



Beef Industry Alliance

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Beef Industry Alliance (BIA) Backgrounder

About Us

The Beef Industry Alliance is an informal coalition of progressive and forward-looking producer organizations.

The BIA was founded in September 2008 by:

- Alberta Cattle Feeders' Association
- Beef Initiative Group
- Western Stock Growers Association
- Feeder Associations of Alberta*

BIA membership is growing representing over half of beef production in Alberta. Producers and their organizations are joined together to fight for change for our industry. Together, BIA members represent a significant portion of beef production in Alberta, and want to have a say in laying out a future for the beef industry in Alberta and Canada for the benefit of all.

New members include:

- Border Beef Inc.
- Canadian Legacy Partners

The BIA also welcomes involvement of exporters who are committed to growing the business in international markets.

Our Vision

The vision for the BIA is an informal industry coalition that brings together all players in the supply chain to discuss the challenges and opportunities of our industry, and to create a shared vision for the beef industry in Alberta. We will look at ways to make the new legislation introduced by the Government of Alberta and ALMS work for all industry players.

What does the BIA stand for?

The BIA recognizes that we have a real opportunity to change. The BIA endorses the following principles for the industry:

- Governance: A new governance model must be created to ensure that we can move ahead in a progressive way by giving producers a choice about where their check-off dollars go, and ensuring that their organizations have a voice in advancing ALMS.
- Leadership: Build on the leadership demonstrated by the Minister, progressive industry leaders, and ALMA to broaden this effort to a national strategy.
- Solutions: We need to take a fresh look at how we grow the business and build a future for the beef industry with solutions that address real needs.

BIA members share values and concerns for the future of the industry. Challenges are facing the industry. Fundamentals, such as how we govern ourselves, determine how we respond to the challenges which include how we can gain access to international markets, Country of Origin Labelling (COOL), and currency fluctuations.

*Has no formal position on the refundable check-off.