

2016

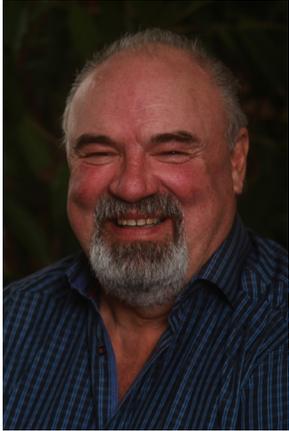
Annual Report

National Cattle Feeders' Association



The Voice of Canadian Cattle Feeders





As the chair of the National Cattle Feeders' Association (NCFA) it is my privilege to report on what has been a very active and successful year for your national association. We made great strides in refreshing and renewing our government relations program, securing policy changes that benefit our sector, and completing several initiatives under our five-year Strategic Plan.

As promised in last year's Annual Report, a key priority of NCFA for 2016 would be to engage with the new decision-makers in our nation's capital. To that end, the NCFA Board approved an Ottawa Engagement Strategy that rolled out in four phases, culminating with our annual Lobby Week in November on Parliament Hill.

Our efforts resulted in meetings with the Ministers of Agriculture, Infrastructure, Immigration, and Labour, the President of the CFIA and his Executive Team, and the Parliamentary Secretaries for Trade, Finance, Labour, and Agriculture. Over 70 meetings were held with some four dozen MPs, including the Chairs of the House Finance and Agriculture Committees and the various Opposition Critics. NCFA also engaged with some four dozen government officials across numerous departments, and testified before four Parliamentary Committees.

NCFA continues to serve as a credible voice for cattle feeders and remains firmly plugged into the decision-making apparatus in Ottawa. The results are showing.

A chronic labour shortage in agriculture and agri-food processing remains one of our biggest issues. As a result of NCFA efforts the "four-in and four-out" rule under the Temporary Foreign Workers' Program (TFWP) has been scrapped and the planned move to a 10% cap on foreign workers in our processing plants was cancelled. Both of these changes are positive developments for our industry.

The state of Canada's rural infrastructure is another concern. To get movement on this issue, NCFA prepared a comprehensive Pre-Budget submission for the 2017 Budget, met with the Chair of the Finance Committee and the Minister of Infrastructure, and also testified before the House Standing Committee on Finance. Recently, the federal government announced some \$2 billion in new funding for rural infrastructure.

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An important highlight for 2016 was the completion of NCFA's study on the competitiveness of cattle feeding in Canada—an important priority in our Strategic Plan. The study details the substantial costs facing our industry due to the current regulatory burden. The study has been well received by our industry partners and is an invaluable tool in our ongoing efforts to improve regulations.

Since our inception, NCFA has worked collaboratively with government and our industry partners to strengthen the fed cattle value chain in Canada. We are nimble, we are frugal, and we are focused. We have an excellent reputation in Ottawa, and our profile and reach continues to expand.

This is an impressive achievement, and for that, I sincerely thank the NCFA Board of Directors, our staff, and our provincial member organizations. Your dedication and commitment has been invaluable in positioning NCFA and our industry for continued success.



The pace of activity for the National Cattle Feeders' Association (NCFA) last year was truly remarkable as we engaged national decision-makers on our issues and continued pressing for workable "real-world" solutions to the challenges facing Canada's cattle feeders.

While it is certainly impossible to predict with any accuracy all of what the future might hold for our dynamic industry, I do know that much of our efforts in the coming year will be to build upon current initiatives and see them through to completion.

A good example is the need to finalize the alignment of several industry programs, such as the integration of NCFA's new Canadian Feedlot Animal Care Assessment Program (CFAC) with the Verified Beef Production Plus (VBP+) Program. To ensure that cattle feeders are not subjected to multiple audits and that programs are working in tandem, NCFA hosted several industry-wide meetings last year to begin the process of alignment and integration. Considerable progress was made and we fully anticipate bringing the effort to completion in the coming year.

The CFAC is a fully auditable animal care protocol developed by NCFA with input from across the beef value chain, and is certified by the Professional Animal Auditors' Certification Organization (PAACO). Not only has the CFAC program drawn significant interest across the Canadian industry, it has also attracted attention south of the border. A group of 50 feedlots in the US were searching for a beef animal welfare protocol that could be used for a branded beef program and were steered toward NCFA. American use of the CFAC is a good step toward growing the program into a North American Standard that will ease cross border issues and address growing animal care concerns.

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NCFA will also remain active on the emergency preparedness file. In 2016 we co-signed a communication to the provincial, federal, and territorial ministers of Agriculture asking them to endorse a national plant and animal health strategy. This was followed by the "Exercise Beef" workshop which identified the policy gaps that need to be addressed in an outbreak of Foot and Mouth Disease (FMD).

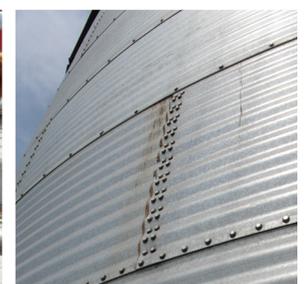
NCFA made numerous policy and regulatory submissions to government last year, and these efforts will also continue. For example, the Canadian Food Inspection Agency (CFIA) has gazetted a new set of transportation regulations for livestock, and new feed regulations are in the works as well. NCFA will not only be monitoring the impacts of such changes but will work to ensure they respect and accommodate the economic and competitive realities of cattle feeding in Canada.

Going forward there will be no shortage of challenges facing our industry, not the least of which is the election of a new administration in the US that carries in its wake the specter of rising protectionism and even a possible renegotiation of NAFTA.

Helping Canada's beef industry steer through these issues and advising government decision-makers on the priorities of cattle feeders is the reason why NCFA exists. With our experienced Board of Directors, our professional staff team, our complement of consultants, and the continued support and commitment of our provincial member associations, NCFA is up to the challenge.



A handwritten signature in black ink that reads "Bryan Walton".





NCFA Vice President Casey Vander Ploeg, Quebec Staff Representative André Roy, and Directors Ryan Thompson and John Schooten prior to meeting the Minister of Agriculture and Agri-Food at the Centre Block on Parliament Hill.

Report on Strategic Pillar #1 Growth and Sustainability

Creating an environment that enables long-term growth of the cattle feeding sector is a key goal of NCFA. We are working to achieve that goal through expanding export markets, securing new trade opportunities, and investing in research and industry development.

- In October 2016, the Canada-EU Comprehensive Economic and Trade Agreement (CETA) was signed in Brussels, Belgium. This progressive agreement provides access to the world's second largest market—more than 500 million consumers generating \$20 trillion in annual economic activity. Throughout 2016, NCFA encouraged the new federal government to sign CETA and also worked with officials at the CFIA and International Trade to ensure full EU approval of Canadian food safety practices in our processing facilities so Canada can reap the full benefits of this new export market.
- In February 2016, the new Trans-Pacific Partnership (TPP) agreement was signed in Auckland, New Zealand. The TPP captures some 40% of the global economy and will create the world's largest free trade zone. The agreement still requires ratification from all governments before coming into force, and NCFA has pressed hard for Canadian approval. In April 2016, NCFA appeared before the House Standing Committee on International Trade to provide testimony on how TPP is critical to Canada's beef industry.
- A new US administration and related political developments south of the border have called into question the viability of TPP and the future of the long-standing North American Free Trade Agreement (NAFTA). NCFA is working with our industry partners and government officials to ensure that opportunities with countries like Japan are not lost and integration of the North American beef industry is sustained.

- To manage these risks and propel new opportunities, NCFA maintains membership in the Canadian Agri-Food Trade Alliance (CAFTA) and engages with the Market Access Secretariat (MAS), the Beef Cattle Trade Advisory Group (BCTAG), the Beef Cattle Policy Advisory Committee (BCPAC), the Beef Value Chain Roundtable (BVCRT), and officials at Agriculture and Agri-Food Canada and International Trade. In 2016, NCFA urged the government to increase the focus on securing improved trade opportunities in China.
- Improving the profitability, efficiency, and sustainability of beef production requires strategic investments in research and development. In 2016, NCFA participated in the renewal of the research strategy at the Beef Cattle Research Council (BCRC) and provided funding to the Barley Council of Canada (BCC). Work was also undertaken to align NCFA's Canadian Feedlot Animal Care Assessment Program—a fully auditable animal welfare protocol certified by the Professional Animal Auditor Certification Organization (PAACO) and reviewed by the National Farm Animal Care Council (NFACC)—with the Verified Beef Production Plus (VBP+) program.



NCFA Chair Larry Schweitzer (left) and Manitoba MP for Brandon-Souris Larry Maguire (right) at the annual MP Breakfast on Parliament Hill. The Breakfast, which is held in the Parliamentary Dining Room, is always a popular and well-attended event.

Report on Strategic Pillar #2

Competitiveness

An important strategic priority for NCFA is ensuring that decision-makers and regulators understand the business realities of beef production, and that the policy and regulatory regime “works” for cattle feeders.

- In 2016 NCFA completed a comprehensive study on the competitiveness of cattle feeding in Canada. The study showed that revenues to the cattle feeding sector would grow by almost \$500 million if certain regulations were reformed. The study was presented to officials at Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency, and the Beef Value Chain Roundtable. The report is serving as a valuable touch point for NCFA’s ongoing advocacy efforts in Ottawa.
- Throughout 2016, NCFA made numerous submissions to federal authorities on a wide range of policy and regulatory issues. Examples include the ongoing feed regulatory modernization initiative at the Canadian Food Inspection Agency (CFIA), Health Canada’s new regulations on the usage of antimicrobials, the new workplan of the Regulatory Cooperation Council (RCC), and a licensing proposal at the Canadian Grain Commission (CGC). NCFA also prepared and submitted a Pre-Budget Submission in advance of the upcoming 2017 Federal Budget.
- NCFA was also actively engaged in numerous outreach activities during 2016. Examples include a feedlot tour with CFIA officials, and another with federal MPs. NCFA also participated in townhalls held across Canada by the CFIA on its feed modernization initiative and participated on the ESDP Committee designing the new digital platform for e-certification. NCFA also made a presentation to the Commissioners of the Canadian Grain Commission in Winnipeg.



Attendees at a feedlot tour included (from left to right) Martin Shields (MP for Bow River), Craig Paskal (ACFA Director), Glen Motz (MP for Medicine Hat-Cardston-Warner), Chris Warkentin (MP for Grande Prairie-Mackenzie), John Barlow (MP for Foothills), and John Schooten (NCFA Director).

- In 2016 NCFA appeared as a witness before four different Parliamentary Standing Committees where we provided MPs with expert testimony on issues impacting cattle feeders.

April 2016:
Parliamentary Standing Committee on Trade
Topic: NCFA testimony on the TPP

May 2016:
Parliamentary Standing Committee on Human Resources, Skills, and Social Development
Topic: NCFA testimony on the Temporary Foreign Workers Program

October 2016:
Parliamentary Standing Committee on Finance
Topic: NCFA testimony on Budget 2017 and Investment in Rural Infrastructure

October 2016:
Parliamentary Standing Committee on Agriculture
Topic: NCFA testimony on the new Agriculture Policy Framework



NCFA Directors August Bremer and Ryan Thompson, along with Vice President Casey Vander Ploeg, at a meeting with David Anderson, Saskatchewan MP for Cypress Hills-Grasslands and Conservative Critic for Agriculture.



NCFA Vice President Casey Vander Ploeg (right) in conversation with the Hon. John McCallum (left), Minister of Immigration, Refugees and Citizenship Canada, about the chronic labour shortage in agriculture.

Report on Strategic Pillar #3 Industry Leadership

NCFA is a reputable and solutions-oriented expert on Canada's beef industry. By meeting regularly with government decision-makers, we are building bridges, strengthening relationships, and cultivating political champions for the cattle feeding sector.

- A key focus in 2016 was to refresh NCFA's government relations program after the 2015 election. Working with our experienced team of consultants, NCFA implemented an "Ottawa Engagement Strategy" that rolled out in four phases and culminated in the annual NCFA "Lobby Week" on Parliament Hill in November 2016.

- This strategy proved highly successful, resulting in six separate meetings with four key Ministers (Infrastructure, Agriculture, Immigration, and Labour) and meetings with the President of the CFIA. Over 70 meetings were held with MPs including the Chairs of the Agriculture and Finance Committees, the Chair of the Federal Liberal Rural Caucus, and the Parliamentary Secretaries for Trade, Agriculture, Labour, and Finance. Meetings were held with the Opposition Critics for Trade, Agriculture, Labour, and Health. Meetings were also held with 55 government officials (Chiefs of Staff, Policy Advisors, and Political Aides). These meetings ensure that NCFA's issues and concerns are understood and acted upon by decision-makers.
- On the labour front, the federal government initiated a review of the Temporary Foreign Worker Program (TFWP). The cumulative-duration rule (four-in and four-out) was scrapped and plans to reduce the cap from 20% to 10% were cancelled. NCFA will continue to make the case for government policies that will enlarge the pool of agricultural labour. NCFA will continue working with the Canadian Agricultural Human Resource Council (CAHRC) and other partners to secure federal support for the recommendations of the Agriculture and Agri-Food Workforce Action Plan.
- On the rural infrastructure front, NCFA has called for greater federal investment in key rural economic infrastructure needed to move agricultural goods and products to market. NCFA's voice is being heard as the federal government announced in 2016 an additional \$2 billion investment in rural and northern infrastructure.
- As a contributor to the development of the National Beef Strategy, NCFA worked to implement components of the strategy that align with our own priorities. The completion of NCFA's Competitiveness Report in 2016 demonstrates our commitment to achieving elements of the strategy, one of which is to build a supportive and constructive regulatory environment to boost competitiveness and reduce cost disadvantages compared to our international competitors.
- The beef industry is a complex production chain that includes breeding, cow-calf production, transportation, auction marts, backgrounding, finishing, processing, and marketing. NCFA operates throughout this chain whether this is working with the Beef Cattle Market Advisory Committee (BCMAC), the Canadian Beef Grading Agency (CBGA), the Canadian Cattle Identification Agency (CCIA), or the National Farm Animal Care Council (NFACC). By plugging into this network, NCFA ensures that the voice of cattle feeders are factored into important industry decisions and developments.



Board of Directors

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Vice-Chair: Ryan Thompson (*Saskatchewan*)
Officer-at-Large: Herb Groenenboom (*Alberta*)
Past Chair: Jeff Warrack (*Alberta*)

Directors: August Bremer (*British Columbia*)
 John Lawton (*Alberta*)
 John Schooten (*Alberta*)
 Michel Daigle (*Québec*)

Provincial Staff Representatives

British Columbia: Andrea Van Iterson
Alberta: Bryan Walton (*President and CEO*)
Alberta: Casey Vander Ploeg (*Vice President*)
Saskatchewan: Ryder Lee
Manitoba: Brian Lemon
Quebec: André Roy

Contracted Staff and Consultants

Communications Manager: Shannon Lyons
Government Relations (Ottawa): Cathy Jo Noble
Government Relations (Ottawa): Peter Brackenridge
Trade Consultant (Ottawa): John Weekes

2016 Board of Directors



August Bremer



Michel Daigle



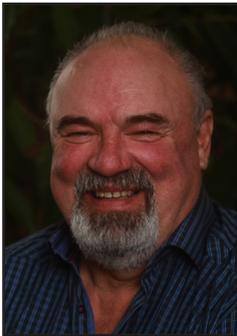
Herb Groenenboom



John Lawton



John Schooten



Larry Schweitzer



Ryan Thompson



Jeff Warrack

NCFA Representation to Industry and Government

NCFA directors and staff engage with a number of beef industry organizations and initiatives, and also represent cattle feeders to various government departments and government-industry committees. In 2016, NCFA actively engaged with:

Agriculture and Agri-Food Canada (AAFC)
 Barley Council of Canada (BCC)
 Beef Cattle Market Advisory Committee (BCMAC)
 Beef Cattle and Pork Advisory Committee (BCPAC)
 Beef Cattle Trade Advisory Group (BCTAG)
 Beef Value Chain Roundtable (BVCRT)
 Canada Beef
 Canadian Agricultural Human Resource Council (CAHRC)
 Canadian Agri-Food Trade Alliance (CAFTA)
 Canadian Beef Advisors (CBA)

Canadian Beef Grading Agency (CBGA)
 Canadian Food Inspection Agency (CFIA)
 Canadian Cattle Identification Agency (CCIA)
 Canadian Supply Chain Food Safety Coalition (CSCFSC)
 Department of International Trade
 Employment, Workforce Development and Labour Canada
 Immigration, Refugees, and Citizenship Canada
 Industry Government Advisory Committee (IGAC)
 Market Access Secretariat (MAS)
 National Farm Animal Care Council (NFACC)

Who We Are

The National Cattle Feeders' Association (NCFA) was established in 2007 to represent Canadian cattle feeders. NCFA's membership is comprised of provincial beef organizations from all major cattle feeding regions of Canada. Representation on NCFA's Board of Directors and funding contribution levels are based on provincial fed cattle populations. NCFA membership includes:

- British Columbia Association of Cattle Feeders
- Alberta Cattle Feeders' Association
- Saskatchewan Cattlemen's Association
- Manitoba Beef Producers
- Les producteurs de bovins du Québec

Our Vision

The National Cattle Feeders' Association is a business-oriented organization dedicated to the advancement of the national fed cattle value chain, and is focused on three pillars:

- Growth and Sustainability
- Competitiveness
- Industry Leadership

Our Mandate

The National Cattle Feeders' Association was established to represent Canadian cattle feeders on national issues and to work in collaboration with other cattle organizations to strengthen and improve the cattle feeding sector.



Contact Us

National Cattle Feeders' Association
Suite 6, 11010 — 46th Street SE
Calgary, Alberta T2C 1G4

Tel: 403-769-1519
Toll Free: 1-800-363-8598
Email: info@nationalcattlefeeders.ca



Visit us at: www.nationalcattlefeeders.ca