



Beef Industry Alliance

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Industry Background

The BIA believes that because of this new legislation the industry can be improved to:

- Increase market access
- Quickly respond to market opportunities
- Modernize our governance structure
- Ensure that there is effective use of check-off dollars
- Increase accountability
- Provide a choice for producers in Alberta
- Ensure the continued safety of our food supply.

Alberta Livestock and Meat Strategy

On June 5, 2008, Agriculture and Rural Development Minister George Groeneveld announced the Alberta Livestock and Meat Strategy (ALMS) which included the creation of the Alberta Livestock and Meat Agency (ALMA). Many in the industry who were consulted in the development of the strategy recognized that this was a bold step and a real opportunity to be part of a new way forward for the beef industry in Alberta. We are committed to working with the Minister, his department, and ALMA to ensure that ALMS is a success.

Minister Groeneveld's approach will ensure that Alberta beef is the safest it can be and will help to promote our product to the world. The Alberta Livestock and Meat Strategy represents the type of innovation our industry so badly needs.

The Government of Alberta is addressing critical issues such as traceability and age verification. The government has also delivered significant financial support for the livestock industry.

Development of International Markets

Industry check-off dollars have not been used effectively to improve the beef industry. Since BSE, producers in Alberta have contributed over \$70 million in check-offs and what has been achieved? The international strategy has failed. There has been a failure to open up international markets.

The Alberta beef industry is falling behind international competitors because we are not responding to our international customer's concerns and capitalizing on new global opportunities. We must diversify from our continued dependence on the U.S. market,

which places our industry at enormous risk. Industry leadership has failed to address this challenge.

Other beef producing countries such as Australia have been more successful at accessing new markets, meanwhile the Alberta beef industry is lagging behind our international competitors.

Alberta beef is the best and safest in the world but we have not been effective at marketing our great product. Our industry must be more responsive to our customers. We must diversify our markets, and we must demonstrate to the world that our beef is the safest it can be.

Age Verification

Age verification enables access to some international markets such as Japan, and will be key to our penetration into the South Korean and Chinese markets. International exports are of significant benefit to all producers.

The time and costs required to do this are modest and the government is putting significant resources to work to make this easier for producers.

Traceability

Traceability has allowed Canada to maintain its reputation for food safety: recent discoveries of BSE cases have not resulted in border closures as we have been able to identify the herd of origin, and have proven the ability to quickly identify herd cohorts and offspring. Even in the case of the bulls that showed up with TB at slaughter resulted in a rapid identification of herd of origin resulting in the “isolation” of that herd until all cohorts and offspring were tested for TB. These cases demonstrate that the ability to identify and mitigate health risks is vital to all producers.

This builds on the cattle identification system and creates a platform for us to begin differentiating our products to suit customer’s needs.

Modern Governance

With the introduction of this new legislation the Government of Alberta is ensuring that industry governance will be improved so that it is more accountable to producers and to our customers. The interests of all participants in the beef value chain will be represented. This new structure will treat the industry as a business rather than a collection of producers.

Industry check-off dollars have not been used effectively to improve the beef industry. With the new legislated changes the governance of the industry will now include:

- Accountability
- Choice
- A new energy
- Diversification
- Modernization

The new governance model will reinvigorate the beef industry and give producers a choice of who should represent them and how their money is spent under a new business model.