Day

Kyle

DISTRICT 4

Rick Toney

Gull Lake

DISTRICT 5

Levi Hull

Willowbrook

DISTRICT 6

Garret Hill

Duval

DISTRICT 7

Paula Larson

D'Arcy

DISTRICT 8

Michael Spratt

Melfort

DISTRICT 9A

Arnold Balicki

Shellbrook

DISTRICT 9B

Dean Moore

Paradise Hill

SCFA

Brad Welter

Viscount

Chad Ross

Estevan

SSGA

Harold Martens

Swift Current

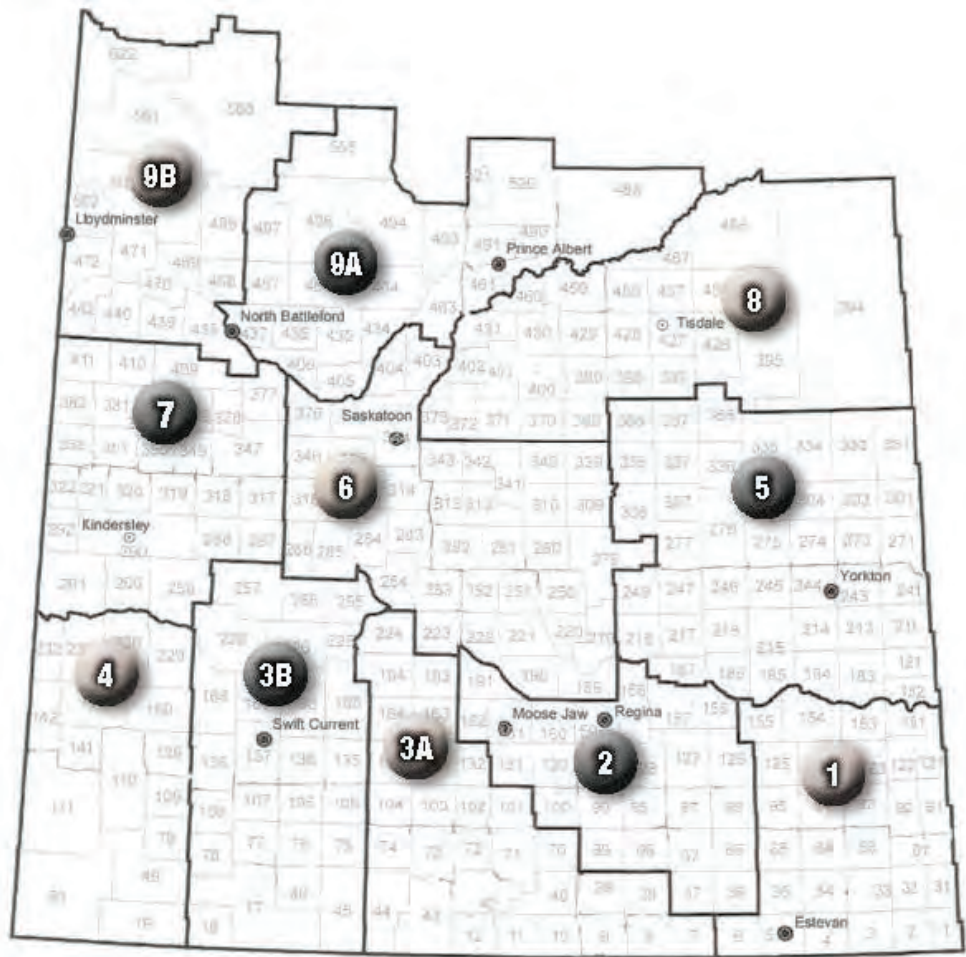
Bill Huber

Lipton

PAST CHAIR

Bill Jameson

Moose Jaw



THE SASKATCHEWAN CATTLEMEN'S ASSOCIATION BOARD OF DIRECTORS: Back row, left to right: Mike Spratt, Laurie Disney, Ryan Beierbach, Garret Hill, Brad Welter, Chad Ross, Paula Larson, Keith Day, Ryder Lee (CEO), Front row: Rick Toney, Bill Jameson, Levi Hull, Joe Jackson, Arnold Balicki. Missing: Dean Moore, Harold Martens. Bill Huber .

COMMITTEE MEMBERS AND REPRESENTATIVES

EXECUTIVE

Ryan Beierbach - Chair
Rick Toney - Vice-Chair
Levi Hull - Member At Large
Arnold Balicki - Finance Chair
Bill Jameson - Past Chair

ANIMAL HEALTH

Arnold Balicki - Chair
Dean Moore
Garret Hill
Brad Welter
Joe Jackson
Bill Huber

REGULATORY WORKING GROUP

Harold Martens - Chair
Laurie Disney
Chad Ross
Brad Welter
Paula Larson
Joe Jackson

COMMUNICATIONS

Levi Hull - Chair
Rick Toney
Harold Martens
Arnold Balicki
Keith Day

ENVIRONMENT & SUSTAINABILITY

Harold Martens - Chair
Chad Ross
Keith Day
Garret Hill
Rick Toney

FORAGE INSURANCE WORKING GROUP

Michael Spratt - Chair
Harold Martens
Arnold Balicki
Bill Huber

RESEARCH

Mike Spratt - Chair
Garret Hill
Brad Welter
Levi Hull
Ex Officio - Henry Soita (SaskAg)

TRACEABILITY WORKING GROUP

Rick Toney - Chair
Harold Martens
Bill Jameson
Garret Hill
Chad Ross
Keith Day

AUDIT AND FINANCE

Arnold Balicki - Chair
Laurie Disney
Paula Larson
Brad Welter

SASKATCHEWAN CCA REPRESENTATIVES

PAT HAYES
Val Marie

REG SCHELLENBERG
Beechy

DUANE THOMPSON
Kelliher

LYNN GRANT
Val Marie

SCA STAFF

RYDER LEE - CEO

LEANN CLIFFORD - Executive Administrator

MARIANNE POSSBERG - Beef Production Specialist

CHRISTINA PATTERSON-BETKER - Policy Manager

TOM JORDENS - Communications Specialist

EXTERNAL COMMITTEE REPRESENTATIVES

NATIONAL CATTLE FEEDERS
ASSOCIATION
Ryan Thompson

SASKATCHEWAN FORAGE
COUNCIL
Michael Spratt

CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF
Ryan Beierbach

VERIFIED BEEF
PRODUCTION
Arnold Balicki

CANADA BEEF
Chad Ross

WESTERN BEEF
DEVELOPMENT CENTRE
COMMITTEE
Levi Hull

CANADIAN BEEF CHECK OFF
AGENCY
Chad Ross

FARM & FOOD CARE SK
Harold Martens

AG IN THE CLASSROOM
Arnold Balicki

BEEF CATTLE
RESEARCH COUNCIL
Ryan Beierbach
Tim Oleksyn
Michael Spratt

SCA CHAIR'S REPORT: A YEAR OF PROGRESS AND CHALLENGES

This year marks the Tenth Annual General Meeting of the Saskatchewan Cattlemen's Association. During the past decade, the industry has faced some hurdles and challenges. At the same time, we have found many successes. I am amazed at how far the SCA has come and I am looking forward to the future.

This meeting also marks the end of my term as the Chair of the SCA. I have enjoyed my time with the organization and I'd like to say that I feel honoured that you entrusted me with the responsibility of being the Chairman of the Board. I want to thank my fellow board members, the staff and most importantly my family for this opportunity.

2017 was an interesting year to be involved with the SCA. We worked diligently to lobby politicians and government on behalf of the industry. Some of the highlights of these efforts include the "Day on the Hill, where our delegation had the opportunity to meet with several Members of Parliament and their staff including Lawrence MacAulay, the Minister of Agriculture.

Several of the directors also spent time this past summer meeting with and touring various MLAs around their operations. These tours are a great way to showcase the industry while having some time to discuss the issues facing ranchers.

More recently, we have been participating in the forums leading up to the Saskatchewan Party leadership election. The winner will become the next premier of the province and the change may have an impact on our industry. We have a very good working relationship with Lyle Stewart, the



RYAN BEIERBACH Chair

Saskatchewan Minister of Agriculture. Ryder is in constant contact with ministry staff on all issues relating to the beef industry. We hope this will continue. We will be watching the leadership race of the NDP as their leader will have an important role in opposition.

The public consultations process is also an important component of our work. On several occasions, the SCA took strong positions on policy changes. These included; the proposed changes to the National Food Guide, proposed tax changes and the Canadian Agricultural Partnership.

It is important to the industry to have a united voice during these processes. It is also important for government to hear from individual producers as those are the stories that resonate with the policy makers.

I am also proud of the work we've done building partnerships to help educate people about the different aspects of the industry as well as promoting beef to consumers. We feel it is important for us to sponsor programs like Farm and Food Care's Food Influencer Tour, Ag-In the Classroom and the SSGA's Agri-Ed Showcase.

We also participate in programs to help producers learn about the latest trends, through our sponsorship of events like, Western Feedlot Management School, The Young Ranchman's Show and the Rural Ranch Women Conference. You can find more information about our sponsorships in the Partnership Report on page 32.

In the fall, we had a great turnout at the annual district meetings. We are trying to provide valuable information at these meetings as well as give producers a chance to see what we are doing and provide feedback on what is important to you. If you have not participated in these events I encourage you to attend in the future, they are very worthwhile.

I encourage all cattle producers to get involved with the SCA and be a strong voice for the industry. You can plan to attend a district meeting, become a director or simply volunteer to visit a school in your community during Ag Awareness Month. The SCA is always looking for great people who are passionate about the industry.

In closing, we are here to represent Saskatchewan cattle producers and welcome your input. You can email your district representative or the SCA office or give us a call to discuss issues you are having. If you have any questions please send us an email to info@saskbeef.com or call the office at 306-585-2333.

SCA CEO'S REPORT: NEW PREDICTIONS, NEW REALITIES

As I type this 2017 is now in the books and the predictions for 2018 are still coming in. I find predictions to be interesting to read but I tend to ignore most of them as the events that make the most impact are the ones we cannot see coming. In much of our business a swing of 1 or 2% can have huge market impacts and are often not foreseen. Regardless of what the prognosticators say we must keep doing the work to get results.

This AGM marks the 10th for the Saskatchewan Cattlemen's Association. I look forward to the coming year as the Association works on behalf of cattle producers to take on the challenges and opportunities ahead.

The year past has been busy, especially the stretch from SCA fall meetings through Agribition. I think November could use an extra week based on all the activity shoved in there. Although we have included a list of the activities SCA has been involved in this past year on page 32, I will touch on a few that stand out for me.

It was a year filled with consultations. SCA takes part in both federal and provincial consultations. We work to make sure both levels of government are hearing a cattle producer point of view and in the case of the federal government a Saskatchewan point of view as well. The results of several of those consultations will play out over the coming year.

The Canada's Food Guide renewal and Food Policy for Canada are



RYDER LEE
CEO

worrisome. The cattle industry put strong input into these consultations and now there are voices saying

I find predictions to be interesting to read but I tend to ignore most of them as the events that make the most impact are the ones we cannot see coming.

the agri-food industry is having too much influence. Federal tax changes were proposed, and partially withdrawn which was a positive sign but it remains to be seen what the final proposals will mean. Work with your accountant and bring forward specific impacts that we can use in advocating for change. Traceability and transport regulations are also likely to move forward another step in the coming year.

These regulations and other government actions can and will impact our industry. We cannot predict the exact content of new regulations so estimating their impacts is not something to spend time on, rather we will continue to make our cases as firmly and fully as we can and move to the next step when it happens.

Christina Betker leads SCA's efforts in policy work such as handling consultations and advocacy. Her experience working with cabinet ministers in Ottawa is a great asset to the industry. In 2018, she will be looking to build a coalition to improve the control of access land owners and lease holders have. SCA would like to see written permission be the requirement for all non-agricultural

land access and without that in hand people would be trespassing and subject to a ticket similar to many other offenses. This would reverse the onus from the landowner to the land user and would be positive for producers, land users, livestock and other species.

2018 will see the Livestock and Forage Centre of Excellence open and operating south of Clavet. This research centre will have cattle feeding, cow calf and forage research

CONTINUED ON NEXT PAGE

CONTINUED FROM PREVIOUS PAGE

projects all under one operation. This project has been a major focus of my time and will continue to be a major part of SCA's focus as the research that happens there is critical to moving the industry through the challenges of today and tomorrow. The board recently approved a new block of funding for research projects some of which will be carried out at the new research centre. You can read more about these projects on page 10.

Marianne Possberg, the Production Specialist with SCA, focuses much of her time on research and extension projects. She has committed a lot of time and energy to the Beef Cattle Research Council's reviews for the next five-year Beef Science Cluster and the SCA's Industry Development Fund research intakes. That is a lot of research proposals to take in, review, summarize for both the research committee and the board for final approval. At the same time, Marianne works to take the research results forward to producers so the benefits from these investments can be turned into improvements on farms, ranches and feedlots.

This report and other communications from SCA come from the desk of Tom Jordens. The SCA communications is at a bit of a crossroads, many of us are consuming information on computers or similar handheld devices, others prefer hard copies of the information.

Much of the communication is coming out electronically via email, Facebook, Twitter and YouTube. From time to time, we still need to send regular mail or produce paper versions of the information. Tom and the team do their best to pick the right mode of communicating with the right audience.

If you have not had an opportunity, be sure to get a look at the latest 360

videos during the AGM or at other shows through the year. We added these videos to complement our cow-calf based videos. These have been great engagement tools for consumer shows. We use them as conversation starters and to anchor people to our booth for longer more involved conversations. We also use them to handle industry questions head on. Transparency is easy for our industry when we have a chance. This is a technological way to invite people to see our industry first hand.

**I am always looking
to hear concrete
examples of what
needs improving in the
industry (and how) and
good stories of what
has improved your
operation's profitability
or resilience in the
recent past.**

Our tools will continue to evolve and you can expect to see more videos, emails, and other posts as there will be a lot to communicate in 2018, such as the suite of programs coming with the new "Canadian Agriculture Partnership". The partnership replaces Growing Forward 2 on April 1. Be sure to find out what is new, what you may be eligible for and how to make things work for your operation. It's as simple as following us on social media and making sure we have your email address to get you the latest information.

This annual report and the meeting

where it is handed out is an important transparency exercise. Leann Clifford is SCA's administration master and a big part of her work is highlighted in the financial report portion of this report, especially in the auditor's report. SCA has good fraud protection and other financial practices in place. Leann keeps on top of all of this along with keeping us all going in the right direction and to the right places for board meetings and other functions.

I am proud of the staff team at SCA. We have had the good fortune of continuity and I hope that can continue as impact really increases when familiarity with the yearly cycle and what may be coming at us is firmly understood. If you see any of the team at the AGM be sure to say hi and have a visit. They are a great group of people that are passionate about promoting and developing the Saskatchewan beef cattle industry. I count their dedication, versatility and commitment as industry assets.

Finally, I would like to hear from you individually either during this AGM or in the coming weeks. You can email me at ceo@saskbeef.com, reach out on Twitter: [@ryder_lee](https://twitter.com/ryder_lee), go to our Facebook page Saskatchewan Cattlemen's Association or send me a text at **1-306-380-4668**. I am always looking to hear concrete examples of what needs improving in the industry (and how) and good stories of what has improved your operation's profitability or resilience in the recent past. Be sure to mention you read this great report. I hope to see you at the fall meetings and at other events through the year. And if you know someone who would make a good board member in the future I am always interested in hearing those suggestions.

Stay safe out there.

RESEARCH COMMITTEE REPORT: Growing through research

The Research Committee has reviewed 45 research projects in 2017, and prioritize them based on whether they will provide benefits to the cattle producers here in Saskatchewan. As a result, fifteen of these projects have been funded by the Saskatchewan Cattlemen’s Association. These projects hope to increase economic sustainability, provide greater insight on cattle genetics, improve animal health and nutrition, create insights on better water quality, develop more forage species in the province, decrease the prevalence of invasive species, and clarify the role of cattle in our ecosystem.

Leveraging your levy

Funds from the SCA are a “jumping-off” point for researchers. Support for projects from producer groups such as the SCA provide other organizations, such as the Saskatchewan Agricultural Development Fund or Agricultural and Agri-Food Canada, with assurances that these projects are useful to farmers and ranchers. As a result, for every dollar spent on research, \$8.21 is spent by another funding agency to support research. As priorities change for beef producers, we can communicate the importance of different projects and areas of research which hold promise, or have been overlooked.

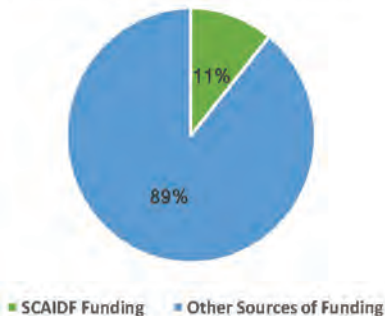


MICHAEL SPRATT
Chair

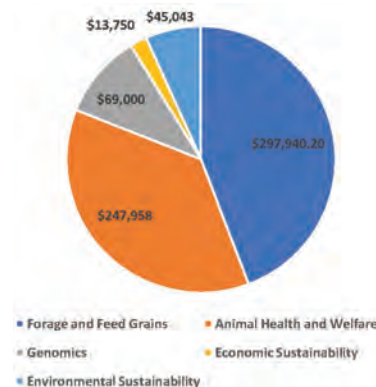
Advocating throughout the industry

There are multiple groups in the province which act not only to advocate for agricultural producers, but also to develop research and communicate the results of research projects. Members of the Research Committee and the SCA Board sit on the Boards of the Saskatchewan Forage Network, the Beef Cattle Research Council, and the South of the Divide Conservation Action Program (SODCAP). Members of the Research Council also participate in discussions on research from the Western Beef Development Centre, and the development of the upcoming Livestock and Forage Centre of Excellence.

Increasing the value of your levy



The Saskatchewan Cattlemen’s Association Industry Development Fund (SCAIDF) leverages funds from other organizations. For every \$1 that a beef producer pays for a research project, another \$8.21 is paid by other agencies.



In 2017, six Forage and Feed Grain projects were funded, along with four Animal Health and Welfare projects, and six projects from different research areas.

SCAIDF FUNDING REPORT: Current Research Projects

Increasing the yield threshold and enhancing the ideotype and quality of barley cultivars for feed in Western Canada

Flavio Capettini
\$45,000

Beef producers grow barley not only to feed their cattle, but in the hope that they can attain high quality malt barley as well. This project will work to increase the probability that growers will gain top quality for their malt barley. At the same time, it intends to increase yield and lodging resistance. This work is also funded by the Beef Cattle Research Council, as part of the Beef Cluster Funding proposals for the Federal Government.

Developing forage barley and triticale varieties with high whole plant biomass and enhanced nutritive value

Yadeta Kabeta
\$45,000

This project plans to further develop barley and triticale for forage production, to increase biomass yield by 15%, to improve greenfeed & swath grazing production, and to expand the window for silage harvest. To increase consumption, they also plan to incorporate palatability. The researcher will work with Flavio Capettini from the project noted above. This project has also received support from the Beef Cattle Research Council.

Development of a novel vaccine for protection against *Mycoplasma bovis* infections in feedlot cattle

Jose Perez-Casal
\$149,788

Mycoplasma bovis (*M. bovis*) is a pathogen which causes respiratory disease and arthritis, among other problems. It is increasingly recognized as a pathogen with a

highly detrimental impact on the health, welfare, and productivity of dairy and beef cattle. *M. bovis* diseases can be difficult to diagnose and control due to inconsistent disease expressions and responses to treatments and vaccines. Dr. Perez-Casal will test novel vaccine candidates, developed using reverse vaccinology, against a *M. Bovis* challenge. This approach has already been successful in Sub-Sahara Africa against Contagious Bovine Pleuropneumonia.

Evaluating long term benefits of genomic selection programs in beef cattle breeding programs

Bart Lardner
\$24,000

This research is an extension of an project showing that not all bulls pull their weight in a herd. Some herds might have two or three bulls, though genetic tests have noted that some bulls sired only a small portion of the calves. This study furthers that research, to evaluate whether bulls persistently fail to perform, and whether breeding performance can be determined based on genetics.

Implications of Carbon Pricing for Canada's Beef Sector: Quantitative Analysis and Assessment of Revenue Recycling Policies

Brandon Schaufele
\$8,000

Canadian beef producers' cost of production will increase with the introduction of carbon reduction policies. These policies could also decrease the size of our environmentally sustainable herd, and move production to regions with less sustainable practices. This research will investigate the impacts of existing carbon-reduction policies and their effects on Canada's beef herd.

Western Canadian Cow-Calf Survey II: Understanding Practices and Profitability

Kathy Larson
\$5,750

Benchmarking, or comparing your farm to another similar farm, has been shown to improve performance. However, information about similar farms needs to be collected to compare your farm to another. The Western Beef Development Centre, working with organizations throughout Western Canada, has developed a survey to gather common practices and the most effective practices. This information will also help the SCA direct their funding and your levy appropriately.

Evaluating steam-flaking of barley to improve feed efficiency for finishing beef cattle

Greg Penner
\$66,000

Feed for cattle has evolved over the past 50 years, and new innovations in this area are increasingly common. Animal health is a priority while investigating these changes, as are financial considerations. The researchers in this study compare temper-rolling, dry-rolling, and steam-flaking barley in a series of studies, including those in small pens, to determine growth performance, feed efficiency, and carcass characteristics.

Fungal suppression as a means to increase range health following leafy spurge invasion

Jonathan Bennett
\$57,440

Leafy spurge has plagued North America since the 1800's, though methods to efficiently and effectively eliminate this invasive species has been difficult to find. This weed can reduce the carrying capacity of a

pasture to near zero. This new researcher from the University of Saskatchewan proposes the use of a fungicide to attack fungi that are commonly noted alongside leafy spurge, without affecting other beneficial plants.

Evaluation of forage Galega as a new forage legume in pure and grass-legume mixed stands in Saskatchewan

Bill Biliget
\$79,900

Galega is a winter hardy legume cultivated in northern Ontario, and is comparable to alfalfa. It grows earlier in the spring compared to alfalfa, and is winter hardy and persistent. It also does a better job competing with weeds, even as the stand ages. However, limited information is available on its persistence in Western Canada, its alkaloid levels, and bloat incidence (though what is available indicates that is lower than alfalfa), and appropriate seeding rates. This project will compare galega to alfalfa, sainfoin and cicer milkvetch in Melfort, Swift Current, and Saskatoon.

Development of best management practices for residue and fertility management of annual polyculture

Jillian Bainard
\$50,000

Reducing inputs and increasing soil health provides a win-win scenario for producers. Annual polycrop mixtures could more closely mimic the natural ecosystem, which is thought to reduce inputs, improve soil, suppress weeds, increase yield, increase carbon sequestrations, etc. This study will investigate the effect of annual polyculture residue and fertility management on forage production/quality, soil health, & productivity. Three different polycrop mixtures suitable for each region, rotated with cereal crops, will be evaluated in field trials at Melfort and Swift Current.

Alternative Trace Mineral Supplementation Strategies for Improved Cow Performance

Bart Lardner
\$30,000

Trace mineral intake can vary when they are available as free-choice to a herd. These minerals can be vitally important for cattle herds to prevent a wreck, or to improve reproduction. To determine the value of injectable versions of trace minerals, 200 cows at the new Livestock and Forage Centre of Excellence and 200 cows in Guelph, Ontario will be provided various sources of trace minerals, and measured for their reproductive response.

Enhanced Vaccine Adjuvant Platform for Nasal Administration in Livestock

Ellen Wasan
\$50,000

Currently, nasal vaccines are not effective for newborn calves, as the maternal antibodies normally counteract the effectiveness. This adjuvant (or a substance that enhances a body's immune response to an antigen) would make these vaccines suitable for maternal immunization, and highly effective in newborn calves. Trials will start in the lab, and then move on to mice, pigs, and then cattle for this 3-year study.

Mycoplasma bovis antimicrobial resistance determination by MALDI-TOF MS: feasibility and practical application pilot study.

Murray Jelinski, \$18,170

Veterinarians conduct tests to determine if the samples of bacteria will be affected by antibiotics. There are several tests already available, but faster tests to make this information more available will help provide answers more efficiently for beef producers, especially with M. Bovis bacteria which often mutate

quickly. This study will determine the effectiveness of 3 different tests for antimicrobial resistance, one of which is the MALDI-TOF test. The researchers hope to provide a larger, more practical system available to more vets and their clients.

Dugout management for improved water quality

Kerri Finlay
\$45,043

Could farms and ranches construct and better manage their dugouts to limit blue-green algae (cynobacteria), toxins, salinity, sulfates and nitrates? As cattle have been shown to increase their weights and body condition through better water, and as there have been significant herd health problems even leading to death in the past year alone, these improvements could greatly improve your herd health. Samples from dugouts throughout Saskatchewan will evaluate the relationship between dugout characteristics and water quality. The researchers will report their findings to cattle producers after their research is complete in 2019.

The forage-efficient beef cow: Investigation into the underlying physiology

Greg Penner
\$45,000

Cows will vary in their body condition score, even if they are provided identical diets. This study will assess cows body condition on low-input winter diets to determine their ability to utilize the feed. This work differs from Residual Feed Intake work, as the cattle in those studies were still growing. This research considers cattle that are maintaining their health with lower-quality forages which might utilize these feeds more effectively from animal to animal. To facilitate this study, 130 pregnant heifers will be fed, and following that the cows with the highest and lowest body condition scores will be examined to determine their differences.

2017 AUDITED FINANCIAL STATEMENT

To the Members of Saskatchewan Cattlemen's Association:

We have audited the accompanying financial statements of Saskatchewan Cattlemen's Association, which comprise the balance sheets as at July 31, 2017 and July 31, 2016 and the statements of operations, changes in net assets and cash flows for the years ended July 31, 2017 and July 31, 2016, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audits is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Saskatchewan Cattlemen's Association as at July 31, 2017 and July 31, 2016 and the results of its operations and its cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Independent Auditor's Report to the Members of Saskatchewan Cattlemen's Association *(continued)*

Regina, Saskatchewan
December 12, 2017


Dudley & Company LLP
Chartered Professional Accountants

AUDITORS' REPORT ON COMPLIANCE WITH REGULATIONS

To Saskatchewan Cattlemen's Association:

We have audited **SASKATCHEWAN CATTLEMEN'S ASSOCIATION'S** compliance as at July 31, 2017 with the provisions of the following legislative and related authorities pertaining to its financial reporting, safeguarding of public resources, spending, revenue-raising, borrowing, and investment activities:

1. *The Cattle Development Plan Regulations*
2. *The Agri-Food Act, 2004*
3. *The Agri-Food Regulations, 2004*

Compliance with the provision of the regulations is the responsibility of management of **SASKATCHEWAN CATTLEMEN'S ASSOCIATION**. Our responsibility is to express an opinion on this compliance based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether **SASKATCHEWAN CATTLEMEN'S ASSOCIATION** complied with the provisions of the regulations referred to above. Such an audit includes examining, on a test basis, evidence supporting compliance, evaluating the overall compliance with these regulations, and where applicable, assessing the accounting principles used and significant estimates made by management.

In our opinion, as at July 31, 2017, the **SASKATCHEWAN CATTLEMEN'S ASSOCIATION** is in compliance, in all significant respects, with the provisions of the aforementioned legislative and related authorities.


Dudley & Company LLP
Chartered Professional Accountants

Regina, Saskatchewan
December 12, 2017

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Balance Sheet

July 31, 2017

	2017	2016
ASSETS		
CURRENT		
Cash and cash equivalents <i>(Note 3)</i>	\$ 1,231,216	\$ 1,232,585
Current investments <i>(Note 4)</i>	3,474,181	3,548,287
Accounts receivable	1,155,049	45,508
GST receivable	-	11,114
Prepaid expenses	44,551	39,820
	<u>5,904,997</u>	4,877,314
TANGIBLE CAPITAL ASSETS <i>(Note 6)</i>	4,855	3,416
LONG TERM INVESTMENTS <i>(Note 4)</i>	795,617	1,261,185
	<u>\$ 6,705,469</u>	<u>\$ 6,141,915</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 10,966	\$ 2,409
GST payable	38,976	-
Payroll deductions payable	18,997	1,028
Accrued SBIDF commitments	68,944	66,746
	<u>137,883</u>	70,183
NET ASSETS	<u>6,567,586</u>	6,071,732
	<u>\$ 6,705,469</u>	<u>\$ 6,141,915</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Statement of Changes in Net Assets

Year Ended July 31, 2017

	2017	2016
NET ASSETS - BEGINNING OF YEAR	\$ 6,071,732	\$ 6,612,116
Excess (Deficiency) of revenue over expenses	495,854	(540,384)
NET ASSETS - END OF YEAR	<u>\$ 6,567,586</u>	<u>\$ 6,071,732</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Statement of Operations

Year Ended July 31, 2017

	2017	2016
REVENUE		
Check-off revenue	\$ 3,741,636	\$ 3,316,170
Interest and investment income	157,580	50,227
Communications revenue	1,053,292	11,759
Unrealized gains/losses on investments	57,302	6,666
	<u>5,009,810</u>	<u>3,384,822</u>
EXPENSES		
Administration (Schedule 1)	177,856	247,792
Board (Schedule 1)	228,690	236,289
CEO expenses (Schedule 1)	15,059	13,469
Committee expenses (Schedule 1)	1,795	1,842
Communications (Schedule 1)	108,477	67,374
Policy expenses (Schedule 1)	30,329	8,107
Salaries and benefits	376,154	281,264
Industry Development fund (Schedule 1)	1,921,429	1,263,651
National Policy & Trade Advocacy (Schedule 1)	1,654,167	1,802,609
Production expenses (Schedule 1)	-	2,809
	<u>4,513,956</u>	<u>3,925,206</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>\$ 495,854</u>	<u>\$ (540,384)</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Statement of Cash Flows

Year Ended July 31, 2017

	2017	2016
CASH FLOWS FROM (FOR) OPERATING ACTIVITIES		
Cash receipts from producers and other sources	\$ 3,685,387	\$ 3,325,163
Cash paid to suppliers	(4,437,090)	(3,970,111)
Interest and investment income	157,580	50,227
Cash Flows From (For) Operating Activities	<u>(594,123)</u>	<u>(594,721)</u>
CASH FLOWS FROM (FOR) INVESTING ACTIVITIES		
Purchase of capital assets	(4,221)	(1,955)
Investment cash equivalents	681,723	107,024
Purchase of investments	(1,871,637)	(3,634,738)
Disposal of investments	1,786,889	4,370,535
Cash Flows From (For) Investing Activities	<u>592,754</u>	<u>840,866</u>
Net change in cash and cash equivalents during the year	<u>(1,369)</u>	<u>246,145</u>
CASH AND CASH EQUIVALENTS - BEGINNING OF YEAR	<u>1,232,585</u>	<u>986,440</u>
CASH AND CASH EQUIVALENTS - END OF YEAR (Note 3)	<u>\$ 1,231,216</u>	<u>\$ 1,232,585</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2017

1. NATURE OF OPERATIONS

Saskatchewan Cattlemen's Association was established under the authority of *The Agri-Food Act, 2004* and operates according to The Cattle Development Plan Regulations. The purpose of SCA is to promote the well being of all production sectors of the Saskatchewan beef cattle industry through effective representation from all regions of the province. SCA is exempt from income taxes as a non-profit entity under section 149(1) of the *Income Tax Act*.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

Revenue recognition

Saskatchewan Cattlemen's Association follows the deferral method of accounting for contributions.

Revenue from check-off fees is recognized when received or receivable. Investment income includes interest, realized and unrealized gains and losses on investments. Revenue from investments and other income is recognized on an accrual basis as it is earned.

Financial instruments

- a) Measurement of financial instruments - The organization initially measures its financial assets and financial liabilities at fair value. The organization subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statements of operations in the period incurred. Financial assets measured at amortized cost include cash, accounts receivable and fixed income investments. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities. Financial assets measured at fair value include investments in equity and other securities. The fair values of investments in equity and other securities are determined by reference to the latest closing transactional net asset value of each respective security.

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2017

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

- b) Impairment - At the end of each reporting period, the organization assesses whether there are any indications that a financial asset measured at amortized cost may be impaired. Objective evidence of impairment includes observable data that comes to the attention of the organization, including but not limited to the following events: significant financial difficulty of the issuer; delinquency in payments; or bankruptcy. When there is an indication of impairment, the organization determines whether a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset. If identified, the organization reduces the carrying amount of the asset to the present value of cash flows expected to be received. The carrying amount of the asset is reduced directly or through the use of an allowance account. The amount of the reduction is recognized as a bad debt in the statement of operations. When the extent of impairment of a previously written-down asset decreases and the decrease can be related to an event occurring after the impairment was recognized, the previously recognized impairment loss is reversed to the extent of the improvement, directly or by adjusting the allowance account. The amount of the reversal is recognized in the statement of operations in the period the reversal occurs.
- c) Transaction costs - Investment management fees are expensed as incurred.

Capital assets

The costs of capital assets are capitalized upon meeting the criteria for recognition as a capital asset, otherwise, costs are expensed as incurred. The cost of a capital asset comprises its purchase price and any directly attributable cost of preparing the asset for its intended use.

A capital asset is tested for impairment whenever events or changes in circumstances indicate that its carrying amount may not be recoverable. An impairment loss is recognized in the statement of operations when the carrying amount of the capital asset exceeds its fair value.

Capital assets are recorded at cost. Amortization is provided for on the straight-line basis at rates which are estimated to amortize the costs over the useful lives of the assets. The useful lives of the assets are estimated at the following annual rates:

Office furniture and equipment	5 years
Computer equipment	3 years

Management estimates

The preparation of these financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the current period. Significant estimates include those used when accounting for amortization and the impairment of financial assets. All estimates are reviewed periodically and adjustments are made to the statement of operations as appropriate in the year they become known.

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2017

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Cash equivalents

Highly liquid investments with maturities of six months or less at end of year are classified as cash equivalents.

Check-off revenue

On August 4, 2010 the Saskatchewan Cattlemen's Association became responsible for the administration of the cattle levy of Saskatchewan. Historically the Saskatchewan Ministry of Agriculture had administered the collection of the levy and the Cattle Marketing Deductions Fund. Prior to April 1, 2012 a \$2 levy on all cattle marketed in Saskatchewan was collected and consisted of a \$1 refundable provincial levy and a \$1 non-refundable national levy. As of April 1, 2012 a \$3 levy on all cattle marketed in Saskatchewan is collected and consists of a \$2 refundable provincial levy and a \$1 non-refundable national levy.

3. CASH AND CASH EQUIVALENTS

	<u>2017</u>	<u>2016</u>
Chequing account	\$ (12,888)	\$ (26,237)
Credit union membership share	5	5
Restricted cash account	384,173	1,096,563
Projects account	15	-
Investment cash equivalents	842,737	161,014
Investment cash account	17,174	1,240
	<u>\$ 1,231,216</u>	<u>\$ 1,232,585</u>

The investment cash equivalents are made up of highly liquid investments and GIC's which are due in the next 6 months.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2017

4. INVESTMENTS

	2017	2016
Fixed income investments	\$ -	\$ 100,610
Fixed income securities	3,391,774	2,624,889
Equities and equity funds	82,407	822,788
Current Investments	\$ 3,474,181	\$ 3,548,287

LONG TERM

	2017	2016
Long term investments	\$ 795,617	\$ 1,261,185

Investments maturing within 12 months from the year-end date, as well as equities held for trade are classified as current.

The fixed income investments and securities have effective interest rates ranging from 2.94% to 4.1% (2016: 2.75% to 4.4%) with maturity dates ranging from thirteen months to sixty-six months (2016: ten months to seventy-one months).

5. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments and has a risk management framework to monitor, evaluate and manage these risks on an annual basis. The following analysis provides information about the organization's risk exposure and concentration as of July 31, 2017:

Credit risk

Credit risk arises from the possibility that parties may default on their financial obligations, or if there is a concentration of transactions carried out with the same party, or if there is a concentration of financial obligations which have similar economic characteristics that could be similarly affected by changes in economic conditions, such that the association could incur a financial loss. The organization is exposed to credit risk from its producers. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The organization has a significant number of producers which minimizes concentration of credit risk.

The maximum exposure of the organization to credit risk is represented by the balance as shown on the balance sheet for cash and cash equivalents and accounts receivable.

Cash and cash equivalents and investments: Credit risk associated with cash and fixed income investments is minimized substantially by ensuring that these assets are invested in major financial institutions.

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION**Notes to Financial Statements****Year Ended July 31, 2017**

5. FINANCIAL INSTRUMENTS *(continued)*

Accounts receivable: Credit risk associated with trade accounts receivable is minimized by the organization's diverse producer base. The organization monitors the amount of credit extended when deemed necessary. Management assesses annually whether potential credit losses should be recognized based on existing factors.

Liquidity risk

Liquidity risk is the risk that the organization will not be able to meet a demand for cash or fund its obligations as they come due. The organization is exposed to this risk on its accounts payable and accrued liabilities.

The organization meets its liquidity requirements by monitoring cash flows from operations and holding assets that can be readily converted into cash.

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk is comprised of currency risk, interest rate risk and other price risk.

The organization is exposed to market risk on its cash and cash equivalents and investments.

Currency risk

Currency risk refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate relative to the Canadian dollar due to changes in foreign exchange rates.

The organization holds a small portfolio of equity investments in foreign currencies and therefore is exposed to this risk.

Interest rate risk

Interest rate risk refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate due to changes in market interest rates. In seeking to minimize the risks from interest rate fluctuations, the organization manages exposure through its normal operating and financing activities.

The exposure of the organization to interest rate risk arises from its interest bearing assets. Cash and cash equivalents includes amounts on deposit with financial institutions that earn interest at market rates.

The organization manages its exposure to the interest rate risk of its cash by maximizing the interest income earned on excess funds while maintaining the liquidity necessary to conduct operations on a day-to-day basis.

The primary objective of the organization with respect to its fixed income investments is to ensure the security of principal amounts invested, provide for a high degree of liquidity and achieve a satisfactory investment return.

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Notes to Financial Statements

Year Ended July 31, 2017

5. FINANCIAL INSTRUMENTS *(continued)*

The organization manages the interest rate risk exposure of its fixed income investments by using a laddered portfolio with varying terms to maturity. The laddered structure of maturities helps to enhance the average portfolio yield while reducing the sensitivity of the portfolio to the impact of interest rate fluctuations.

Other price risk

Other price risk refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate because of changes in market prices (other than those arising from currency risk or interest rate risk), whether those changes are caused by factors specific to the individual instruments or its issuer or factors affecting all similar instruments traded in the market.

The organization is exposed to other price risk because of its investment in equity securities.

There have been no changes in the organization's risk exposures from the prior year.

6. TANGIBLE CAPITAL ASSETS

	Cost	Accumulated amortization	2017 Net book value
Computer equipment	\$ 15,116	\$ 11,136	\$ 3,980
Office furniture and equipment	12,327	11,452	875
	<u>\$ 27,443</u>	<u>\$ 22,588</u>	<u>\$ 4,855</u>
	Cost	Accumulated amortization	2016 Net book value
Computer equipment	\$ 10,896	\$ 9,567	\$ 1,329
Office furniture and equipment	12,327	10,240	2,087
	<u>\$ 23,223</u>	<u>\$ 19,807</u>	<u>\$ 3,416</u>

7. COMMITMENTS

Office lease

A five year, one month lease agreement for the term of June 1, 2015 to June 30, 2020, was entered into for office space in Regina, Saskatchewan. The future minimum lease payments over the next five years including operating cost at \$8 per square foot are as follows

2018	42,914
2019	42,914
2020	43,912
	<u>\$ 129,740</u>

Funding projects

The Saskatchewan Cattlemen's Association Investment Development Fund funds multiple research projects that take more than one year to complete. See schedule 2 of these financial statements for a breakdown of the funds committed for future years.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Expenses

(Schedule 1)

Year Ended July 31, 2017

	2017	2016
Administration		
Administration expenses	\$ 10	\$ 475
Relocation expenses	-	27,464
Advertising expense	-	113
Amortization	2,782	3,367
Accounting services	7,303	14,645
Bank charges and interest	985	310
Contract work	36,319	58,747
Insurance	1,815	2,573
Investment advisory fees	39,787	39,362
IT support	10,785	3,701
Legal	2,901	2,857
Office rent	44,831	75,589
Office supplies	2,329	5,296
Photocopying	8,734	2,649
Postage and courier	12,843	1,023
Professional development	-	459
Telephone	6,432	9,162
	<u>\$ 177,856</u>	<u>\$ 247,792</u>
Board		
Accommodations	\$ 28,684	\$ 29,544
Conference calls	2,205	1,981
Facility rental	535	4,215
Meals	11,194	11,047
Registration fees	5,444	6,260
Travel	65,818	75,660
Per diems	113,260	107,230
Business cards	1,550	352
	<u>\$ 228,690</u>	<u>\$ 236,289</u>
CEO Expenses		
Accommodations	\$ 4,442	\$ 4,063
Meals	816	815
Registrations	2,046	-
Travel	7,755	8,591
	<u>\$ 15,059</u>	<u>\$ 13,469</u>

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Expenses *(continued)*
Year Ended July 31, 2017

(Schedule 1)

Communications

AGM facilities	\$ 629	\$ 1,235
Producer meetings	20,539	22,607
Fees, memberships, and subscriptions	782	1,534
Publication	15,021	-
Promotion and marketing	9,439	5,602
Ag in the Classroom	-	400
Sponsorship	7,350	4,650
Promotional events	8,280	3,771
Advertising	40,447	14,169
Trade show	5,990	13,406
	<u>\$ 108,477</u>	<u>\$ 67,374</u>

Staff Expenses

Accommodations	\$ 9,229	\$ 2,931
Meals	2,173	586
Registrations	4,190	-
Travel	14,737	4,590
	<u>\$ 30,329</u>	<u>\$ 8,107</u>

Industry Development Fund

Levy refund	\$ 66,564	\$ 66,476
SCAIDF funding	629,493	590,383
External memberships	128,119	70,458
Projects	69,044	-
Federal projects	1,028,209	536,334
	<u>\$ 1,921,429</u>	<u>\$ 1,263,651</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Expenses (continued)
Year Ended July 31, 2017

(Schedule 1)

	2017	2016
National Policy and Trade Advocacy Programs		
Canadian Cattlemen's Association	\$ 550,637	\$ 703,589
National check-off agency	<u>1,103,530</u>	<u>1,099,020</u>
	<u>\$ 1,654,167</u>	<u>\$ 1,802,609</u>
Production		
Accommodations	\$ -	\$ 439
Meals	-	185
Travel	-	1,385
Other	-	<u>800</u>
	<u>\$ -</u>	<u>\$ 2,809</u>
Committee		
Executive	\$ -	\$ 135
Animal health	17	-
SCAIDF	90	-
Audit and finance	-	1,039
Research	1,688	186
Communications	-	309
Prairie Farm Rehabilitation Administration (PFRA)	-	<u>173</u>
	<u>\$ 1,795</u>	<u>\$ 1,842</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years
Year Ended July 31, 2017

(Schedule 2)

	2018	2019	2020	2021	Total
University of Saskatchewan					
Policy development to support carbon sequestration & other ecosystem services through sustainable management of livestock grazing of the grassland ecosystems of Saskatchewan	\$ 20,930	\$ -	\$ -	\$ -	\$ 20,930
Solute and moisture fluxes below small watershed amended with feedlot manure	3,833	4,025	4,408	-	12,266
Improved manure utilization methods for feedlots in Saskatchewan	3,306	4,964	5,347	14,220	27,837
Evaluating long term benefits of genomic selection programs in beef cattle breeding programs	8,000	8,000	8,000	-	24,000
Pen surface soil performance of various soils during the first two cycles of cattle at a feedlot in Saskatchewan	-	5,558	14,374	-	19,932
The Economics of Forage - Based backgrounding programs in conventional and non-conventional beef production systems	-	27,600	-	-	27,600
Selection of clonal propagated alfalfa and sainfoin plants under grass or legume competition	6,900	6,900	-	-	13,800
Effect of ergot on beef bull fertility	14,490	-	-	-	14,490
Optimising ruminal fermentation using silage and cereal grain inclusion strategies for back grounding and finishing steers	31,007	-	-	-	31,007
A field comparison of intranasal versus injectable BRD vaccination on beef calf titres, ADG, morbidity and mortality	10,000	5,000	-	-	15,000

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years *(continued)* **(Schedule 2)**
Year Ended July 31, 2017

	2018	2019	2020	2021	Total
University of Saskatchewan <i>(continued)</i>					
Factors affecting the adoption and exploitation of data management systems in the Canadian beef industry	10,000	-	-	-	10,000
University of Saskatchewan Total	108,466	62,047	32,129	14,220	216,862
Saskatchewan Forage Council					
Saskatchewan Invasive Plant Species Guide	3,000	-	-	-	3,000
Saskatchewan forage variety demonstration trials	2,500	2,500	2,500	2,500	10,000
Enhancing performance through effective research and extension	45,000	-	-	-	45,000
Saskatchewan Forage Council Total	50,500	2,500	2,500	2,500	58,000

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years *(continued)* **(Schedule 2)**
Year Ended July 31, 2017

	2018	2019	2020	2021	Total
Western Beef Development Centre					
Increasing the yield threshold and enhancing the ideotype of barley cultivars for feed in Western Canada	15,000	15,000	15,000	-	45,000
Effect of stock density and time of grazing on control of leafy spurge	5,000	5,000	-	-	10,000
Performance and characterization of new forage legume varieties in Western Canada	5,000	5,000	-	-	10,000
Validating the stage of maturity at harvest for barley and oat for swath grazing	3,000	-	-	-	3,000
Western Beef Development Centre Total	28,000	25,000	15,000	-	68,000
Prairie Agricultural Machinery Institute					
Evaluation of new triticale varieties in beef cattle backgrounding programs	10,000	-	-	-	10,000
Defining agronomic practices for forage corn production in Saskatchewan	15,000	-	-	-	15,000
Prairie Agricultural Machinery Institute Total	25,000	-	-	-	25,000

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years *(continued)* **(Schedule 2)**
Year Ended July 31, 2017

	2018	2019	2020	2021	Total
Other Organizations					
Swift Current Research & Development Centre - Sainfoin for Western Canada	6,360	-	-	-	6,360
4-H Saskatchewan - Saskatchewan Beef Symposium	10,000	10,000	10,000	-	30,000
Agriculture in the Classroom - Teachers Agriculture Expedition Farm Tour	2,500	-	-	-	2,500
South of the Divide Conservation Action Program Inc. - Developing section 11 agreements on greater sage grouse critical habitat	10,000	10,000	10,000	-	30,000
Prairie Diagnostic Services - Preparing for emerging viral diseases with a focus on bovine respiratory viruses	15,000	-	-	-	15,000
Other Organizations Total	43,860	20,000	20,000	-	83,860
Grand Total	\$ 255,826	\$ 109,547	\$ 69,629	\$ 16,720	\$ 451,722

Many of the research projects funded by the SCAIDF fund take more than one year to complete. Funds for the subsequent years of a multi-period project are not advanced unless satisfactory progress is demonstrated in the prior year. If there is satisfactory progress in all of the projects currently in progress, the SCAIDF is committed to the above future expenditures.

AUGUST 1, 2016 - JULY 31, 2017 - CASH BASIS

Personal Services

Name	Per Diems	Expense Reimbursements	Total
Arnold Balicki	10,800.00	13,383.13	24,183.13
Bill Huber	1,495.00	1,572.65	3,067.65
Bill Jameson	1,495.00	707.14	2,202.14
Brad Welter	4,930.00	2,697.94	7,627.94
Chad Ross	3,450.00	3,178.65	6,628.65
Dean Moore	2,070.00	2,882.85	4,952.85
Garret Hill	9,085.00	8,591.13	17,676.13
Harold Martens	8,625.00	9,986.60	18,611.60
Joe Jackson	575.00	3,469.23	4,044.23
Keith Day	1,380.00	2,278.12	3,658.12
Larry Grant	345.00	140.00	485.00
Laurie Disney	4,715.00	5,648.15	10,363.15
Levi Hull	3,910.00	2,092.46	6,002.46
Lloyd Thompson	3,220.00	4,581.26	7,801.26
Lynn Grant	600.00	0.00	600.00
Michael Spratt	8,970.00	5,893.12	14,863.12
Pat Hayes	3,450.00	0.00	3,450.00
Paula Larson	5,175.00	3,387.95	8,562.95
Perry Rasmuson	1,380.00	400.00	1,780.00
Philip Lynn	230.00	1,578.81	1,808.81
Reg Schellenberg	4,255.00	0.00	4,255.00
Rick Toney	8,125.00	11,660.40	19,785.40
Ryan Beierbach	21,900.00	17,103.26	39,003.26
Tim Oleksyn	2,850.00	0.00	2,850.00
Dean Sentes	230	0.00	230.00
Total	113,260.00	101,232.85	214,492.85

National Activities(Threshold \$10,000)

CCA- operations	550,637.25
Cdn Beef Cattle Research, Market Development (National Check off)	1,103,529.68
Total	1,654,166.93

External Memberships (Threshold \$10,000)

Ag in the Classroom	25,000.00
National Cattle Feeders	50,000.00
Farm & Food Care	20,000.00
Total	95,000.00

Vendor Payments (Threshold \$10,000)

Contract Work	36,318.61
National Bank Investment Management fees	39,786.78
101061888 Saskatchewan - Office Rent	44,831.17
Total	120,936.56

Projects (Threshold \$10,000)

Sask Forage Network - Partner Funder	25,000.00
Cdn Cattlemen's Assoc - Project TEC 01.13	10,000.00
Cdn Cattlemen's Assoc - VBP+ enhancement	20,000.00
Cdn Cattlemen's Assoc- Traceability	15,000.00
Talking Dog-360 Video	21,000.00
Total	91,000.00

SCAIDF (Threshold \$10,000)

U of S - LFCE	200,000.00
U of S - Livestock Water Security	20,000.00
U of S - Strategies for backgrounding	50,707.00
U of S - Effect of Ergot on beef bull fertility	14,490.00
U of S - Economics on Forage Based Backgrounding	27,600.00
Canadian Western Agribition	50,000.00
Sask Cattle Feeders Western Feedlot School	20,000.00
Prairie Conservation Action Plan	20,000.00
Prairie Diagnostic - Bovine Respiratory Viruses	13,000.00
Farm & Food Care- Consumer OutReach Project	25,000.00
Sask Stock Growers - Travel Grant 2016	20,000.00
Sask Stock Growers - Youth & Consumer Ed	28,033.50
Sask Stock Growers- Travel Grant 2015	14,082.71
Sask Stock Growers - Carcus Data Capture	10,000.00
Sask Stock Growers - Agri-Ed 2017	28,000.00
Sask Forage Council - Core Funding	45,000.00
PAMI - New Triticale varieties in Beef Cattle Backgrounding	10,000.00
PAMI - Agronomic practices for forage corn production SK	15,000.00
Total	610,913.21

TOTAL \$2,786,509.55

SCA BUDGET APPROVED JULY 2017

	Actual Aug '16 - Jul 17	Budget Aug '16 - Jul 17	Budget Aug '17 - Jul 18
Ordinary Income/Expense			
Income			
Dealer Rebate	-51,863.22	-47,000.00	-50,000
Gain/Loss - sale of investments	57,301.89	0.00	0
41000 · Check-off Revenue	3,793,499.16	3,200,000.00	3,500,000.00
42000 · Communications Revenue	1,053,291.78	15,000.00	25,000.00
43000 · Interest Revenue - Restricted	11,109.59	15,000.00	10,000.00
44000 · Interest Revenue - Chequing	4,004.59	1,500.00	3,000
46000 · National Bank inv distributions	142,465.98	120,000.00	130,000.00
Total Income	5,009,809.77	3,304,500.00	3,618,000
Gross Profit	5,009,809.77	3,304,500.00	3,618,000
Expense			
51000 · Administration Expenses			
Advertising			100
51050 · Amortization	2,781.67	500.00	0
51100 · Audit & CA Services	7,302.68	20,000.00	10,000.00
51150 · Bank Charges & Interest	985.10	300.00	300
51200 · Contract Work	36,318.61	10,000.00	10,000.00
51300 · Insurance	1,815.00	1,300.00	1,900.00
51350 · Investment advisory fees	39,786.78	40,000.00	40,000.00
51400 · IT Support	10,784.53	2,000.00	3,000.00
51450 · Legal	2,900.69	8,000.00	6,000.00
51500 · Office Rent	44,831.17	51,000.00	52,000.00
51550 · Office Supplies	2,328.95	6,000.00	5,000.00
Office Equipment		4,000.00	
51600 · Photocopying	8,734.34	5,000.00	6,000.00
51650 · Postage & Courier	12,843.46	1,100.00	2,000.00
Professional Development			1,500.00
51750 · Telephone	6,432.31	9,000.00	9,000.00
Total 51000 · Administration Expenses	177,845.29	158,200.00	146,800.00
52000 · Board Expenses			
52100 · Accomodations	28,682.90	30,000.00	32,000.00
52200 · Conference Calls	2,205.35	2,200.00	2,000.00
52300 · Facility Rental	534.75	5,000.00	1,000.00
52400 · Meals	11,194.33	10,000.00	11,000.00
52500 · Other - buckles/bus cards	1,550.34	1,000.00	2,000.00
52700 · Registration Fees	5,444.27	2,000.00	6,000.00
52900 · Travel	65,818.44	65,000.00	65,000.00
Total 52000 · Board Expenses	115,430.38	115,200.00	119,000.00
53000 · CEO Expenses			
53200 · Accommodations	4,441.86	5,000.00	5,000.00
53300 · Meals	815.77	1,000.00	1,000.00
53400 · Other- Registrations etc	2,045.92	800.00	2,200.00
53500 · Travel	7,755.40	10,000.00	9,000.00
Total 53000 · CEO Expenses	15,058.95	16,800.00	17,200.00
53700 · Committee expenses			
53720 · Animal Health	16.90	250.00	200
Audit & Finance		1,100.00	1,000.00
Communications		1,000.00	1,000.00

SCA BUDGET APPROVED JULY 2017

	Actual Aug '16 - Jul 17	Budget Aug '16 - Jul 17	Budget Aug '17 - Jul 18
Executive		1,500.00	1,000.00
Environment		500.00	
53750 · SCAIDF	89.51	2,000.00	1,000.00
53770 · Research	1,688.75	1,000.00	2,000.00
Working Groups		3,000.00	
Total 53700 · Committee expenses	1,795.16	10,350.00	6,200.00
54000 · Communication Expenses			
54100 · AGM Facilities	630.24	3,000.00	1,500.00
54150 · Producer Meetings	20,539.12	25,000.00	25,000.00
54200 · Fees Memberships Subscriptions	782.21	500.00	800
54450 · Publication	15,020.96		30,000.00
54470 · Promotion and Marketing	9,438.64	7,000.00	13,000.00
54500 · Sponsorship	7,350.00	7,000.00	8,000.00
54510 · Promotional Events	8,279.72	6,000.00	10,000.00
54525 · Advertising	40,446.83	60,000.00	75,000.00
54550 · Trade Show	5,989.52	20,000.00	10,000.00
Total 54000 · Communication Expenses	108,477.24	128,500.00	173,300.00
55000 · Industry Development Fund			
55300 - External Memberships	128,119.00	140,000.00	140,000.00
55400 - Projects	69,043.80	100,000.00	80,000.00
55500 Federal Projects	1,028,209.36	0.00	0
55100 · Levy Refund Expense	66,563.68	80,000.00	70,000.00
55200 · SCAIDF Funding Expense	629,493.11	500,000.00	500,000.00
Total 55000 · Industry Development Fund	1,921,428.95	820,000.00	790,000.00
56000 · Natl Policy & Trade Advoc. Prog			
CCA Legal		125,000.00	75,000.00
56100 · CCA - Operations	550,637.25	556,000.00	556,000.00
56200 · Natl Check-off Agency	1,103,529.68	1,066,000.00	1,166,667.00
Total 56000 · Natl Policy & Trade Advoc. Prog	1,654,166.93	1,747,000.00	1,797,667.00
57000 · Staff Expenses			
57100 · Accomodations	9,228.89	5,000.00	8,000.00
57200 · Meals	2,173.07	1,000.00	2,500.00
57300 · Other - Registrations, ect	4,190.11	1,800.00	4,000.00
Professional Development		1,500.00	
57400 · Travel	14,737.03	10,000.00	13,000.00
Total 57000 · Staff Expenses	30,329.10	19,300.00	27,500.00
58000 · Reconciliation Discrepancies	10.25		
59000 · Salaries & Benefit Expenses			
59100 · Group Benefits	11,590.65	7,000.00	13,000.00
59200 · Payroll Expense	349,378.77	400,000.00	415,000.00
59300 · Per Diems	113,260.00	95,000.00	100,000.00
59400 · RRSP Employer	6,984.50	17,000.00	20,000.00
59500 · WCB	14.65	500.00	500
59000 · Salaries & Benefit Expenses - Other	8,185.29		
Total 59000 · Salaries & Benefit Expenses	489,413.86	519,500.00	548,500.00
Total Expense	4,513,956.11	3,534,850.00	3,626,167.00
Net Ordinary Income	495,853.66	-230,350.00	-8,167.00
Net Income	495,853.66		

PARTNERSHIP REPORT: Good for the community, good for the industry

The following is a recap of the events and partnerships SCA Participated in during 2017.

Government Consultations & Collaborations:

Canada's Food Guide Renewal
A Food Policy for Canada
The Third Beef Science Cluster
Canadian Agricultural Partnership
Taxation on private corporations
Saskatchewan Meat Inspection regulations
Saskatchewan Animal Protection Act
North American Free Trade Agreement renegotiation
Saskatchewan Agricultural Implements Act
Canadian Food Inspection Agency Cost Recovery
Safe Food For Canadians Regulations
Canadian Plant and Animal Health Strategy
Federal Transportation Regulations
Pan Canadian Greenhouse Gas Offset Framework
Saskatchewan Road Maintenance Agreements
Free Trade Agreement with China
Federal Carbon Pricing
Holos Greenhouse Gas Program
National Science and Engineering Research Council - Prairie
Agroecosystems Resiliency Project
Intensive Livestock Operations Regulations
Trans Pacific Partnership 11

Events:

Saskatoon Home Show
Regina Home Show
Ag in the City – Saskatoon
Pacific North West Economic Region/
Cross Border Livestock Health Conference
2 fly ins to Ottawa
CCA Welcome Back MP BBQ on Parliament Hill
Agribenchmark Forum
Conservation Leadership Meet up in Winnipeg
National Cattlemen's Beef Association
Public Trust Summit
Agriculture Month in Saskatchewan
Food Evolution Screening
Western Canadian Association of Bovine Practitioners
Saskatchewan Greenhouse Gas Forum

Canadian Forage and Grasslands Conference
Canadian Beef Industry Conference
MLA and MP meetings in their ridings
Events Continued:
U of S student seminars
Career days
Western Canadian Soil Health and Grazing Conference
Verified Beef Production Plus area meetings

Partnerships:

Farm & Food Care – on the board
Canadian Roundtable for Sustainable Beef – on committees
Ag in the Classroom – on the board
Agribition
Saskatchewan Forage Council – on the board
Prairie Conservation Action Plan (PCAP) – on the board
Livestock Marketers of Saskatchewan Agriculture Development Fund
National Cattle Feeders Association – on the board
South of the Divide Conservation Action Program (SODCAP) – on the board
4-H
Agri-Ed Showcase
Saskatchewan Forage Network
CCA, BCRC, Canada Beef – board members at all
Livestock and Forage Specialists from Saskatchewan Ministry of Agriculture

Sponsorships:

Emerging Agriculture Hackathon
Saskatchewan Stock Growers Association summer conference
Saskatchewan Cattle Feeders Association Feedlot School
Rural Ranch Women conference
Steaks and Stems Information nights
Western Beef Development Centre field day
YXEats
Beyond All Limits High Schools leadership conference
Vetavision
Taste of Saskatchewan
Food Influencer Tour
Ag in the Classroom Teacher Tour
U of S Beef Club
Beef Expo
Young Ranchman's Show
Home Ec Teachers Conference

Saskatchewan Agriculture Hall of Fame
Pasture Tours
Outstanding Young Farmer Sponsorships Continued:
CJ Katz on Wheatland Café
Saskatchewan Bison Association AGM
Harvest Showdown Cookoff
Regina Catholic High Schools Cookoff
Sainfoin bulletin
Invasive plant species guide
Canadian Roundtable for Sustainable Beef verification framework
South of the Divide Conservation Action Program Section 11 Agreements for Greater Sage Grouse
2017 Genetics Roundup
Verified Beef Production Plus area meetings

Research Projects Approved:

Barley and triticale improvement
Mycoplasma bovis vaccine
Genomic selection
Computer visioning for grading
Sulphate removal from water
Feedlot effects on water table
Manure utilization
Feedlot effects on soil
Economics of forage based backgrounding
Grazing to control leafy spurge
Alfalfa and sainfoin development under competition
Effects of ergot on beef bulls
Forage Variety Demonstration Trials
Western Canadian Cow-Calf Survey
Evaluating Steam Flaking Barley
Fungal suppression of leafy spurge
Evaluating Galega as a forage legume in pasture
Residue and fertility management of annual polycultures
Alternative trace mineral supplementation strategies
Vaccine adjuvant platform evaluation
Mycoplasma bovis antimicrobial resistance by MALDI-TOF MS feasibility study
Dugout management for improved water quality
Physiology of the forage efficient beef cow

Public Outreach:

360 Video at a feedlot, grazing videos
Earned Media (radio, print, TV)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

10TH ANNUAL GENERAL MEETING
THURSDAY, JAN. 25, 2018 - 1:30 PM
SASKATOON INN & CONVENTION CENTRE
SASKATOON, SK

AGENDA

1:30 p.m. - Call to order

Approve Agenda and Officials

2nd call for nominations & resolutions

Board Introductions

CCIA E-Store

1st call for nominations & resolutions
(2 *Canadian Cattlemen's Association reps*)

Livestock Services of Saskatchewan CHIP report
Jason Pollock

Minutes of 2017 AGM

Canadian Roundtable for Sustainable Beef
Fawn Jackson

Finance Report & Appointment of Auditor

Final Call for nominations & resolutions

Chair's Report on Year Past

Policy Session – including finance report

CEO's Look Ahead

Elections

Adjourn



Annual General Meeting, Wednesday, Jan. 25, 2017

1.0 – Call to Order

The meeting was called to order at 1:40 p.m. by Ryan Beierbach.

Introduction of Guests.

2.0 – Approval of Agenda

**MOTION- AGM 17-01: Michael Spratt/ Brad Welter
“To approve the agenda.”**

Motion Carried

Introduced:

Lloyd Thompson as Resolution Chair
Murray McGillivray as Election Chair
Rich Smith – Scrutineer
Kim McLean- Scrutineer
Brad Wildeman –Parliamentarian

**MOTION – AGM 17-02: Paula Larson/ Greg
Thompson**

“ To accept the following people as stated:

**Lloyd Thompson as Resolution Chair
Murray McGillivray as Election Chair
Rich Smith – Scrutineer
Kim McLean- Scrutineer
Brad Wildeman –Parliamentarian.”**

Motion Carried

Ryan Beierbach made

1st Call for CCA nominations
1st Call for YCC nominations
1st Call for NCFAs nominations
1st Call for Resolutions

3.0 – Review of 2016 AGM Minutes

Ryder Lee presented the minutes of 2016
No errors or omissions were brought forward.
There was no business arising from the minutes.

**MOTION – AGM 2017-03: Garrett Hill/ Levi Hull
“That the 2016 AGM minutes be approved
as circulated.”**

Motion Carried

4.0 – Finance Report

Philip Lynn, SCA Finance Chair and Logan Hutt from Dudley and Company presented the financial report.

- Will table the vote on the financials until after the nominations to allow for arising questions.

5.0 – Appointment of Auditor

**Motion – AGM 17-04: Levi Hull/ Laurie Disney
“To appoint Dudley & Co as auditor for the
upcoming year.”**

Motion Carried

Board Introductions by Ryan Beierbach – Board Chair

6.0 – Chair Report – A Year in Review

Ryan Beierbach, SCA chair, presented his report

Introduced new Directors:

Keith Day replacing Larry Grant – District 3B
Joe Jackson replacing Philip Lynn – District 2
Bill Huber replacing Lloyd Thompson - SSGA

8.0 – Farm and Food Care

Clinton Monchuk presented report.

9.0 – Ag in the Classroom

Sara Shymko presented report

10.0 – Livestock and Forage Centre of Excellence

Dorothy Murrell presented report.

11.0 – CFIA

Rick James Davies presented report.

12.0 – RCMP

Corporal Donison presented report.

13.0 – National Cattle Feeders Association

Ryan Thompson presented report.

14.0 – Saskatchewan CCA Representatives

Two positions open for a two year term.

Ryan Beierbach made the second call for nominations.

CCA Nominations:

Duane Thompson – nominated by Pat Hayes – seconded by Laurie Disney

Garret Hill – nominated by Philip Lynn – seconded by Michael Spratt

NCFA Nominations:

Ryan Thompson – nominated by Brad Welter – seconded by Bill Jameson

15.0 –Year Ahead

Ryder Lee presented the Year Ahead report

Ryan Beierbach made the third and final call for nominations and for resolutions.

YCC Nominations:

Dean Sentes – nominated by Michael Spratt – seconded by Garret Hill.

CCA Nominations:

Lynn Grant – nominated by Duane Thompson – seconded by Doug Gillespie.

MOTION AGM16-05: Reg Schellenberg/Joe Jackson

“That nominations cease.”

Motion Carried

Acclamation

Dean Sentes – YCC representative

Ryan Thompson – NCFA representative

16.00 Canadian Cattlemen’s Association Representative elections

Garret Hill, Lynn Grant, Duane Thompson made presentations to the crowd.

Murray McGillivray – Chief returning Officer

Rich Smith – Scrutineer

Kim McLean – Scrutineer

Ballots were handed out and a vote taken.

17.00 Financials

- No business arising

MOTION 16-06: Bill Jameson/ Rick Toney “To accept the 2016 financial report as presented.”

Motion Carried

14.0 – Resolution Session

Lloyd Thompson, resolution chair, discussed the process that would be employed to deal with the resolutions. Eleven resolutions from the 2016 Fall District Meetings listed in the 2016 Annual Report, plus five resolutions from the floor and one tabled resolution from the last AGM, were debated and voted on.

2017 SCA AGM – Resolution 1-Consolidated

SCA District 1

Moved by; Blain Hjertass

Seconded by: Ralph Corcoran

“That the Saskatchewan Cattlemen’s Association lobby the provincial and federal governments to implement a program that would pay agricultural producers for any measurable increases in soil carbon that occurs on their land.

Further be it resolved that the Saskatchewan Cattlemen’s Association encourage the Canadian Roundtable for Sustainable Beef to support policy to pay agricultural producers for any increase in carbon sequestration that occurs on their land.”

SCA District 8

Moved by: Margaret Leigh

Seconded by: Alex Potreyko

“Be it resolved that the SCA lobby the Government of Saskatchewan and instruct the Canadian Cattlemen’s Association and the Canadian Roundtable for

Subsustainable Beef to lobby the Federal Government to implement a program that would pay agricultural producers to any measurable amount of carbon sequestered on their land.”

SCA District 9B

Moved by: Scott Adamson

Seconded by: Dave Crihall

“That the SCA lobby the governments of Saskatchewan and Canada to implement a program that would pay agricultural producers for carbon sequestration that occurs on their land.”

Proposed Resolution #1:

“That SCA work with the Government of Saskatchewan, the Canadian Cattlemen’s Association and the Canadian Roundtable for Sustainable Beef to lobby the Federal government to work with the provincial government and the cattle industry in order to fund the necessary research on carbon sequestration in soil and subsequently implement a program which will pay SK’s cattle producers for carbon sequestration on their lands.”

MOTION AGM16-07: Chair/ Blain Hjertaas

“To move Resolution 2017—#1.”

Motion Carried

2017 SCA AGM – Resolution 2

SCA District 1

Moved by: Stan Jeeves

Seconded by: Darren Ippolito

“That SCA investigate the potential of a biological control of Burdock and Absinthe.”

MOTION AGM17-08: Chair/Phil Birnie

“To move Resolution 2017- #2

Motion Carried

2017 SCA AGM- Resolution 3

SCA District 1

Moved by: Jack Hextall

Seconded by: Brian Ross

“That the Saskatchewan Cattlemen’s Association

implement the approved increase of the National Check – off on April 1, 2017.”

Discussion

Motion to Amend: Mark Elford/Paula Larson

Change the date to 2018

Amendment to read:

“That SCA implement the approved increase of the National Check off on April 1, 2018.”

Amendment Denied

“That the Saskatchewan Cattlemen’s Association implement the approved increase of the National Check – off on April 1, 2017.”

MOTION AGM17-09: Chair/Jack Hextall

“To move Resolution 2017- #3, as first presented”

Motion Carried

2017 SCA AGM – Resolution 4

SCA District 2

Moved by: Bill Jameson

Seconded by: Joe Jackson

“That CFIA negotiate an end to the dentition age verification requirement on export of cull cows and bulls.”

MOTION AGM 17-10: Chair/Joe Jackson

“To move Resolution 2017 - #4.”

Motion Carried

2017 SCA AGM – Resolution 5

SCA District 3B

Moved by: Doug Gillespie

Seconded by: Doug Ostrander

“Whereas the Government of Saskatchewan introduced legislation this spring (2016) to repeal The Horned Cattle Purchases Act (HCPA); and Whereas cattle continue to be sold with horns that cause significant carcass damage during marketing

and transportation; and
Whereas the horned cattle penalty has been at \$2 per animal since 1949,
Be it resolved that the Saskatchewan Cattlemen's Association support the retention of a \$10 horned cattle levy in Saskatchewan."

MOTIONAGM16-12: Chair/Doug Gillespie
"To move Resolution 2017- #5."

Motion Defeated

2017 SCA AGM – Resolution 6

SCA District 3B
Moved by: Lynn Grant
Seconded by: Ed Bothner

"Whereas each and every agricultural production unit has its own unique set of circumstances and constraints and every agricultural decision maker needs to be free to make decisions based on his/her unique circumstances without outside coercion.
Be it resolved that SCA, as a representative of cattle producers, engage the federal and provincial governments to keep cross compliance to a minimum to reduce the risk of unduly influencing producer management decisions."

MOTION AGM17-06: Chair/Kelly Williamson
"To move Resolution 2017- #6."

Motion Carried

2017SCA AGM – Resolution 7

SCA District 9A
Moved by: Ryan Sommerfeld
Seconded by: Leonard Balicki

"Given the light sentences that courts are handing down to cattle rustlers;
Be it resolved that the Saskatchewan Cattlemen's Association pursue the provincial and federal Departments of Justice and the Canadian Food Inspection Agency to ensure that convicted rustlers are punished to the full extent of the law."

Motion AGM 17-07: Chair/Arnold Balicki
"To move Resolution2017 - #7."

Motion Carried

2017 SCA AGM – Resolution 8

AGM Floor
Moved by: Lloyd Thompson
Seconded by: Jeff Yorga

"Whereas the objective of a modern, efficient beef industry should be the production of beef carcasses that combine high quality and high yield;
Be it resolved that the Canadian beef industry leadership adopt and hasten the full deployment of the E+V technology as the official determinant of the beef carcass grade and yield system and that the yield be estimated as a percentage yield on each carcass and that the industry be encouraged to more fully recognize in the pricing system the impact of differing yield percentages on the value of beef carcasses."

MOTION AGM 17-08: Chair/Jeff Yorga
"To move Resolution 2017- #8."

Motion Carried

2017 SCA AGM – Resolution 9

AGM Floor
Moved by: Lloyd Thompson
Seconded by: Duane Thompson

"Whereas the WLPPI Insurance pilot project was a successful tool in helping cattle producers limit their risk and whereas it is a pilot program that is coming to an end;
Be it resolved that the SCA lobby the two levels of government to establish a national insurance program to help maintain stability for cattle producers."

MOTION AGM 17-09: Chair/Duane Thompson
"To move Resolution 2017- #9."

Motion Carried

2017 SCA AGM – Resolution 10

AGM Floor
Moved by: Lloyd Thompson
Seconded by: Will Lowe

"Whereas more work is needed to be done in regards to collection of brand inspection and check off fees for cattle that are traded in a private treaty sale for all classes of cattle in Saskatchewan:

Be it resolved that the Saskatchewan Cattlemen's Association advocate for more education and awareness that checkoff payments apply to private treaty sales."

MOTION AGM 17-10: Levi Hull
"To table Resolution 2017-#10."

Motion Carried

2017 SCA AGM – Resolution 11

AGM Floor
 Moved by: Lloyd Thompson
 Seconded by: Rick Toney

"Whereas in the agreement between patrons and Government for the PFRA pastures that are transitioning, the Government has stipulated that hunting will be permitted as per the Saskatchewan Hunters and Trappers Guide, and that failure by the lessees to allow hunting during stated time periods and locations shall entitle the Minister to cancel the lease;

Whereas this takes control of access out of the hands of patrons,

Be it resolved that because patrons do not control access, the patrons would not be liable for happenings on this land, including noxious weeds, invasive species, biosecurity, injury or damages of any nature.

MOTIONAGM17-11: Chair/Rick Toney
"To move Resolution2016 #11."

Motion Carried

2017 SCA AGM – Resolution 12

AGM Floor
 Moved by: Lloyd Thompson
 Seconded by: Laurie Disney

"That hard line high speed internet service equivalent to what is offered in urban areas be extended throughout rural Saskatchewan."

MOTION AGM17-12: Chair/Laurie Disney
"To move Resolution2017- #11."

Motion Carried

Revisited 2016 SCA AGM – Resolution 16
 The resolution was tabled

MOTION AGM 17-13: Chair/Lynn Grant
"To open up discussion on 2016 SCA AGM-Resolution 16 as it was tabled in the last period."

From the floor:

Whereas the beef industry is under increasing pressure to be more efficient in the areas of production and environmental footprint all while maintaining our social license through enhancing biodiversity on the land we operate on. This challenge depends on a viable and productive research program. Therefore,
 Be it resolved that the Saskatchewan Cattle industry increase the portion of National check off going to research by 10% of the check off."

Discussion

MOTION AGM17-14: Chair/ Lynn Grant
"To move Resolution 2016 -16 as presented."

Motion Defeated

15.0 Election Results from the Saskatchewan CCA Elections

- Murray McGillivray delivered the results of the ballot
- Lynn Grant voted in for a two year term.
- Duane Thompson voted in for a two year term.

MOTION AGM17-15: Michael Spratt/Greg Thompson
"To destroy the ballots."

Motion Carried

16.0 Adjournment

MOTION AGM17-16: Michael Spratt
"To adjourn the meeting."

Motion Carried

Meeting adjourned at 6:15pm

Resolutions from 2017 District Meetings

The following resolutions were passed at the SCA district meetings the last two weeks of October and the first week of November 2017. These 11 local meetings provide a chance for producers to hear from SCA and provide input. The resolutions below have been reviewed by the Governance Committee and brought to the floor at the Annual General Meeting on Jan. 25 at the Saskatoon Inn in Saskatoon. As was stated at the district meetings motion supporters are encouraged to be at the annual meeting to speak to their resolutions. At that meeting, resolutions can also come from the floor and from the Board for the consideration of the attendees.

District 2 - Weyburn

Resolution 1

Whereas, in an effort to expand livestock production in Saskatchewan,
Be it resolved that SCA lobby government through the Canadian Agricultural Partnership to offer a cost sharing project that funds perimeter fencing for lands not currently utilized for livestock production,

District 3B - Swift Current

Resolution 1

Whereas the use of antibiotics in the cattle industry will be regulated by a "vet-client" relationship,
Be it resolved that the SCA as representing the "client" be involved in defining and regulating the said "vet-client" relationship.

Resolution 2

Whereas fire is a destructive force,
Be it resolved that SCA investigate possible grass attractants that would encourage severe grazing to reduce/eliminate the fuel load on grazing land.

District 4 - Piapot

Resolution 1

That SCA Lobby for the investigation in to what the added costs are to rural municipalities and landholders caused by regulations and prohibitions under the Species at Risk Act. Further that these added costs be the responsibility of the government that imposes the regulations and prohibitions.

District 5 - Stenen

Resolution 1

Whereas producers need to have the option to purchase antibiotics from farm retail outlets.
Be it resolved SCA work with SMVA to ensure that producers be allowed to buy antibiotics from farm retail outlets once they have a prescription from a veterinarian. This will hopefully keep competition in on the pricing of antibiotics.

District 6 - Strasbourg

Resolution 1

Whereas CFIA has mandated all antibiotics only be sold by prescription through veterinarians,
Whereas this new restriction could limit access to needed antibiotics,
Whereas, in order for humane and sustainable care for livestock, antimicrobials must be available and affordable,
Whereas the Saskatchewan Veterinarian Association has a minimum price schedule for veterinary services,
Be it resolved that SCA lobby the provincial government and work with SVMA to insure antimicrobial drugs are not added to minimum schedule,
Be it further resolved that SCA lobby the Provincial and Federal Government to investigate the possibility of a pharmacy style retail for livestock drugs to foster competition.

NATIONAL CATTLE FEEDERS REPORT: Building on Partnerships

The National Cattle Feeders' Association (NCFA) represents Canadian cattle feeders on national policy and regulatory issues, and collaborates with other cattle organizations to strengthen Canada's beef industry. Established in 2007, NCFA enables the country's cattle feeders to speak with one voice on the challenges and opportunities facing the fed cattle production chain.

NCFA membership is comprised of provincial beef organizations from the major cattle feeding regions of Canada, each of which contributes funding based on provincial fed cattle populations. Provincial member organizations appoint a Director to serve on the NCFA Board, as well as a staff representative. NCFA maintains its presence in Ottawa through a team of experienced consultants that provide advice, assistance, and expertise on our key political, regulatory, and trade issues.

Opportunities and Challenges

Both the 2017 Federal Budget and the Barton Report identified the agriculture and agri-food industries as primary growth opportunities with significant potential to increase their national economic contribution. As a result, Budget 2017 set the goal of achieving \$75 billion in agriculture and agri-food exports by 2025. Our consistent message to government has been that informed policy choices, strategic investments, and deliberate action in several areas are essential if Canadian agriculture is to reach that goal.

Labour: The recommendations of the Canadian Agriculture and Agri-Food Workforce Action Plan and the HUMA Committee Report on the Temporary Foreign Worker Program (TFWP) need to be implemented. NCFA was successful in ensuring that the TFWP review currently underway at Employment and Social Development Canada (ESDC) considered not just the needs of seasonal agriculture, but those of primary agriculture and meat processors as well.



RYAN THOMPSON
Chair, SCA Rep

Rural Infrastructure: Only a small portion of federal funding for infrastructure flows to Canada's rural communities. Since 2016, NCFA has been making the case for an ongoing stream of meaningful funding for rural infrastructure. Our advocacy partially paid off in Budget 2017, which announced an additional \$2 billion for rural infrastructure.

Taxation: Maintaining a competitive tax regime is critical to future growth. NCFA communicated clearly to the Department of Finance and Minister Morneau the negative consequences of proposed changes to the taxation of family-owned corporations. As a result of our efforts and those of others, some of the more problematic proposals were dropped.

North American Free Trade Agreement (NAFTA): Throughout 2017, NCFA was an active participant in ongoing government-industry strategic discussions to secure our NAFTA goals. These goals include "doing no harm" to the integrated North American beef market, eliminating export impediments such as the CAN brand and re-inspections, and embedding a commitment for regulatory cooperation into the agreement.

Access to China: In June 2017, the US and China signed an agreement that widely expanded US access into the Chinese market and also provided full systems approval for US processors. NCFA has been very active on this file, working with the Ministers of Agriculture and International Trade, the Parliamentary Secretaries, and staff at Global Affairs Canada. Recently, the Canadian and Chinese governments announced that bone-in beef will soon be moving into China and a new pilot project will be initiated for the export of Canadian fresh and chilled beef. NCFA will continue to press the federal government to secure equal access for Canadian beef.

Comprehensive and Progressive Trans-Pacific Partnership (CPTPP or TPP-11): NCFA continues to send the message that the Canadian beef industry is heavily dependent on expanding international market access and exporting high value product offshore. The rapidly developing markets of the Asia Pacific region offer enormous opportunities, but only if access can be negotiated similar to our competitors. NCFA has urged the federal government to implement the CPTPP without changes to any of the negotiated market access provisions.

Canada - EU Comprehensive Economic and Trade Agreement (CETA): The European market has great potential, and the recent opening of Harmony Beef in Alberta has enlarged Canada's processing capacity to meet EU needs and specifications. However, real access still depends on EU acceptance of internationally recognized interventions in Canadian processing plants. NCFA continues to send the message that non-tariff and technical barriers must not restrict access and CETA administration (e.g., quota system, import licensing permits) must provide Canadian beef producers with real access.

Public Trust: Consumer education and public trust are paramount for growth of the agriculture and agri-food industries whether the issue in view is environmental impact, health, or production methods.

As a trusted source, the federal government is uniquely positioned to engage in consumer education but has largely abandoned this role. NCFA has been calling for its return, particularly as a key component in several new agriculture and food initiatives such as the Canadian Agriculture Partnership, the new Canadian Food Policy, and the new Canada Food Guide.

Regulatory Barriers: Federal regulations must keep pace with technological change and ongoing innovation, and they must also reflect the day-to-day realities of beef production. NCFA is pointing government to consider the regulatory alternatives proposed in our 2016 Competitiveness Report. We continue to work with the Regulatory Cooperation Council (RCC) to improve Canada-US alignment and harmonization.

Government Relations

Building national political champions for the beef industry and advocating with the federal government on behalf of the interests and concerns of Canada's cattle feeders comprises a large part of NCFA activities. At the beginning of each year, the NCFA Board and our provincial staff representatives build out an Ottawa Engagement Strategy that sets out specific goals for our most important policy priorities. Along with our team of political, regulatory, and trade consultants in Ottawa, NCFA then executes on the strategy by lobbying for policies and programming that will grow and sustain our industry.

In 2017, NCFA organized and rolled out a series of four week-long engagement events in Ottawa during the months of April, May, September, and November. As a result of this engagement, NCFA held some 50 separate meetings with over 100 MPs, Ministers, Parliamentary Secretaries, political aides, public servants, and government regulators on the priorities of Canada's cattle feeders.

Highlights of this year's Engagement Strategy include participation in a Roundtable with Agriculture Minister Lawrence MacAulay in May 2017, a "top-to-top" meeting with CFIA President Paul Glover and his Executive Team in September

2017, and another successful MP Breakfast and Lobby Week in November where Directors and staff met with over two dozen MPs.

Parliamentary Committees

In 2017, NCFA appeared as a witness before two Parliamentary Standing Committees to provide expert testimony on issues impacting cattle feeders.

House Standing Committee on Agriculture and Agri-Food: NCFA appeared before the Agriculture and Agri-Food Committee to share our perspectives on a new National Food Policy. NCFA pointed out that agricultural producers must be the foundation of any food policy. In addition, the federal government needs to ensure that its whole basket of public policies on agriculture are aligned. The 2017 Budget, the Barton Report, the new Canadian Agriculture Partnership program, the new Canada Food Guide, and any new National Food Policy must work together. NCFA closed by stating that a National Food Policy should include a fifth pillar that speaks to education, information, public trust, and social license.

House Standing Committee on Finance: For the second year in a row, NCFA was invited by the Finance Committee to share its perspectives on the next federal budget. NCFA urged the Committee to consider what is required in Budget 2018 to achieve the goals set out in Budget 2017. NCFA urged action on five items including labour, rural infrastructure investment, taxation, trade, and regulatory impediments.

Policy & Regulatory Submissions

In 2017, NCFA staff made numerous submissions to federal authorities and agencies on a wide range of policy and regulatory issues. Examples include submissions on the National Plant and Animal Health Strategy, the Canadian Agriculture Partnership, the Canada Food Guide, and the National Food Policy. Other 2017 submissions addressed the CFIA's ongoing feed regulatory modernization initiative and its cost recovery initiative, Health Canada's new regulations on the usage of antimicrobials, and proposed

changes to livestock transportation under the Health of Animals Regulation. NCFA also made submissions to Employment and Social Development Canada on the Temporary Foreign Worker Program, proposed changes to the Income Tax Act, and the implementation of Electronic Logging Devices (ELDs) on livestock transporters.

Research & Industry Development

Improving the profitability, efficiency, and sustainability of beef production requires investments in research and industry development. In 2017, work continued on aligning the Canadian Feedlot Animal Care Assessment Program with other industry programs and initiatives such as the Canadian Roundtable for Sustainable Beef (CRSB) and the Verified Beef Production Plus (VBP+) programs. NCFA also developed a proposal to create an FMD Secretariat to further the industry's emergency preparedness. Cattle feeders also committed \$150,000 in funding over the next five years to the Beef Science Cluster III projects to be carried out by the Beef Cattle Research Council (BCRC).

Collaborative Partnerships

NCFA believes that the entire beef value chain benefits when multiple organizations work together and speak with one voice. To that end, NCFA maintains membership in the Canadian Agri-Food Trade Alliance (CAFTA) and the Canadian Agricultural Human Resource Council (CAHRC), and engages with the Market Access Secretariat (MAS), the Beef Cattle Trade Advisory Group (BCTAG), the Beef Cattle Policy Advisory Committee (BCPAC), and the Beef Value Chain Roundtable (BVCRT). Collaboration with other beef industry partners such as the CCA and CMC has helped propel movement on several important issues such as NAFTA and beef access to China.

I am proud of NCFA's accomplishments in 2017. With our dedicated Board of Directors, our provincial staff representatives, and our team of consultants, I am confident about even greater successes in 2018.

BEEF CATTLE RESEARCH COUNCIL REPORT: Research & Innovations

The Beef Cattle Research Council (BCRC) is Canada's industry-led funding agency for beef, cattle and forage research. Its mandate is to determine research and development priorities for the Canadian beef cattle industry and to administer the Canadian Beef Cattle Check-off funds allocated to research. The BCRC is led by a committee of beef producers who proportionally represent each province's research allocation of the Canadian Beef Cattle Check-off.

On average nationally, the BCRC receives approximately 18% of the Canadian Beef Cattle Check-off, and plays a key role in leveraging additional funding for beef cattle research. Recognizing this, the Council works to ensure the highest return on investment possible for industry contributions to research through ongoing consultation with other provincial and national funding organizations.

Investments in beef research have several benefits, including an improved ability to meet increasing global food demand and supporting responsible production efficiencies and profitability of Canadian beef cattle producers. Advancements in the industry also positively impact the nation's economy.

Canada's Beef Cattle Industry Science Clusters

The first Beef Cattle Industry Science Cluster directed \$10.5 million to 32 research projects between April 1, 2009 and March 31, 2013. Joint industry and government commitments to the second Cluster (April 1, 2013 – March 31, 2018) totaled \$20 million, including \$14 million in funding from AAFC, \$1 million in provincial government investments, and \$5 million in



BRYAN THIESSEN

BCRC Chair

funding from the research allocation of the Canadian Beef Cattle Check-off and provincial beef industry groups. Funding was directed to 26 research projects. A summary of every Cluster-funded project can be found on BeefResearch.ca.

The first and second Clusters have proven to be a very successful step towards improving coordination of beef research funding in Canada including AAFC, BCRC, provincial governments, provincial cattle associations, and other industry funders. The Clusters motivated a growth of industry investment in research and technology transfer. Funding was focused on a comprehensive outcome-based research program directly aligned with industry's vision and priorities, including capacity development in critical areas. As a result, Cluster investments are generating meaningful, applicable knowledge and technologies for the industry, as well as extension tools to increase

adoption of the innovations.

The BCRC has worked extensively to renew the Cluster program under AAFC's Canadian Agricultural Partnership and plan for the third Beef Cattle Industry Science Cluster covering the period April 1, 2018 to March 31, 2023. AAFC launched the program and released application forms in November. Our full application, based on several years of planning and consultation with numerous consultations with experts and stakeholders, as well as economic and practical analyses, was submitted to Ottawa in December.

The proposed third Cluster, which builds upon Cluster I and II, aims to grow beef exports and supply growing global beef demand while enhancing competitiveness and public trust. Proposed activities will work to achieve priority objectives in the Canadian Beef Research and Technology Transfer Strategy that the BCRC is most qualified to deliver and do not duplicate activities already funded by other groups.

The Canadian beef industry has a tremendous opportunity to increase productivity and grow Canadian beef exports to support broader economic growth. Activities proposed in the third Cluster are key to realizing that opportunity. Proposed activities will directly address climate change challenges, growing world population pressures, and knowledge gaps that impede public trust or the strength of regulatory systems. They will advance the science of past Clusters, address current and anticipated threats to Canadian beef production, benefit Canadian farmers and ranchers with access to new, practical knowledge and innovations that can improve their business and end products, and

continue to improve the industry's antimicrobial and environmental stewardship.

AAFC's funding commitments for the third Cluster are expected to be announced in early 2018. Following AAFC approval, the BCRC will initiate the new Cluster research projects and announce project details on BeefResearch.ca.

The BCRC will continue to play an integral role in achieving several of the industry goals identified in the National Beef Strategy through strategic investments in research and extension. The proposed increase in Canadian Beef Cattle Check-off will be integral to maintaining existing BCRC research programming to ensure continued improvements are made in:

Forage & Grassland Productivity
Environmental Sustainability
Feed Grains & Feed Efficiency
Animal Health and Welfare
Antimicrobial Use, Resistance & Alternatives
Food Safety
Beef Quality

Additional funding would enable an expansion of research programming into high priority areas, such as strategic investment in research capacity in meat science and forage utilization, and the expansion of research surveillance networks to monitor antimicrobial resistance, production limiting diseases and other animal health information. A domestic and international research liaison would look for practices and technologies from across Canada and around the world that have the potential to benefit more producers here and find ways to modify them so Canadian producers can use them on their own operations. Additional funding would also enable greater national and regional extension network support and ongoing delivery of the Verified Beef Production Plus (VBP+) program.

Technology Transfer

The BCRC continues to advance the implementation of its Knowledge Dissemination and Technology Transfer Strategy, which is a core activity of the Beef Science Clusters.

The Beef Researcher Mentorship Program, which launched in 2014, continues to facilitate and encourage new applied beef-related researchers, especially those from non-Canadian agriculture backgrounds, to attend industry events and network with producers and other industry professionals. The program is advancing researchers' appreciation of industry needs and fueling their ambition to share their findings with a practical, solution-based focus.

Another new extension video has been produced. 'What Beef Producers Need to Know about Environmental Footprint' has exceeded 35,000 views on Facebook and YouTube combined.

Bov-Innovation sessions were held at the 2017 Canadian Beef Industry Conference. The sessions focused on economic and reproductive factors of replacement heifer development, using feed analysis to balance rations and manage for mycotoxins, and how producers can leverage genomic technology on their commercial cattle operations.

The BCRC website, www.beefresearch.ca, provides access to general information on research topics, summaries of in-progress and completed research projects, and information that helps producers make informed decisions on implementing innovation into their production practices. The website delivers various BCRC-produced and other valuable extension resources including articles, videos, webinars, and interactive decision making tools.

Communications from the BCRC can also be found through various cattle organizations' publications, and through a regular research column that appears in Canadian Cattlemen magazine.

Advancement of the Verified Beef Production Plus program

In addition to sponsoring research and technology development, the BCRC oversees and supports the beef industry's on-farm food safety program, Verified Beef Production Plus (VBP+).

VBP+ has worked with industry stakeholders to develop additional modules for animal care, biosecurity and environmental stewardship that are now available to producers. These modules are an opportunity for producers to secure further recognition for credible production practices. The program is now working with Canada's Roundtable for Sustainable Beef (CRSB) in a process to determine equivalency of VBP+ and ProAction (dairy equivalent) with the CRSB's sustainability indicators.

A new VBP+ website, www.verifiedbeefproductionplus.ca, launched in March 2017. It houses a wealth of information for consumers and retailers and is a great resource for Canadian beef cattle producers. It also includes a Feeder Cattle Listing for those VBP+ Registered operations signed onto the AgriClear platform.

For More Information

To learn more about BCRC initiatives and take advantage of our extension resources, visit our website at www.beefresearch.ca and join our email list at www.beefresearch.ca/blog/subscribe

CCA PRESIDENT'S REPORT: Partnerships & Regulations

I am pleased to provide you with this final report as President of the Canadian Cattlemen's Association (CCA). It has been an honour and a privilege to represent the interests of Canada's beef producers as President and Vice President of this organization. I am extremely proud of the achievements and progress achieved during my term that support the long-term competitiveness of the industry going forward.

Public trust initiatives including the launch of the Canadian Beef Industry Conference, the National Beef Strategy and the industry issues management position will provide a solid, science-based foundation for the Canadian beef industry to thrive on. The CCA's written submissions defining the potential harm to industry of regulatory change proposals including Canada's Food Guide and the Food Labelling Modernization Initiative, deserve recognition, as do the ongoing efforts in sustainable beef production, climate change and verification frameworks. Approval to permit irradiation of raw fresh and frozen ground beef was finally granted after nearly two decades of effort.

The CCA addressed areas of vital importance to the viability of beef production itself, securing revisions to harmful provisions within Ottawa's proposed Tax Planning Using Private Corporations changes. Advocacy efforts resulted in tax relief measures for producers affected by bovine tuberculosis (bTB), and drought, flood or excess moisture conditions, and tax relief and other disaster relief measures for producers impacted by the B.C. wildfires. We progressed files on traceability and labour shortages and, with the Canadian Food Inspection Agency (CFIA) secured the elimination of an outdated requirement to prove that live cattle exported to the U.S. are born after March 1, 1999.

Much effort was expended on our trade and market access priorities, including liberalizing trade in the Asia-Pacific through the new Comprehensive and Progressive Trans-Pacific Partnership (aka TPP11), and progressing market access expansion in China. These developments, along with ongoing efforts with the Canada-EU Comprehensive Economic and



DAN DARLING
CCA President

Trade Agreement (CETA), will help to manage the possible risk of U.S. withdrawal from North American Free Trade Agreement (NAFTA). Here are a few highlights on CCA's top files.

NAFTA

The CCA's participation at all rounds of the NAFTA modernization and re-negotiation process will continue in 2018 with the next opportunity being the sixth round of formal talks in Montreal in late January.

While it remains unclear whether or when the U.S. might commence procedures to withdraw from the NAFTA, CCA's presence, to provide Government of Canada negotiators with expertise and ensure the interests of beef producers are preserved in the ongoing trade talk, will be as necessary as ever.

The talks resume following a great deal of progress in 2017 to modernize a range of non-controversial technical issues. However, this positive progress towards modernization has largely been overshadowed by several regressive proposals tabled by the U.S. and subsequently rejected as unacceptable by Canada and Mexico.

Canadian beef producers strongly support keeping the existing NAFTA provisions on beef trade intact. The CCA and its U.S. and Mexican beef cattle producer organization counterparts are united in their support that the terms of trade remain unchanged in the renegotiations.

Our united priorities for the beef sector include: continued duty-free and quota-free access for beef and live cattle trade with the NAFTA tariff preference for beef based on the current rule of origin; opposing the return of a trade disrupting mandatory country of origin labeling regime; maintaining dispute settlement mechanisms, both within NAFTA (Chapters 19 and 20) and external dispute settlement tools at the World Trade Organization. Furthermore, we believe it is possible to improve bilateral cattle and beef trade through greater regulatory cooperation and elimination of some obsolete regulatory border requirements.

China

Late in 2017, China signalled it would allow the importation of Canadian fresh-chilled beef in a pilot project, and establish the documentation to enable bone-in beef trade. The next priority for CCA in China will be to obtain access for offals, gain full system approval of Canada's federal meat inspection system and negotiate a free trade agreement (FTA) to eliminate the current 12 per cent duty on Canadian beef. CCA's objective under a FTA would be to eliminate the Chinese tariffs on Canadian beef as well as regain parity with our Australian and New Zealand competitors who already have FTAs with China.

Japan

Work continues a to secure a trade agreement with Japan through the new Comprehensive and Progressive Trans-Pacific Partnership (aka TPP11). Japan is very eager for this agreement to be in place by 2019, unfortunately it remains unclear whether the Government of Canada will sign on. If Canada continues to balk at an agreement, the other countries may move forward without us.

CETA

CETA came into provisional effect on September 21, 2017. The CCA continues to work with government and the Canadian Meat Council to produce the research data necessary to gain European approval for Canada's meat safety procedures. While this research is proceeding, producers can enroll their herds in the CFIA's 'Program for Certifying Freedom from Growth Enhancing Products for Export of Beef to the EU' to be eligible for the EU market. Resources to help cattle producers understand the requirements of this program, are available on CCA's website under the Market Access tab.

Canadian Agriculture Partnership

Replacing Growing Forward 2 on April 1, 2018, the Canadian Agriculture Partnership (CAP) is a 5-year, \$3 billion-dollar investment designed to bolster competitiveness, growth and innovation in the Canadian agriculture and agri-food sector. In addition to some changes to Business Risk Management (BRM) programming, Federal, Provincial and Territorial Agriculture Ministers will undertake a comprehensive review of BRM programming to investigate the types of risks producers face presently and in the future, and assess the effectiveness that BRM programming has on growth and innovation in the industry. CCA has expressed that cattle producers need to be meaningfully engaged as contributors throughout this process to best address the risk management needs of the sector.

Climate Change

CCA appeared before the Standing Senate Committee on Agriculture and Forestry in 2017 to illustrate how sustainable beef production can continue to be an effective partner to achieving Canada's economic and environmental targets. Priorities here include the continuation of the Beef Science Cluster and further investment in programs that support research, innovation and knowledge transfer regarding practices that reduce the environmental footprint of beef production; and the creation/ further development of payment for ecosystem services programs that will provide incentives for best land and water management practices.

In 2017 the draft regulatory

framework was released for a Clean Fuel Standard with a comment period open until early 2018 followed by the Gazetting process in 2018. Additionally, in 2018 the provinces will be expected to continue to move forward their carbon pricing plans to meet the set price of \$10 per tonne in 2018 and \$50 by 2022. Draft federal regulations are expected to be released in 2018 as a backstop to the provincial pending regulations. CCA, in partnership with provincial members, is engaged in discussions surrounding this topic and have undertaken a study to assess the impact of carbon pricing on the Canadian beef sector to help better inform these discussions.

Transportation of animals

The proposed changes to Transportation of Animals regulations reduce the maximum time mature and fed cattle will be allowed to be in transit without feed and water to 36 hours from 52 hours, and to 12 hours from 18 hours for ruminants too young to be fed hay or grain. Changes to some definitions, rest stop duration and transfer of responsibility requirements have also been proposed.

CCA's position is that any regulatory change needs to be based on scientific evidence conducted under Canadian conditions and wherever possible, use outcome based guidelines that focus on the animal. Given the high prevalence of positive outcomes delivered by industry today – it is crucial that any regulatory change also contribute to real welfare improvements. CCA appeared before the House Agriculture Committee in second quarter 2017 to outline aspects of the regulatory proposal of concern to industry and provided recommendations that ensure regulations are consistent with an outcome based approach.

Traceability

In October, the CCA hosted CFIA officials on a traceability tour of Southern Saskatchewan and Alberta to enable CFIA senior staff to experience first-hand the practical realities of tracking cattle from ranch to auction market and feedlot during the business of the fall run. Ideally, the CFIA will use the information and insights gathered from the experience to ensure any regulations are in line with the Cattle Implementation Plan

supported by industry and outcome-based.

The CFIA expects to publish the regulations in Canada Gazette Part I in by mid-2018, followed by the Gazetting process. CCA continues to urge livestock operators to ensure they have a valid Premises ID number well in advance of the final version of the proposed regulation, anticipated to be implemented in 2019.

Animal Health

The CCA advanced its objective of revising the World Animal Health Organisation (OIE) criteria for countries to achieve BSE negligible risk status at the OIE's annual general assembly in 2017. Progress was made including the assembly's agreeing to create a working group to draft a significantly revised BSE chapter.

CFIA's epidemiological investigation into the 2016 case of bovine tuberculosis will stretch into 2018. At year end, incident numbers remain unchanged. We continue to communicate with CFIA on a regular basis and will update members of any developments impacting Canada's trade status.

Canada is a member of a global community addressing the issue of antimicrobial resistance in human and animal medicine. Regulatory and policy changes made by Health Canada's Veterinary Drug Directorate will support Canada's efforts; producers can contribute to the effort in the daily management of their herds through stewardship and good production practices.

Mentorship

The Cattlemen's Young Leaders (CYL) program celebrated its fifth graduating class of young leaders in 2017. Already we are seeing graduates getting actively involved in the provincial associations as delegates and directors. Saskatchewan Cattlemen's Association chair Ryan Beierbach is the first CYL graduate to be elected chair of one of our member organizations.

Finally, the Canadian Beef Industry Conference will take place August 14-16, 2018 in London, Ontario. I hope to see you there.

CANADA BEEF REPORT: Expanding the Brand

As the marketing division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has 28 staff in offices in Canada, Mexico, Japan, China, and Taiwan.

In addition to National Check-Off and import levy funding, Canada Beef leverages cattle producer dollars with private market partner investments and government industry development funding such as Growing Forward 2 and Western Economic Diversification to maximize the benefits of producer check-off investment.

In May, Canada Beef welcomed Francis Andres as the organization's new President. Working with the Board of Directors, Andres leads all aspects of Canada Beef's domestic and international market development and promotion efforts.

Canada Beef works to enable and sustain consumer and customer loyalty to the Canadian beef brand and build strong relationships with trade customers and partners around the world. These efforts increase demand for Canadian beef and the value producers receive for their cattle. Canada Beef delivers its three-year business strategy through three core functions:

- Brand Development
- Consumer Marketing
- Business Development

With limited overall Canadian beef supply leading to limited product availability and higher prices, Canada Beef's role in ensuring consumers understand the value of the product and continue to perceive value in Canadian beef, is critical to providing a return on producer investment.

In terms of refining and communicating the Canadian beef



FRANCIS ANDRES

Canada Beef
President

brand, the Canadian Beef Centre of Excellence (CBCE) (<https://canadabeef.ca/centre-of-excellence/>) is a pivotal piece in Canada Beef's abilities to connect and collaborate with clients in a meaningful way. The CBCE connects the technical attributes of the product with the emotional components such as taste and enjoyment, while sharing the story of how it was raised. The Centre provides a place where staff can offer solutions to beef category challenges for existing customers, and introduce new customers and markets to Canadian beef for the first time.

In 2017, the Centre directly engaged with 226 domestic and 242 foreign companies in business development programs; hosted 46 international missions and 42 domestic missions; and helped generate over \$380 million in new Canadian beef business. The Centre worked with packers, further processors, foodservice clients and hosted cattle industry events with provincial cattle producer associations, breed

associations, federal and provincial government partners.

Canada Beef continues to invest domestically to ensure Canadian beef remains a staple of Canadian diets. By focusing on brand partners with large volumes and influence (such as Sobeys, Costco, Loblaw, Walmart, Federated Co-op, Tim Hortons, Swiss Chalet, Montana's, Subway, Sysco), Canada Beef can ensure that these partners are well-versed in Canadian beef, and can leverage the value of the Canadian Beef Brand.

Two large national entities recently made the decision to advocate and promote 100% Canadian Beef: Walmart and Harvey's. Harvey's has worked closely with the Canadian Beef industry to secure and commit to sourcing 100% of their beef exclusively from Canada.

Partnerships like these continued to be a priority, focusing on Canadian beef messaging and branding alignment. Canada Beef continued to host the gate-to-plate "Canadian Beef Experiences" for industry partners, and find alignments with strong national brands. Canada Beef had a large presence at the Restaurants Canada and Canadian Federation of Independent Grocers trade shows which included keynote seminars and presentations.

Launched in 2014, The Roundup App (<https://canadabeef.ca/the-roundup/>) is an online beef buying and cooking resource. Since then, additional content as well as French and Spanish language versions have been added. Subscribers to the App in the past year increased 40%. This tool is key in providing readily accessible beef purchase and cooking information for consumers. We are very excited to announce that Canada Beef (and partner BTI Brand Innovations Inc.) was a winner in the 2017 Summit Creative Awards. With more than 5,000 submissions from 24 countries, the RoundUp app creative scored

CANADA BEEF REPORT: Continued

among the very best and won a Gold medal.

The Make It Beef Club (<https://canadabeef.ca/makeitbeef/>) is Canada Beef's data-base and e-blast outreach platform of over 40,000 consumers, and grew by 5,000 subscribers in 2017. This group of loyal beef fans is interested in engaging in conversation across multiple social channels and many of the subscribers are influential advocates.

The digital footprint of Canada Beef's communication and marketing efforts was expanded with additional development of the new consumer-focused website www.canadabeef.ca. The new site creates an immersive experience for visitors, and makes Canada Beef the go-to place for information on the industry from farm to fork.

Canada Beef continues to be a leader in the social media space. The digital footprint has grown to include a variety of social media platforms, each reaching target audiences in helpful, informative, and engaging ways. There are consumer and producer focused pages on Facebook and Twitter and a Canada Beef account on Instagram.

The Import Levy (collected on beef imports at the equivalent rate of \$1 per head) continues to provide funding for beef-positive messaging across Canada. With consumers' diminishing food skills, concerns over healthy diets and public trust issues, Canada Beef developed targeted initiatives to positively influence consumer preference for beef over other proteins. Activities included print advertising, social media (i.e. blogs), television and radio interviews, and generated over 24 million consumer impressions. Visit www.thinkbeef.ca for access to marketing resources generated from import levy funding.

To celebrate and leverage Canada's 150th birthday in 2017, Canada Beef began a year-long campaign that tied the national celebration into the Canadian beef brand. Canada Beef teamed up with Fairmont Hotels and Resorts across the country to celebrate the anniversary through a series of unique culinary exchange events with talented chefs from across the globe.

Through the hands of top global chefs, Canada Beef and Fairmont's culinary exchange series was designed to course-correct the understanding of Canada's food identity. All events in the series included ranch tours, beef and wine/beer pairing seminars, charity BBQs and gala dining experiences. As well, a 30-second Canadian beef brand video was featured prior to movies at Cineplex Theatres in March.

Canadian beef producers in BC, Alberta and Saskatchewan were greatly impacted by wildfires last summer and fall. Canada Beef hosted fundraisers to support those affected, including a barbecue fundraiser at the Bar U Ranch in Longview, Alberta. All funds raised went to the Salvation Army relief efforts.

Canada Beef's work in export markets is creating opportunities for the Canadian beef industry to realize greater value for the carcass than could be realized in the domestic market alone. As well as offering competitive bids on middle meats, the export markets can deliver better returns for end meats, credit/thin meats and offal than here at home. Canfax Research Services estimates that \$690/head in additional value is added to the carcass by export markets.

The Canadian Beef Branding Series strategically positioned the Canada Beef brand as premium grain-fed beef in export markets. This approach brings together the

brand (emotional elements) and the Canadian Beef Advantage (technical elements) to create brand loyalty.

The Latin America market hub supported various marketing and promotional programs as well as social media marketing, in partnership with leading export partners JBS and Cargill and with retail and foodservice distributors in Mexico and Latin America. With successful programs such as the Canadian Beef Culinary Series, promotions featuring high-profile celebrity chefs, and business development outreach through trade shows and trade missions, Canada Beef is creating brand awareness and positioning the product in the minds of consumers and key influencers.

Asian market positioned the Canadian beef brand through a series of educational cooking classes and professional chef seminars; integrated marketing programs linking online and live events; culinary seminars and competitions; Canadian Beef community building in social media platforms and brand media campaigns. The marketing initiatives successfully brought the Canadian Beef Advantage to end users as a real experience through cutting/cooking demonstrations and beef tasting - giving them an emotional connection to the brand and creating the conversations with end users.

Canada Beef continues to work towards building brand loyalty, and increasing the value that producers receive for their check-off investment and for their cattle in the marketplace. By continuing to leverage the strong Canadian story, consumers, brand partners, trade partners and industry members will increasingly demand the qualities that set Canadian beef above the rest.



www.saskbeef.com