

# SASKCATTLE TIMES

SCA  
SASKATCHEWAN  
CATTLEMEN'S ASSOCIATION

Fall 2024

www.saskbeef.com

## Welcome to the *SaskCattle Times*!



**BY GRANT MCLELLAN**

CEO, SASKATCHEWAN  
CATTLEMEN'S  
ASSOCIATION

Sometimes the old ways of doing things are the best ways of doing them. That's why you are seeing this column and holding this paper in your hands; producers were asking for us to go back to print, and we are delivering on that request.

The *SaskCattle Times* is a fulfilment of our commitment to reach producers in any and every way that we can. To talk directly to you about the issues that matter to you, and to keep you informed about the Saskatchewan Cattlemen's Association and our activities. As the unified voice of the Saskatchewan beef cattle industry, it's our responsibility to be accountable to and transparent with our producers. Whether you are a small mixed operation, a feedlot moving thousands of animals, or an auction mart, we represent you.

Communications is a huge focus for our organization, and while we have multiple audiences that we try to reach, the *SaskCattle Times* is specifically for producers. In this paper, you can expect to find information you can use, whether it is about what is happening in the industry, the cutting-edge innovations of our own producers, or the research that your check-off dollars fund, we hope that you will get a bit of everything, and there will be something for everyone.

It's important that producers have the ability to get information sent directly to them – with so many ways to get information, it can often be overwhelming to find what you are looking for these days. On the other side, it can also be difficult to reach people and cut through the noise of all the channels of communication. Sometimes that means going back to giving people something they can touch and read while they have their coffee... or after their coffee.

The importance of what we do at the Saskatchewan Cattlemen's Association cannot be understated, but our producers need to be able to see the value they get, and frankly, judge it accordingly. We also need to know that

we're on the right track, and that we are representing the industry in the best way that we can and supporting the industry in a way that works for farmers and ranchers all the way through the production chain.

We also hope that through this you get to know the people who work for and with the Saskatchewan Cattlemen's Association. We are constantly in contact and engaging with a broad range of people, whether it is veterinarians, government employees, elected officials, other livestock organizations, trade shows, schoolteachers, and producers from across North America. We do all of this while our board of directors run their own operations and have very little time to give up, but they do it because it matters to them.

The Saskatchewan Cattlemen's Association has been around for 15 years, serving our industry. We continue to look for new and interesting ways to do the important work on behalf of our industry. This time, and with this paper, it meant looking back and trying something old. We hope that you enjoy it, and that you get something useful out of every issue.

## Our Commitment to Cattle Producers



**BY KEITH DAY**

CHAIR, SASKATCHEWAN  
CATTLEMEN'S  
ASSOCIATION

Welcome to the inaugural edition of the *SaskCattle Times*. My name is Keith Day and I'm the Chair of the Saskatchewan Cattlemen's Association's Board of Directors. I run a cattle operation with my sons and wife, Connie, on our ranch just outside of Kyle, Saskatchewan.

The SCA was created in 2009 with the mandate to promote and develop the cattle industry in Saskatchewan. This activity is funded through the collection of levies when cattle are sold. Our board is made up of 11 elected cattle producers from across the provinces, as well 2 representatives from the Saskatchewan Cattle Feeders Association (SCFA) and 2 representatives from the Saskatchewan Stock Growers Association (SSGA), along with a past chair.

Our core values as an organization are to be accountable, responsible, and transparent to all producers in the Saskatchewan beef cattle industry in the work that we do. We have a board mandate to advocate on behalf of producers, inform consumers, and act as an educator in our classrooms and at trade shows. It is important work that we are proud to do on behalf of our producers and our industry.

We also meet with all elected officials, both federally and provincially because it is important to have strong working relationships across party lines in order to achieve results for the beef cattle sector of Saskatchewan, regardless of who sits in government now or in the future.

Our organization also helps to fund other groups in the province to support the development of the industry, such as the Living Labs project being delivered through the South of Divide Conservation Action Plan (SODCAP), Agriculture in the Classroom, Farm and Food Care Saskatchewan, the Saskatchewan Forage Council, and many others. We provide important support to these groups to deliver research, programs, and materials that benefit the industry. You can expect to see information and articles from these organizations in this paper as well.

In this day and age of fast-paced communication through electronic mediums, we believe it is beneficial to take a step back and engage through tried-and-true methods such as print. Hopefully this will enable us to more effectively communicate with all producers.

I am really excited about this paper, and I hope you enjoy it. Have a safe and productive fall run and harvest.

We also advocate on behalf of our ranchers and farmers at all levels of government, from the Federal right down to the RM level. We hold quarterly meetings with our partners from the Saskatchewan Stock Growers and the Saskatchewan Association of Rural Municipalities to ensure we are working on issues where we can align to bring about real change for producers like you.

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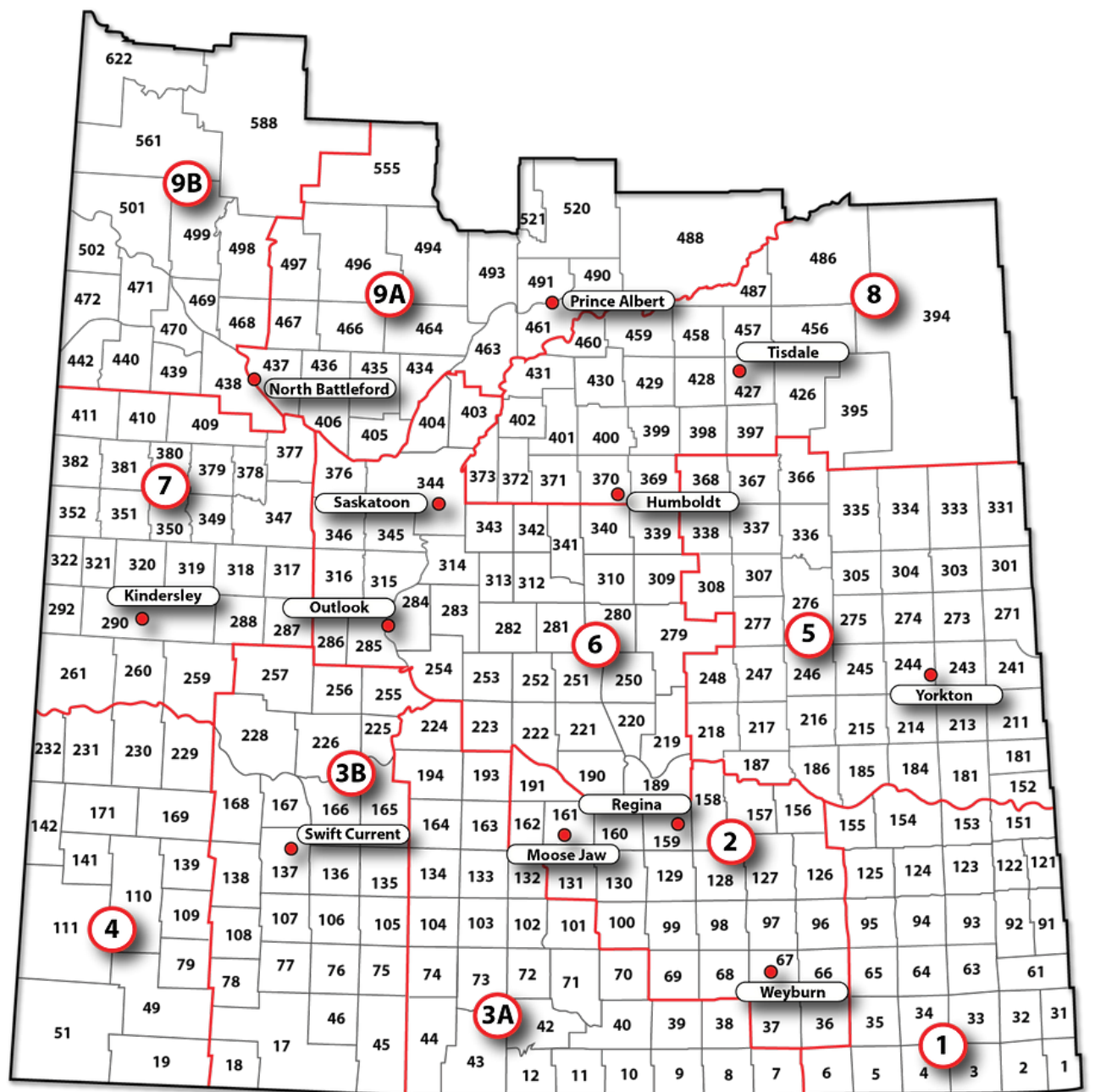
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## Mental Health Matters

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

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

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

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

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

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

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

Canadian Mental Health Association  
[cmha.ca](http://cmha.ca)

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

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





FFC SK – VBP+ Coordinator Erika Stewart and PSE Technical Consultant Jenna Sarich present on the beef industry to the attendees on Farm and Food Care Saskatchewan's tour.

# Beefing up Public Engagement in Saskatchewan



**PUBLIC & STAKEHOLDER ENGAGEMENT**  
A PROGRAM OF THE  
CANADIAN CATTLE ASSOCIATION

*The Public and Stakeholder Engagement (PSE) team from Canadian Beef has been hard at work in Saskatchewan over the past several months with various consumer-facing events.*

Last summer, PSE wrapped up a survey of 2,300 Canadian consumers to measure how Canadians feel about Canadian beef and how cattle are raised.

Positive sentiment remains strong in Saskatchewan, but across the country, consumers continue to demonstrate interest in learning more about the environmental side of how cattle are raised in Canada. To address this, the PSE team has been working on highlighting environmental benefits of beef at events in Saskatchewan.

In the fall, the team hosted a screening of the newest short documentary in a series highlighting the benefits of raising Canadian beef, titled "Reduce, Reuse, Ruminant". The documentary highlights the role of Canadian beef cattle in reducing food waste by consuming by-products, produce that doesn't meet aesthetic requirements, and more.

The event was hosted on campus at the University of Saskatchewan and over 50 students, alumni, and others from across a variety of disciplines attended. Following the screening, Clinton Monchuk of Farm and Food Care Saskatchewan moderated a panel discussion featuring PSE Technical Consultant, Jenna Sarich, Marcel Vermette of Rafter V Ranch, and Allan Genest of Great West Brewing. The documentary was also screened at the Saskatchewan Beef Industry Conference in January.

Working with the Saskatchewan Cattlemen's Association, PSE brought the Guardians of the Grasslands game to Canadian Western Agribition in November. The game allows players to step into the boots of a rancher by moving cattle through a rotational grazing system, encountering wildlife species that require management along the way.

While the abbreviated tradeshow version of the game was shown at Agribition, the extended version of the game, which includes trivia for classroom learning, has been tailored to Saskatchewan wildlife species and linked to provincial curriculum outcomes for science students in Grades 10 and 11. Numerous classrooms wandered through to play the game, engaging students, but also teachers interested in bringing the game back to their classrooms.

More recently, PSE Technical Consultant Jenna Sarich also joined a tour hosted by Farm and Food Care Saskatchewan. Attendees were mainly influencers of others' dietary choices, including registered dietitians, chefs, and culinary instructors, along with photographers and other members of the public.

The tour took place over two days in early July and featured stops to highlight various commodities. For the beef cattle stop at Colborn Farms, attendees got to see cow-calf pairs out on pasture and hear about management and sustainability practices on farm. The tour

was one of several events that Jenna has been working on with Farm and Food Care Saskatchewan to ensure that beef cattle are represented in events and materials aimed at consumers.

PSE looks forward to continuing to engage with Saskatchewan consumers to maintain the strong level of trust in how beef cattle are raised.



The Reduce, Reuse, Ruminant short documentary screening at the University of Saskatchewan, was attended by more than 50 students and academic professionals.

*Public and Stakeholder Engagement is funded by the Canadian Beef Cattle Check-Off and jointly administered by the Canadian Cattle Association (CCA) in partnership with Canada Beef to build public trust in the way beef cattle are raised in Canada. For more information, please contact Amie Peck, Stakeholder Engagement Manager at [pecka@cattle.ca](mailto:pecka@cattle.ca)*



# Our Work on the Hill is Paying Off



**BY NATHAN PHINNEY**  
PRESIDENT, CANADIAN  
CATTLE ASSOCIATION



**Canadian  
Cattle  
Association**

With the summer months upon us, some folks take holidays – we know that isn't the case when you're a beef producer. Making hay while the sun is shining is what we do and pray that the rain stays away when the fields are ready for baling.

CCA's work on the hill has paid off over the past few months with the Government's announcement of the Livestock Tax Deferral (LTD) Program's increased buffer zones to accommodate more areas covered by the risk management tool. We have been advocating for changes to the LTD for years and given the recent and frequent drought years, CCA increased advocacy efforts to both Agriculture and Agri-Food Canada and Finance Canada to make these critical changes.

## The federal government has taken a summer break from Ottawa but that doesn't mean our efforts relax

The federal government has taken a summer break from Ottawa but that doesn't mean our efforts relax. We are still pushing for changes to the Income Tax Act to include all classes of cattle and to allow producers to self-elect when they need to use the LTD. We have also continued to consult financial advisors on the newly implemented capital gains tax on June 25. When we have more information on how these new rules may impact family farm transitions and sell offs, we will be providing that information to our producers.

We were also glad to see the Livestock Price Insurance (LPI) two-year Pilot officially launched in several Maritime provinces. The new program will permit producers from New Brunswick and Prince Edward

Island – and soon Nova Scotia – the ability to purchase insurance on price protection for their beef cattle in the case of an unforeseen market disruption. CCA and the Canadian Cattle Youth Council have been advocating for this program for many years, following the implementation of LPI in western provinces. It's a valuable tool for beef cattle producers to help navigate uncertainty and risks related to adverse weather events. It is also critical for those entering the sector or looking to expand their herds.

Moving cattle has been a hot topic as we have been assisting provincial producers to have their voices heard during the recent Cargill strike in Ontario. During those 41 days, producers in Ontario and Quebec had to look at alternate locations for processing, with the U.S. as an

alternate. With the U.S.'s 100-day rule currently in place, this placed even more pressure when farmers have had to ship across border. We are thankful the strike is over but recognize that it underlined the importance of keeping our supply chain efficiently operational - and that we will do all we can to ensure that happens. Science and rules-based trade

are more important now than ever.

Speaking of across the border, at the time of writing this article, the highly pathogenic avian influenza (HPAI) has not been detected in beef or milk samples in Canada. We applaud our Canadian producers who always keep biosecurity measures top of mind to ensure business continuity. The markets are there and demand for our quality Canadian beef continues to grow at home and abroad.

On the environmental front, we want to congratulate our latest provincial nominees for The Environmental Stewardship Awards (TESA). As we all know, beef cattle producers play a huge role in protecting and enhancing our environment. Special congratulations to the provincial Environmental Stewardship Award nominees from Quebec - Lavallée and Simon Lafontaine, and Ecoboeuf, situated within Lafontaine-Noël farm in Dupuy, Abitibi-Ouest, QC – and the Block Ranching family from Abbey, Saskatchewan.

We commend you and all other nominees for the work and effort you put into continuously striving to improve your existing stewardship practices, setting our industry up for a sustainable future. At the time of writing, we are awaiting the Alberta nominee announcement with the national winner announced in August at the Canadian Beef Industry Conference.

We thank you for reading this publication to stay on top of the latest industry news. I also encourage you to sign up for CCA's Action Newsletter which is emailed bi-weekly all year round. It features CCA's latest advocacy efforts in more detail, Youth news, industry news and events. Visit [cattle.ca](http://cattle.ca) to sign up and receive these email updates.

Protecting our herds, expanding our markets and improving your bottom line are our goals in all CCA activities. We are beef producers working for beef producers and are here to serve you.



Moving cattle has been a hot topic.



**Institute for Microbial  
Systems and Society**



**University  
of Regina**



Image credit:  
Marvod/iStock/Getty  
Images

## Blue-green algae can produce **toxins** in dugouts.

**Do you have a dugout or pond that has a history of algal blooms? I would like to study it.**

I am studying toxin production in blue-green algae. I will use gene-based methods to determine if a bloom is capable of and actively producing toxins. Once refined, this method could provide landowners ~2 week advanced warning of toxin production.

**If you are interested in having your dugout tested, fill out our short survey or contact me for more information.**



In collaboration with



Contact:

 **Laura Schnell**  
 [schnelau@uregina.ca](mailto:schnelau@uregina.ca)  
 **306-337-2568**





The Saskatchewan Cattlemen's Association has supported Canada Food Focus since its inception.

# Sharing Beef Information Through Canadian Food Focus



**BY PENNY EATON**

MANAGING DIRECTOR,  
STAKEHOLDER RELATIONS  
FOR FARM & FOOD CARE  
SASKATCHEWAN



Research conducted by the Canadian Centre for Food Integrity continues to show gaps in the public's trust in food production. There is growing concern about the practices farmers follow and the tools used to grow food. This can prompt policymakers to tighten regulations, leading to increased costs and concerns for farmers and agribusinesses.

This is why Farm & Food Care Saskatchewan created Canadian Food Focus: to answer consumer questions and build trust and pride in food production. Canadian Food Focus is a national program that consists of a website, social media campaign and several outreach activities like farm tours, webinars and trade shows.

Since Farm & Food Care Saskatchewan launched this initiative in 2019, Canadian Food Focus has reached over 101 million people and seen more than 22 million engagements. Engagement is an important metric as it indicates that consumers not only saw but processed and then acted in some way to like, share, comment or click through to our content. Further, we are reaching beyond the usual farm and influencer echo chambers to engage our target audience in urban areas.

Saskatchewan Cattlemen's Association has supported Canadian Food Focus since its inception through the SCA Industry Development Fund. This support has allowed for the production of an online video series featuring rancher and Saskatchewan VBP+ coordinator Erika Stewart from Morse, SK. Episodes cover topics such as calving, feeding, weather impacts, moving cattle, farm equipment and others. Since the series began, there have been almost 640,000 views of Erika's video series.

SCA's support has also helped reach thousands of Canadians with videos, recipes and articles that promote cooking with beef and its many healthy traits. Canadian Food Focus features a 'Learn to Cook' section which provides users with straightforward online courses on many different aspects of cooking with Canadian beef. Courses include 'Quick Suppers', 'Batch Cooking with Beef', 'Ground Beef Meals' and 'Recipes for Beginner Cooks', among others.

The Ask a Farmer podcast on Canadian Food Focus presents farmer and FFC SK Executive Director in discussions with various experts about food and farming. Listen in on episodes such as: Are cattle raised sustainably and humanely? and Can I eat meat as part of a balanced diet?

Consumers can also find information about how cattle are raised on Canadian farms and the practices ranchers use to ensure responsible care of our cattle, farm sites and grasslands. Examples include 'Farm Animals' Well-Being During Transport', 'Making Canadian Beef Good For The Planet' and 'How Can Cattle Protect Grasslands?'

Our monthly online newsletter, Great Food Grown Here, now reaches over 5,600 contacts across Canada and beyond. We're pleased to see a very high level of interest, with an open rate of 57%—well above average the industry average for this type of newsletter (compare to 27% overall open rate). Sign up and follow along: <https://canadianfoodfocus.org/newsletter/>

Be proud of the food we produce and help us reach consumers. Share Canadian Food Focus content through your networks and work with us to help promote Canadian food and farm stories.

Penny Eaton is the Managing Director, Stakeholder Relations for Farm & Food Care Saskatchewan

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



# Capturing the Hard Work of Cattle Producers – Farm to Fork



Canadian cattle producers have a long history of environmental stewardship – it's ingrained in what they do. For decades, producers have been on a constant path of improved efficiency, including improved reproduction rates, feed efficiency, growth performance, among many other practices. They support their local communities and make a significant contribution to the Canadian economy.

Furthermore, cattle producers have been running their cattle on native and tame pasture for generations, increasing the carbon in the soil, providing wildlife habitat and improving overall grassland health.

In 2014 the Canadian Roundtable for Sustainable Beef (CRSB) set out to measure what producers have been doing for decades, putting numbers to the contributions of the whole beef production system to provide a baseline for tracking progress over time through the National Beef Sustainability Assessment (NBSA).

The first assessment was released in 2016 and measured the environmental, social and economic performance across the entire Canadian beef supply chain. The metrics from this assessment have been a key tool for industry associations to advocate for the needs of beef producers, to demonstrate the environmental practices already in place, and to tell the public the positive story of raising beef.

These metrics were instrumental in the development of the 2030 Canadian beef industry goals and have enabled the industry to improve public trust and provide proof points when advocating for programs and policies that support needs of cattle producers and reward on-farm practices.

The second NBSA was released in early 2024, included new and better data, and highlights the progress and improvements made since 2014 in many areas.

The environmental study looked at everything that goes into producing beef – from feed production and

on-farm inputs to the steak on your plate. The results indicated that substantial progress has been made on-farm, with beef farmers increasing efficiencies in their operations.

Cattle are reaching market weight quicker and heavier, reducing the resources and inputs needed to grow animals with a special emphasis on reduced feed per kg of liveweight. In addition to reduced inputs, cattle are producing less manure and methane due to shorter production periods. These efficiencies have correlated to a 15% reduction in the greenhouse gases produced for every kg of beef, putting the industry on track to reach its 33% emissions intensity reduction goal by 2030.

Beef farmers know that they do much more for the land than raising cattle. When considering all of Canada's crop and pastureland from coast to coast, land under the care of Canadian beef farmers contributes a staggering 74% of the wildlife habitat needed for critical reproductive functions and provides 55% of the habitat wildlife need for finding food. Looking further into the land – and soil - used for raising Canadian beef, an astonishing 1.9 billion tonnes of soil organic carbon is currently stored within the soil, equivalent to taking 2 billion vehicles off the road for an entire year.

Additionally, when cattle are well managed using proper grazing practices, the equivalent of an additional 7.9 million vehicles (annual emissions) can be sequestered every single year. The majority of this carbon is within the native grasslands (67%) and tame pastures (24%), signifying their importance in contributing to carbon in the soil and maintaining wildlife while feeding cattle.

The social assessment highlighted the growing labour gap across agriculture. Support is needed to reduce workloads - especially for farmers - and to promote health and safety for all, including mental health. It is recognized that there is broad awareness and efforts being made across sectors to address workload levels and integrate innovative approaches to reduce risk.

The industry's high standards and commitment to animal care continues to be a positive story in Canada; the majority of farmers and ranchers have an active relationship with a veterinarian for animal care and responsible use of antibiotics. Commitment to continual training is evident across the beef supply chain.

From an economic perspective, when looking at producer viability and cost of production we see an overall increase in industry profitability on a per head basis, although input costs have also increased. In the cow-calf sector there has been a significant increase in returns since 2014, although there is high variability in profitability among operations.

Results showed a 200 head cow herd is needed to meet the median after-tax income in Canada. In the feedlot sector an increased bunk capacity of 19% means more animals are on feed at a given time.

Consumer demand for Canadian beef is strong here at home and around the world, and the industry has shown strong resilience in the face of climate, supply and market shocks over the past several years. The Canadian beef industry is also an important contributor to Canada's economy: \$51.6 billion in goods & services, \$21.8 billion to the Canadian GDP, and \$11.7 billion in labour income.

Not only are beef producers hard at work in their pastures, but they are also hard at work at producing an efficient and high-quality Canadian product that is among the most carbon efficient in the world. Beef producers should be very proud of what they do every day, and how it contributes to a thriving, sustainable and resilient food system in Canada – and we have the numbers to prove it.

To ensure we are always making progress, a sustainability strategy is closely aligned with the industry's 2030 goals, outlining clear actions and ideas to work together to meet those goals.

The CRSB is committed to continue measuring the progress and hard work of cattle producers, to be part of the process keep your eyes open for our next NBSA survey anticipated for 2028!

Learn more at <https://crsb.ca/benchmarks>.

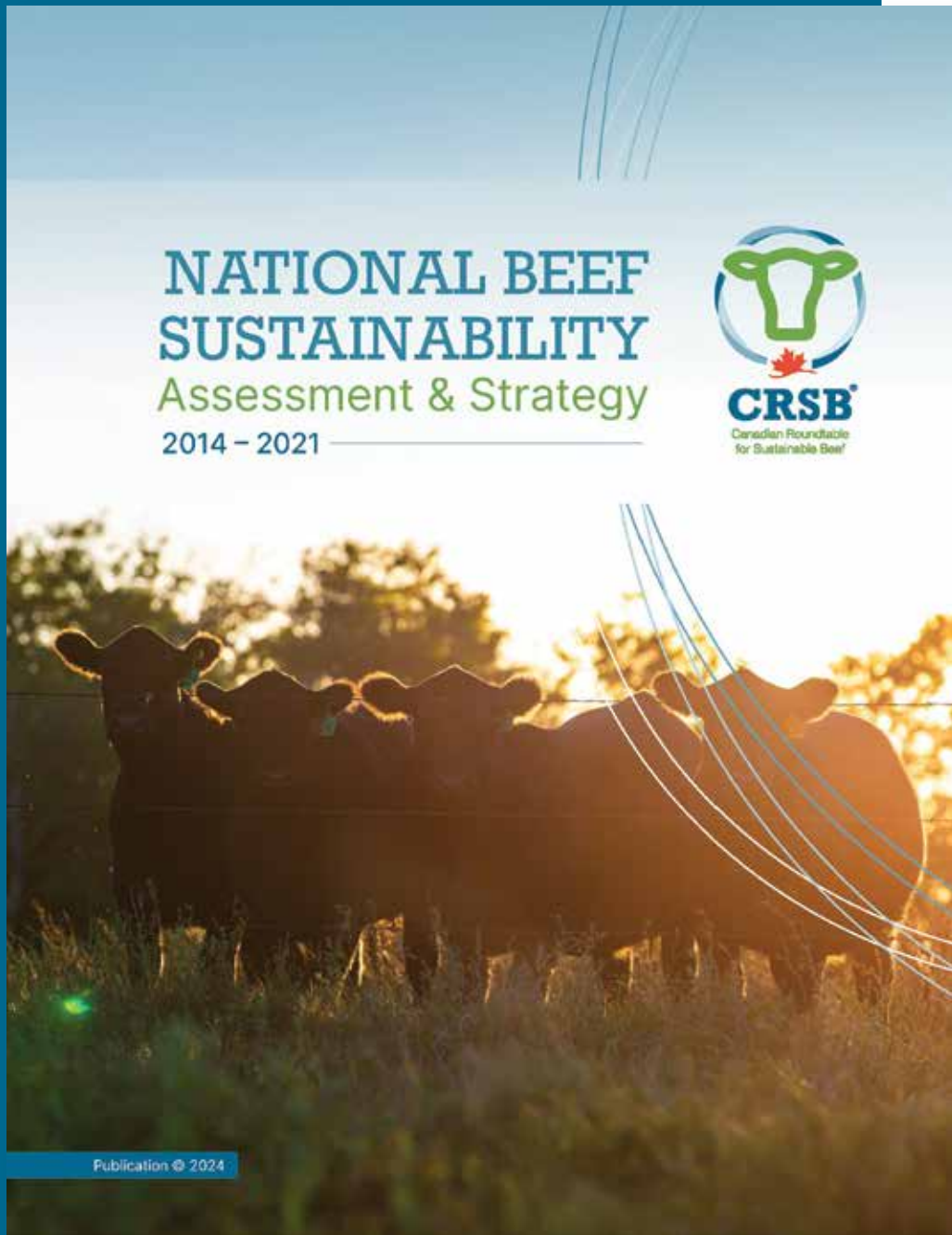
## PRODUCER TOOLS

Beef production is a complicated business. Producers have to wear many hats and have to make many complicated decisions that affect the outcome of their business.

Our website is full of tools that can help you make production decisions that suit a specific beef operation. These tools are available on-line at <https://www.saskbeef.com/producer-tools>.







Canada's agri-food system is respected world-wide, and I am proud of the outstanding leadership the Canadian beef industry has demonstrated in advancing sustainability - regionally, nationally and on the international stage. As beef producers, we know that we raise our beef in a responsible, sustainable way in Canada, and I am immensely proud of the improvements the industry has accomplished by working together.

~ RYAN BEIERBACH – CHAIR, CRSB & SASKATCHEWAN RANCHER.

### Canadian Beef and Carbon Storage

Land used for beef production stores an estimated

**1.9 Billion**  
tonnes of soil organic carbon<sup>1</sup>



equivalent to the CO<sub>2</sub> emissions of over two billion passenger vehicles over an entire year - that's emissions from 58 vehicles per Canadian!<sup>2</sup>

### Canadian Beef and land use

Of all the land used for beef production (63.1 million acres):

- 84% is pasture,
- 8% is used for growing hay
- 8% is cropland\*.<sup>1</sup>



\*7% barley and 1% other feed crops

### Demand for Canadian Beef at home and abroad

Since 2013, Consumer demand for Canadian beef has increased

- 5% in Canada
- 16% internationally

The Canadian beef industry contributes:



Since 2014, producing 1 kg of beef\* now creates

**15% Less**  
greenhouse gases

on track to reach the 2030 beef industry goal of a 33% emissions intensity reduction.<sup>1,2</sup>



\*boneless and consumed



# Understanding the Value of LSS



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



Livestock Services of Saskatchewan (LSS) produces an annual summary of the value provided to its stakeholders. Over the past fiscal year, the net value totalled almost \$30.5M.

To calculate this number, the cost of services provided are subtracted from the value of services provided based on a composite market value for cattle. We are owned by the five major livestock groups in the province and are focused on efforts to keep our cost of service in line with our value to industry.

Over the course of the past fiscal year, our inspection team impacted over 15,000 animals to ensure that the rightful owner was paid. Our inspectors are a critical component of what we do, and the entire industry relies on their knowledge of the regulations, people, and animals involved in the more than \$3.8 billion dollars of trade transacted last year in Saskatchewan.

I understand that this is the first publication of this magazine, and my contribution will provide you with tidbits of information that pertain to the regulations, your responsibilities, our responsibilities, and how that affects your business.

LSS exists to facilitate commerce with a high level of professionalism and service. There are a lot of enforcement and compliance activities that take place in the background to provide assurance to lenders, producers and owners. When you pay your inspection fees look at them as a sort of insurance premium on your animals.

Our inspectors are inspecting your cattle to ensure that you have rightful ownership and can offer them for sale on behalf of the rest of the industry. When you pull away and the next trailer pulls in, they flip the switch and start working for you to make sure none of your

animals are in that trailer and all other trailers dropping animals off all over the province.

If they do find one, our inspection team does their due diligence to confirm ownership and, if necessary, get the animal(s) or the proceeds of the sale of animal(s) back to you, the rightful owner. They do this on over 1.6M head of animals a year on your behalf.

Over time, the content of this section will focus on legislation, products, services, and application examples to assist with your operation. I ranch with my family in the Cypress Hills down in the southwest corner of the province.

My experience has given me many examples of what not to do with respect to the services LSS provides and I will share those with you in relation to the many responsibilities we share as producers/owners of livestock in Saskatchewan.

The system works well when we all do our part. The regulations and requirements are in place to protect us and LSS works diligently every day to maintain the critical relationship with industry that we have enjoyed for the past ten years as LSS and for the decades before that as brand inspection within the Ministry of Agriculture.

## Livestock Services of Saskatchewan Value to Saskatchewan Industry



### Cost

Inspection fees - \$4,560,563



### Qualitative Benefits

Access to Credit  
Data Security  
Licensing and Registry



### Quantitative Benefits

Redirects - \$6,561,900  
Stray Animals - \$370,300  
Missing/Stolen - \$1,285,700  
Withholds - \$26,721,400  
Paper Manifests - \$90,000



### Net Value

\$30,468,797



Our inspectors are inspecting your cattle to ensure that you have rightful ownership and can offer them for sale on behalf of the industry.



# Run for Municipal Council!

## Six reasons to make the difference only you can make



**SASKATCHEWAN  
ASSOCIATION OF RURAL  
MUNICIPALITIES**  
THE VOICE OF RURAL  
SASKATCHEWAN

If you live in rural Saskatchewan, chances are you've met or chatted with a local member of council. That's probably because you also know them as the cattle rancher that lives down the road, or the teacher who taught you in high school, or as one of the hockey moms you see at the arena on Saturday mornings.

But have you ever thought of that councillor as yourself? We're hoping the answer is "Yes." But before you likely follow that "yes" with a "but," consider this: Most of the hesitations people have about running for council have to do with outdated stereotypes and flat-out myths.

To help dispel those, here are the facts behind six common misbeliefs that prevent amazing people like you from running for council.

### 1. "I'm not an expert on municipal government."

You don't have to be. In fact, what's more important than any expertise is that you care about your community and are willing to learn. A municipality, after all, is the "frontline" level of government, which means it's as much about people and advocacy as it is about policies.

Care can't be taught, but the ins and outs of municipal council certainly can.

### 2. "I don't have any political experience."

That's okay. Chances are you already have a lot of skills and abilities that are transferable to the elected official's role. For example, think about your volunteer experience, community involvement, family life, and any other practical experiences that have taught you how to:

- work as part of a team,
- make decisions,
- look at both sides of an issue,
- prioritize,
- advocate, and
- lead.

### 3. "I'm more of a listener than a talker."

Being a good listener is actually one of the most important traits that a councillor could have. Council members are entrusted with making decisions that directly affect the daily lives of residents, families, local business owners, and many others in the community. That trust begins with listening and learning.

Other important personality traits are:

- honesty,
- patience,
- empathy,

- trustworthiness,
- curiosity,
- objectivity,
- respectfulness, and
- optimism.

### 4. "It seems like a big time commitment."

This one's not a myth—but mostly in that being a councillor is a four-year commitment. That said, it's important not to underestimate the amount of time and dedication required to be an effective member of council, especially if you're also managing a full-time job.

The good news is that you're probably already meeting with your community and spending a lot of time thinking about the issues and changes that affect you and your neighbours. When you're a councillor, that time and representation simply become more structured.

For example, if elected, you should plan to attend:

- regular and special council meetings,
- committee meetings,
- conferences and conventions,
- seminars and workshops, and
- special events that promote your municipality.

### 5. "I'm more community-minded than political."

Guess what? That sounds like a councillor. Do you love that sense of community and the neighbours-help-neighbours philosophy that's entrenched in rural Saskatchewan? Do you want to see our farmers, ranchers, and entire agriculture sector prosper?

If the answer is "yes," we hope you can also see that Saskatchewan needs community-minded citizens like you to represent your municipality and provide insights that will lead to better services and quality of life for the communities you champion.

### 6. "It doesn't seem like I'd fit in."

We're pretty sure that's code for: "I don't see myself represented when I look at local councillors." Well, that's something we want to change. Representation absolutely matters. As a councillor, your lived experience and unique background are strengths, not weaknesses. So if you don't see councillors that are your age, or gender, or that have your disability or unique point of view, don't let that stop you from seeking election. Saskatchewan needs citizens like you to assume leadership roles and to shine light on the blind spots and opportunities that you see so sharply.

There you have it. Six big myths busted and six great reasons to add your voice to municipal council. To answer more of your questions, including how and when to file your nomination, head to <http://www.saskatchewan.ca/> and search for "Running for Municipal Council."

Make the difference only you can make. Run for municipal government!

## Municipal Government 101

- Rural municipalities are governed by a council, consisting of a reeve and councillors who represent a numbered division within the rural municipality.
- That council derives its authority from The Municipalities Act, The Cities Act, and The Northern Municipalities Act, 2010.
- Your main role as a council is to make decisions and establish policies about the services that your municipality provides to its citizens, including how those services will be delivered.



Scan to watch the SARM Local Government Recruitment Video

## SARM Will Be There to Help!

Once you're elected to council, SARM will always be there to help you with your duties. We have resources such as training programs, webinars, and mentor groups — to name just a few. So remember: Your wins are our wins, and together we'll make rural Saskatchewan stronger.

**SARM**  
THE VOICE OF RURAL  
SASKATCHEWAN



# Livestock Manifests and Inspection Certificates

Do you know the difference between livestock manifests and inspection certificates?

BY EMILY SCHMIDT

LIVESTOCK INTERN,  
MINISTRY OF AGRICULTURE

*On July 1, 2024, The Animal Products Act was repealed and replaced by The Animal Production Act. Part of the update included clarifying what documents are required when transporting livestock in Saskatchewan.*

When livestock are transported, either a “manifest” or an “inspection certificate” may be required depending on the circumstances. When deciding whether a livestock manifest or an inspection certificate should be used, the origination and destination locations must be considered.

The minimum documentation necessary for livestock transport is a producer created manifest; however, in certain cases an inspection certificate may be required. An inspection certificate (formerly called a livestock permit) is issued following an inspection of cattle or horses by a livestock inspector, verifying ownership through the animal identifier (brand). The livestock permit’s name has been updated to clarify its use. Both documents are available from Livestock Services of Saskatchewan (LSS).

## WHEN TO USE A LIVESTOCK MANIFEST

A livestock manifest will cover most producers’ needs when transporting livestock. Manifests are filled out by the producer and required for:

- Livestock transported within Saskatchewan where an inspection isn’t necessary (for example, from the producer’s owned or controlled land to another location).
- Transporting livestock to a sale.
- Livestock being transported to an inspection site out of the province (for example, an auction market in

Alberta or Manitoba where cattle will be inspected upon arrival).

When livestock are being transported into Saskatchewan; a document comparable to a manifest from the jurisdiction of origin is required including transport from:

- Alberta to Saskatchewan requiring an Alberta manifest.
- Manitoba to Saskatchewan requiring a Manitoba bill of lading.

There is no cost for livestock manifests to producers.

## WHEN AN INSPECTION CERTIFICATE IS REQUIRED

An inspection certificate is issued following an inspection by a livestock inspector and is required:

- If livestock (cattle or horses) are inspected prior to transport within Saskatchewan (for example, following an inspection at an auction market). When livestock are being transported from Saskatchewan to a destination outside of the province (unless the animal is destined for an inspection site in another jurisdiction such as an auction market in Alberta where inspections will be conducted).
- Prior to livestock being moved into a feedlot with-

in Saskatchewan. If this does not occur the feedlot operator must notify LSS within 24 hours and keep livestock separate until inspection can take place.

Inspection fees for cattle and horses remain at \$2.75 per head and special inspection fees at \$65 per hour.

There are two types of inspection certificates that may be issued including:

- **Single Use:** A single use inspection certificate is valid for seven days after issue by LSS (this is the usual document for one-way, one-time movement of inspected animals); or,
- **Annual:** An annual livestock inspection certificate is valid for multiple transportation events for a full year from the day it is issued. The annual certificate costs are \$8.50 per year per animal plus the \$2.75 per head inspection fee. This certificate option was already available for horses but is now also available for cattle. This type of inspection certificate is intended for individual animal movements that require inspection and are moved multiple times a year, for example for recreation and competition purposes (rodeos and exhibitions). The annual livestock inspection certificate is renewable through LSS.

For more information about livestock manifests, or inspection certificates please visit <https://lssc.ca/>.



Cattle being inspected by livestock inspector



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# Here's Everything You Need To Know About LPI Settlement Windows



## HERE'S HOW IT WORKS:

The settlement period always occurs in the last four weeks of our policy's life. Think of it as the homestretch – a time when decision-making matters the most.

**Weeks 1-3:** Producers must actively manage their claims if they are in a claim position during this period. Each Monday, a settlement price will be published from 2 p.m. to 11 p.m. MT (unless the Monday is a statutory holiday, then the settlement prices are published on the Tuesday of that week), producers can settle a portion or all their insured weight. If producers choose to take no action on that Monday, the price is no longer available and a new price will be published the following week.



As the cattle industry evolves, livestock producers must stay informed about their Livestock Price Insurance (LPI) policies. Managing risk is integral to cattle producers' livelihoods. LPI provides a safety net that protects against market price fluctuations. Producers are eligible for a payout if the market price falls below the coverage price selected when purchasing the policy.

Market potential is maximized when a producer purchases coverage to establish a floor price. In the final four weeks of the policy, if the market falls below the coverage purchased (floor price), LPI will pay the difference. If the market is above the purchased coverage, producers can benefit by selling livestock in a higher market.

It's important for producers to remember their settlement window and stay vigilant about their windows' time frame. LPI policies come in different durations, ranging from 12 weeks to 36 weeks. Producers can hold multiple policies, each with its own expiration date. Once a producer purchases a policy, there will be a four-week claim window at the end of the policy.



**Week 4:** In the final week of the policy, the producer does not need to take any action. The LPI system automatically settles the policy against the final-week settlement price. If the settlement index for that week is lower than the producer's insured price, a claim will be calculated for any remaining insured weight.

The settlement price published on Mondays is the market price for cattle sold the previous week. Settlement is not based on actual livestock sales from the policy holder. It is a regional price derived from sales reported weekly from multiple auction market sources reporting to LPI.

Settlement prices reflect current Western Canadian prices derived from auction market data from Saskatchewan, Manitoba and Alberta. Data is collected and sorted into two regions (Saskatchewan/Manitoba and Alberta), which correlate to the two premium tables LPI offers.

The settlement price for each cattle product is determined using different sources, as depicted below:

Producers are reminded to mark their calendars with their policy's expiration date and the corresponding four-week settlement window. They are also reminded to regularly reference the LPI premium tables and other market resources to keep a "finger on the pulse" of market conditions. Also, be sure to sign up for the LPI weekly emails for a quick reference to the LPI premium tables and settlement prices.

For more information, call the Saskatchewan Crop Insurance Corporation (SCIC) at 1-888-935-0000, online at lpi.ca, or contact a local SCIC office.

## Castration Made Easy!

**The Callicrate Bander is a humane banding system that makes castrating bulls safe, easy, and stress-free for both you and your cattle. You can castrate bulls at any time of year without losing gains.**

Millions of bulls have been successfully 'CALLICRATED' SINCE 1991

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Self-locking Loop  
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**Reducing Stress** - Achieving proper tension is a critical requirement for complete ligation of blood flow and pain suppression. No other method of banding comes close.

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# Busy Times for Canada Beef



CBCE ED Mathieu Pare and SAIT butchery student - Stampede - with happy samplers.



**BY GINA TEEL**

DIRECTOR, STAKEHOLDER COMMUNICATIONS, AT CANADA BEEF

Canada Beef recently connected with beef industry stakeholders at the Canadian Beef Industry Conference (CBIC) in Saskatoon August 19-22. Producers visited Canada Beef's booth to learn about the latest in resource development, marketing and promotion initiatives and home-style hospitality via a new, inviting sociable lounge space where visitors could meet and greet Canada Beef President Eric Bienvenue.

The team was also pleased to host an insightful session on a hot topic: nutrition for brain health, featuring Doug Cook, MHSc, RD, a leading expert in this area. The Canada Beef 2023-2024 annual report was also available at the CBIC. New this year was a five-minute video overview of the annual report.

The 2024 Calgary Stampede set an all-time attendance record (1.477 million visitors), 46% of whom self-identify as a visible minority, making the event a great fit for Canada Beef and its focus on reaching new Canadians.

Canada Beef's booth in The Market in the BMO Centre focused on culinary, product quality and resource distribution. The Canadian Beef Centre of Excellence's (CBCE) Cameron Pappel and Mathieu Paré along with SAIT Butchery and Charcuterie Management students connected with consumers, producers, trade professionals and other event attendees. Additional Canada Beef staff met with Stampede attendees,

offered samples of Canadian beef, and highlighted the Canadian Beef Information Gateway (Gateway).

On July 8, Agriculture and Agri-Food Minister Lawrence MacAulay announced more than \$5.86 million in funding over three years (2023-2026) for Canada Beef from the AgriMarketing Program under the Sustainable Canadian Agricultural Partnership.

The funding is for the promotion of Canadian beef and veal exports globally through initiatives that will increase awareness of the value proposition created by Canada's farmers and other participants within the beef and cattle supply chain.

Canada Beef's Export Market Development (EMD) partner program was very active in supporting Canadian beef suppliers and their international partners during the first quarter of this fiscal year.

Projects completed included:

- Four Japanese beef importers and their clients received support to visit their Canadian beef packer suppliers to develop new export opportunities for Canadian beef.
- A major Korean beef importer received support to visit Canadian beef packers with the goal of developing new export opportunities for Canadian beef in the market.
- A Canadian beef importer and distributor in Vietnam and their foodservice and retail clients received support to visit their Canadian beef packer suppliers. The visit included interaction at the CBCE.
- A Taiwanese Japanese Yakiniku (BBQ) restaurant chain selling Canadian beef received support to undertake a promotion showcasing Canadian beef cuts available for purchase at its outlets.

Canada Beef's EMD program provides cost-shared funding support to help facilitate export market growth for Canadian beef representative company-initiated projects and activities in five categories.

For the latest information on Canada Beef's domestic and international efforts to increase demand for Canadian beef while ensuring the maximum value for producer dollars, please subscribe to <https://canadabeef.ca/canadabeefperforms/>.



Canada Beef President Eric Bienvenue and Agriculture and Agri-Food Canada Minister in special chef's jacket.



# There's a Place for Everyone!



**BY SARAH MACDONALD**  
INTERN,  
CANADIAN CATTLE  
ASSOCIATION

*"That's the great part about our industry – there is a place for everyone," says Levi Hurlburt, one of 24 semi-finalists of the Canadian Cattle Young Leaders program. In August, he will join the rest of the semi-finalists, including three others from Saskatchewan, for the annual Canadian CYL Selections competition held at the Canadian Beef Industry Conference in Saskatoon.*



**Levi Hurlburt is one of the semi-finalists of the Canadian Cattle Young Leaders program from Saskatchewan**

The Canadian Cattle Young Leaders (CYL) program is a national program of the Canadian Cattle Association that provides young people ages 18-35 with industry-specific training and mentorship opportunities. Each year, 24 semi-finalists are selected from

submitted applications and invited to participate in the selections competition, where they engage in judged roundtable discussions on industry topics. From the 24, sixteen candidates are selected to participate in the Canadian CYL Program where they are matched with an expert in the participant's specific field of interest for a nine-month mentorship.

Levi is no stranger to the Canadian CYL Program. He was a semi-finalist last year and has been accepted as a semi-finalist again this year. His interest in the program developed after his brother participated and gave positive feedback on it. The chance to learn more about the beef industry from people outside of his inner circle, access professional development opportunities, and grow his network, was an opportunity Levi couldn't pass up.

Levi has been involved in the beef industry his entire life. Growing up on a seed stock Gelbvieh and Balancer operation just outside of Saskatoon, SK, instilled in him a passion for the industry. Now, he is an Account Manager with Canadian Cattle Buyers Credit and helps on his family's ranch whenever time allows.

When sharing about his experience at Selections last year, Levi said, "I didn't really know what to expect from Selections, but it was an awesome experience with a really elite group of people." This year he is coming back feeling even more prepared and ready for another chance at being in the Canadian CYL Program, this time, with the comfort of CYL Selections being in his backyard.

"Even if I don't get selected this year again, it's really worth it to grow my network, meet people from all over the country, and to learn", said Levi, as he expressed how valuable the program is. It is beneficial to not only the individuals that participate in it, but to the Canadian cattle industry as well. There is a vast amount of knowledge that exists among cattle producers from across the country and a structured setting that fosters collaboration and sharing that knowledge is beyond valuable.

Colleagues and competitors in the cattle industry are one in the same, says Levi, but the cattle industry is unique. There is industry-wide commitment to sharing knowledge and a desire to see everyone succeed. That men-

tality transfers to the Cattle Young Leaders Selection competition. "I don't think you could find many other industries like ours. The fact that everyone wants their fellow competitors to do well too is a sign that the cattle industry is in a healthy state," shared Levi.

Congratulations to the 24 semi-finalists, including other Saskatchewan participants, Arlis Hanson (Val Marie), Joshua Sanden (Craig), and Shaun McDougald (Maple Creek). Best of luck at Selections in August! A full list of this year's semi-finalists can be found at [www.cattle.ca/canadian-cattle-young-leaders-names-its-2024-program-semi-finalists](http://www.cattle.ca/canadian-cattle-young-leaders-names-its-2024-program-semi-finalists).

Thank you to our program Platinum Partner, McDonald's Canada, Foundation Partners, Cargill, MNP, New Holland, Elanco, and Gold Partners, Farm Credit Canada, RBC Future Launch and Alltech for making these opportunities available to the next generation in the Canadian beef industry possible

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

**Agriculture in the Classroom**  
Connecting Kids and Agriculture

**Cultivating an understanding and appreciation for the beef industry.**

A strong agriculture future starts with education in the classroom today. AITC-SK's initiatives equip the next generation with agricultural knowledge and the skills to pursue careers in the industry.

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Volunteer to visit a classroom in March to share about your role in producing food.
- Give students an agricultural learning experience by making a charitable donation.
- Host a class at your farm to show them how producers care for their animals.

**More Information**  
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🌐 [www.aitc.sk.ca/get-involved](http://www.aitc.sk.ca/get-involved)

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**"I didn't really know what to expect from Selections, but it was an awesome experience with a really elite group of people."**



# Outstanding Opportunities at Canadian Cattle Youth Council



**BY SARAH MACDONALD**  
INTERN,  
CANADIAN CATTLE  
ASSOCIATION

*As a professional engineer and cattle producer, Scott Gerbrandt is also Saskatchewan's delegate on the Canadian Cattle Youth Council and the outgoing Council President. Scott shared how his tenure on the Youth Council has given him more than he ever anticipated.*

The Canadian Cattle Youth Council, a subsidiary of the Canadian Cattle Association (CCA), welcomes beef enthusiasts from across Canada between the ages of 18-40. The vision of the Canadian Cattle Youth Council is to cultivate leadership by exposing youth delegates to industry policy development, while giving them opportunities to gain leadership experience and to bring fresh ideas to the Canadian Cattle Association and Canadian beef cattle industry.

In 2015, Scott and his wife, Robyn returned to Swift Current where his grandparents had a small cow herd. They quickly found a passion for the cattle industry and began to get more involved, alongside Scott's parents and grandparents. Now, they run a cow/calf herd and are raising their own kids in the agriculture industry.

After graduating from the Canadian Cattle Young Leaders program in 2021, Scott was keen to stay involved and the perfect opportunity was available – the Saskatchewan delegate position on the Canadian Cattle Youth Council was open. Scott joined as the Saskatchewan delegate and later served as Vice-President and then President.

The Canadian Cattle Youth Council voices the opportunities and challenges faced by young Canadian beef producers. Youth Council delegates lobby on behalf of the beef industry on provincial and federal parliamentary levels, and for Scott, that experience was impactful and memorable.

"A highlight of being on the Youth Council was lobbying in Ottawa and being able to share the passion I have for the beef industry with parliamentarians in their office on Parliament Hill. We got to sit in the House of Commons during Question Period and received acknowledgement [from MP Kody Blois] for the advocacy we are doing," said Scott.



**Scott Gerbrandt is a Canadian Cattle Young Leaders 2020 graduate, Saskatchewan's delegate on the Canadian Cattle Youth Council and the outgoing Council President.**

Recent successes from the Youth Council's joint advocacy efforts with CCA and other industry partners, include raising the profile of livestock production with programs such as insurance and risk management, and changes made to the livestock tax deferral policy for drought affected areas.

But the Canadian Cattle Youth Council's reach is not just national – it is also international. In 2022, Scott had the opportunity to attend the National Western Stock

Show in Denver, Colorado and to join collaborative discussions with members of the Colorado Cattlemen's Association and Colorado Farm Bureau's Young Farmers & Ranchers program.

Scott's time on the Youth Council is coming to an end but it is only the beginning of his involvement in the Canadian cattle industry. "I'd like to focus a bit more at home, at growing our operation. But there's a lot of board positions out there and I think there is a place for me when I'm ready to throw my hat in the ring again," says Scott.

Scott is optimistic about the future of the beef industry, hoping for continued promotion of beef's nutritional and environmental benefits. His involvement in the Canadian Cattle Youth Council has been instrumental in his personal and professional growth, giving him an appreciative and optimistic outlook on the Canadian cattle industry. He remains a valuable voice for the Canadian beef industry.

Funding for the Canadian Cattle Youth Council is made available through the generous support from Platinum Partner New Holland and the following associations: British Columbia Cattlemen's Association, Alberta Beef Producers, Saskatchewan Cattlemen's Association, Manitoba Beef Producers, Beef Farmers of Ontario, Les Producteurs de bovins du Québec, Nova Scotia Cattle Producers, New Brunswick Cattle Producers, Prince Edward Island Cattle Producers and the Canadian Cattle Association.

For more information about the Canadian Cattle Youth Council, visit [www.canadiancattleyouthcouncil.ca](http://www.canadiancattleyouthcouncil.ca) or contact Cailey Church, Youth Leadership Coordinator, at [churchc@cattle.ca](mailto:churchc@cattle.ca).



**Scott and Robyn Gerbrandt**



# Explore. Learn. Engage.

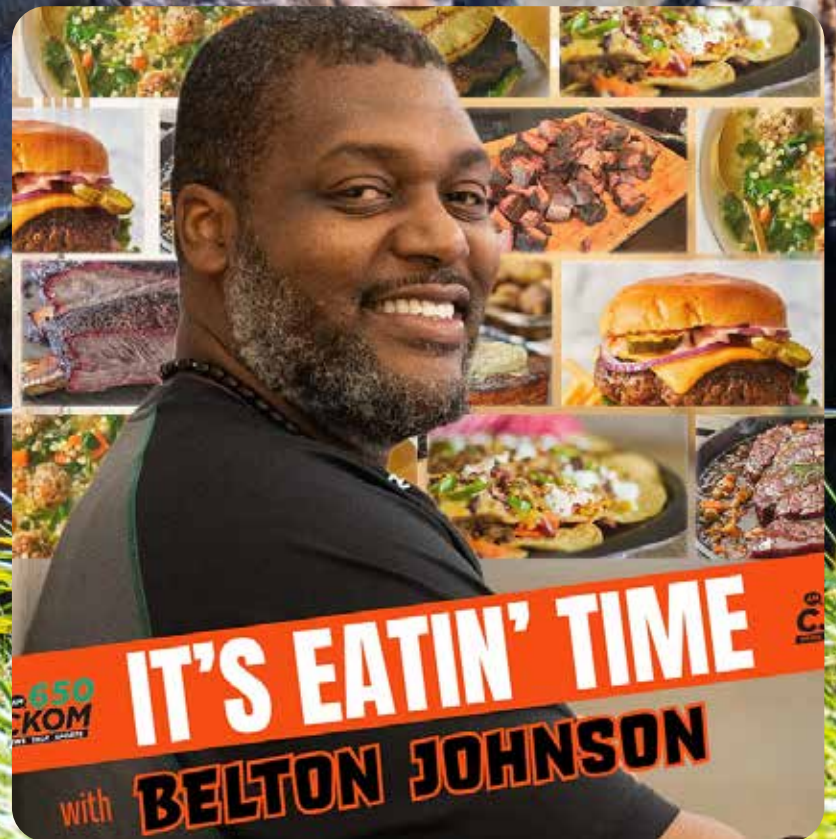
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## Family Fun at the Agri Ed Pavilion

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experience! Visit the dome, make an  
ear tag, and learn what cows eat. A  
day of fun and education for all ages!







# District Meetings

## Come Out and Join us!

<b>District 7</b> Monday, September 23 Kindersley Legion Kindersley 1:30 - 5:00 pm	<b>District 4</b> Tuesday, September 24 Piapot Legion Piapot 4:30 - 9:00 pm	<b>District 3B</b> Wednesday, September 25 IPlex – Conference Room Swift Current 1:30 - 5:00 pm	<b>District 8</b> Tuesday, October 8 Kerry Vicker Centre Melfort 1:30 - 5:00 pm
<b>District 2</b> Tuesday, October 15 Weyburn Legion Weyburn 4:30 - 9:00 pm	<b>District 6</b> Friday, October 18 LFCE Clavet 4:30 - 9:00 pm	<b>District 1</b> Monday, October 21 Kenosee Inn Kenosee 1:30 - 5:00 pm	<b>District 3A</b> Tuesday, October 22 Prince of Wales Centre Assiniboia 4:30 - 9:00 pm
<b>District 5</b> Wednesday, October 30 Gallagher Centre Yorkton 4:30 - 9:00 pm	<b>District 9A</b> TBD Northern Livestock Prince Albert	<b>District 9B</b> TBD Turtleford Community Centre Turtleford	<i>For more information, call  306-585-2333  or email:  officeadmin@saskbeef.com</i>

**A number of topics will be discussed at these meetings, including but not limited to:**

**Should the Saskatchewan Cattlemen's Association consider a name change?**

**What do producers think about increasing the check off levy?**

**What are your thoughts and questions about the incoming Saskatchewan Marshal Service?**

