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BUILDING BULL PASTURE SALES RECOVERY AND HEALTH

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ON THE COVER

With a new year of this publication comes a new look for ABP magazine. Coming off of what can only be described as a complex year for producers, we give a nod to what is top of mind as operations across the industry build momentum into 2024.

Highlights from the Chair

WITH BRODIE HAUGAN



One thing that's become really clear to me during our recent meetings throughout the province is just how resilient Alberta beef producers are during challenging times.

We received a lot of really good feedback on producers' experiences with the difficult things the industry is dealing with, like the drought and feed shortages. It's amazing to hear some of the stories about how far people have gone to make sure they have enough feed or grass, or the tough decisions made to get through another year.

In general, what we heard was producers are happy we're focusing on getting back to the grassroots, and with the representation we do have for our industry. It was reassuring to hear from you that we need to keep 'fighting the fight' on your behalf.

We also got to experience and participate in some livestock-oriented events at our five Producer Engagement meetings, and we learned a lot about how we can continue to participate in and support these events.

Discussions at the recent Producer Meetings have centered around the future and drought – what does 2024 have in store? And what have we learned from what we've just gone through to ensure security and confidence in whatever programming exists going forward? The message has been to keep pushing for risk management plans that are reactive to what's happening, timely and actually work.

One such program is Moisture Deficiency Insurance. Agriculture Financial Services Corporation (AFSC) has made some significant changes to the program, and it is working. I would encourage producers who haven't used it to take another look at how it could help mitigate risk on the operation. Giving feedback to AFSC on potential adjustments to make it even more applicable across the province is also important.

Something else we look forward to is a pilot project for AgriStability that AFSC is doing this year, specifically for the cow-calf sector. They'll be diving into 30 participating operations across the province to analyze some changes that could be implemented to make the program work more effectively for beef producers. But we realize making such adjustments will take time, which we don't have. We need some security in place as soon as possible, knowing 2024 could very likely be a difficult year as well. Even if it does start raining, grass doesn't grow overnight.

[[We are encouraged to see the ongoing assistance from the provincial government and their continued support monitoring the dynamic situation of drought conditions.]]

In order to rebuild the cow herd, we have to rebuild the grass. One of the initiatives we are working on this year is developing a grasslands policy. It will help provide direction around the continued efforts to preserve and improve native grasslands across our province through producer-developed and led initiatives.

We are encouraged to see the ongoing assistance from the provincial government and their continued support monitoring the dynamic situation of drought conditions. We've appreciated their support and the good working relationship we have with their representatives.

I believe we also need a shift in thinking. In the past, we've always been so focused on assistance, and whether it's fair and meets the needs of individual producers, but we've lost vision on the bigger picture of overall food security. It needs to become a bigger discussion of how we can ensure a strong beef industry for many years to come.

I'm excited about this year's AGM because it's the first year being held in association with the Alberta Beef Industry Conference, which is hosted by the Alberta Cattle Feeders' Association, and where the Western Stock Growers' Association, Alberta Auction Markets Association and Alberta Livestock Dealers and Order Buyers Association meet as well.

It's been an incredible year of seeing how the entire beef industry has come together. It began in the spring with all the representatives around the same table discussing traceability regulations. Every ABP board meeting now has representation from the entire beef sector actively participating in all the discussions, including Alberta Cattle Feeders' Association (ACFA), Western Stock Growers' Association (WSGA), Alberta Grazing Lease Holders Association (AGLA), Feeders Association of Alberta (FAA), Alberta Veterinary Medical Association (ABVMA) and Alberta Auction Markets Association (AAMA). It's been revolutionary, so I'm really looking forward to the AGM with us all under the same roof. It's a big accomplishment to have a unified voice, and it's in the best interest of Alberta producers because everyone is sitting at the table.

2023 will go down in history as a year of volatility in the beef business. The ups and downs were dramatic in both the markets and the weather. We want to learn from that experience, and as an organization, make a meaningful impact to build an industry the next generation actually wants to get involved in and can be successful. To do that, we're counting on you to be engaged and be heard. It allows your ABP to move forward, pushing for progress that can help in your beef business.

See you at the AGM! ▼

Introducing our New Photography Influencers for 2024



HOLLY NICOLL @holly.nicoll

I was called a 'tom boy' growing up on a cattle ranch west of Calgary. Mom couldn't get me in a dress, but she knew how much I loved my cowboy boots and baseball caps. Not much has changed. Horses, branding pens, wheat fields, beautiful skies and dusty backroads make me happy.

For the past 25 years, I have enjoyed an amazing career in agriculture working for crop protection and animal nutrition companies in sales and marketing roles. I started picking up the camera 10 years ago when I couldn't find the visuals to tell the story. Very quickly, I discovered my camera was providing the fuel to ignite the creativity my right brain was craving. Those images I took brought me right back to my childhood grassroots.

Today, my photography focuses on capturing genuine moments of hard-working farmers and ranchers along with their crops and livestock. I am eager to share the story of agriculture through my photos. But I also want my audience to feel the moment like they are there: relate to it, empathize with it and most of all, connect to it.



MORGAN STORCH @ranahanphoto

Hello everyone! My name is Morgan! I'm 23 and recently moved me and my businesses to southern Alberta! Photography has always been a passion of mine and capturing the western world. Bridging the gap between ranchers and farmers and the consumers. Showing everyone who hasn't grown up in this walk of life, all of the beauty it holds! My favourite time of year is branding season! A typical branding day for me means getting all those wicked working shots of some of the handiest cowboys, cowboygals and passing off my camera to be ground crew.

My love for the western world soon turned into working with other small businesses, boutiques and now weddings, couples and families! I've met amazing people in my photo journey and I feel very grateful, past, present and future clients! While I'm not running around with a camera, I own a cleaning company going four years strong! I'm excited to be part of the ABP team and keep sharing photos with all of you amazing people!

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When the Heat is On:

PASTURE RECOVERY AFTER FIRE OR DROUGHT

BY ROBIN GALEY

Following years of drought and a record-breaking wildfire season, pastures across Alberta are in poor condition. We asked rangeland ecologist Cameron Carlyle to bring us up to speed on the situation and provide some recommendations on how to help pastures recover.

Pasture regrowth in the spring, following the wildfire burn from the previous season. Photos by Cameron Carlyle.



Across Alberta, wildfires and drought reduced available grazing acres in 2023, resulting in heavy use on grazable land. Whether as a result of drought, fire or overgrazing, damaged pastures need time to recover and, given adequate moisture and rest, they usually will.

The effects of fire and drought on a pasture differ, both at the surface level and below it. Fire generally does the most damage to the surface, stripping all vegetation including important plant litter. Drought damages both plant vigour on the surface and root reserves deeper in the soil.

How quickly pastures recover from both kinds of damage depends heavily on moisture. “The litter layer is super important for holding moisture in the ground and contributing to forage production, and in a fire all the vegetation burns up,” explains Cameron Carlyle, Associate Professor of Rangeland Ecology at the University of Alberta. “In drought conditions, plants have less root energy reserves and less vigour because they didn’t have the same growth opportunity the year before.”

Carlyle has been active in pasture productivity research in Alberta for many years. In one study, his team looked at grassland recovery following grass fires in southern Alberta and southern Saskatchewan in 2017, comparing grazed versus ungrazed areas. While grazing impacted forage recovery, the biggest single factor was rainfall. “When the rain came, that’s when we started to see recovery,” he says.

Long-range forecasts suggest rainfall in 2024 may not be sufficient in many areas of the province. While we can’t make the rain fall, Carlyle offers some valuable suggestions based on his research to support pasture recovery.

MAINTAIN HEALTHY PASTURES

In every corner of the province, making a concerted effort to maintain rangeland health is important. It increases resilience in case of either fire or drought. “Generally we find that drier areas of the province tend to be more sensitive to drought and to overgrazing, and possibly that is true of fire as well,” says Carlyle.

Carlyle’s research found that areas that had higher range health prior to fire recovered a bit faster. “This suggests that maintaining good range management practices does help provide some resilience when fires happen,” he says.

GIVE IT A REST

On drought or fire-damaged acres, support recovery by providing adequate rest. Carlyle’s grassland fire recovery research found that grazing during the recovery period slowed the development of surface litter. “It might look okay if there is rainfall and you see plants growing, but the litter layer needs time to develop to create drought resilience in the system,” he says.



AMP Grazing

A type of rotational grazing system gaining traction in parts of Canada may offer promise for dealing with drought while supporting higher grass production. Adaptive multi-paddock (AMP) grazing involves rotating animals through small pastures at high density for short periods of time.

AMP grazing can involve a number of different practices, but specifically requires a more intensive level of management, giving ongoing attention to pasture conditions in each paddock. “AMP grazing gives producers more control of what’s being done to the plants through grazing, and that’s part of the benefit,” says Cameron Carlyle, Associate Professor of Rangeland Ecology at the University of Alberta.

What is “adaptive” in the system is that most producers monitor paddocks closely and move animals frequently from one area to the next. “Generally they are moved more frequently as compared to other systems such as continuous grazing or rotational systems, where they move two or three times a year,” Carlyle says.

Another strategy that can boost forage production is using bale grazing to restore degraded areas. “Bale grazing imports a lot of organic material. The animals are there, eating that material there, trampling and defecating there, so it adds nutrients and organic matter to areas where it’s needed,” says Carlyle.

“AMP producers are self organizing, and there are individuals and groups hosting workshops and meetings about how to implement this type of system,” Carlyle explains. “Most of the producers I’ve talked to say that’s how they got into it.”

The results of a study comparing 30 western Canada ranches practicing AMP grazing to neighbouring ranches that did not practice AMP grazing showed a 20 per cent increase in plant production and an improvement in water filtration rates as well. Carlyle says, “Those two things combined suggest that moving to an AMP system could be beneficial, and may offer some promise in dealing with drought.”

In a drought, there is less water available, and forage production goes down. “But if the water that does come down is able to get into the ground, it is probably going to provide some resiliency so you can maintain slightly better forage production even in a drought,” says Carlyle.

An AMP system may support pasture health and reduce the impact of drought, but it’s important to consider that it takes significant time, infrastructure and effort to develop. “You can’t implement this overnight, or switch to AMP grazing and have higher production capacity quickly. It would take five to 10 years or even more to get there,” Carlyle adds.

The only constant is knowing that conditions will continue to change.

MONITOR RECOVERY

While allowing a pasture to rest, producers can monitor plant height and vigour, and watch for changes in the types of vegetation present. The key following a fire is to focus on the developing litter layer. “You can take photos or do a litter scrape in the years following a fire to see how well the litter layer is developing over time,” Carlyle suggests.

PATIENCE PAYS OFF

Generally, Carlyle recommends practicing patience. “Monitor forage growth and reduce stocking rates on drought or fire-affected areas as much as possible,” he says.

The amount of time required for damaged pastures to recover varies. Carlyle’s research found that after four years, forage production on grassland recovering from fire returned to the same level as it was in areas that hadn’t burned. But even after four years, the litter layer hadn’t recovered. He adds: “Other studies have shown that where there was above average rainfall in the years following drought or fire, recovery happened very quickly. So, it depends.”

CHANGE IS A CONSTANT

There’s no question – producers dealing with drought or fire damaged pastures are in a tough situation right now, and the only constant is knowing that conditions will continue to change. Hopefully, for the better.

“Producers have to graze when animals need to be fed,” says Carlyle. “But if possible, I recommend avoiding grazing for a year on an area that burned. Following drought, the same applies – as much as possible, you want to reduce the use of those pastures.” 🍷

Examples of grass regrowing the spring following the burn. There is some litter visible but also bare ground where it burned away.



From the Government Desk

BY MARK LYSENG

HERE'S TO ANOTHER YEAR OF POSITIVE CHANGE IN 2024! WE'RE CROSSING OUR FINGERS FOR HIGH BEEF PRICES, GREAT GROWING CONDITIONS, AND POLICY THAT COMPLEMENTS OUR INDUSTRY.

This fall saw the announcement of another AgriRecovery. The 2023 AgriRecovery was hard fought by both Alberta Agriculture and Irrigation and AFSC, and we are thankful for the government's willingness to go to bat for our industry.

As predicted, the implementation was complex, and ABP heard frustration both from farms that needed support and didn't get it and farms that didn't need support and were in areas deemed eligible. And this is the crux of AgriRecovery. It is a blunt tool that should not be relied on by producers. The industry needs a margin insurance program that is tailored to each farm to ensure that producers get the support necessary.

For this reason, I would encourage you to consider participating in AFSC's AgriStability pilot. This will help AFSC determine how they can make the program better for cow-calf producers. More information on page 13 or by contacting Stuart Chutter at schutter@afsc.ca

Renewables have been a hot topic for the southern part of the province with some companies offering very lucrative contracts. In June the province put a moratorium on renewables, giving us the opportunity to lobby for some necessary changes. Currently, renewable companies do not work under the *Surface Rights Act*, so there is no Orphan Well Fund if the company runs into problems or appeal body if a landowner runs into issues with the company. ABP is working with Western

Stock Growers' Association to make sure landowner rights are respected.

ABP took a stance against bill C-355, *Prohibition of the Export of Horses by Air for Slaughter Act*. The bill proposes stopping the transport of horses by air if they're destined for slaughter. Canada already has transportation regulations in place to protect the welfare of animals, and we regularly transport horses for slaughter by other means than air. In Canada, we have long prided ourselves for agricultural policy that is evidence-based. We have traditionally been in contrast with other jurisdictions that pass legislation based on public opinion not on data, like the EU's restrictions on hormone use and feed additives. ABP is pushing back against C-355 because we do not want government decision making to go this direction.

Heading into spring, progress is happening on grassland conservation, wildlife management and the renewal of the Recreational Access Regulation on grazing leases.

With a strong El Niño, there is concern that we may be challenged by another dry spring. For that reason, I encourage all producers to look at risk management programs. Moisture Deficiency Insurance paid out a record \$326M in 2023, showing the changes made in 2021 were effective.

Here's to hoping you get timely moisture and a successful calving season! 🐄



AgriStability Pilot for the Cow-Calf Sector

If you have AgriStability, AgriStability didn't work for you before, or you've heard it doesn't work for your operation
WE WANT YOU.

AFSC is looking for cow-calf producers of diverse production systems to participate in a pilot in spring 2024, using 2023 data. This pilot is to determine the most effective methodology to capture full feed and pasture costs and to reevaluate how inventory is treated to provide a more meaningful and responsive program.

If you have accurate historic income and expense reporting and year-end inventories, you're a great candidate.
If interested or have questions contact Stuart Chutter with AFSC at [**schutter@afsc.ca**](mailto:schutter@afsc.ca)



ESA WINNER:

Be Unapologetically Direct When Standing Up for Our Industry

BY KARA OOSTERHUIS

THE ENVIRONMENTAL STEWARDSHIP AWARD (ESA) IS AN ANNUAL AWARD PRESENTED BY ALBERTA BEEF PRODUCERS TO RECOGNIZE FARMS AND RANGLAND MANAGERS ACROSS THE PROVINCE WHOSE NATURAL RESOURCE STEWARDSHIP PRACTICES CONTRIBUTE TO THE ENVIRONMENT AND ENHANCE PRODUCTIVITY AND PROFITABILITY.

The award has been presented since 1992 and has since become one of the most prestigious in the industry.

The recipient of the 2023 Environmental Stewardship Award was awarded to Doug and Linda, and Tim and Joanne Wray of Wray Ranch, located near Irricana, AB. This family business is raising cattle on land that Doug Wray's grandfather purchased when they arrived in the Irricana area in 1910.

Originally operating as a mixed farm for 80 years, the family transitioned to a grazing operation in the late 1990s, guided by attending a Ranching for Profit school, joining the Foothills Forage and Grazing Association (FFGA) and their own children heading off in different directions. They converted former cropland into high-legume perennial pastureland, implemented 20-acre paddocks for more frequent pasture rotations and continuously adapt their practices.

Today, the fourth generation of the Wray family is managing the ranch. Doug's nephew, Tim and his wife, Joanne returned to the ranch in 2015, where they live with their three children.

The Wrays not only received the ESA award but also won the national Environmental Stewardship Award (TESA). The recognition brought forward some excellent learning opportunities and experiences for the ranch, enabling them to attend Alberta Beef Industry Conference (ABIC), the Canadian Beef Industry Conference (CBIC) and host various tours throughout the year.





“For us having spent a lifetime raising cattle, the genuine support we received from our peers for receiving the ESA was very gratifying,” says Linda Wray. “We have always felt our cattle were in many ways ‘good’ for our environment. This recognition and support has empowered us to – as Brian Burke advised at CBIC – be unapologetically direct in standing up for our industry.”

As for what is next for the ranch, Doug says it is a continual learning journey to understand the natural processes at play on their ranch. Staying relevant is what will help them manage and unleash their full potential, he says. As Tim adds, they have also been exploring different options for the ranch.

“I have been exploring Stewardship Ownership as a way of structuring business success and capital investment. Rethinking how capital is used for both the viability of farm operations, ecological, and social value of these landscapes allows stakeholders – both specific and broad – to recognize and reward those who steward them,” Tim explains.

NOMINATIONS ARE NOW OPEN

Have someone in mind? Nominations for the award are currently open and will remain so until March 15, 2024. Interested parties can nominate deserving individuals by visiting tinyurl.com/4sjj5v5h

In terms of advice for their peers, the Wrays emphasize taking the time and initiative to nominate individuals who are doing an excellent job of stewarding their environment. They believe that nominations foster a culture of recognition, encouraging a broader and more diverse range of individuals to be acknowledged for their outstanding contributions.

“We would not have received this award if Brenda Ralston and Andrea Hanson had not done the work to put our name forward,” says Doug. “It was a very enjoyable experience.” ▼



19TH ANNUAL BULL SALE

FRIDAY, FEBRUARY 23, 2024 AT THE FARM, INNISFAIL, AB SALE TIME 1:00 PM



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HEJ 12L

SIRE MAIN WHITE LIGHTNING 1J



HEJ 70L

SIRE HEJ HOLEY SMOKES 13H



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Start Clean, Stay Clean:

Using Laudis[®], Pardner[®] and Roundup[®] for Complete Weed Control in Corn

An effective weed control strategy is a critical step on the road to high yields. As weeds like volunteer canola, wild buckwheat, kochia and lamb's-quarters continue to steal corn yields, getting out ahead with a targeted weed control strategy can be the difference between a bumper corn yield and a disappointing outcome.

Make sure you have all your bases covered. If you're growing corn in Alberta, Saskatchewan or Manitoba, consider spraying **Laudis herbicide tank-mixed with Pardner herbicide and Roundup herbicide** on all your corn acres for **complete in-season weed control**.

Available in Manitoba already with a label expansion recently approved for Alberta and Saskatchewan for the 2024 season, Laudis herbicide provides excellent control of tough broadleaf weeds like volunteer canola, wild buckwheat, kochia and lamb's-quarters. With its Group 27 active ingredient, Laudis is a useful tool for managing weeds.

"Laudis is an excellent choice for resistance management," explains Colette Thurston, a Central Alberta-based market development agronomist with Bayer, "but even with a Group 27, smart stewardship to delay resistance is important. That's one reason I recommend spraying Laudis tank-mixed with Pardner and Roundup."

Pardner is a Group 6 herbicide, which controls kochia, lamb's-quarters, wild buckwheat and many more weeds. Roundup is a tried and trusted herbicide option widely used for broad spectrum weed control. Together with Laudis and Pardner, this is an outstanding tank-mix in corn.

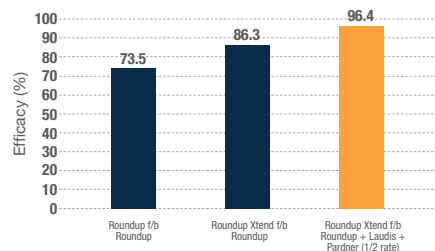
Bayer market development small plot weed control trials over the past three years have shown that applying Laudis tank-mixed with Roundup and Pardner in a two-pass program, following a pre-emergent application of Roundup Xtend[®] herbicide with VaporGrip[®] Technology, has an efficacy rate of over 96%.

"The results speak for themselves," says Brett Hilker, a market development representative with Bayer, based out of Calgary. "I know I am going to recommend Laudis, Pardner and Roundup for a lot of local farmers. If you're growing corn, you really should consider it."

This tank-mix delivers top performance in weed efficacy for applications on post-emergent corn (in-crop), too. Laudis, Pardner and Roundup has an average control of 92%, which provides very strong weed control for just a single pass application. When paired with a pre-emergent application of Roundup Xtend, it's one of the most effective ways to make sure you achieve full season weed control.

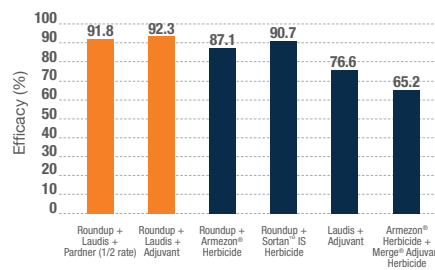
If you're planning to grow corn in 2024, consider spraying Laudis, Pardner and Roundup for complete control of stubborn weeds so your fields can **start clean and stay clean**.

LAUDIS + PARDNER IN A 2-PASS PROGRAM



f/b = Followed by

LAUDIS + PARDNER IN A POST PROGRAM



Source: 2021–2023 Western Canada Market Development Trials (n=29 locations). A total of 100 weed target evaluations and 15 different weed species (11 broadleaves and 4 grasses). Predominant weeds were kochia (22), volunteer canola (18), redroot pigweed (14) and wild buckwheat (9). Your results may vary depending on agronomic, environmental and pest pressure.



Source: Grower trial sprayed on June 14, 2023, with 0.67 L/acre of Roundup Transorb[®] HC herbicide, 89 mL/acre of Laudis herbicide and 0.24 L/acre of Pardner herbicide in Stornoway, SK (June 14, 2023). Your results may vary according to agronomic, environmental and pest pressure.

"We've seen a quick burndown and excellent control of hard-to-kill weeds such as kochia, wild buckwheat and volunteer canola. It's definitely a product we will use next year," says André Poulin of Greenbelt Farms, Wainwright, Alberta, who participated in a research authorization program in 2023.

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Producers

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Featured topics:

- soils, forage & grazing • technology in ranching
- animal health and welfare • beef surveillance initiatives
- and more...

Register for the in person
session by February 26



Register for the virtual
session here



Applied Research Activities on the Pitstra Farm

The Technology Access Centre for Livestock Production (TACLP) at Olds College of Agriculture & Technology is a specialized division committed to applied research in livestock production. The TACLP uses its resources – which include a 1,000-head capacity feedlot, commercial cow-calf herd, Purebred Red Angus herd, sheep flock, and broadacre native and tame pasture – to demonstrate and optimize technologies with potential to improve animal health and welfare, increase production efficiency, and enhance environmental sustainability. Livestock producers, innovators, and small and medium-sized enterprises (SMEs) collaborate with the TACLP to develop, validate, and showcase new practices and technologies – moving them towards industry acceptance and commercialization.

The Pitstra Farm, 308 acres of native and tame pasture land located near Carstairs, AB, was generously donated to Olds College by Willem and MARRIGJE PITSTRA in 2019. The TACLP oversees the management of the Pitstra Farm,

an essential part of the Olds College Smart Farm, where the College cow herd grazes in summer months.

The combination of pasture types on the Pitstra Farm – 115.4 acres of tame and 192.6 acres of native pasturelands – and its close proximity to other Smart Farm locations allow for efficient operations, applied research and technology integration projects between sites. Researchers from the TACLP leverage the Pitstra Farm to test technologies and management practices for improving on-farm profitability and sustainability in cattle production systems.

Current projects include: the use of innovative technology and rotational grazing practices on the Pitstra Farm; testing seed blends, validating soil biological additives, verifying soil carbon technologies and assessing rotational grazing practices with satellite imaging.

Visit oldscollege.ca/TACLP to learn more about these research activities and how you can work with the TACLP.



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Beefing Up Biosecurity:

A Must for Bull Sale Events

BY KALEY SEGBOER-EDGE
VBP+ COORDINATOR AND ABP STEWARDSHIP LEAD

SELLERS AND BUYERS ALIKE LOOK FORWARD TO BULL SALE SEASON AS IT'S THE CULMINATION OF YEARS OF HARD WORK MEETING THE EXCITEMENT OF ANTICIPATING THE NEXT GENERATION OF CALVES.

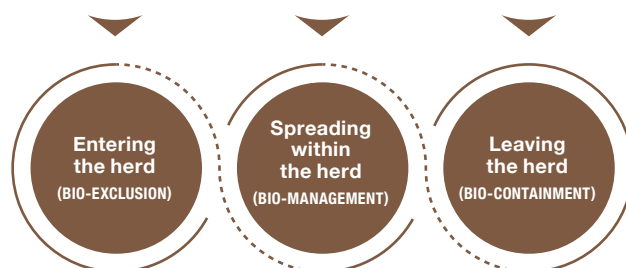
Picture it: multiple beef producers visiting different farms, auction markets and ag societies while looking for the next addition to their herd, all in the context of biosecurity and preventing diseases entering and spreading within your herd, or even to your family members.

Implementing these straightforward practices isn't just about this year's calves; it's about safeguarding the health and productivity of your entire herd, and your family. So, whether you're a buyer, seller or sales staff, taking a moment to consider these biosecurity tips can go a long way in ensuring every herd and everyone is safe.

HYGIENE PRACTICES

During calving and sale season, take the time to review good hygienic practices with family and staff. This includes maintaining separate footwear, a change of clothes, or coveralls, and washing clothing regularly. Another important but often overlooked aspect of biosecurity is to wash your hands – A LOT, especially when returning from cattle facilities that aren't your own.

Biosecurity protocols stop disease from:



Source: Beef Cattle Research Council (BCRC)

BIOSECURITY RESOURCES

Visit the Beef Cattle Research Council's new biosecurity resource, which includes how to build a biosecurity plan for your farm. Included in the resource page is guidance on how to develop protocols for your operation to prevent diseases from entering and spreading to your herd or someone else's operation. This along with other great information on common available practices can be found at BeefResearch.ca

When purchasing replacements, consider the following:

Herd Health History – Confirm with the previous owners the herd health or animal history of new purchases.

Seclusion Pens – Plan for seclusion pens for incoming cattle to prevent nose-to-nose mingling for three to four weeks.

If you are selling cattle, consider the following:

Public Facilities – If taking cattle to public facilities like auction markets or ag societies, consider seclusion pens for returning animals to prevent nose-to-nose contact with your main herd or at least with high-risk animals.

The Canadian Food Inspection Agency (CFIA) defines **biosecurity** as practices that prevent or mitigate disease from entering, spreading within or being released from operations that may contain livestock.

A **zoonotic** pathogen can cause disease in both humans and animals, and includes pathogens like *Campylobacter* (Campy), *Cryptosporidium* (Crypto), and *E. Coli*

On-Farm Sale – If hosting an on-farm sale, minimize visitor access to production areas and cattle at higher risk of disease.

Keep a log book of all visitors and basic contact information, including sale staff, for your records. This also serves as a useful marketing tool for sending next year's catalogue.

Delivery to Multiple Customers – If delivering cattle to multiple customers in one day, consider bringing a change of clothes and footwear, and/or a disinfectant, especially if touring facilities.

In the dynamic world of bull sales, biosecurity isn't just a precaution – it's a pledge to preserve the health and vitality of your herd and ensure the future of the Canadian beef industry. By adopting these simple yet effective practices, buyers, sellers and sales staff can contribute to the resilience and well-being of every herd and everyone. ▼



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Discover Your New Trusted Partner in Livestock Financing

BY PIPER WHELAN



No matter what goals you've set for your beef operation, the Feeder Associations of Alberta has timely, low-cost financing options to help your business thrive.

Jake Wedman may have been raised on a mixed farming and dairy operation, but when it came time to build something of his own, the beef industry was calling his name.


Twenty-five years ago, he set out to start his own herd, and from the very beginning, financing programs from the Feeder Associations of Alberta (FAA) were there to support his dreams.

"When I first started out, for instance, the banks wouldn't even really look at me because I was young and didn't have much of a credit rating," said Wedman, who now farms with his father and sons west of Nisku, Alberta.

"I knew some of the people that were involved in our local feeder association, and they knew us, and they are super easy to deal with. They understand the cow business," he continued. "It was just an easy fit that was comfortable, and we didn't have to deal with a bunch of bureaucracy and red tape."

Initially, Wedman purchased heifer calves through FAA's Feeder Loan Guarantee Program to build his herd. When the Alberta Breeder Finance Inc. (ABFI) program was introduced, he became one of the first livestock producers in the province to use this low-cost financing option designed specifically for buying breeding stock.

While this is a particularly beneficial financing option for new producers, it also offers support for those who may otherwise find it difficult to retain females in light of current market conditions.



“It’s been a great program for us,
and we’re happy to use it.”

The ABFI program assists producers in building or expanding their breeding herds by providing loans for the purchase of heifer calves, bred heifers, bred cows, cow-calf pairs, ewe lambs and yearling ewes. With a very competitive interest rate and the option to use the equity in your cattle as a security deposit, this program finances 100 per cent of the value of the females for up to six-year terms.

“We mainly self purchase our own heifers just to create cash flow,” said Wedman. “We can still retain our own heifers and preserve our own genetics to put back in our program, and then use that money to better the rest of our operation.”

Through ABFI, each client can access a maximum loan of \$250,000 without financial statements, and a maximum of \$500,000 is available with an additional credit assessment.

While this is a particularly beneficial financing option for new producers, it also offers support for those who may otherwise find it difficult to retain females in light of current market conditions.

“I don’t see why you wouldn’t want to deal with them, to be honest,” said Wedman, who considers ABFI to be a simple, reliable tool that’s served his business well over the years.

“It’s been a great program for us, and we’re happy to use it.”

Every year, producers just like Wedman turn to FAA and their local feeder associations, discovering a trusted partner with a solid foundation in livestock financing. With competitive interest rates, accommodating staff and easy-to-use products that fit all facets of the industry, FAA’s financing options are an ideal alternative to securing loans through the banks.

Read more about the program and how it’s helping Alberta’s producers tinyurl.com/mr4xktju ▼

Emily Lowe roping the last few calves at the Armstrong Ranch branding, as the weather starts to shift towards some much-needed moisture.

📷 @ranahanphoto



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Building Momentum:

THE STAIRCASE TO PROFITABILITY

BY ELIZABETH R. HOMEROSKY, DVM, MSC., DABVP

Dr. Elizabeth R. Homerosky is a partner veterinarian at Veterinary Agri-Health Services, Ltd. (VAHS), a beef cattle exclusive practice near Airdrie, Alberta. The VAHS professional team specializes in cow-calf and feedlot production medicine and consulting, beef cattle research and teaching. Dr. Elizabeth also raises purebred Simmental and commercial SimAngus cattle west of Crossfield.

I WANT YOU TO TAKE A MOMENT AND THINK ABOUT YOUR “BEST” COW. SHE MAY NOT BE THE FANCIEST OR THE STOUTEST, BUT I CAN PRETTY MUCH GUARANTEE SHE’S BEEN AROUND THE BLOCK A FEW TIMES.

She calves near the start of calving every year, never requires any special treatment and always brings back a nice, healthy calf in the fall.

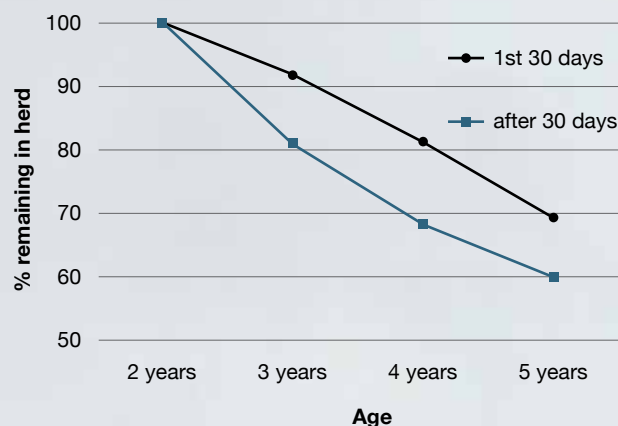
Maybe she even has a few daughters or granddaughters in the herd. She's easily your favourite cow because she makes you money! You've probably thought to yourself, "Man, I wish I had a whole herd of cows like her!" I'm here to tell you, you can, but this kind of longevity requires setting up your heifers strategically to build momentum.

THE VALUE OF MOMENTUM

Reproductive momentum refers to the percentage of cows who calve in the first cycle. Herds with positive momentum have a front-end loaded calving season and consistently wean a heavier, more uniform calf crop. One of the simplest ways you can improve momentum in your herd is to ensure heifers conceive early in the breeding season. This allows more time to re-breed the following year, thereby reducing depreciation costs associated with open lactating two-year-olds.

Researchers at the U.S. Meat Animal Research Center followed more than 16,000 heifers for two decades to better quantify the long-term impacts of positive vs. negative momentum. Compared to heifers calving in second or third 21-day cycle, those calving in the first cycle had improved re-breeding rates and consistently weaned one more calf in their lifetime before turning up open. However, longevity wasn't the only benefit noted among the first cycle calving heifers. Due to earlier calving dates, they also weaned an additional 26-70lb of calf per year compared to their later calving cohorts. When all those extra pounds were added up, heifers calving in the first cycle generated revenue equivalent to two additional calves during their lifetime. This is incredible when you consider it takes a minimum of five calves for a heifer to recuperate her development and ongoing maintenance costs.

Heifer Longevity by Calving Date



I know what you're thinking: "I don't want to develop all these heifers, just to restrict breeding to one cycle, and end up with only 65 per cent pregnant. How will I make any money?" I encourage you to shift your paradigm when you think about developing heifers.

Consider a backgrounding operation that turns out yearlings on grass the following summer. They target low but highly efficient gains during the winter and take advantage of compensatory gain at grass turn out. In my opinion, pregnancies should be the by-product of an already profitable backgrounder/grasser operation. The only difference being there is a bull or two accompanying those heifers for 30 days during the summer. If you preg check 30-45 days after the bulls are pulled, you should have plenty of time to market opens in September before fall run peaks and the market drops.

As it turns out, you can generate almost as much momentum in a 30-day heifer breeding season as you can in 21-day breeding season. As an example,



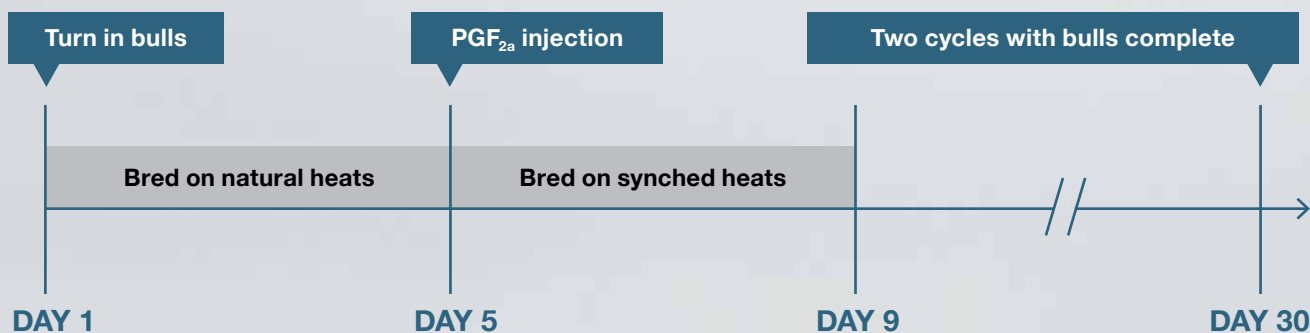
I graphed longevity for one of the ranches we've been consulting for since 2020 based on if their heifers calved in the first 30 days of the calving season or sometime afterward. As you can see, the fallout among later calving heifers can be drastic and is worth tracking on your own operation.

MAXIMIZING PREGNANCY RATES

Now that we fully appreciate how shortening the breeding season can reduce depreciation costs, let's focus on how to maximize pregnancy rate during those 30 days to further improve profitability. The most obvious strategy is to employ some type of estrous synchronization program and AI every heifer during the first week of the breeding season. This would grant every heifer two chances to conceive thereby resulting in an ~85 per cent pregnancy rate. However, executing an estrous synchronization program may not be feasible depending on your labour restrictions or where your heifers are pastured. A simpler, more economical option yielding the same outcome is to employ some sort of "short cycle trick." Have a look at the protocol pictured below.

In this strategy, the bulls are turned in at the start of breeding season and allowed to service heifers on natural heats for five days. During this time, approximately 20-25 per cent of heifers should come into heat. At the end of the fifth day all heifers are administered an injection of prostaglandin (PGF_{2a}). The timing of this injection is critical. Prostaglandin will have no impact on pregnancies that are fewer than five days along. However, giving this injection a day late may result in aborted pregnancies. Remaining non-pregnant heifers should respond to the injection and come into heat during the following four days. One cycle is complete by day nine, and two cycles are complete by day 30. There are a lot of variations to this strategy, and I encourage each of you to reach out to your veterinarian to design protocol that complements your management style.

Whether home-raised or purchased, open replacement heifers often represent one of the biggest investments on your ranch. Setting them up correctly and focusing on strategies to build momentum is guaranteed to pay dividends down the road. A few years from now, my hope is you will have so many profitable heifers that it is nearly impossible to pick a new favourite. 🍷



Adapted from Dr. Rick Funston, University of Nebraska-Lincoln

@holly.nicoll

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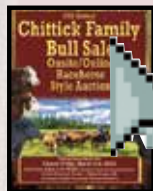


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OUT AND ABOUT WITH ALBERTA BEEF PRODUCERS

Wrapping up Our 2023/2024 Engagement Sessions

BY TAYLOR KALBFLEISCH



MEDICINE HAT BEEF PEN SHOW

We wrapped up the 2023 season with the Medicine Hat Beef Pen Show at the end of December where producers joined us for great cattle and even better company.

At the ABP-sponsored luncheon, Brodie Haugan addressed the crowd, encouraging all to continue being the voice of our industry by sharing their opinions on the direction that they wished to see the organization take in the upcoming year. ABP executive and staff served up hot beef-on-a-bun to more than 250 producers in attendance.

Many breeds were strongly represented throughout the course of the weekend as pens were on display to the public during the show. On the evening of December 15, the annual Steak Fry competition commenced where the true battle of the breeds began. Many quality steaks were grilled and sampled by multiple beef breed organizations including Alberta Beef Producers.

A NEW YEAR BRINGS A NEW LOOK ON BEEF EDUCATION

Over the course of the last few months, we have been developing an extension to our current “Beef in the Classroom” program. After receiving feedback from producers on improving our education programming, the idea of creating our own version of “Adopting a Farmer” came to light.

In September 2024, ABP will begin its pilot of the new “Running with the Ranchers” education program in Alberta schools. Students in kindergarten to Grade 5 will be able to participate in monthly meetings with many

individuals involved in the beef industry. Our goal is to introduce students to all sectors of the beef industry, connecting them with the positive impact beef production has, especially when it comes to the environment. We hope to further highlight the qualities beef production can have as a renewable and manageable resource. After the completion and assessment of the pilot, we will expand to higher grade levels in the future.

Classes will start with a cow-calf operation and follow the journey cattle take from pasture to plate. Students will even get the opportunity to experience the auction market atmosphere while participating in their mock auction with some of our fieldmen and auctioneers.

After completing their meetings with representatives throughout the school year, students will then venture to a local operation where they can have a one-on-one session with a producer and experience a working farm.

If you would like to participate or contribute to the pilot program in some capacity, feel free to contact us for more details.

PEACE COUNTRY BEEF CONGRESS

Starting off strong into 2024, ABP hosted the last of their engagement sessions in Grande Prairie on January 5 at the Peace Country Beef Congress. An estimated 200 producers joined us for dinner and heard a quick speech from our Vice-Chair Sheila Hillmer. With a great attendance brought a larger junior presence to the 2024 show. It was great to see the increase in youth involvement in the beef industry. ▼



Harwinder Sidhu, winter wheat breeder at Agriculture and Agri-Food Canada Lethbridge.

The Well-Rounded Plant Breeder

Harwinder Sidhu, the new AAFC winter wheat breeder, didn't always plan to become a plant breeder.

BY ASHLEY ROBINSON

It wasn't a straightforward path to plant breeding for Harwinder Sidhu. He started in his home country of India studying agricultural sciences for his undergraduate degree with a focus on soil science. From there Sidhu branched into horticulture, studying physiological stresses on plants for his masters in Georgia, U.S. Initially Sidhu had started his post-doctorate studies in the United States focusing on plant pathology, but he left the program midway through it.

"When I came to Canada, I was looking at what I wanted to do in agriculture because I was still very interested in agricultural research and sciences – I thought plant breeding is the sweet spot," Sidhu explains in a phone interview. "The specialization of soil science and understanding of physiological stress from my masters, and then the short stint in plant pathology, all could be applied in variety development."

Sidhu started a PhD program at the University of Guelph studying plant breeding in 2015. He worked under winter wheat breeder Ali Navabi at the university. His research focused on identifying genomic regions to improve fusarium head blight resistance in winter wheat.

As his studies drew to a close Sidhu started looking for employment. It was 2021 and three provinces away Rob Graf, the winter wheat breeder at Agriculture and Agri-Food Canada (AAFC) Lethbridge, was starting to make his retirement plans. The timeline lined up just perfect, and Sidhu found himself moving to Alberta to work under Graf with the plan for him to take over the winter wheat breeding program.

“I think my approach (to running the program) will still include a mix of conventional breeding and every tool that we can utilize in breeding better winter wheat varieties.”

“I thought he was a very bright, motivated individual that was very willing to learn. Listen and learn and take on the objectives of the program as I had established them, and then add to them in the ways that he felt were most appropriate, and put his own stamp on the program,” Graf says in a phone interview.

The two worked side by side for a year and a half with Sidhu learning the ropes from Graf before Graf retired in Fall 2022. Sidhu discovered the transition ideal as he was able to pose any questions he had for Graf, and Graf would explain the history of the program to him.

The plant breeding process is time consuming. It can take more than a decade to create a variety from the initial cross being made to variety registration. Having someone to step in and continue the work Graf had started was crucial to ensure no variety currently being bred was forgotten about.

“It’s very important to have consistent objectives. If you change your objectives midstream the program is going to be far less productive than if you have a consistent approach. By being able to mentor Harwinder I think he got a good understanding of where I was going,” Graf says.

Coming into the job, Sidhu worked with Graf to finish off AAC Overdrive – the winter wheat variety was nearing the registration stage. AAC Overdrive matches check varieties for yield and other quality traits, and as of right now it’s the highest-rated winter wheat variety in Western Canada for resistance to stem and stripe rust, and common bunt.

“I think that speaks to the kind of work that Rob did in the last two decades to improve the disease resistance in winter wheat. And that variety I’m sure will do really well when it is available to the farmers based on that particular trait,” Sidhu says.

Sidhu plans to continue with many of the same focuses for the program as Graf. Sidhu will still concentrate on improving yields and disease resistance of the winter wheat germplasm, along with improving the quality of winter wheat varieties. He plans to put his own mark on the program by improving heat and drought tolerance and adding some genomics tools into the program.

With climate change and the hot, dry conditions Western Canada has experienced over the past five years, Sidhu believes hot weather and less moisture availability will be a significant issue moving forward for farmers. He plans to slowly develop germplasm that will address these challenges in seed reproduction.

Sidhu sees his second goal of adding genomic tools as going hand in hand with his heat and drought tolerance work. One of the tools that could assist in this could be using genomic selection processes to select desirable traits.

“Initially, it could be off some high costs. But I think long term, having the genomics tools added to the program will be really beneficial,” he adds.

Long term Sidhu would like to use phenomics tools to help improve winter wheat survival rates. Early adopters of phenomics are using drones and other tools to record data on how well plants are performing in fields.

“I think my approach (to running the program) will still include a mix of conventional breeding and every tool that we can utilize in breeding better winter wheat varieties,” Sidhu says. ▼

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Solar Energy Land Leases:

ENCOURAGING PRODUCERS TO SEEK GUIDANCE

BY BRUCE DERKSEN

Always access support from a trusted accountant and knowledgeable lawyer when considering entering into a land lease with outside parties.

Beef cattle producers are constantly looking for new operational revenue streams. Currently, solar energy companies are attempting to capitalize on these desires by offering what they deem long-term income opportunities in the form of land leasing agreements.

Rebecca Kauffman, Staff Counsel with the Environmental Law Centre (Alberta) Society says it's important to understand that unlike oil and gas leases governed by law and regulation including the Surface Rights Act, renewable energy arrangements are negotiated on an individual basis. This means landowners are free to bargain their own terms.

"This may feel like a benefit, but care must be taken as many of these leases are long-term and last upwards of 20 years," she says. "Owners should always consult a lawyer prior to signing any agreement."

She adds it remains to be seen whether any new regulations or rules will be implemented by the provincial government in 2024 following the current pause on new renewable energy applications.

EARLY DRIVE FOR SOLAR ENERGY LED TO UNBALANCED ARRANGEMENTS

Almost 10 years ago, the government in power pushed for an increase in solar projects, but understanding if these companies faced the bulk of the regulatory burdens and requirements like oil and gas companies, investors would consider the risks too high to secure funding.

"To compensate, they were left outside many of the regulations other industries had to adhere to," says Mark Lyseng, Government Relations and Policy Lead for Alberta Beef Producers. "Heavy incentivization acted as a support or subsidy. The risks were placed squarely on the backs of the landowners and the county."

Lyseng explains that unlike the surface rights appeal board, which helps deal with the shortcomings of oil companies, no such board exists with solar energy projects.

"With these situations, it's contract law meaning landowners retaining lawyers and going to court, which becomes very expensive," he says.

MUST-HAVES TO KEEP IN MIND

For those seriously considering entering a project lease, Kauffman identifies key factors and provisions to include.

Length – Solar leases are registered on title and usually range from 20 to 60 years. Termination and renewal procedures including notice periods, acceptance, costs and responsibilities should be included.

Transfer – Landowners must be aware no legislative oversight exists to meet certain financial criteria in transfer situations.

Payment Plans – While property owners can negotiate payment options regardless of energy generation, they should include payment dates along with default procedures and notice of termination specifications.

Indemnification, Mediation and Arbitration – Indemnification provisions must assign appropriate liability to the company should personal injuries or property damage occur.

ADDITIONAL POTENTIAL CONSTRAINTS

Kauffman says numerous constraints cause difficulty, even with finer points. Landowners must familiarize themselves with localized zoning constraints that may prohibit development. Details should be documented for concurrent use such as livestock grazing, fence

maintenance and weed control. Landowners hold the right to refuse energy projects, but if in an agreement, enforcement becomes their responsibility. Finally, contracts with solar companies don't connect with a recourse organization like the Orphan Well Association, unless Alberta Utilities Commission approval was mandatory.

Lyseng adds Alberta isn't an overly productive solar energy region, which also helps drive up the already high risk.

He says the money offered is extremely tempting, with numbers disclosed up to \$120,000 annually for a \$300,000 quarter section.

"Additionally, some companies have used overly predatory actions," Lyseng says. "This much money is likely too good to be true. Many landowners have turned it down simply because they can't stomach the level of risk."

A land lease with a solar energy company may be profitable in rare cases, but due to the precariousness of the heavy subsidized industry, extreme care must be taken before signing on the dotted line. ▼

[Alberta Beef Producers recommends producers seek the guidance of a trusted team for all legal interactions including land leases with renewable energy companies.](#)



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* Infectious bovine rhinotracheitis virus (IBR), bovine respiratory syncytial virus (BRSV), parainfluenza 3 virus (PI3), *Mannheimia haemolytica* and *Pasteurella multocida*.

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DUAL clostridial and *histophilus somni* (*haemophilus somnus*) coverage in a unique **low-volume** 2-mL vaccine with advanced antigen delivery.

- Helps protect against eight important clostridial pathogens, PLUS *histophilus somni*, one of the three major bacterial pathogens associated with BRD.^{2,3}
- Advanced antigen delivery system with patented SPUR® technology helps induce immune response.
- Low-volume 2-mL SQ administration was shown to result in fewer and less severe injection-site reactions (vs. higher-volume 5-mL clostridial vaccines).⁴



Talk to your veterinarian about using BOVILIS® vaccines in your vaccination protocol. Always read and follow the label instructions to ensure these products are suitable for the animals to be vaccinated. Vaccination may not protect every animal that gets vaccinated.

1. Gerdtz V, Muywiri GK, Tikoo SK, and Babiuk LA. Mucosal delivery of vaccines in domestic animals. *Vet. Res.* (2006) 37:487-510 DOI: 10.1051/vetres:2006012. Available at: <https://www.vetres.org/articles/vetres/pdf/2006/03/v6030.pdf> (Accessed December 2020).

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3. Francoz D, Buczinski S, *et al.* Identification and determination of the antimicrobial susceptibility of the main respiratory pathogens isolated from calves in dairy herds with respiratory diseases in Québec. *The AABP Proceedings* (September 2013) Vol. 46.

4. George MH. Injection site lesions in carcasses of cattle receiving injections at branding and weaning. *Journal of Animal Science* (1995) 73: 3235-3240.

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Annual
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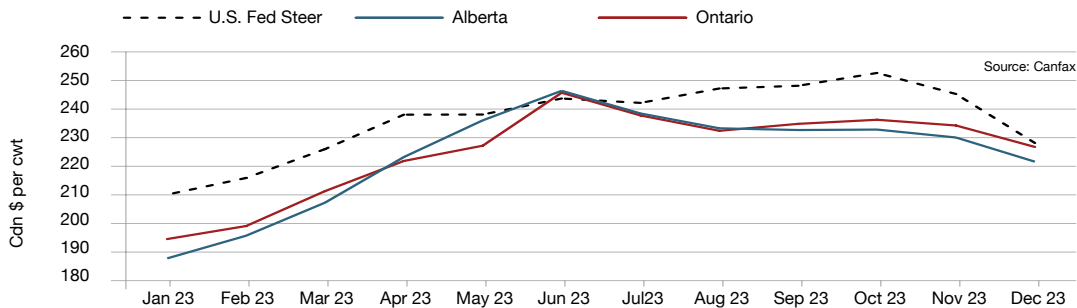
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Fed Steer Prices



CANFAX CATTLE MARKET UPDATE

Feedlots Lose Leverage to End 2023

Fed cattle were under pressure to end 2023 in both Alberta and Ontario. The nearby Live Cattle futures moved around USD20/cwt lower over a period of five weeks in November and December, hitting a low near USD163/cwt in the first week of December, and turned feedlot margins negative in the process. Feedlot managers responded by reducing their cash offerings, opting instead to keep cattle on feed for additional days in the hopes that fed cattle prices on the cash market would rebound. These additional days on feed combined with nearly optimal pen conditions in November and December increased fed carcass weights, especially in the west. Packers required fewer animals to keep harvest lines moving. Heavier carcasses that needed to be marketed forced the cattle feeders' hand, and feedlot managers gave up leverage when these heavier cattle were finally marketed.


Front-end supplies in the U.S. (on feed 120+ days) as of December 1 were 7 per cent higher than 2022 and 6 per cent higher than the five-year average for December; and are also the largest December inventory going back to 2014. Comparatively, front-end feedlot supplies (on feed 120+ days) in Alberta and Saskatchewan feedlots on December 1 were 6 per cent lower than December 1, 2022, but were a substantial 29 per cent higher than the five-year average for December. Ample front-end supplies will continue to impact feedlot leverage through the first quarter of 2024 as these larger volumes are worked through. U.S. packer margins are estimated to be negative to begin 2024 and are not expected to encourage additional shifts to work through these elevated volumes.

Alberta fed steers averaged \$222/cwt in December, moving four per cent lower from November, but are 20 per cent higher than December 2022. The five-year average suggested a 4 per cent price pop from November to December was in the cards, but factors previously mentioned eliminated any potential year-end ramp up in prices. Alberta fed steer prices (live) were at a \$5/cwt discount to Ontario and a \$7/cwt discount against the U.S.

Record-heavy steer carcass weights were reported in the west in December, with packing plants applying heavy-weight discounts on carcasses over 1,050-1,000 lbs depending on the packer. Heavier carcasses have also resulted in an increase in Yield Grade 4 and 5 carcasses; those with additional fat that require extra trimming; discounts have been noted for carcasses grading either YG4 or YG5.

The Canfax Trends reports estimated that feedlot margins in 2023 (assuming no risk management) had an annual average in the black for all six classes of cattle, ranging from \$68-142/head. However, this dropped to be \$66-196/head in the red for the month of December.

The U.S. Choice cutout averaged \$299/cwt in 2023, 13 per cent higher than 2022 and 23 per cent higher than the five-year average. Strong demand in the first half of the year rallied cutout values higher. Demand headwinds during the second half of the year pressured cutout values lower.

For ongoing market analysis and to become a Canfax member, visit canfax.ca 



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Strong Alberta Representation in Canadian Cattle Young Leaders Mentorship Pairings

Canadian Cattle Young Leaders is pleased to highlight the industry-leading mentors who are kindly investing their expertise and time to lend a helping hand to the next generation of the Canadian beef industry.

The 2023-2024 program year pairings have strong roots in the Alberta cattle industry, including current Alberta Beef Producers Vice Chair, Sheila Hillmer, serving as a mentor.

Each year, the Canadian Cattle Young Leaders (CYL) Program selects 16 program participants ages 18-35 from across the country and offers industry networking, travel and skill-building opportunities.

There is an exciting array of mentorship focus areas this year, including sustainable grazing practices, business planning, industry leadership, succession planning, livestock handling and welfare, feedlot production and much more.

“Now, more than ever, there is a growing need to invest and support the youth of our industry to ensure a successful future,” said Nathan Phinney, President of the Canadian Cattle Association.

The formal portion of these mentorships began in November 2023 and will conclude at the end of July 2024. Each CYL participant is granted a \$2,000 budget through the program thanks to the generosity of our program sponsors to fund various learning opportunities, such as travel to see their mentors and attending industry events.

To learn more about this year’s mentorships pairings, you can visit our participant spotlight page on our website at canadiancattleyoungleaders.ca

Applications for the 2024-2025 program year are now available at canadiancattleyoungleaders.ca until March 31, 2024, where young people involved in all areas of the beef supply chain ages 18-35 are encouraged to apply. ▼

The mentorship pairings with connections to Alberta are as follows:

Canadian Cattle Young Leaders (CYL)	Mentors
Adeleen Bolduc (Stavelly, AB)	Glenn Brand (Calgary, AB)
Ashley Nicholls (Foothills County, AB)	Michelle Calvo-Lorenzo (Ohio, U.S.)
Brayden Schmidt (Didsbury, AB)	TJ Larson (Fort Macleod, AB)
Brett Squair (Lumby, BC)	Trevor MacLean (Lethbridge, AB)
Cassie Marchand (Vernon, BC)	Sarah Wray (Bashaw, AB)
Coleman Nixdorff (Rocky View County, AB)	Jacob Bueckert (Warner, AB)
Kaley Mackie Rodman (Northern Bruce Peninsula, ON)	Tracy Herbert (Lloydminster, AB)
Karlene Yakemchuk (Hairy Hill, AB)	Mabel Hamilton (Innisfail, AB)
Kayla Shallard (Hixon, BC)	Sheila Hillmer (Del Bonita, AB)
Laurie Côté-Sarrazin (Clerval, QC)	Michelle Ball (High River, AB)
Marianne Sytnyk (Alvena, SK)	Kristen Ritson-Bennett (Red Deer County, AB)
Rob Ziegler (Okotoks, AB)	James Bekkering (Taber, AB)
Zoe Gould (Consort, AB)	Arno Doerksen (Gem, AB)

Burger It Forward for Good

BEEF RANCHERS AND FARMERS ACROSS THE COUNTRY ARE SET TO MAKE A BIG DIFFERENCE IN THE LIVES OF MANY CANADIANS THIS FEBRUARY AS THE BURGER IT FORWARD NATIONAL FUNDRAISER FOR FOOD BANKS CAMPAIGN IS BACK!



Windsor restaurant-owner Andriano puts his best burger forward for *Burger It Forward* 2023.



BURGER IT FORWARD

ORDER OUR BURGER TO SUPPORT FOOD BANKS!

HELP FIGHT HUNGER IN YOUR COMMUNITY

HERE'S HOW: Order the *Burger It Forward* burger at **THIS RESTAURANT** to activate a donation to food banks.

FEBRUARY 1ST - 29TH, 2024
www.BurgerItForward.ca

Logos for participating organizations: Canadian Beef, BCCA, Alberta Beef, SGA, Saskatchewan Beef Producers, Beef Producers, Cattle Producers, and Swine Producers.

In its second year, Burger It Forward is a Canada Beef initiative partnered with provincial beef organizations to gain consumer support for ground beef sales and local restaurants under inflationary pressures while raising funds for food banks regionally and nationally.

The premise: regional restaurants are recruited to join the campaign, dedicating either a burger from their menu or a unique campaign burger for the month of the promotion. As consumer incentive for purchase, for every campaign burger sold, Canada Beef will donate the equivalent of one meal to Food Banks Canada, up to a maximum of 20,000 meals. As well, provincial beef organizations help support food bank efforts with generous donations of ground beef or cash to their regional food bank organizations. Participating restaurants are also encouraged to give to their community food bank efforts.

Last year, more than 110 restaurants across the country participated in six regions across the country, resulting in more than \$53,000 in donations to local and national food bank efforts while restaurants experienced a 24 per cent sales increase for their beef burgers on average.

This year is shaping up well, with all provinces outside of Quebec participating, and restaurant registration up by 75 per cent. The contributions from partners has grown as well this year, with Alberta Beef Producers hopeful to increase their contribution from the \$5,000 that they made last year split between Edmonton and Calgary's Food Banks. In addition, beyond beef rancher and farmer organizations, the campaign has gained donation and promotional support from Atlantic Beef Products Inc, Dairy Farmers of Nova Scotia and New Brunswick and Flanagan Foods. To date, commitments to food bank donations already made from the fundraising partners are totaling \$55,000.

Last year, the campaign created an emotional connection with restaurants, consumers, farmers and ranchers and media. With more than 36 million impressions from both traditional and social media and 147 unique earned media hits, the Burger It Forward campaign earned the advertising equivalent of \$300,000. The media message was not only about the support of food security, but also shone a spotlight to the public on the importance of ground beef to food bank efforts and their clients. 🍔

HOW CAN YOU HELP?

Go to burgeritforward.ca and check out the participating restaurants in your province. Every participating restaurant is marked on a Burger Map for the region, and each features the image and full menu description of their campaign burger. Go sample a Burger It Forward burger, and you will be supporting food security in your community and the local restaurant businesses that support your beef sales too!



19th Annual
**GRAZE through
the SNOW
BULL SALE**

February 19, 2024 - Athabasca, AB

SELLING: • **140 Commercial Bred Heifers**
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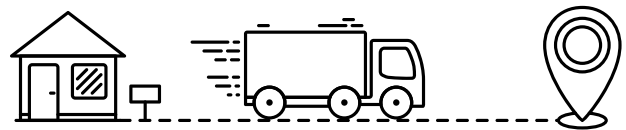
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The decision to downsize our office space comes with significant cost savings to the organization over the next 11 years, which will allow us to continue to utilize producer check-off dollars in the most impactful and responsible way.





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TUESDAY FEBRUARY 27, 2024

1PM - **LIVE** AT THE FARM - DIDSBURY, AB

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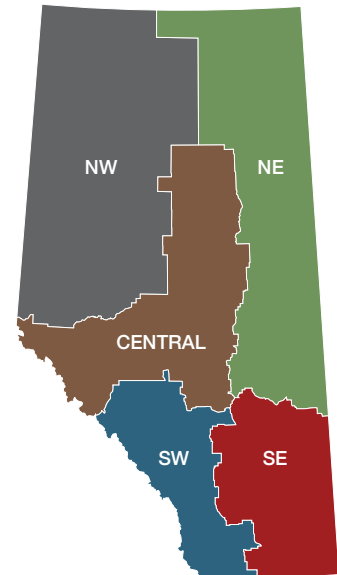
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JOIN US AT THE

2024 Annual General Meeting

FEB 27-28, 2024

Attendees can expect to hear updates from national beef and cattle organizations, and Alberta Beef Producers. The AGM will also see elections for ABP Directors and representatives to CCA and BCRC. Resolutions from Producer Meetings will be shared and debated by the delegate body.

Feb 27 | 1–5:30 p.m.
Feb 28 | 8 a.m.–12 p.m.
Hyatt Regency Hotel
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Visit abpagm.eventbrite.ca to get your free tickets. ▼

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