

# GROWING OUR HERD AND THE **ECONOMY**

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CANADIAN CATTLE ASSOCIATION PRIORITIES



# Executive Summary



**THE  
WORLD  
NEEDS  
MORE  
CANADIAN  
 BEEF**

**If we want to grow our herd**, supply the growing demand for protein around the world, while keeping costs down for Canadians and ensuring global food security, we need to ensure government policies, legislation, and regulations do not hold us back. CCA has prepared recommendations so that we can reduce the barriers facing our farmers and ranchers that come at **low or no cost to government**. These solutions are critical to ensure economic growth.

The Canadian Cattle Association (CCA) represents Canada's **60,000 beef producers across Canada**, from coast to coast. CCA represents each part of the Canadian beef production system from cow-calf, through backgrounding to feedlot production. Each farmer, rancher, and beef producer in Canada plays an **essential role** in producing high-quality beef for Canadians and consumers around the world.

The global demand for beef production has never been greater. **Canadian beef producers are a key economic driver for Canada**—and all market signals show there is opportunity to grow our herd. We are known around the world for our high-quality beef. The maple leaf on our product drives value for producers.

## What do Canadians think?



### Beef Consumption

95% of Canadians consume at least some beef.



### Beef as a Healthy Protein

85% of Canadians agree beef is a healthy food.

In Quebec, 43% ranked beef as the healthiest protein.



### Beef as a High-Quality Food

88% of Canadians believe beef is a high-quality food.

Highest ratings: Saskatchewan, Manitoba, and Quebec (90%).

# The Impact of Our Canadian Beef Sector

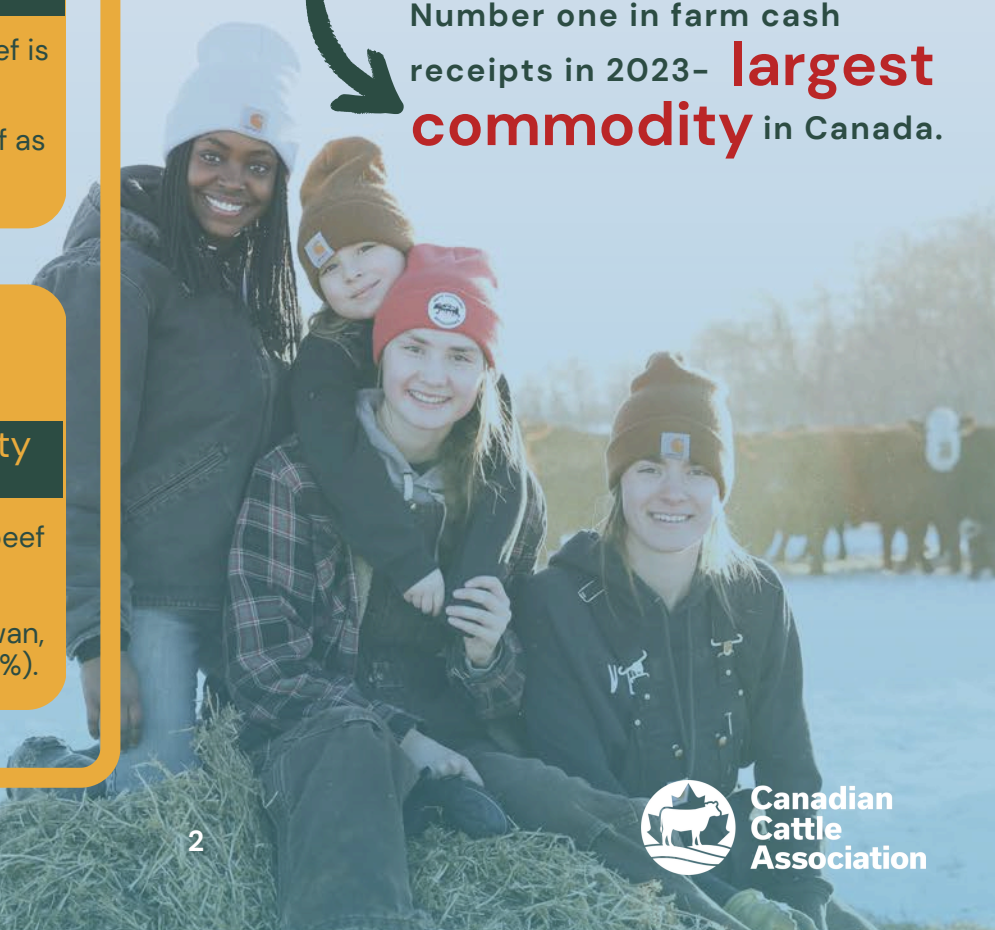
**60,000** beef farms and feedlots across Canada.



In Canada, the cattle sector contributed **\$29 billion** to gross domestic product annually (2021-2023 average), with creation of **347,000** full-time equivalent jobs (includes direct, indirect and induced impacts).



Number one in farm cash receipts in 2023- **largest commodity** in Canada.



# PRIORITIES FOR POLICY MAKERS

## TRADE & MARKET ACCESS

Canada is an agri-food exporting nation, and a strong trade policy is essential for opening and maintaining market access. We urge the government to prioritize the 2026 Canada-U.S.-Mexico Agreement (CUSMA) review and the Canada-US trading relationship.

## REDUCING REGULATORY BARRIERS

Government policies should facilitate industry growth rather than hinder it. We recommend:

- Reducing unnecessary regulations (see Red Tape Reduction Recommendations)
- Eliminating Specified Risk Material (SRM) removal requirements to align with U.S. standards, reducing industry costs by \$24 million annually.

## LIVESTOCK PRICE INSURANCE (LPI)

A shift in agri-economic policy is necessary to maximize the value of Canadian beef. We propose cost-shared premiums for Livestock Price Insurance (LPI) to provide stability for producers.

We are proud to have beef producers across the country, adding to local and national economies and contributing to food security on a local and global scale.

See how many beef producers are in each province.



Canadian  
Cattle  
Association

Source: 2021, Census of Agriculture, Statistics Canada



# HELP US GROW OUR HERD AND THE ECONOMY

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Prioritize the 2026 CUSMA review to secure and expand market access.

Eliminate outdated SRM regulations, saving the industry \$24 million annually.

Ensure the Canadian Foot-and-Mouth Disease (FMD) vaccine bank is fully funded and operational.

Implement cost-shared Livestock Price Insurance (LPI) to provide stability for producers.

Recapitalize and sustain funding for the Advance Payments Program (APP), maintaining the \$350,000 interest-free loan threshold indexed to inflation.

Remove the carbon tax on food production to lower costs for producers and improve global competitiveness.

Prevent misleading labeling of alternative and cell-cultured protein products to ensure consumers are not misled about real beef products.

Increase government funding for industry-led research to improve productivity and global competitiveness.

Enhance the Agricultural Science Cluster program to drive innovation in beef production.



# CATTLE PRODUCTION AND FEDERAL POLICY

## TRADE



**Trade is critical for our sector and adds substantial value to producers.** Approximately half of Canadian beef and live cattle are exported, and with a growing demand for protein around the world, we have an opportunity to grow our herd, export more cattle and beef, and provide economic benefits for Canadians back home.

Trade enables us to keep costs down at home for Canadians. Beef producers are proud to contribute to food security for Canadians and our consumers around the world. Because of all the market opportunities available, specific beef cuts and products can be sent to the highest value markets. Exports add about 40% value to producers' bottom line, approximately \$1,400 per animal.

The Canadian beef and live cattle sector exports over \$7 billion annually. Of that, over \$6 billion goes to the United States. While we continue to diversify and look for new market opportunities, the U.S. continues to be our largest trading partner. Maintaining our competitiveness with the U.S. is key.

With the review/renegotiation of the CUSMA coming soon, we emphasize a continued need to focus on our Canada-U.S. relationship. The American market is critical to our sector and the Canadian economy at large, and we need to work together collaboratively to engage with both the United States and Mexico.

Geopolitics continues to influence trade, putting up non-tariff barriers that are not based on science, nor do they follow the World Trade Organization's rules-based trade. As the cattle sector looks to grow and diversify markets around the world, we need the federal government to work with us on addressing these non-tariff barriers that are keeping us out of quality markets.

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## ANIMAL HEALTH AND CARE

To maintain trading partner confidence, Canada must be prepared to respond to and recover quickly from a Foreign Animal Disease event, such as Foot-and-Mouth Disease (FMD) by:

- Continued investment in Animal Health Canada to **enhance preparedness for Foreign Animal Diseases through collaboration between Industries and Federal-Provincial-Territorial (FPT)** with measurable progress in Canada's Emergency Management and Surveillance programs.
- **Ensuring the Canadian FMD vaccine bank is fully functional and ready to be mobilized.**
- **Assurance of financial support for producers** that is readily available in case of a trade-interrupting Foreign Animal Disease (FAD) outbreak.
- Proactive engagement, awareness-raising and education for producers to ensure a smooth transition to the **anticipated Health of Animals Traceability regulatory amendments.**

### **TO REMAIN COMPETITIVE AND CONTRIBUTE TO GLOBAL FOOD SECURITY, INDUSTRY AND GOVERNMENT NEED TO WORK TOGETHER TO ENSURE HERD HEALTH. THESE INCLUDE:**

- Improving Canadian farmers and veterinarians' access to **critical veterinary healthcare tools.**
- Amending regulation to modify Canada's List of **Materials Permitted in Animal Feed** (e.g. SRM regulatory alignment with the U.S.).
- Developing sustainable (animal health and welfare, financial, environmental) Antimicrobial Resistance (AMR) goals.

**ANIMAL HEALTH AND WELFARE HAVE A DIRECT IMPACT ON TRADE AND COMPETITIVENESS.**

## CONSERVATION AND THE ENVIRONMENT

Canadian farmers and ranchers have a **long positive history with the environment**. For generations, they have managed their land to protect and enhance grass, soil, and water health, ensuring sustainable and resilient operations for their families. Canadian beef farmers and ranchers take pride in being stewards of the land – which is their home, livelihood, history, and future.

**Efforts to enhance environmental outcomes can come with multiple benefits, such as protecting species at risk, improving soil and water health, and increasing carbon sequestration, which can also increase profitability and resilience.**

We need strategic investment in science-based, incentivized practices and sector-led initiatives that encourage these outcomes. Government support is essential to achieving these objectives. Financial incentives or tax relief for Best Management Practice (BMP) adoption, **as well as the removal of the carbon tax for food producers, are critical steps.**

**REMOVING THE CARBON TAX WOULD ENABLE PRODUCERS TO REINVEST IN THEIR OPERATIONS, GROW THEIR HERDS, REDUCE COSTS, ENHANCE PRODUCTIVITY, AND STRENGTHEN OUR MARKET POSITION.**

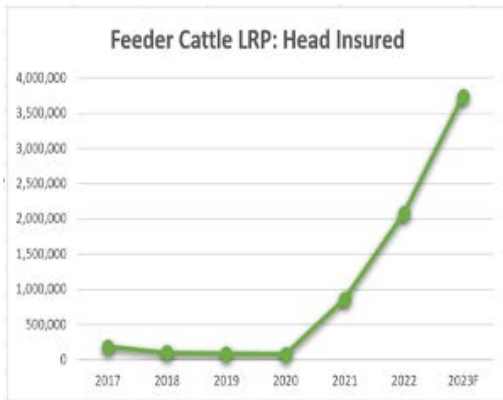
**Removing the carbon tax burden would enable producers to reinvest in their operations, grow their herds, reduce costs, enhance productivity, and strengthen our market position.** These strategies align with Canada's National Beef Strategy and 2030 Goals, which aim to improve both sustainability and profitability within the sector.

**ENVIRONMENTAL STEWARDSHIP IS CRITICAL FOR THE ECONOMIC LONGEVITY OF OUR SECTOR, AND TO ENSURE LONG-TERM SUSTAINABILITY FOR THE NEXT GENERATIONS OF CATTLE PRODUCERS.**

Canada's National Beef Strategy and 2030 Goals are industry-led initiatives. These efforts build upon generational traditions of sustainable land management and continuous improvement long before sustainability was ever mandated. **Canada leads the world in sustainable beef production, and these initiatives ensure we maintain that leadership.** Environmental stewardship is critical for the economic longevity of our sector, and to ensure long-term sustainability for the next generations of cattle producers.



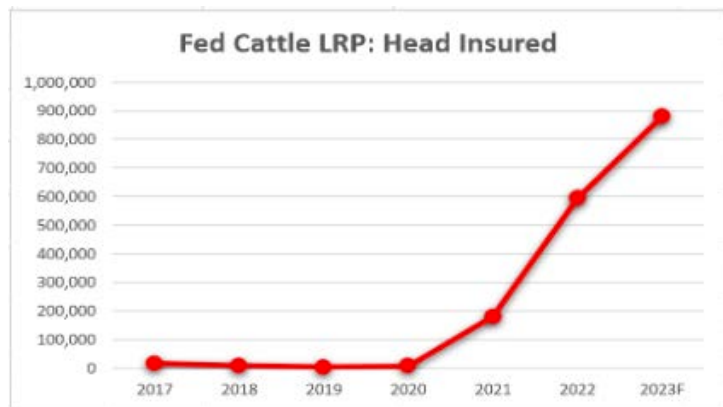
# ECONOMIC RESILIENCY



**We recommend the federal government invest in cost-shared funding for Livestock Price Insurance (LPI), which will allow us to grow our cattle herd, compete internationally with our American counterparts and put us on equal footing with other Canadian commodity supports available.**

Integrating a cost-share into the LPI premiums, distributed among producers, federal, and provincial governments, will help reduce AgriStability payments and alleviate the annual burden on AgriRecovery. **With LPI now available in seven provinces nationwide, the estimated total cost would be around \$70 million, with the federal government contributing \$42 million each year.**

In the United States, participation rates increased significantly when the USDA introduced premium subsidies in 2020 (as seen in the graphs).



**The Advance Payments Program (APP)** requires recapitalization and sustained funding to help producers, particularly young producers, withstand economic pressures due to inflation and high input costs. **CCA is recommending that the**

**interest-free portion of loans under APP be kept permanent at \$350,000 as a baseline level and indexed to the Farm Input Price Index thereafter.** The APP is an important tool designed to help producers meet escalating input costs, such as raising capital to invest into the next crop. At a time when producers, especially youth, require all financial tools at their disposal, maintaining the increase would go a long way to make our sector more economically competitive.

**Both the LPI and APP are key to help grow the cattle herd and capitalize on the economic growth opportunity while protecting producer equity.**



## FOOD AND INNOVATION

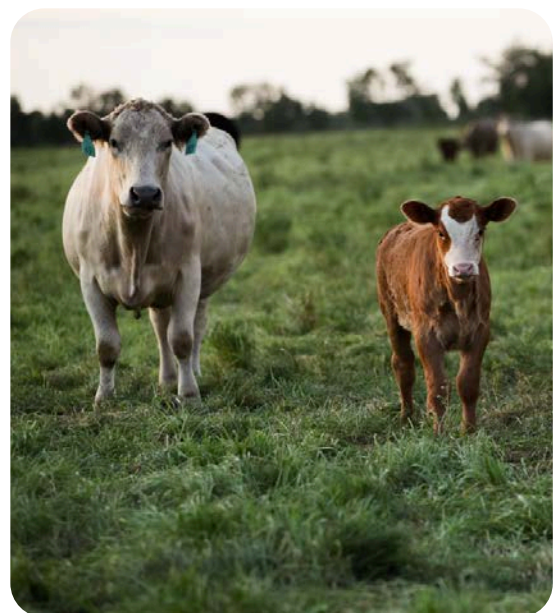
**Canadian beef farmers and ranchers are proud of the nutritious, safe, and high-quality product they produce for families at home and around the world.** Beef is an excellent source of protein, containing a variety of minerals, including easily absorbed heme iron and zinc, and an impressive range of B-vitamins.

**It remains essential the government prevents misleading and false labelling of cell-cultured protein products.** This can be addressed by ensuring alternative and cell-cultured protein products are held to an appropriate science-based level of review, inspection and control, and further, that labelling and marketing of alternative and cell-cultured protein products does not mislead or confuse consumers or misrepresent animal grown meat products.

**IT IS ESSENTIAL THAT THE GOVERNMENT PREVENTS MISLEADING AND FALSE LABELLING OF CELL-CULTURED PROTEIN PRODUCTS.**

## RESEARCH

Government funding contributions to industry driven research and innovation supports producer economic sustainability. Enhancing existing programs like the **science cluster and consolidation of government research programs** will boost our research capacity. **If we can increase productivity on farm, we can produce more animals per acre and more pounds of beef per animal.** This is critical if we are going to grow the herd and maintain our globally competitive edge.



# CONTACT US

We invite you to fill out a short survey and return to [advocacy@cattle.ca](mailto:advocacy@cattle.ca) so that we can share your priorities for the Canadian beef sector with producers across the country.

For more information or to set up a meeting to discuss CCA's policy priorities, please contact:



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# SURVEY

Please send your answers to [advocacy@cattle.ca](mailto:advocacy@cattle.ca)

**1. How will you help us grow our herd.**

**2. What steps will your government take to support the Canadian beef industry's key priorities in the upcoming year?**

**3. How do you plan to strengthen Canada-U.S. trade relations to ensure continued market access and competitiveness for Canadian beef producers?**

**4. What measures will you take to address regulatory and policy barriers that are limiting the growth of Canada's beef sector?**



**Canadian  
Cattle  
Association**