

ABP



The Bull Sale Issue

BROUGHT TO YOU BY:

SINCE  1969
**Alberta Beef
Producers**

Volume 5 Issue 1 **FEBRUARY 2025**

RETURN UNDELIVERABLE ITEMS TO

ALBERTA BEEF PRODUCERS
120, 7777 10 STREET NE
CALGARY, ALBERTA T2E 8X2



RAWES RANCHES

THE CHAROLAIS PERFORMANCE PIONEERS



42nd ANNUAL PERFORMANCE TESTED CHAROLAIS BULL SALE
Tuesday, Feb 18, 2025 @ the ranch 1 PM

www.rawesranches.com

Philip & Marie Harty 780.385.5977 | John & Myrna Rawe 780.679.7725

*We value the confidence
that producers, feedlots, and
packers have placed in our
program, and look forward to
contributing more profitability
and efficiency to the industry
in the coming years.*

A LONG-STANDING PROGRAM
Volume Bulls | Proven Genetics
Integrity and
Customer Confidence

180
TWO-YEAR
OLDS

STROME



ALBERTA

Published by:

Brad Dubeau,
Alberta Beef Producers

Editor
Katie Songer

Creative
Tracy Irving

Front Cover Illustration
Lee Nielsen

Copy Editing
Piper Whelan

Writing
Kate Ayers
Lynsay Beavers
Cailey Church
Emma Cross
Dianne Finstad
Robin Galey
Brenna Grant
Brodie Haugan
Elizabeth R. Homerosky, DVM
Jamie Kerr
Mark Lyseng
Kara Mastel
Nathan Phinney
Karin Schmid
Kaley Segboer-Edge
Katie Songer
Gina Teel
Andrea White

Printing
Burke Group

CONTACT

**Advertising
Opportunities**
Jillian McLerie
jmclerie@albertabeef.org

Editorial
Katie Songer
katies@albertabeef.org

Publisher
Brad Dubeau
bradd@albertabeef.org

**Subscription/Contact
Information Updates**
Kathy Jardine
kathyj@albertabeef.org

To read ABP online:
ABPDaily.com

@ABBeefProducers

@albertabeef

@loveabbeef

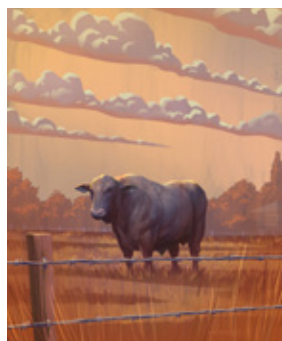
Return undeliverable
CDN addresses to:

Alberta Beef Producers
120, 7777 10 St NE
Calgary, Alberta T2E 8X2
403-275-4400

Funded by the
Government
of Canada

Canada

*ABP is published four times a
year by Alberta Beef Producers.
No part of this publication
may be reproduced without
the written permission of
the publisher.*



ON THE COVER

Bull sale season is here! The genetic selections you make this spring have the potential to shape the profitability of your operation for years to come.

Highlights from the Chair

WITH BRODIE HAUGAN, CHAIR, ABP




As I approach my last Alberta Beef Producers AGM as chair, it's a bittersweet time of reflection. While I'm wrapping up 10 years with the organization as a delegate, I'm also excited for the future.

The beef business is facing some incredible opportunities. If you want to be in cattle and want to work, it's a good place to be. But at the same time, that is also bringing change. As an industry, we need to be okay with that. Everything in this world changes, whether we like it or not. If we just stick our heads in the sand, we're going to fall far behind.

On the landscape, you hear of record prices, but still people are selling off cows or selling out. The average age of producers is around retirement and increasing. So while all these factors create new possibilities, they're often hard to understand, and very hard to give an outlook on. Both change and opportunity amplify the need for our industry to be unified, fully funded and have the structure and teams in place to do the work for us. We need to ensure we're all aligned as we enter some of these very difficult conversations that will inevitably continue to come up in the months and years ahead.

Bringing the players together has been a priority of mine, and it's the thing I'm most proud of as I look back. We've taken a major step in the right direction to unify the industry. There is still a lot of work to be done (it's never 'done!'), but the fact is that all the different organizations are sitting at our board table now. We have open lines of communication, and the level of conversation we're having today is amazing. It was the number-one reason I got involved, because it really bothered me that we were so divided.

At the end of the day, I think we all realize that in order to achieve long-term sustainability, we have to respect one another and understand we will have differences of opinions. But to achieve the bigger-picture goals, we have to be working together. A lot of what we've been doing is just building respect back between the organizations. Ultimately, we're all accountable back to producers.



Even if you can only give a little time, but have a really interesting or unique education or knowledge in a very specific area, it could be hugely important for the continued direction of ABP.

During my time with ABP, my connections, and understanding of government relations, have grown. I believe these representatives really do want to make a positive impact on our industry and work with us. By aligning within our industry, it really enables us to continue to work with them effectively. The faster we can move and the more support we can give, the better off we all are. In Alberta we've had this government for several years now, and we've built a tremendous relationship with them, and they continue to push on files that we hope can get across the finish line in 2025.

I've also learned big changes take time, but I have been grateful to see adjustments pushed by ABP over the last four years to the moisture deficiency insurance program has resulted in significant payouts to producers. I'd still like to see Agri-Stability work better for the cow-calf sector, but the pilot program run by AFSC last year is now complete and the final report is in the works. So now we're waiting for further conversations on next steps, but there are some positive findings.

Another area of work we've made significant progress on in the last couple of months is our grasslands policy. There is growing pressure when it comes to the native grasslands, or grasslands in general, that we are so dependent on as an industry. Getting producer input has been vital in creating a policy and position for ABP. Trying to get ahead of this, in my opinion, is of utmost importance for the longevity of our industry and the family businesses that own these assets. I'm glad we finally have a policy in place to navigate upcoming issues related to grasslands. We are one of the first beef groups to tackle this, as we've been trying to push the conversation across the prairies. It's not a finished work, but a good start.

My overall experience with ABP, from youth programs all the way to leadership, has been tremendous. I think back to why I first got involved—I'd gotten sick of venting to

my dad and neighbours about problems in the industry. Then I realized I was wasting my time and a whole bunch of breath when I could actually get into the room or connect with the right people, and that's where change can happen. I would really encourage you to try to engage as much as you can too, because there are so many areas that need producer representation across our industry. Even if you can only give a little time, but have a really interesting or unique education or knowledge in a very specific area, it could be hugely important for the continued direction of ABP. Some may worry if you put up a hand and volunteer, it could become nearly a full-time job, but we want to try and find a bridge for that. The first step is to connect with your local delegate, so we know how to tap into your experience.

I want to conclude with some thank you's. I never realized how much work the staff within ABP does until I got involved. I'm grateful for their dedication and effort—a lot of them are producers themselves, and their hearts are in the right place. They're amazing people and have made the time I've been able to give back to the industry that much more efficient and positive.

Lastly, I need to thank my family. I wouldn't be on the road going to meetings if it wasn't for my family keeping the business going at home.

I've said since day one this industry is bigger than any one individual—it's all about the team. I couldn't have done what I've been doing without the other delegates, my board and the executive. It has truly been a team effort to do all this.

I'll be finishing my ABP time, but I'm confident the team that's been built and the systems and structure we've worked on will move the beef industry strongly into what I believe will be a bright future. ▼

Join Us in Cowtown

FOR THE ABP ANNUAL GENERAL MEETING MARCH 4-5, 2025

DOWNTOWN CALGARY

Attend our AGM to hear organization and industry updates, and to connect with cattle producers, delegates, staff and industry representatives. The AGM will be held ahead of the Alberta Beef Industry Conference, happening March 5-6 in downtown Calgary.

We hope to see you there!

CAN'T MAKE IT IN PERSON? JOIN ONLINE.

The AGM will be livestreamed via DLMS. To join, visit dlms.ca and create a free account. When the event starts, click Enter Live Event (a link that will appear at the top of the home page). ▼

For more information visit **ABP Daily**.

For assistance with DLMS and
livestream access, call
Mark Shologan (780-699-5082) or
the Purebred Team (780-991-3025).



AD INDEX

2 Rawes Ranches
11 Triple S Cattle Co.
12 Cleanfarm Inc.
15 Black Chrome Livestock
17 Lucky Springs Farms
22 Murray Ranches
28 LaBatte Simmentals /East Poplar Simmentals
33 Canadian Cattle Identification Agency
34 HEJ Charolais

39 Beef Cattle Research Council
46 Lindscovs LT Ranch
50 Ole Farms
51 Medicine Hat Spring Bull Show & Sale
54 Dun Rite Stock and Stables
56 Bar R-Z Polled Herefords
56 Chapman Cattle Company
58 Double Bar D Farms

Table of Contents

30



INNOVATION & TECHNOLOGY

SenseHub

8



ISSUES & INSIGHTS

Moderation is Key

24



ISSUES & INSIGHTS

Keep Calves Healthy to Prevent Histophilosis

42



BUSINESS TOOLS

Make Your Herd Records Work for You

16



CHECKING IN WITH ABP

From the Government Desk—Beef Trade: It's Complex

INNOVATION & TECHNOLOGY

30 SenseHub

ISSUES & INSIGHTS

- 8 Moderation is Key
- 24 Keep Calves Healthy to Prevent Histophilosis
- 36 Crown Grazing Lease History: The Rest of the Story

BUSINESS TOOLS

42 Make Your Herd Records Work for You

CHECKING IN WITH ABP

- 4 Highlights from the Chair
- 13 From the Government Desk—Water Management in Alberta
- 16 From the Government Desk—Beef Trade: It's Complex
- 23 Research Update
- 29 Canadian Cattle Young Leaders Applications Open
- 38 Celebrating 10 Years of Beef Sustainability Collaboration
- 40 Continued Collaboration Key for Canada Beef Going Forward
- 44 Ranching Experience Results Round-up
- 47 Young Creators Contest
- 48 Verification Bringing Value to Producers
- 52 Knowns & UnKnowns

INSPIRATION

18 Mt. Sentinel Ranch Legacy Continues with Next Generation

MARKETS AND FORECASTS

35 Canfax: Smaller Volumes Push Calf Prices Higher in 2024

Moderation is Key

TIPS FOR IDENTIFYING A BALANCED HERD BULL

BY ELIZABETH R. HOMEROSKY, DVM, MSC., DABVP
VETERINARY AGRI-HEALTH SERVICES, LTD.

Weaning weights, crop yields, pie à la mode... bigger is always better, right?! It's an easy decision when pie is involved, but the answer to everything else is a resounding "maybe."

Photo credit: Christine Boake Photography

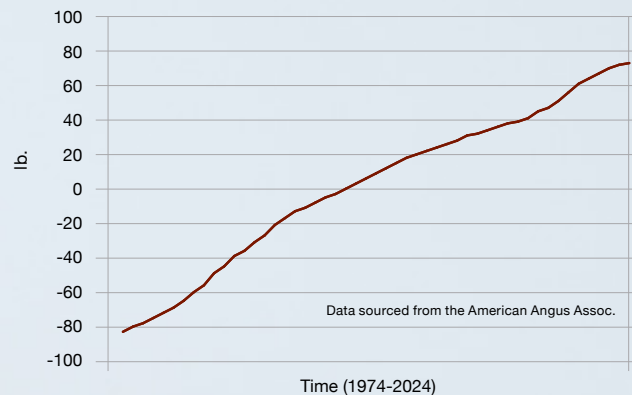


Annual reports from the Canadian Cow-Calf Cost of Production Network and a recent article from the Beef Cattle Research Council (*Big Cows and Big Questions*) advise that optimization, not maximization, is the key to profitability and sustainability. But how do you keep mature cow body weight in check when evaluating your next herd bull as a yearling? They aren't even fully grown themselves! Never mind that different breeds mature at different ages. This means an Angus, Simmental and Hereford bull all sharing the same birth date and weighing the exact same at one year of age could mature to drastically different end weights.

Luckily, most breed associations report Expected Progeny Differences (EPDs) such as mature weight and mature height. This is actually a measurement of the bull's genetic potential to influence the mature weight (expressed in pounds) or mature height (expressed in inches) of his daughters, rather than a reflection of his current frame size or body weight. If you have a terminal-crossed Charolais herd and sell calves off the cow at weaning, then a bigger number may make both sense and cents for you! However, if your goal is to maintain low-input, maternal, herd-producing, moderate replacement heifers, you should limit your pool of candidates to those that are equal to or even below breed average.

Take a look at how average mature weight has changed over the last 50 years. This dataset is reported by the American Angus Association; however, trends are similar across the North American beef industry. In the last five decades, average mature weight increased by more than 150 lbs! Maybe that statistic isn't all that surprising in itself, but I always find it interesting to see how much selection pressure can influence certain traits.

Average Mature Weight EPD

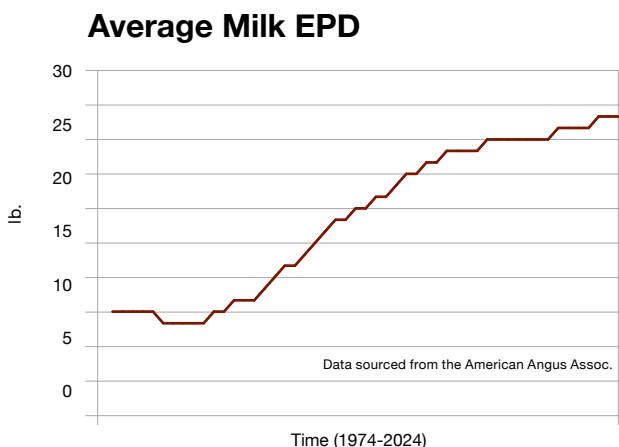


Unfortunately, a lot of valuable information needs to be crammed into very little real estate in bull sale catalogues, which means there isn't always room to report EPDs outside the standard BW, WW, YW, CE, Milk, etc. Be sure



to reference the bull's full set of EPDs via the respective breed association website using the bull's tattoo or registration number if you need more data to make an informed decision.

Another good parameter to critically evaluate that often makes the cut for most bull sale catalogues is the milk EPD. Milk is typically categorized as a maternal EPD; however it's technically more of a performance trait. This EPD is expressed in pounds of calf weaning weight attributed to milk production. So, a daughter sired by a bull with a milk EPD of 30 would wean calves 10 lbs heavier on average compared to those sired by a bull with a milk EPD of 20.



As we've selected for more growth in our calves and heavier weaning weights over the last five decades, milk production has trended upward. Unfortunately, milk production is positively associated with increased feed costs and negatively associated with fertility. An extreme example of this is the dairy industry. While they boast exceptional milk production, conception rates after a single round of AI are teetering around 40 per cent.

Regarding the beef industry, maybe the saying should be, "You can't have your milk and drink it too." Ranches operating in rugged environments with low inputs literally cannot afford to swing the pendulum too far on milk. The added pounds of product at weaning may not compensate for the added pounds of feed that went into the factory. It takes the right environment and the right nutrition program to make this one pencil out, so proceed with caution and make sure you research breed averages before sale day.

My last example of "bigger isn't always better" is scrotal circumference. Scrotal circumference is highly correlated with serving capacity and age of sexual maturity in offspring. Scrotal circumference is also highly heritable, which means it's relatively easy to influence genetic change. For this reason, we strictly cull based on breed minimums standardized by age. So, what's the big deal about a larger scrotal circumference? (No pun intended.) My concern stems from when a bull's measurement is artificially inflated by excessive amounts of fat in the scrotum. This is a hard one to sort out.

As you peruse the yard on sale day and ask bulls to rise from their vast mountains of straw, you may have to use body condition score as a proxy for scrotal fat. Theoretically, if I had two 14-month-old bulls to choose from—one developed in a confined feeding operation with a BCS = 4/5 and a SC of 38cm and one developed in a forage-based operation with a BCS = 3/5 and a SC of only 36cm—I would select the latter. Genotypically, their true scrotal measurements are probably fairly similar with the same genetic potential to pass on good fertility to their daughters, but with the latter bull I don't expect any complications from overconditioning. Research has proven bulls carrying excessive scrotal fat have impaired thermoregulation, which can negatively impact semen quality down the road. Furthermore, overconditioning has been linked to abnormal hoof growth and laminitis, cartilage defects in joints and other metabolic diseases that can limit your new investment's longevity in the herd.

Veterinarians may recommend palpating the testicles on those early sale bulls before turn-out and fully retesting if any abnormalities are found. Occasionally we find a bull has lost ~1-2 cm since the time of sale, sometimes due to fat loss, sometimes due to degeneration. However, it's far better to identify any issues pre-breeding when most yearlings are still covered under insurance, as compared to preg-check day. A bull is often described as a breeding athlete. We can't treat them like a couch potato ten months out of the year and expect them to perform for the remaining two.

Like most things in life, when selecting your next herd sire, moderation is key for most traits. Finding the middle of the road often translates to more total miles. 🍷

SSS 52ND ANNUAL BULL SALE

80 RED & BLACK ANGUS YEARLINGS SELL AT THE SSS NORTH SALE FACILITY, CALGARY, ALBERTA

ON

Saturday
**NOW ON A
NEW DAY!**
March 22



*Featuring the
largest offering of*
◀ **RED SSS MOON PIE 680K**
sons in North America



Plus sons of
SSS DISCO 809K ▶
SSS TESSERA 796K
RED SSS LUSTER 373J
RED SSS GRANITE 74H
RED SSS AMBUSH 771X
RED WILLBAR TEMPO 625H
COCKBURN RUSH

Bid live online
DLMS.CA



SSS RED ANGUS

Dave, Mary Beth, & Adam Sibbald ~ Dylan, Karissa, Laina & Hayes
53193 Highway 1 ~ Calgary Alberta ~ T3Z 3G8

Find us on  Facebook and  Instagram
redbulls@ssredangus.ca ~ www.sssredangus.ca

The program you can depend on.



Dave's Cell 403.850.7736 ~ Dylan's Cell 403.850.7341

ts



Round-Up Used Plastic Baler Twine for a Chance to Win Big Prizes!

\$12,000 in Total Cash Prizes!

Bring used plastic baler twine to a participating Alberta collection site for a chance to win a cash prize!

The more you round-up for recycling, the better your chances of winning.

Alberta feeds the world, and plastic baler twine helps make it happen.

Recycling used twine protects our soil, water, and air— and creates a cleaner future for everyone, especially Alberta farms.

The Great Twine Round-Up rewards people who step up to make a difference. Don't miss this chance to show the world what awesome Albertan farmers do—and maybe walk away with a cash prize!

Find out more at GreatTwineRoundUp.ca.



The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

From the Government Desk

WATER MANAGEMENT IN ALBERTA: Consultation & Collaboration

BY MARK LYSENG, GOVERNMENT RELATIONS AND POLICY LEAD, ABP

WATER IS ESSENTIAL TO AGRICULTURE, PROVIDING THE FOUNDATION FOR IRRIGATION, LIVESTOCK HYDRATION AND SUSTAINABLE FOOD PRODUCTION. WHILE SOME REGIONS OF ALBERTA RECEIVE ADEQUATE RAINFALL MOST YEARS, SOUTHEASTERN ALBERTA OFTEN RELIES ON MANAGED WATER SYSTEMS TO BRIDGE THE GAP.

For more than a century, irrigation and water management have supported agriculture and the ecology of Alberta's semi-arid south. However, recurring droughts and minimal snowpack in recent years have strained the system, highlighting vulnerabilities in our water management strategies.

In 2024, Alberta's Minister of Environment and Protected Areas (EPA), Rebecca Schulz, collaborated with major water users in the South Saskatchewan River Basin to

address a severe water shortage. Recognizing the need for long-term solutions, the province has launched a comprehensive water consultation to improve readiness and avoid reactive measures in the future.

The government's first round of water availability consultations closed on January 24, 2025. This initial phase focuses on gathering ideas, with a more detailed consultation expected later to outline specific proposed changes.



Currently, Alberta allocates 96.2 per cent of its water from surface sources, with agriculture relying heavily on these allocations. Irrigation accounts for 44.3 per cent of provincial water usage, while general agriculture adds another 1.8 per cent. Combined, the agricultural sector is one of the province's largest water users.

Of particular concern are the Bow and Oldman River basins, which are already over-allocated. These realities are creating anxiety among producers about what changes might mean for agricultural operations, particularly in drought-prone regions.

To ease some of these concerns, Minister Schulz has clarified that:

1. First-in-time, first-in-right principles will remain

This ensures senior water license holders retain their priority.

2. “Right-sizing” water licenses for agriculture is not under consideration

Producers will not face reductions to existing license volumes because they did not use it fully.

Despite uncertainties, ABP sees this consultation as an opportunity to advocate for stable, sustainable and capacity building water policies.

ABP, working alongside the Intensive Livestock Working Group, is advocating for the following measures during consultation:

1. Prioritize food security in water decisions

Ensuring that water for agriculture, including irrigation and livestock watering, remains a priority over less critical uses during times of shortage. For example, it's vital that decisions reflect the importance of food production over services like car washes, which have a less significant societal impact.

2. Increase water storage capacity

Producers and governments should develop better water storage solutions. This includes supporting on-farm water storage systems like dugouts and capture basins, as well as investing in reservoirs at a provincial level.

3. Enhance knowledge and resources for groundwater

As reliance on groundwater grows, so does the need for better data. Producers currently bear significant risk due to limited information on groundwater availability and quality. Government-supported studies and resources are critical to ensure sustainable use.

4. Improve water efficiency

Investing in efficient irrigation systems, upgraded equipment and best practices can reduce water waste. However, financial barriers often deter producers from implementing these changes. Government-backed incentives or support programs could help bridge this gap. Additionally, expanding off-site water development programs will protect natural water bodies while ensuring livestock have reliable access to water.

Agriculture is an undeniable pillar of Alberta's economy. Irrigation alone contributes \$5.4 billion to the provincial GDP and supports 46,000 full-time jobs. These figures highlight the sector's critical importance and the need for proactive water policies that protect agricultural livelihoods during challenging times.

By collaborating with the government through this consultation process, Alberta's agricultural community is developing solutions that secure water resources for future generations while enhancing sustainability, ultimately aiming to prevent agricultural water cutoffs during extreme drought conditions. ▼



Annual BLACK CHROME LIVESTOCK BULL SALE

Online WITH DLMS FARM GATE TIMED AUCTIONS

2024
HIGHSELLERS

SIMMENTAL - BCLL 111L



ANGUS - BCL 2L

MARCH 3-4 2025

REGISTERED YEARLING BLACK ANGUS
& SIMMENTAL BULLS

SALE MANAGED BY T BAR C CATTLE CO.



CACHE 403.391.1072 | JILL 403.341.0639

EMAIL BLACKCHROMELIVESTOCK@GMAIL.COM | FACEBOOK BLACK CHROME LIVESTOCK
SPRUCE VIEW, AB CANADA

Beef Trade: It's Complex

TRADE IS CURRENTLY IN THE SPOTLIGHT WITH THE NEW TRUMP ADMINISTRATION, SPARKING DISCUSSIONS ABOUT ITS IMPORTANCE AND HOW EVOLVING TRADE PRACTICES INFLUENCE INDUSTRIES.



I want to start by saying that if you are seeking detailed and up-to-date trade information, [ABPdaily.com](https://www.abpdaily.com) is an excellent resource. Alberta Beef Producers collaborates closely with other national and provincial organizations, including the Government of Alberta, to ensure industry relevant updates are readily available.

Determining the beneficiaries of trade is not straightforward. Further, the economic and logistical complexities make it challenging to identify clear winners or losers. What's evident, however, is the interdependence of the beef industries in Canada and the United States.

In 2023, the trade of feeder calves highlighted this bidirectional relationship. While 129,010 feeder calves moved south to the U.S., a significantly larger

number—287,945—headed north into Canada. On the other hand, 355,097 fed cattle were exported from Canada to American packing plants. This movement can be seen as the U.S. consuming our product, but it also represents an opportunity for American companies to add value by readying it for market. This process supports jobs and bolsters the local economy, further adding complexity to the trade debate.

You might be asking yourself, 'if those calves didn't come up, would we send as many cattle down?' Fair question. The main point is that more buyers of feeders or fats mean better, more consistent prices for producers.

Similarly, with packers, given the limited number of large-scale packers in Canada, it is logical for producers to leverage opportunities south of the border. This opens up more price discovery for feeders and ensures that bids by Canadian plants remain competitive, while feeders have access to more options.

A key feature of this trading relationship is its flexibility, driven by fluctuating conditions such as crop yields. For instance, a strong corn harvest in the U.S. or a weaker barley crop in Canada can shift trade dynamics significantly. This adaptability functions as a stabilizer for both producers and consumers, balancing supply and demand across borders.

Between 2021 and 2023, the aggregate value of agricultural imports underscores a robust trading system. Canada imported an average of \$27.5 billion in agricultural products annually from the U.S., while the U.S. imported \$36.3 billion annually from Canada. At first glance, these figures suggest a disparity, but

this must be contextualized. Canada's population of approximately 40 million contrasts sharply with the U.S. population of about 335 million. On a per capita basis, Canadian consumers imported an average of \$710 worth of U.S. agricultural goods, while U.S. consumers imported \$107 worth of Canadian agricultural products.

Trade cannot be reduced to raw numbers or a simple analysis of advantages and disadvantages. The entire supply chain—from producers to consumers—benefits from a stable and efficient trade system. Using the 2023 example, the loss of or major changes to trade would reduce market opportunities and have ripple effects across the supply chain, which spans both countries.

Change may be coming; it may not, but global demand for high-quality beef remains. The system we have for trade is advantageous to all in that it promotes stability and competitiveness. Hopefully, those advantages can continue to be achieved going forward, even with change. For that reason, regardless of policy decisions, the beef industry must adopt a renewed emphasis on trade to safeguard its future stability. ▾

ABP continues to closely monitor the trade situation and potential tariffs. For the latest updates, visit ABPdaily.com. Don't forget to check out **The Bovine** podcast on Apple Podcasts, Spotify or your favourite podcast platform.



Mother of a 2025
sale bull with her first
calf, fall 2020

THE ULTIMATE BALDY

Makers

Private Treaty

BULLS FOR SALE

**Polled Hereford Yearlings and Two-Year-Olds
Mainetainer (Black Maine x Angus) Yearlings**

— *Semen Tested & Guaranteed* —

Len & Sally Songer & Family – Office Phone 403.845.5239
luckyspringsfarms@yahoo.com – Rocky Mtn House, Alberta
 Pictures & videos of bulls at www.luckyspringsfarms.com

LUCKY SPRINGS FARMS

Mt. Sentinel Ranch Legacy Continues with Next Generation

**FOCUS ON PRESERVATION AND COMMUNITY SETS
STAGE FOR SUCCESS**

BY KATE AYERS



A lot has changed since southwestern Alberta's Mt. Sentinel Ranch was established in 1898. Still, a few things have remained constant, including the family's involvement in the operation and their passion for cattle and environmental stewardship.

The family's legacy in grassland conservation and stewardship began when patriarch Francis Gardner took the helm of the cow-calf operation with his wife Bonnie.

"When I look back, I had the most wonderful life because Francis was an enquirer," says Bonnie Gardner. "He made friends with the young cowboys and First Nations who lived and worked here. He was interested in everything everybody did. He just learned constantly."

Gardner lovingly compared Francis to a computer chip.

"He just absorbed information, and then he transposed and simplified it for others," she says. "He couldn't be saturated with too much information because he wanted to investigate to see if it was true."

Since 1971, when Gardner moved from California to Mt. Sentinel Ranch, she has witnessed the sector and society change by leaps and bounds.

"We had at least three hired men all the time who lived here on the ranch. We had to forego wages because we had to make sure the help was paid off," Gardner says. "It's way more mechanized now, and you can't afford to have people living on the ranch. The landowner has to pay the going wage everywhere."

At that time, there were no telephones, Highway 22 was a dirt road and Chain Lakes was the end of the road.

"We went to Calgary once a month with a Suburban and filled up with groceries for \$500 at the wholesalers," Gardner says. "I fed our workers for 20 years."



At one point, the family had the beef herd, three milk cows and 50 ewes.

“We had kind of a colony right here,” says Gardner.

Throughout Francis’s life, his family was involved in numerous research projects and field days to showcase their riparian areas and conservation-based best management practices. They were also part of the province’s first certified organic beef group, Diamond Willow Beef, and helped protect endangered species with the Calgary Zoo.

As a result, Mt. Sentinel Ranch received Alberta Beef Producers’ first-ever Environmental Stewardship Award in 1992.

Today, the Gardners’ daughter, Sarah Green, and her husband, Harley, manage the day-to-day operations. For example, Green continues this important conservation work through farm tours and engagement with the Foothills Forage and Grazing Association.

Since taking the reins in 2005, Green has installed more water infrastructure to help improve grazing management, ensure cattle health and focus on herd genetics.

Indeed, Gardner has noticed a positive change in the increasing involvement of women in the ranching sector and the evolution of their roles in the business. While she was able to get a degree, travel, work and be involved in the ranch, many women at that time were not afforded such opportunities.

“You do the looking after everybody, and you get everything organized, and you go riding with them and stuff, but you still have to get back and do the meals and keep things going here,” Gardner says of ranch life back when she started. “It was kind of a luxury to go to college, and you probably wouldn’t work at all unless your husband died. You weren’t really a major equal in the industry. It was still a man’s world, and women were the supporters.”

Fortunately, during field days that her family has hosted, Gardner has seen daughters return to their families’

ranches and attend events to learn and be decision-makers. Today, she sees Green and Harley operate as a team, along with the help of their two sons. Indeed, Harley manages herd health, Sarah takes care of business administration, and together, they make decisions on long-term grazing plans.

“We both really love the cows, improving our genetics and creating a herd that’s as efficient as it can be, quiet and well managed. We both like and find passion in that,” Green says. “I would say my dad was the first generation to really hone in on range management and grassland health and long-term stability and sustainability of the grass. That was really drilled into us our whole childhood. How important that was. I would say that’s my foundation of managing the ranch now.”

That ongoing work in protecting native grasslands is supported in part by the Southern Alberta Land Trust Society (SALTS), a grassroots non-profit that Francis founded with a group of local ranchers in 1998.

“It was established because, at the time, provincial and federal governments were looking at ways to encourage the conservation of ranchlands,” says SALTS executive director Justin Thompson. “And a group of ranchers in southwestern Alberta felt that ultimately ranchers and the ranching community were in the best position to work with ranchers around the conservation of grasslands.”

Today, the society has about 75 easements that conserve more than 50,000 acres. At their core, conservation easements, facilitated under the Alberta Land Stewardship Act, allow a land trust like SALTS to partner with landowners to voluntarily place restrictions on future non-ranching developments on deeded properties.

“It was huge because to this date, SALTS is still really the only rancher-led land trust in Alberta,” Thompson says of Francis’s impact. “His vision, along with the others who started SALTS, has been great because it’s given a bunch of landowners and ranching families the comfort to do a conservation easement because they know that they’re working with an organization that understands what they do.”

Indeed, Thompson adds, pressure is mounting in southern Alberta for further development, subdivision, and recreational activity. More than 25 years ago, SALTS' founding members were proactive in helping keep ranching landscapes intact.

"We are losing these landscapes [that] are not just part of our Alberta identity...but they also provide hunting, fishing and tourism opportunities, clean water. Everybody lives downstream of a lot of these properties," he says. "And so, all these benefits that come from these well-managed private lands help and provide huge value to Albertans."

Overall, many ranchers, including Green, want to see these lands protected and conserved for future generations. They can always look to Gardner's legacy for inspiration and guidance.

"As a family, we really want to see the ranch go to the next generation, and the next generation have the same passion for it that we do, but also make it their own," says

Green. "For Harley and I, seeing the ranch continue and seeing this landscape stay intact is probably the most important, as well as enjoying our time here and doing the best we can for the land that supports us." ▼

Every year ABP recognizes individuals or operations that have demonstrated exceptional commitment to sustainable practices.

Celebrating our peers through this award acknowledges their hard work and dedication while also highlighting the positive impacts our industry has on the environment.

Nominations for the 2025 Environmental Stewardship Award will open in January, with a deadline of March 15, 2025.

Who will you nominate?





Murray Alcatraz 5M | MGM 5M
HF ALCATRAZ 60F X BAR-H CORA 90F



Murray National 6M | MGM 6M
BROOKING NATIONAL 0144 X BAR-E-L APRIL 38J



Murray National 10M | MGM 10M
BROOKING NATIONAL 0144 X BAR-E-L KATHLEEN 67G



Murray Reverence 51M | MGM 51M
HF REVERENCE 23K X BAR-E-L APRIL 51F

MURRAY RANCHES

BULL SALE

THURSDAY, **March 6th**

2pm, At The Ranch, Consort, AB **2025**

40 BULLS SELL *Sire groups represented:*

Brooking National 0144	Merit Investment 1054J
HF Reverence 23K	HF Alcatraz 60F
Merit Incredible 1020J	Brooking Emerald 9179
Brooking Mercury 9057	S A V 004 Density 4336
BC Robust 0807	



Sale live on DLMS or join us in person.
Everyone welcome!

Raising Cattle in Alberta for 125 Years
GEORGE & SUNTANA MURRAY AND FAMILY

George 403.362.1120, Suntana 403.501.8889

Kolby Heaven 780.778.1435

email: Info@gwmurrayranches.com

Find us on Facebook - Murray Ranches

Located 20 minutes North of Consort, AB
GPS link on our Facebook page or scan the QR code below
GPS 52.151981, - 110.655579,
Stop by anytime to tour the bulls
A division of GW Murray Ranches



Research Update

BY KARIN SCHMID, BEEF PRODUCTION AND EXTENSION LEAD, ABP

ABP'S PRODUCER-LED RESEARCH COMMITTEE ONCE AGAIN INVESTED PRODUCER CHECK-OFF DOLLARS INTO RESEARCH IN 2024 TO IMPROVE THE COMPETITIVENESS, SUSTAINABILITY AND PROFITABILITY OF BEEF PRODUCERS.

Proposals are received through the Agriculture Funding Consortium, undergo a scientific technical review and then are evaluated by the producer representatives on the ABP research committee. Decisions are guided by the Five-Year Canadian Beef Research and Technology Transfer Strategy and consider scientific merit as well as benefits for the beef sector in the short, medium or long term. The Research Committee continues to work closely with other funding organizations to ensure producer check-off dollars are invested wisely.

ABP committed \$228,000 to nine projects with a total project value of more than \$3.9 million, for a leverage ratio of \$17.2:1, meaning that every dollar spent by ABP was matched by more than \$17 from other funding sources.

Project topics include:

- Examining antimicrobial resistance in understudied pathogens that contribute to bovine respiratory disease
- Investigating the potential of probiotics to support animal health (two projects with different approaches)
- Preventing bacterial biofilm formation in processing plants
- Double cropping
- Regional variety trials of crops commonly used for silage

- Examining the molecular basis of heterosis (hybrid vigour)
- Improving feed barley variety development through genomic selection
- Furthering perennial legume variety development (sainfoin, alfalfa) with higher leaf lipid content

In 2024, ABP also committed \$300,000 over three years to support Western Crop Innovations (WCI). This investment will help to ensure that a feed barley breeding program continues to exist in Canada and will provide barley varieties with improved genetics for yield, lodging and disease resistance to producers across western Canada. We look forward to seeing WCI fulfill its immense potential over the coming years.

Finally, we would like to invite you to block off March 25, 2025 in your calendars for the next edition of the ABP Beef Research Showcase. It will be held at Lakeland College in Vermilion this year. The full agenda and registration information should be available by the end of January. 🍷

To register, scan the QR code on the back cover of this issue.



Keep Calves Healthy to Help Prevent Histophilosis

BY ROBIN GALEY



Photo by Sam Wirzba

Diseases caused by the bacteria called *Histophilus somni* are a silent killer increasing in occurrence in Alberta feedlots. Prevention through good animal husbandry is the first line of defense, both on the ranch and in the feedlot.

Some feedlots in Alberta have seen a rising number of deaths caused by histophilosis in recent years.

“Histophilosis has reared its ugly head at my feedyard again this year—this is some of the worst I’ve seen,” says Lyle Adams, owner of 6A Cattle Co at Picture Butte.

Adams runs a finishing operation with about 8,000 head of cattle. He custom feeds, so mortality affects both his profitability and his customers’.

“In my yard in the last few years, histophilosis has been one of the biggest economic deterrents to profitability,” he says.

There are different strains of *Histophilus somni*, which manifest differently with varying levels of severity. Myocarditis, an infection of the heart muscle, is one of

the most common manifestations seen currently, according to Bruce Hill, veterinarian with Sunny South Veterinary Services. Other lesions seen post-mortem include pleuritis, an infection of the external lining of the lungs, and pericarditis, an infection of the heart lining.

Calves affected by histophilosis often die suddenly without prior illness. “We’ve had some cattle that look good and full in the pen, not showing any signs of sickness, yet they end up dead,” says Adams.

The larger the feedlot, the greater the increase in histophilosis prevalence. “In feedlots placing calves during the fall, it can represent anywhere from 10 to 25 per cent of all animal deaths by the end of the feeding period, equating to an overall mortality rate of 0.25 to 0.8 per cent,” says Hill.

“It’s a frustrating disease because the bacteria are currently smarter than we are.”



Acute myocarditis, inflammation of heart muscle.
Photo courtesy Joyce Van Donkersgoed.



Pericarditis, inflammation of the lining around the heart.
Photo courtesy Joyce Van Donkersgoed.



The bacterium *Histophilus somni* lives in the upper respiratory and reproductive tract of healthy cattle and does not normally cause disease unless the body’s defense system is impaired by stress. As Hill says, “Histophilosis only becomes a problem when cattle are stressed out so, from that perspective we need to consider: How can we minimize stress?”

Stress factors are particularly high in fall-placed calves, especially those not weaned prior to transport.

“They come into the feedlot where they’re commingling from multiple sources, they are not acclimatized to the feed bunk or where the water is, and they’ve just come off a truck. All these factors add stress,” says Hill.

PRECONDITION ON THE RANCH

Given all these stress factors, it’s not surprising that the occurrence of histophilosis is highest in November and December, when feedlots are bringing in large volumes of fall-placed calves and there are stresses like weaning, transportation and commingling. It is shed through nasal secretions and urine, so it’s more likely to spread between animals commingling in feedlot pens.

“Like any respiratory disease, infected animals shed the bacteria *histophilus* and, if another animal has a compromised immune system, they get it too,” says Hill. “We need to focus on reducing stressors and helping support a strong natural defense mechanism through good animal husbandry practices.”

Hill recommends producers work with their herd veterinarian to develop sound preconditioning strategies, including vaccination protocols, low-stress handling methods, stocking density plans and animal health monitoring systems.

Tommy Ware, veterinarian and partner with Veterinary Agri-Health Services at Crossfield, also supports preconditioning. “Preconditioning calves on the ranch may reduce the risk of histophilosis, but it’s hard for ranchers to justify it when they don’t get paid for it. Incentivizing that would help feedlots tremendously, and there’s ample research that it would improve respiratory health outcomes,” says Ware.

The recommended preconditioning process includes vaccinating and pre-weaning calves on the ranch.

“The best research I’ve seen in terms of health outcomes would be pre-weaning vaccinations, weaning the calves on the ranch using a low stress method like fenceline weaning, and then holding them for 45 days prior to shipment,” suggests Ware.

Weaning on-ranch prepares calves to find food in a bunk and use a waterer before they are challenged by the feedlot environment, which significantly reduces stress, he adds.

RESEARCH CONTINUES IN WESTERN CANADA

In the feedlot environment, one practice used to reduce overall Bovine Respiratory Disease (BRD) morbidity and mortality is medicating feed with chlortetracycline.

“There is little published evidence right now showing that this practice specifically reduces histophilosis mortality,” says Hill.

Compounding the problem, the vaccines currently on the market were developed historically to reduce infectious thrombo-meningoencephalitis (ITME, or more commonly known as Sleeping Sickness). They have little effect on reducing myocarditis, pleuritis or arthritis caused by histophilus. “We need a new effective vaccine,” Hill adds.

Adams agrees. “If we could see a new vaccine for histophilosis on the market, it would be a game changer for the feedlot sector.”

In fact, researchers in western Canada are working on it. Joyce Van Donkersgoed, veterinarian, researcher and extension practitioner, is coordinating the collection of samples for a research project led by the Vaccine and Infectious Disease Organization (VIDO) at the University of Saskatchewan to support the development of a new histophilosis vaccine.

“It’s a frustrating disease because the bacteria are currently smarter than we are,” says Van Donkersgoed. “We can’t medicate our way out of it because the bug becomes resistant, and we don’t currently have a good vaccine on the market for the multisystemic form, so hopefully the current research will find something that works.”

The VIDO research project is focused on isolating and characterizing more recent strains of *Histophilus somni*, including the strain that causes myocarditis, in hopes of developing a new effective vaccine.

“There is a lot of research to be done, and it’s going to take a few years, but we hope to identify some important antigens for a subunit vaccine,” says Van Donkersgoed.

PRACTICE GOOD HUSBANDRY AT THE FEEDLOT

Ranch preconditioning helps ensure healthy calves enter the feedlot, but once they’re in, it’s important that feedlot operators take steps to minimize stressors that contribute to diseases like histophilosis.

“Vaccines are important but they’re only an aid in the situation; they’re not a cure all,” says Ware.

“Husbandry is even more important—making sure pen conditions are good, that we’re getting cattle on feed, and that there is lots of bedding for cold winter days. It’s important to create an environment that is as low stress as possible.”

Van Donkersgoed cautions against vaccinating any animal that isn’t healthy, which points to the importance of thorough health checks.

“I’m a believer in antigen overload. The immune system can only handle so much, and if the animal is already stressed, the last thing you want to do is hit them with a lot of antigens. I would never vaccinate an animal when they are sick,” she says.

GET ADVICE FROM YOUR HERD VET

Whether it’s on the ranch or in the feedlot, working with a veterinarian is important to support good husbandry practices and herd health strategies throughout the life cycle. It won’t prevent histophilosis in every case, but it definitely helps.

“We know we’re going to lose some cattle to histophilosis. We know we can’t save them all,” says Adams. “But when we look at what these cattle are worth today, we need to try to do something.” ▼

45th Annual LaBatte Simmentals

BULL SALE

WITH GUEST EAST POPLAR SIMMENTALS

IPU 4M
BARBARIAN (POLLED)



**FUNCTIONAL
PRODUCTIVE
PROFITABLE**

IPU 42M
PROSECUTION



IPU 41M
MOUNTAIN VIEW



Friday
FEBRUARY 28 2025

JOHNSTONE AUCTION MART
MOOSE JAW, SK | ONLINE WITH DLMS

90

RED, BLACK &
FULLBLOOD BULLS

& 12

OPEN HEIFERS



Barry & Brenda LaBatte
Lynlee, Hayley, Brodyn, Jory
& Zayne LaBatte
Box 72, Gladmar, SK, S0C 1A0
Barry: 306.815.7900
Brodyn: 306.815.7804
labatte.simm@sasktel.net
www.LaBatteSimmentals.com



Kyron & Kelsey Manske
Box 456, Coronach, SK,
S0H 0Z0
306.267.7530
east.poplar@hotmail.com



Canadian Cattle Young Leaders Applications Now Open!

BY CAILEY CHURCH, YOUTH LEADERSHIP COORDINATOR, CCA

THE CANADIAN CATTLE YOUNG LEADERS (CYL) PROGRAM IS NOW ACCEPTING APPLICATIONS FOR THE 2025-2026 PROGRAM YEAR.

The program welcomes young people ages 18-35 from across Canada, involved in various aspects of the beef supply chain. Through mentorship, networking and travel, the Canadian CYL Program acts as an industry succession planning tool to equip the next generation of leaders with the skills and tools they need to continue to drive the growth and profitability of the Canadian beef industry. Since its establishment by the Canadian Cattle Association in 2010, the program has seen more than 200 CYL graduates.

Each year, 24 semi-finalists are selected from an impressive pool of applicants from across the country and invited to the annual CYL Selections event where they are judged in roundtable discussions about timely industry topics. From this event, 16 program participants are chosen and paired with an industry leader



2024 Canadian Cattle Young Leaders participants

for a nine-month mentorship in the participant's area of interest in the beef industry. Participants also receive \$3,000 to use towards learning opportunities of their choosing. Along with industry networking opportunities, participants often form strong relationships with other participants who are equally passionate about the success of the Canadian beef industry and serve as meaningful contacts and friendships for years to come.

If you are a young person looking to take your career in the beef industry to the next level, or you know of a young industry leader who would excel in this program, please visit our website at canadiancattleyoungleaders.com to learn more and apply. 🐮

Applications for the 2025-2026 program year are open until March 31, 2025 at 11:59 pm MT.

ABP Tech Update:

SenseHub



BY DIANNE FINSTAD

EAR TAGS CAN BE USED FOR MUCH MORE THAN JUST THE IDENTITY OF AN ANIMAL THESE DAYS. ONE OF THE NEWER TECHNOLOGY ENTRIES TO THE CANADIAN CATTLE MARKET IS SENSEHUB® LIVESTOCK MONITORING FROM MERCK ANIMAL HEALTH, WHICH CAN PROVIDE BOTH FEEDLOT OPERATORS AND COW-CALF PRODUCERS SOME HELPFUL MANAGEMENT INSIGHTS.

The illuminating electronic SenseHub® Cow Calf ear tags measure and analyze cow behaviour, based on activity, rumination and eating, to detect estrus. The SenseHub® Feedlot tags add animal temperature to the algorithm to help operators identify outliers and potentially sick cattle earlier.

Kevin Antworth is CEO of Red Coat Cattle Feeders, a shareholder-owned, 20,000-head community feedlot in Hazenmore, SK. He's always asking his animal health reps about what's new to combat health issues. So when Merck Animal Health approached him about trying the SenseHub® Feedlot system in the fall of 2023, he was ready to see what it could do. Tags were installed in the new arrivals to the lot and kept in for 90 days.

Marissa Lemay is Account Manager for Livestock Monitoring at Merck Animal Health. She explains the SenseHub® Feedlot tag goes in the animal's ear so the infrared temperature sensor can monitor ear canal temperature. A pedometer measures movement. The system compares both the individual animal baseline and a lot-level baseline. By analyzing temperature fluctuations, combined with movement levels, outlier animals are flagged for further observation.

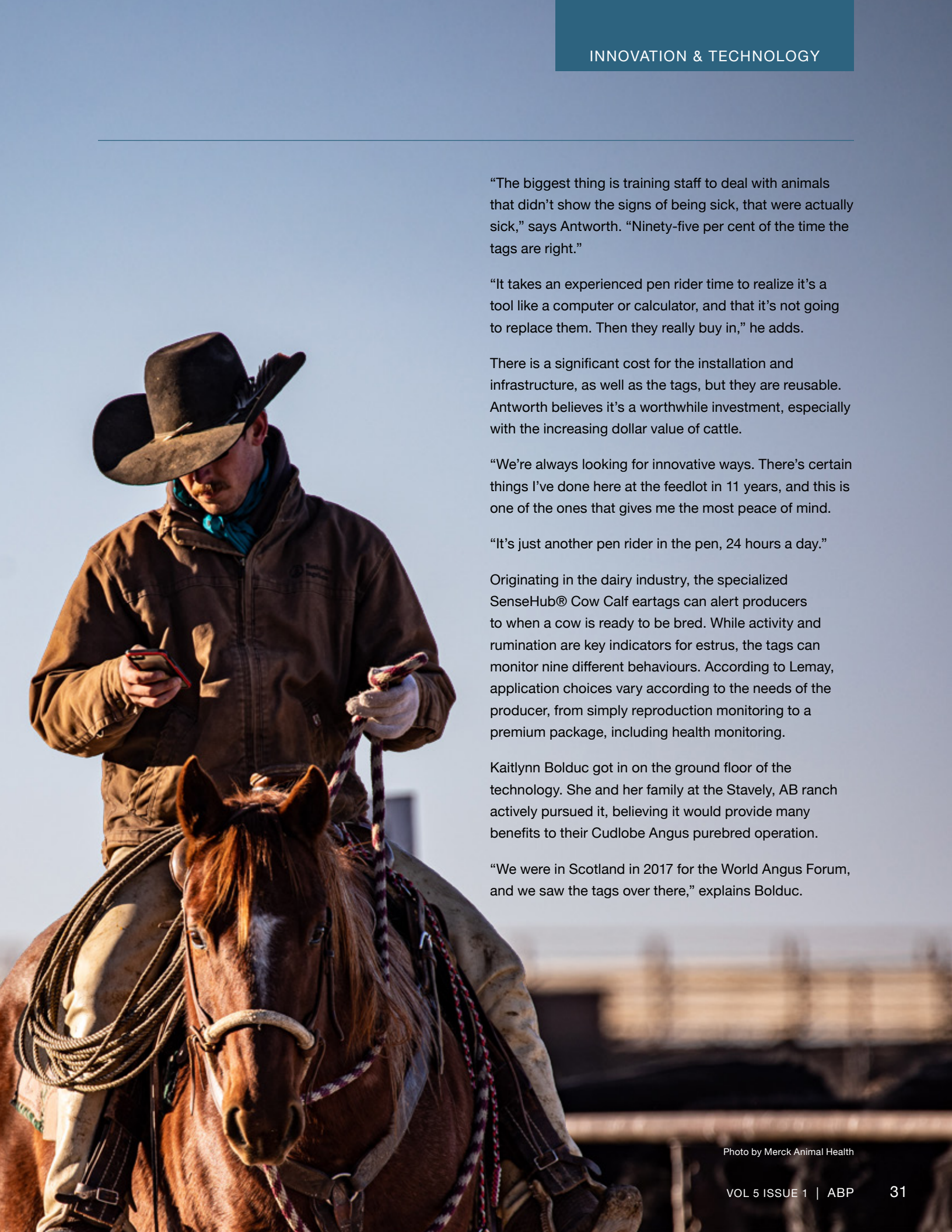
"We're not saying for sure they have BRD or are sick, we're just saying something's abnormal. We recommend the pen riders pull that animal for evaluation and treatment if needed," says Lemay, who notes cattle are good at hiding signs of illness, including bovine respiratory disease. In addition, the tag has a bright green LED light that will flash, providing an easy visual to find the animal.

"We're looking at improving the overall timeliness of disease detection. What we see with the system is we'll find animals two to four days before clinical symptoms show up," Lemay says.

A 'pull list' is sent daily at 6 a.m. showing animals who are outliers, and it's a feature Antworth calls one of the best parts of the program.

"I get an email and my cattle foreman gets an email, and we know how many cattle that it's identified in the pens that need to be pulled. So we know what our day is going to look like before we even start," says Antworth.

Both Antworth and Lemay note a learning curve to the system is building credibility with the pen riders, who look for sick animals daily.

A man wearing a dark cowboy hat and a brown jacket is riding a brown horse. He is looking down at a smartphone in his right hand. The background is a clear blue sky.

“The biggest thing is training staff to deal with animals that didn’t show the signs of being sick, that were actually sick,” says Antworth. “Ninety-five per cent of the time the tags are right.”

“It takes an experienced pen rider time to realize it’s a tool like a computer or calculator, and that it’s not going to replace them. Then they really buy in,” he adds.

There is a significant cost for the installation and infrastructure, as well as the tags, but they are reusable. Antworth believes it’s a worthwhile investment, especially with the increasing dollar value of cattle.

“We’re always looking for innovative ways. There’s certain things I’ve done here at the feedlot in 11 years, and this is one of the ones that gives me the most peace of mind.

“It’s just another pen rider in the pen, 24 hours a day.”

Originating in the dairy industry, the specialized SenseHub® Cow Calf eartags can alert producers to when a cow is ready to be bred. While activity and rumination are key indicators for estrus, the tags can monitor nine different behaviours. According to Lemay, application choices vary according to the needs of the producer, from simply reproduction monitoring to a premium package, including health monitoring.

Kaitlynn Bolduc got in on the ground floor of the technology. She and her family at the Stavely, AB ranch actively pursued it, believing it would provide many benefits to their Cudlobe Angus purebred operation.

“We were in Scotland in 2017 for the World Angus Forum, and we saw the tags over there,” explains Bolduc.



They came home to search for similar technology, only to learn it wasn't yet available in Canada.

"My dad actually went to the American Angus meetings and bumped into the Allflex (now Merck) team down there, and we were able to become the research herd for the tags up here in Canada.

"It was pretty cool because we got to try it right when it was coming out, and did lots of testing for them. We still do some testing when they want to do an update," says Bolduc.

"Here at Cudlobe, we're very, very big on technology. We're the number-one carcass herd in Canada. We're looking to make the most correct animal, using the most science. We know what a good one looks like, but how can we make them better moving forward? How can we make the farm more efficient? So we use EPDs, we use ultrasound and DNA, and when we farm, we use GPS."

Skilled farm labour is costly and not easy to find. Bolduc and her brother were the next generation coming into the outfit, but they wanted to be able to still have a life while raising cattle.

"We AI breed off of natural heat detection," says Bolduc. "We would spend our evenings, sitting out on what we call 'The Hill' above 30 acres, watching 300 cows and 60 heifers, to try and find out who was in heat."

Their breeding season overlaps the end of calving, stretching out the run of long work days.

The SenseHub® Cow Calf tags changed all that. The Bolducs tried it in their yearling heifers first, but after the success of the first season, they began integrating the tags into more of the herd. Last year, with the aid of a SCAP technology grant and a research partnership, they expanded them to their entire herd, now solely relying on the tags to alert them when animals are ready to be bred.

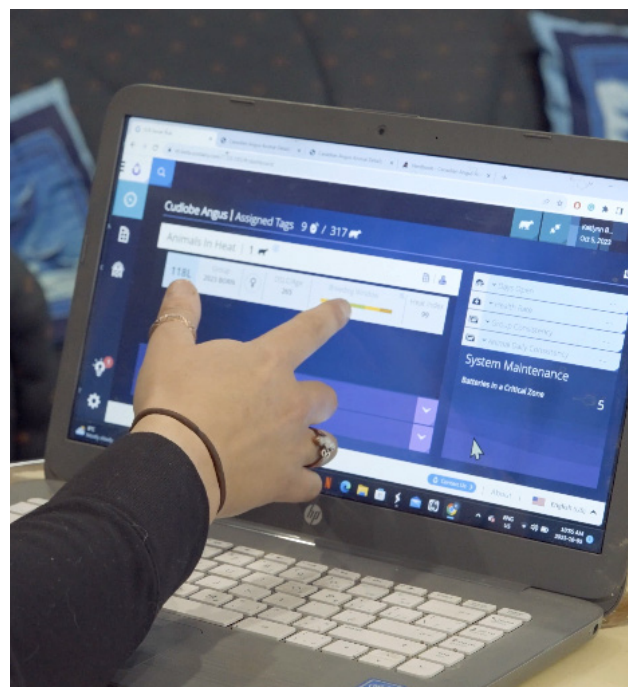
"So that means in the evenings, we didn't have to worry about someone being out there. We could go for supper! No one had to stay home to check the cows and see who was in heat. I get a text on my phone and I can get her in the next morning to breed her."

Both Bolduc and Antworth are pleased with tag retention, cold weather resilience and battery life.

Lemay suggests digital oversight and data collection may be the best way to help keep beef production up with declining numbers in the national cow herd.

"I think that's what producers want nowadays. We're not doing what grandpa did six generations ago—we're doing what makes sense based on the data and on economics. It's definitely a more educated decision-making process than it was 50 years ago. Just look at your cellphone and all the information you have at fingertips, in your pocket. Why wouldn't you have animal monitoring data at your fingertips, in your pocket, 24-7, to keep an eye on your herd?" ▼

SENSEHUB® is a registered trademark of S.C.R. Engineers Ltd. Used under license. MERCK® is a registered trademark of Merck Sharp & Dohme LLC. Used under license.



PREMISES ID HAVE YOU GOT YOURS?



Learn more...

Contact Your Provincial Traceability Program to Obtain a Premises ID

Why? Premises Identification (PID) links livestock to land locations. Having a PID number for your operation allows for traceability information to be accessed quickly for the protection of animal health, public health and market access for your industry.

A PID number is expected to be required for purchasing tags (indicators) and recording animal movements when the new CFIA regulations come into effect.

Contact CCIA and Update Your CLTS Account With Your Premises ID Number

Why? It is your responsibility to share your PID with CCIA and make sure your CLTS account contact information is up to date to avoid reporting issues.

How? By calling **1-877-909-2333**, emailing **info@canadaid.ca** or entering it yourself in your CLTS account.

Get Your FREE Provincial Premises ID Today:

BRITISH COLUMBIA

www.gov.bc.ca/premisesidprogram
1-888-221-7141
BCPID@gov.bc.ca

ALBERTA

www.alberta.ca/310-farm
310-FARM (3276)
310farm@gov.ab.ca

SASKATCHEWAN

<https://premisesid.saskatchewan.ca/pid/>
1-866-457-2377
SaskPID@gov.sk.ca

MANITOBA

www.manitoba.ca/agriculture/pid
204-945-7684
traceability@gov.mb.ca

ONTARIO

www.ontariopid.com/en-CA/
1-888-247-4999

QUEBEC

<https://sites.atq.qc.ca/?language=fr>
<https://sites.atq.qc.ca/?language=en>
1-866-270-4319

NEW BRUNSWICK

www.gnb.ca/agri-traceability-premises
506-453-2666
DAAF-MAAP@gnb.ca

NOVA SCOTIA

www.novascotia.ca/agri/premisesid
902-956-2707
NSPID@novascotia.ca

PRINCE EDWARD ISLAND

www.princeedwardisland.ca/en/pid
902-368-5654
PEIPID@gov.pe.ca

NEWFOUNDLAND

www.gov.nl.ca/ffa/public-education/agriculture/safety/pid/
709-637-2088
nlpid@gov.nl.ca

YUKON

www.yukon.ca/premises-identification
agriculture@yukon.ca

20 YEARS ANNIVERSARY CELEBRATION

FRIDAY, FEBRUARY 28, 2025 AT THE FARM, INNISFAIL, AB SALE TIME 1:00 PM

To celebrate win sale credits worth \$10,000.00 Watch the catalogue for details



HEJ MANCHESTER 11M
SIRE CFC 9712 CUSTOM 16K
2024 ALBERTA SELECT CHAMPION BULL



HEJ MAVERICK 30M
SIRE HEJ KENTUCKY GOLD 59K



HEJ MARIO 51M
SIRE MAIN WHITE LIGHTNING 1J



NINA MASTERMIND 50M
SIRE MAIN PRECISION 45H

STOP BY THE FARM ANYTIME PRIOR TO THE SALE TO VIEW THE BULLS AT YOUR LEISURE!

THE RASMUSSENS

Henrik & Jeralyn, Marina
35137 Range Road 283 Red Deer County, AB T4G 0M6
403-358-2866 403-318-4659 jeralyn@outlook.com



SALE MANAGEMENT

T Bar C Cattle Co. Ltd.
Chris Poley 306-220-5006
Shane Michelson 406-363-9973
Ben Wright 519-374-3335
Levi Rimke 204-851-4515



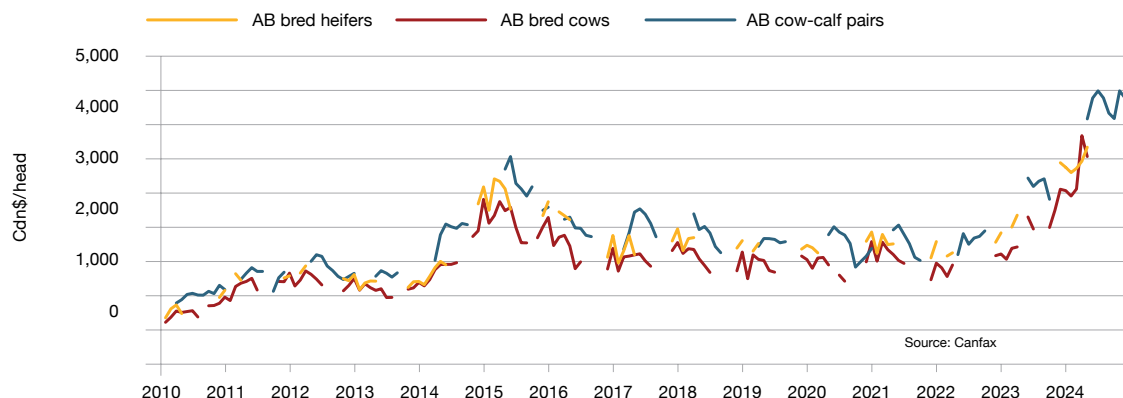
Internet Bidding Available



For more information call:
Mark Shollogan 780-699-5082 or Purebred Team 780-991-3025

VIEW THE CATALOGUE ONLINE AT
WWW.BUYAGRO.COM & WWW.HEJCHAROLAIS.COM

Alberta Bred Cattle Prices



Smaller Volumes Push Calf Prices Higher in 2024

BY JAMIE KERR, MARKET ANALYST, CANFAX

Western Canadian auction volumes (live and electronic) in 2024 were down 7 per cent from last year and were down 2 per cent from the five-year average. Live auction mart volumes were down 6 per cent from 2023 and down 4 per cent from the five-year average. Electronic and forward delivery sales were down 15 per cent from last year but were up 11 per cent from the five-year average. By volume and percent of total sales (14 per cent), electronic auction/forward delivery sales were the second largest on record in 2024.

Annual and all-time high prices were established in December for all classes of steers and most classes of heifers in Alberta. The exception was 850 lb heifers, which put in their high in July.


Alberta 550 lb steers averaged \$429/cwt in 2024, 21 per cent higher than 2023 and 69 per cent higher than the five-year average. Their slightly lighter 450 lb heifer counterparts averaged \$408/cwt last year, up 25 per cent from last year and up 77 per cent from the five-year average. After a pop in prices in February, the Alberta calf market was mostly stable through the first half of the year. The second half of the year had more volatility, with calf prices softening 5-6 per cent between August and September partly due to a softening fed market and partly from weakness in the feeder cattle futures on reports of late-season drought across the U.S. Steer calves rallied 16 per cent between September and December with their lighter-weight heifer mates climbing 21 per cent.

Alberta 550 lb steer calves were, on average, at a premium to both Ontario (\$16/cwt) and the U.S. (\$5/cwt). There were four consecutive months in the first half of 2024 where Alberta calves averaged a \$12/cwt discount against the U.S. However, that was offset in the second half of the year, when Alberta steer calves averaged a \$22/cwt premium to the U.S. from August to November.

Alberta D2 and D3 cows found seasonal tailwinds during the first half of 2024 peaking in June. A second peak occurred in August, with both D2 and D3 cows re-establishing all-time highs. Alberta D2 cows averaged \$172/cwt in 2024, up 29 per cent from 2023 and up 79 per cent from the five-year average. Alberta D3 cows averaged \$157/cwt, up 32 per cent from 2023 and up 85 per cent from the five-year average.

Alberta bred cows averaged just shy of \$3,500/head in 2024, 53 per cent higher than last year and almost double the five-year average. On average, bred cows in Alberta were priced at 143 per cent of a 550 lb steer, up from an average of 118 per cent in 2022-23 when producers were recovering from the 2021-22 drought. The bred cow-to-550 lb steer price is the widest since 2016, when it averaged 145 per cent.

As of the middle of January, the threat of tariffs remains a concern for the Canadian beef industry.

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

Crown Grazing Lease History: The Rest of the Story

PART 2 OF 2

SUBMITTED BY ALBERTA GRAZING LEASEHOLDERS ASSOCIATION

IN 1905, ALBERTA BECAME A PROVINCE. HOWEVER, ITS CROWN LANDS INCLUDING THE GRAZING LEASE SYSTEM CONTINUED TO BE ADMINISTERED BY THE GOVERNMENT OF CANADA IN OTTAWA. IT WAS NOT UNTIL THE “1930 NATURAL RESOURCES TRANSFER AGREEMENT” AND RELATED AMENDMENTS TO THE CONSTITUTION ACT OF 1867 THAT OWNERSHIP AND CONTROL OF CROWN LANDS WAS TRANSFERRED FROM CANADA TO ALBERTA.



Alberta's grazing lease system is a 143-year-old model of how public land can be used responsibly and sustainably to benefit the environment and the economy.

The Alberta government carried forward the Crown grazing lease system from the Dominion Lands Act into the Provincial Lands Act, which was later renamed the Public Lands Act.

Today there are approximately 5,700 grazing leases in Alberta covering approximately 5.2 million acres. This is roughly 5 per cent of the Crown land in Alberta. We estimate that 20 per cent of Alberta's cattle herd relies on Crown land grazing so it contributes significantly to the economic stability of Alberta's ranching community. Ranchers rely on these leases for the economic viability of their operations. If you are a rancher who doesn't operate on Crown land, you most likely buy bulls or replacement heifers from someone who does. The system supports the livelihoods of many Albertans and contributes to the broader agricultural economy.

Sustainable land management is still a cornerstone of Alberta's grazing lease system. Grazing leases come with strict guidelines that lessees must follow to prevent overgrazing and land degradation. The careful management of grazing intensity and timing helps create a mosaic of habitats that benefit a wide range of wildlife. The system's integration of conservation practices ensures that Alberta's rich biodiversity is protected while allowing productive use of the land.

There are the two pressures again from part one of this article, published in the last issue. They are still valid to this day—supporting an important economic driver for the country and taking care of the grasslands.

Some ranch families have been managing the same grazing leases for generations. This long-term relationship encourages responsible land management practices. In Alberta, grazing leaseholders sink significant investment into managing their leases. This includes initial procurement costs, annual rent, municipal property taxes and all costs related to improvements on the lease such as fencing, tree and brush clearing, water development and other range improvements.

Leaseholders provide upwards of \$70 million in value annually to the province of Alberta for their role overseeing Crown land under grazing disposition. Overseeing Crown land for the purpose of grazing cattle requires leaseholders to manage multiple uses (including recreation and industrial access) and absorb various other cost factors to continue using the land in the manner that adheres to legislation and also stewards the land. This stewardship helps maintain the ecological balance, ensuring these lands can support livestock while preserving native vegetation and wildlife habitats.

Without engaged leaseholders as the land manager, the government would have to do it all themselves. This includes the weed management, fire control, ecosystem maintenance (which entails management of a grazing animal), industrial activity and recreational management. These things are required to maintain these grasslands in a manner that provides optimal wildlife habitat, carbon sequestration and biodiversity. In this way, the beef industry turns a financial liability for the province into financial gain.

Alberta's grazing lease system is a 143-year-old model of how public land can be used responsibly and sustainably to benefit the environment and the economy. The system promotes collaboration between leaseholders, government agencies and environmental groups to address common challenges and improve land management strategies. Grazing leases are a vital part of the sustainability of the beef industry. They are also a vital part of ensuring that Alberta's public lands remain healthy and productive for future generations. ▼

Alberta Grazing Leaseholders Association works to protect the rights of leaseholders and the integrity of the grazing lease system in Alberta. For membership information, visit albertagrazinglease.ca

Read Part 1 in the Dec. 2024 edition of ABP magazine.

Celebrating 10 Years of Beef Sustainability Collaboration

BY ANDREA WHITE, DIRECTOR, MARKETING AND STAKEHOLDER RELATIONS, CRSB

FOUNDED IN 2014, THE CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF (CRSB) MARKED ITS 10-YEAR ANNIVERSARY IN 2024, CELEBRATING MANY IMPORTANT MILESTONES OVER ITS FIRST DECADE. THE CRSB'S COLLABORATIVE APPROACH IS A MODEL FOLLOWED BY OTHERS AND HAS HELPED TO ESTABLISH OUR CANADIAN BEEF SECTOR AS A LEADER IN SUSTAINABILITY.

The launch of the 2024 National Beef Sustainability Assessment (NBSA) and Strategy was a key highlight—the first progress report against our 2014 baseline—measuring farm-to-fork sustainability performance and progress of the entire beef production system. A strategic nationwide public relations plan, specifically highlighting the 15 per cent carbon footprint reduction per kg of beef (boneless and consumed) from 2014 to 2021^{1,2}, resulted in a reach of 228 million! The assessment also shows that carbon storage and biodiversity are part of the Canadian beef story: land used for beef production stores an estimated 1.9 billion tonnes of soil organic carbon and contributes 74 per cent of critical habitat that

“Canada’s agri-food system is respected worldwide, and I am proud of the outstanding leadership the Canadian beef industry has demonstrated in advancing sustainability—regionally, nationally and on the international stage.”

— Ryan Beierbach, CRSB Chair

CRSB AGM tour group.





Canadians at GRSB conference in Uruguay. (L to R): Jeff Fitzpatrick-Stilwell, Monica Hadarits, Bob Lowe, Amie Peck, Brenna Grant, Ryan Beierbach, Dennis Laycraft, Andrea White

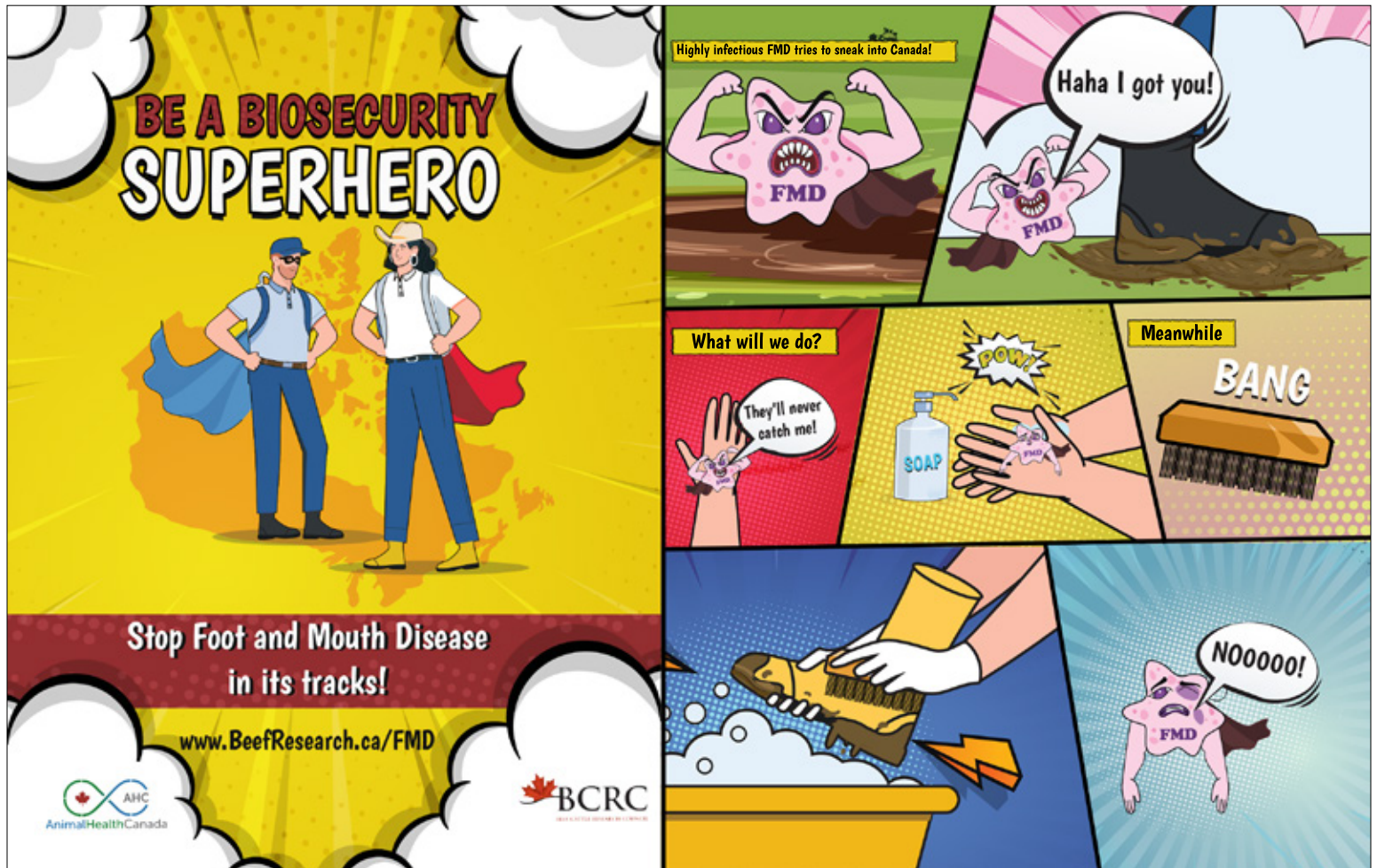
wildlife need for reproduction, when all of Canada's crop and pastureland is considered¹. Consumer research also tells us that Canadians believe this progress is happening at a good pace, and they like when we can measure our performance against other jurisdictions.

The NBSA was featured as a communication success story at the Global Conference for Sustainable Beef in Uruguay in October 2024, along with colleagues from Australia and Brazil. Watch for a digital public campaign—a partnership between CRSB, Canada Beef and the Public and Stakeholder Engagement program—using these metrics this spring.

The CRSB Certified program continues to be a priority. We recognize the time and effort of ranchers and farmers across the country to get certified, and the financial incentives for CRSB Certified producers help demonstrate the value of certification, notably from Farm Credit Canada, Cargill and its customers. ▼

Visit crsb.ca to learn more, and reach out anytime if you have questions at info@crsb.ca

¹ Canadian Roundtable for Sustainable Beef. (2024a). National Beef Sustainability Assessment: Environmental and Social Assessments. Calgary, AB: Groupe AGECO.
² Isaac A. Aboagye, Gayathri Valappil, Baishali Dutta, Hugues Imbeault-Tétreault, Kim H. Ominski, Marcos R.C. Cordeiro, Roland Kröbel, Sarah J. Pogue, and Tim A. McAllister. 2024. An assessment of the environmental sustainability of beef production in Canada. Canadian Journal of Animal Science. 104(2): 221-240. <https://doi.org/10.1139/cjas-2023-0077>



Continued Collaboration Key for Canada Beef Going Forward

BY GINA TEEL, DIRECTOR, STAKEHOLDER COMMUNICATIONS, CANADA BEEF

CANADA BEEF'S FOCUS ON KEEPING BEEF ON THE DINNER PLATES OF CONSUMERS IS AS KEEN AS THE CURRENT FISCAL YEAR WINDS DOWN AS IT WILL BE GOING FORWARD UNDER A NEW BUSINESS PLAN EFFECTIVE APRIL 1, 2025.



HELP FIGHT HUNGER IN YOUR COMMUNITY

BURGER IT FORWARD

ORDER OUR BURGER TO SUPPORT FOOD BANKS!

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

FEBRUARY 1ST - 28TH, 2025
www.BurgerItForward.ca

The graphic features a stylized burger with a Canadian flag on the bun, the 'Burger It Forward' logo, and the 'Canada Beef' and 'Alberta Beef' logos. A QR code is located in the bottom right corner of the graphic.

Initiatives to maintain and grow mindshare for Canadian beef will be ramped up in 2025-2026 to engage an evolving consumer base with an emphasis on seniors and healthy aging and new Canadians and ethnicity.

Continued collaboration with stakeholders on promotional initiatives for Canadian beef is another goal for Canada Beef. Past partnerships with Alberta Beef Producers include having popular influencer, Pit Master Mel Chmilar Jr., showcase Alberta beef in his Darkside of the Grill demonstrations at the Culinary Stage at the Calgary Stampede and provide cutting demos to promote and distribute a co-branded Make the Most of Beef booklet at consumer events like Farmfair International.

The national Burger It Forward (BIF) campaign is another collaborative initiative with industry. The giveback initiative was created by Canada's beef farmers and ranchers to support community restaurants and Canadian ground beef supply while raising funds for food banks at local, regional and national levels.

The third-annual campaign launched February 1 with a record 263 participating restaurants, including more than 65 from Alberta. For every campaign-featured 100 per cent Canadian beef burger purchased, Canada Beef will donate the equivalent of one meal to Food Banks Canada, up to a maximum of 20,000 meals (based on Food Banks Canada's meal metric: \$1 = two meals). Participating provincial cattle producer associations like ABP also provide support for their regional food banks by donation of funds or ground beef.

BIF 2025 runs until February 28. Check out the BIF website for participating restaurants in your area.

The Canadian Beef Centre of Excellence (CBCE) has four new videos on opportunities to leverage the CBCE's test kitchen facility, its Canadian beef educational and marketing media libraries, content creation capabilities and the Centre's purpose-built facilities to support partner training and market development initiatives.

Canada Beef's Alberta Beef Export Market Development (ABEMD) program provides cost-shared funding support for eligible Alberta beef representative company-initiated projects and activities in five broad-based categories essential for achieving diversification through export market growth.

So far, this fiscal year (April 1 to December 31, 2024) 43 of the 50 projects approved were eligible for additional support from the ABEMD. All five federally inspected beef processing plants in Alberta have benefited from support provided by the ABEMD program.

As 2025-2026 will mark the last year of the current ABEMD program funding cycle, it is anticipated that all remaining funding available under the current program will be utilized in the next fiscal year. Work will begin soon on securing funding for the next version of the program beginning in 2026-2027.

The ABEMD program is a partnership between Canada Beef (50 per cent), Alberta Agriculture and Forestry (25 per cent) and the Alberta beef industry (25 per cent).

These are just some examples of how Canada Beef can support industry stakeholder initiatives to promote Canadian beef with a regional impact. 🍔





Make Your Herd Records Work for You

SUBMITTED BY BEEF CATTLE RESEARCH COUNCIL

In beef production, genetics play a critical role in both management and profitability. Regardless of the size of your operation or whether you are a commercial or purebred breeder, keeping records is an important part of managing your herd genetics.

“Without accurate records you have no way of knowing whether or not your herd is improving or if you are simply going in circles,” explains Karin Schmid, Beef Production and Extension Lead with Alberta Beef Producers.

Today, producers are flooded with information as genetic tools and prediction accuracies are continuously improving. With all this information, it can be overwhelming to turn knowledge into breeding decisions that meet specific operational goals.

KEEPING RECORDS TO TRACK GENETIC IMPROVEMENTS

How can genetic selection help me achieve my farm goals? Which breeding system is right for my operation? What records do I keep? How do I use these records?

Collecting, maintaining and analyzing records takes a commitment, but the payoff is worth it.

It's not enough to know which data to collect, you have to know how to use it. To assist producers with this process, the Beef Cattle Research Council (BCRC), in partnership with the Canadian Beef Breeds Council, Alberta Beef Producers, Saskatchewan Ministry of Agriculture, Maritime Beef Test Station and the University of Guelph, launched a free Records for Tracking Genetic Improvements email course in February 2024. A new updated version was recently released in November 2024.

"This course provides a template that helps to ensure that the selection choices you make today will result in measurable progress for your herd in the future. The course helps you to identify the most critical records for your particular situation, taking some of the guesswork out of it," Schmid explains.

Consisting of seven modules, the course covers topics including criteria for selecting breeding goals and breeding programs, understanding EPDs and heritability, using genetic records to inform culling decisions and how to use records to select replacement heifers.

A comprehensive course workbook provides guidance towards the practical application of concepts and information discussed. Those enrolled are also encouraged to input their own farm data through exercises outlined in each module, culminating in a guide on how to transform their herd data into information to help meet on-farm goals.

"No matter the level producers are at with genetic selection, this course provides value in goal setting and monitoring your decision-making successes," says Sandy Russell, Chief Executive Officer of the Canadian Beef Breeds Council. "The true value is in how the course guides producers in a very methodical approach to tracking genetic improvements within their herd while still being flexible to the variable needs of beef producers."

WORK AT YOUR OWN PACE

Busy schedule? Don't feel like you have the time to commit to this course? No problem! The course is

designed to be "work at your own pace." In addition, you get to pick the frequency you wish to receive the course emails—once a day for seven days, two times per week for four weeks or one email per week for seven weeks.

The old adage "knowledge is power" rings true when it comes to tracking genetic advancements in a beef herd. Understanding the starting point of your herd will allow you to track improvements over time and positively impact your bottom line. Register for the free e-course at BeefResearch.ca/genetics-course ▼

Ranching Experience Results Roundup

BY LYNsay BEAVERS, STAKEHOLDER ENGAGEMENT SPECIALIST, CCA

IN AN IDEAL—BUT PERHAPS UNREALISTIC—WORLD, ANYONE INTERESTED IN VISITING A WORKING RANCH COULD DO SO.

One way we can cast a large, targeted net with messages about how beef cattle are raised in Canada is through influencer or content creator marketing. When creators share social content using their own words, footage and unique style, the authenticity transfers to their audience. Followers and viewers feel as if they too, in part, participated and learned from the creator's first-hand experience.

In the case of the Ranching Experience campaign, 12 content creators were hosted for a full day that showcased ranching, western lifestyle, fashion and dining experiences featuring Canadian beef. You can read more about the day in CCA Action News Volume 41, Issue 1. Here, we will focus on the results and value created from the campaign.

PAID VERSUS VOLUNTEER CREATORS

Of the 12 content creators involved, two with larger audiences were paid to attend while the others participated for the experience and perks alone. In return for their participation, each creator was to post at least one Instagram Reel sharing what they learned about raising beef cattle in Canada with clips from the ranch visit and their shopping and dining experiences.

The two paid creators also had their content 'boosted,' meaning some budget was allocated to pay the social platform to get the content in front of a broader audience within the targeted demographic.

SOCIAL RESULTS

As of August 2024, the campaign has amassed more than 1 million impressions, far exceeding expectations. Estimated reach was more than 830,000 people, and there were around 3,500 engagements with the content. Brief definitions of these social media metrics can be found below.

Impressions: The number of times a piece of content appears in someone's content feed or timeline.

Estimated Reach: The unique number of individuals who have seen a piece of content.

Engagements: Tracks actions such as likes, clicks, shares and comments.

COMPARING PAID AND ORGANIC RESULTS

In this case, 'organic' has a different meaning than what agricultural-focused brains might think. Organic results come from posts that were not boosted. Views, reach and engagement would mainly come from the followers of the 12 creators, as well as re-shares, which can increase all metrics.

The metrics in the paid row are from the two boosted posts alone and don't include organic results. In other words, all the paid metrics achieved can be attributed to the money put behind them.

The differences between paid/boosted content is evident in the table below, with more than 800K of the 1 million engagements coming from boosted content. However, organic content resulted in far more engagements than paid since people are much more likely to engage with content from someone that they follow, as opposed to content that was fed to them from an account they aren't familiar with.

	IMPRESSIONS	EST. REACH	ENGAGEMENTS
PAID	808,267	518,381	472
ORGANIC	217,304	187,561	3,493

WHAT IS THE ROI ON THESE RESULTS?

Another advantage of influencer marketing is that boosting social content generates a much greater return on investment than traditional forms of advertising, such as print. Take a look at a comparison between a print ad in *The Globe and Mail* vs. the paid social media content in this campaign:

	COST	EST. REACH	COST TO REACH 1,000 PEOPLE
1 FULL PAGE AD IN THE GLOBE AND MAIL	\$12–15K	643K Mon-Fri readers	\$18.66–\$23.33
2 BOOSTED REELS ON SOCIAL MEDIA	\$1K	518,381	\$1.93

It would cost roughly 10 times as much to reach the same size of audience with print advertising than by leveraging social media content with paid ad placements.

Genuine excitement for the experience and interest in an area unfamiliar to them led many of the creators to go above and beyond what was requested, greatly benefiting the campaign. Some created multiple reels; some shared across different social platforms; one wrote a full blog post on his experience that day; and one did a full question-and-answer session in her stories, thoughtfully answering her followers' questions about raising beef cattle. ▼

Check out the Instagram feeds of some of the participating influencers:



@chanrythach



@lokiexplore



@lostwithluis



@missrebeccaj

>1M

IMPRESSIONS

830K

EST. REACH

3.5K

ENGAGEMENTS

As of August 2024

The Ranching Experience project was led by Public and Stakeholder Engagement (PSE), a national check-off funded program that aims to build public trust in the way beef cattle are raised in Canada. We thank Nature Conservancy of Canada and Ducks Unlimited Canada for sharing their expertise as well as partners Lammie's Western Wear, Chop Steakhouse and Trail's End Beef, each of which was integral in the well-roundedness and appeal of the experience.

WORLD *renowned* GENETICS

-- 44th annual bull sale --

SATURDAY • APRIL 19 • 2025

12:00 MT • AT OUR NEW FACILITY • 6 MILES N. ISABEL • SD

SELLING 250 CHAROLAIS BULLS & 250 ANGUS BULLS



LT GOVERNOR 1560



LT PATRIOT 4004



LT ATLAS 0251 PLD



LT RANSOM 8644



BROOKING NATIONAL 0144



BOYD BELLRINGER 2010



LT FOREMOST 9451



LT CONVERSE 8011

WORTH *the drive*
WORTH *the wait*

"Quality, Affordability, Volume" all with the highest customer service in the industry!



LINDSKOV'S LT
— RANCH —



DVAuction
Broadcasting Real-Time Auctions

BUILDING ON QUALITY & SERVICE SINCE 1981

PO BOX 24 • 13291 SD HWY 65 • ISABEL • SD 57633

BRYCE LINDSKOV • 605.850.3887 • BRYCE@LINDSKOVRANCHES.COM

TODD LINDSKOV • 605.850.8132 • TODD@LINDSKOVRANCHES.COM

LINDSKOVSLTRANCH.COM



ABP Launches Contest

BY KARA MASTEL, DIGITAL CONTENT SPECIALIST, ABP

ABP is excited to introduce the Young Creators contest, an opportunity to showcase your creativity, passion and knowledge of the beef industry! With tailored challenges and amazing prizes, this contest is designed to inspire and engage the next generation of beef leaders.

WHY ENTER THE CONTEST?

- **Exclusive prizes:** Win ABP-branded gear, networking opportunities and even hands-on industry experiences!
- **Showcase your talent:** Top entries will be featured in ABP's online platforms and in our office displays.
- **Fun, engaging challenges:** Age-appropriate activities that allow you to express your creativity while learning about sustainable cattle production.

CONTEST CATEGORIES AND ASSIGNMENTS

IMPORTANT DETAILS:

- **Submission deadline:**
Monday, Feb. 24, 2025, 11:59 PM.
- **Announcement date:**
Winners will be celebrated on Monday, Mar. 15, 2025.

AGE CATEGORIES:

- Pre-school (ages 1-5) and Kindergarten
- Grade 1 to Grade 4
- Grade 5 to Grade 8
- Grade 9 to Grade 12
- Ages 19-23

Unleash your creativity, tell your story and join the movement to help shape the future of the Alberta beef industry. 🐮

Choose your category and get ready to make your mark! For more information, please email Kara Mastel at karam@albertabeef.org





Verification Bringing Value to Producers

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

LAST YEAR MARKED THE LAUNCH OF THE ALBERTA VERIFIED BEEF PRODUCTION PLUS (VBP+) INCENTIVE PROGRAM THROUGH THE SUPPORT OF FUNDING FROM THE SUSTAINABLE CANADIAN AGRICULTURE PARTNERSHIP. FOR PRODUCERS WHO ARE INTERESTED IN THE PROGRAM BUT ARE NOT YET TRAINED OR CERTIFIED WITH VBP+, WINTER CAN BE A GOOD TIME TO THINK ABOUT AN “INSIDE JOB” LIKE COMPLETING VBP+ TRAINING OR APPLYING FOR CERTIFICATION.

VBP+ trained producers are eligible for up to \$2,500 under Stream 1 of the Alberta VBP+ Incentive

TAKING VBP+ TRAINING

Producers can take the VBP+ training in one of two ways. For those who prefer in-person learning, provincial VBP+ staff offer live training sessions. Check the VBP+ events calendar on page 51 for upcoming training events and other opportunities to connect with the Alberta VBP+ team in person.

Alternatively, producers looking for something to pass the time while waiting for a cow to calve might want to explore the VBP+ training online. To register, visit canadiancattlelearningcenter.com and click on the Login button in the top right corner, and then Sign Up. The online training takes about two hours and includes self-assessment questions to help producers check their progress towards meeting the requirements for VBP+ certification.

VBP+ trained producers are eligible for up to \$2,500 under Stream 1 of the Alberta VBP+ Incentive.

PURSUING CERTIFICATION

Operations that want to take the next step with the VBP+ program after taking training can apply for certification and receive up to \$5,000 under the Alberta VBP+ Incentive, or another \$2,500 beyond the training stream.

In preparation for an audit, producers must have a minimum of six months of required records for cow-calf operations, or three months for feedlots. Once this threshold has been met, operations can contact VBP+ Delivery Services Inc. at

auditcoordinator@verifiedbeef.ca or 587-328-5980 to apply for an audit. An auditor will reach out to schedule a visit to the farm to check that all the requirements of the program are being met.

Producers are encouraged to complete pre-audit preparation with Alberta VBP+ staff and use the self-assessment tools on verifiedbeef.ca to prepare for the farm visit. These tools are meant to make the process simple and easy, and the VBP+ team is here to help operations succeed in the program.

Most producers find the audit to feel like touring a neighbour. Most VBP+ auditors are producers themselves and understand that every farm is different. If an operation is not meeting a requirement, they will not fail the audit, but be issued a Corrective Action Request, allowing the producer time to implement a change that makes sense for their operation.

VBP+ certification is a five-year cycle, meaning that an on-farm audit only takes place every five years. In the years between, producers are asked to complete either a records assessment, where an operation submits a sample of records, or a self declaration, which asks the producer to verify that they are still implementing required practices. For a full overview of the steps to getting and maintaining VBP+ certification, visit verifiedbeef.ca/certification/steps-to-certification

The Alberta VBP+ team is committed to supporting producers in achieving successful training and certification. We encourage producers to reach out for assistance at any time.

OLE FARMS

20th Annual

"GRAZE THROUGH THE SNOW" **Bull & Bred Heifer Sale** **Timed Auction**



MONDAY
FEBRUARY 17 2025

Online Sale @ farmgatetimeductions.ca
Racehorse Style Close with Extended Bidding

www.olefarms.com

Kelly & Anna and Graham & Leslie Olson
Kelly 780-689-7822 Graham 780-675-0112

VBP+ EVENTS CALENDAR

Feeders Association of Alberta (FAA) Convention & AGM

Jan. 30-Feb. 1, 2025
Red Deer Resort and Casino
Red Deer, AB

Heartland Cattlemen's Classic

Jan. 31-Feb. 2, 2025
Stettler District Agricultural Society
Stettler, AB

Ranching Opportunities 2025 Conference

Feb. 5, 2025
Pomeroy Inn & Suites
Olds, AB

Alberta Association of Agricultural Societies (AAAS) Convention

Feb. 6-8, 2025
River Cree Resort & Casino
Edmonton, AB

Funding Opportunities Workshop with Clearwater/Lacombe County

Feb. 12, 2025 10 a.m.-3 p.m.
Eckville Legion
Eckville, AB

Highway 13 Cattlemen's Agri-Trade Fair

Feb. 14, 2025
Czar Cultural and Rec Centre
Czar, AB

Resilient Ranching: Protecting Your Beef Operation from Disease and Financial Setbacks

Feb. 19, 2025
Rimbey, AB

Alberta Beef Industry Conference

Mar. 5-6, 2025
Calgary, AB

Little Royal All-Breed Heifer Show & Sale – S.A.L.E.

Mar. 21, 2025 9 a.m.-4 p.m.
Fort McLeod, AB



*Sponsored by the Southeastern Alberta
Purebred Beef Breeders Association*

67th Annual Medicine Hat SPRING BULL SHOW SALE

Show: March 18, 5:00 p.m. *Sale:* March 19, 1:00 p.m.
Cypress Centre, Medicine Hat Exhibition Grounds

For more information or a catalogue, please call:

President: MERLE WYATT (403) 485-8289 Secretary: MANDY HYLAND (403) 580-9846
PO Box 23107, Medicine Hat Mall, Medicine Hat, AB T1B 4C7

HEREFORDS START THE SALE **BID ONLINE AT WWW.DLMS.CA**

Knowns & Unknowns

BY NATHAN PHINNEY, PRESIDENT, CCA

AS WE START THE NEW YEAR, I'VE REFLECTED ON THE SIMILARITIES BETWEEN CATTLE PRODUCTION AND GEOPOLITICS—AND HOW THE POLITICAL WORLD THEN IMPACTS OUR SECTOR ALONG WITH THE ENTIRE ECONOMY.

Right now, there is so much uncertainty in the political world. An unpredictable president-elect is making waves with every social media post. Canada's Prime Minister started the year by resigning and proroguing Parliament until March 24, and we will likely have an election this spring. President-Elect Trump's proposed 25 per cent tariffs cannot be forecasted in any way (level, timing, form, list of goods, countries), and we are preparing for every outcome.

It reminds me of how much cattle producers depend on things we cannot predict—weather, markets, currency, workforce, demand. On the farm and at CCA we have to do our best at predicting what we can, make peace that we cannot know everything and most importantly lean in on what we can do. 2024 was a busy year, and the year ahead is shaping up to be even busier. We're already preparing for various political scenarios to effectively advocate on behalf of beef producers across the country.

We had a demanding year on Parliament Hill driven mainly by private member's bills. Thanks go to many for appearing before committees, writing letters, meeting with members of parliament and senators, hosting tours across Canada and generally making our voices heard. Threats to future trade negotiations (C-282), opportunities to lower the carbon tax burden (C-234), attempts to target and potentially shrink animal agriculture (C-293 and C-355) and other private member's bills have been a larger focus of CCA's time and activity than in past years. We have also weighed in on financial proposals around capital gains, the advance payments program limits, business risk management programs, trade deals and ambitious environmental reporting for companies. That is at home in Canada. There are also forces and momentum outside Canada to consider.

In late 2006, Livestock's Long Shadow was released by the UN's Food and Agriculture Organization. This flawed piece of research blamed animal agriculture for more pollution than any other sector of the economy. This research was done in part by counting every bit of greenhouse gas production in the livestock-based food production sector and comparing it to others with only partial accounting. This error was corrected over time but the message of that original piece continues to be trotted out by anti-meat activists globally. We know those anti-meat groups are out there; they show up in meetings and consultations here in Canada and abroad. Knowing

[[We have science and evidence on our side—and our credible voice carries weight with policy makers.]]

that, we have and will continue to show up where we see threats and opportunities to counter those voices with the positives of Canadian beef and cattle production.

The greenhouse gas footprint of Canadian cattle production is less than half the global average. Canadian cattle landscapes are homes to not only carbon sequestration but many species of birds and wildlife that depend on grazing to develop and maintain habitat features they rely on. We know these facts but we cannot be sure they will be brought to standard-setting bodies, policy making bodies and other international groups that set goals and policies that Canada uses as a base to set our own goals, policies and international commitments. Once set, policy is a hard thing to turn. It is much easier to impact in its formative stages. That is not only a big part of our advocacy in Ottawa but our international advocacy as well. By expanding our advocacy to international forums, we're seeing the pendulum swing back in our favour. We have science and evidence on our side—and our credible voice carries weight with policy makers.

At home I can generally figure out what needs work and how to address it. The policy world is so broad and complex, I am glad we have a strong team working strategically on our behalf. CCA has developed an international beef network to figure out where to be and how to engage effectively, and we have built a team to get the work done. My time as the elected lead of the Canadian Cattle Association is winding down. It has been

a challenge to be everywhere I have been requested to be, but I want to assure producers that every decision we make weighs the potential impact we can have, the cost in producers' dollars to make that impact, and the consequences of letting those events unfold without our involvement. That is often overlooked. Decisions are made whether we show up or not. We have to decide if it is safe to let events unfold with other voices taking the lead to have the greatest impact.

This all takes time and money. I am thankful for my family's support at home and the support of so many crews that let CCA's elected leadership take time away to serve the industry beyond the home operation. Our voice as cattle producers is needed at the table. I see how we are received and that has helped me say yes to the requests over the years.

As we head into 2025, I know we will continue with trade focus and as the unknowns become reality, CCA will be prepared to advocate on behalf of all of us. I want to thank all the producers out there who contribute to their provincial cattle associations. Some of those funds help CCA on the national and international issues we continue to work on. We work well together on behalf of beef cattle producers from coast to coast. I hope the great prices to date continue with positive weather across the country. Regardless we will keep showing up and leaning in, and we will find ways to respond to the next unknown coming at us. ▼

Sign up to Join the Community of Beef Advocates

In the fall, CCA launched a public engagement campaign to strengthen and expand the Canadian Cattle Association's base of public supporters. Those who sign up will receive inspiring stories from local farmers and ranchers, delicious beef recipes, and stay informed about everything Canadian beef, focusing on these themes:

- **Supporting local communities:** the cattle industry contributes to local economies, creates jobs, supports rural communities and promotes Canadian products.
- **Economic impact:** there are more than 60,000 beef operations in Canada, and each of those operations in turn supports their local economy.

- **Pride in Canadian beef:** Canada is a leader in producing high-quality beef, and the hardworking people who make it all possible deserve to be celebrated and recognized for their work and efforts. 🍖

YOUR VOICE MATTERS!

CCA invites you to join the 12,000+ Canadians who have signed up to help spread the word about the vital role of beef producers across the country. Go to cattle.ca/supportcdnbeef to sign up and receive your personalized ribbon.

the Chosen Ones bull sale

SELLING ON DLMS
APRIL 6TH -7TH 2025
OPEN HOUSE APRIL 6TH 1:00-4:00 PM

Black Angus Yearling &
Two Year Old Bulls
Commercial heifers palpated,
vaccinated and ready to breed.



DOUG AND KATIE ROXBURGH
403.350.2568 | Bentley Alberta
info@dunritestockandstables.com

Catalogue and videos at
www.dunritestockandstables.com



Timed Auctions Made Easy



Your Beef Check-off Dollars Explained

2023-2024 Fiscal Year

If you own cattle, you pay a mandatory check-off each time you sell an animal; a combination of national and provincial fees. The collection of the levies in Canada are an integral part of a sustainable and profitable industry.

Watch for highlights to each of these areas in future editions of ABP magazine. 🐮

BREAKING DOWN THE MANDATORY LEVY





CORRECTION

In our previous issue, we used the wrong pronoun for Layne Burton, and we sincerely apologize for the error. We regret any harm or confusion it may have caused. Alberta Beef Producers is committed to respecting everyone's identity and supporting diversity in the beef industry. Thank you for your understanding.

BAR-RZ POLLED HEREFORDS

Breeding Quality Polled Herefords Since 1962

STUART & SHERRI ZOETEMAN, FORT MACLEOD

Cell: 403-330-6490 Email: barrz2@telus.net   @sherrizoeteman

www.barrzherefords.com



Bulls and Females for Sale!

Chapman
Cattle Company
Red and Black Angus
Breeding for Maternal, before Maternal became Cool

SINCE 1950

2-YEAR OLD

ANGUS BULL SALE

FEB 20, 2025

2:00PM MST
STETTLER AUCTION MART

85 FORAGE DEVELOPED BULLS
SIRED BY RESIDENT HERDSIRES

BAR EL HOMELAND 13H
BAR EL POWER 32G
BAR EL IN SPADES 33J
CHAPMAN PAY DIRT 9820
REDLAND DO IT ALL 570

MCCUMBER 307 FORTUNATE 7141
MCCUMBER STEADFAST 809
SITZ DRY VALLEY 712
SITZ PAYWEIGHT 749
SPRING COVE LONGEVITY 169H

CHAPMAN
PAY DIRT 9820

LOT 01 - 2021 SALE
100% FORAGE-DEVELOPED

75 YEARS DEVELOPING 2-YEAR OLD PUREBRED BREEDING BULLS

SILAS CHAPMAN

silas@chapmancattle.com | 403-741-2099

WWW.CHAPMANCATTLE.COM



OUT AND ABOUT WITH ALBERTA BEEF PRODUCERS

Wrapping up Our 2024/2025 Engagement Sessions

BY KATIE SONGER, MARKETING MANAGER, ABP



MEDICINE HAT BEEF PEN SHOW

We wrapped up December at the Medicine Hat Beef Pen show, featuring more than 400 animals and 70+ exhibitors from Alberta and Saskatchewan. ABP's executive and staff served beef-on-a-bun to approximately 200 exhibitors on Friday. The Southeast Zone sponsored our booth and participated in the Steak Fry competition. Steaks from various breed organizations were grilled and sampled, showcasing the best in Alberta Beef.

“The Medicine Hat Beef Pen Show is a great holiday event to catch up with friends, neighbours, and connect with urban consumers checking out the livestock and Country Christmas market...As ABP delegates, we cooked up around 100 steaks of good old Alberta Beef. Even though we were not the big winners, it was a lot of fun.”

– Craig Lehr, ABP Delegate

PEACE COUNTY BEEF CONGRESS

The ABP booth made its 2025 debut at the Peace County Beef Congress (PCBC), with ABP Director Bernie Doerksen and VBP+ representative Cale Place participating on behalf of the organization. High-quality cattle were showcased alongside equipment and tools from local suppliers. Just over 100 people attended the roast beef supper and bull show afterward, providing a valuable opportunity to connect with the ranching community.

AG-SERVICE BOARD PROVINCIAL CONFERENCE

From January 20-22, ABP attended the Agriculture Service Board Provincial Conference as the first and only commodity group to participate. Engagement was excellent, with attendees picking up all available promotional materials.

BCRC FOOT AND MOUTH DISEASE WEBINAR

Karin Schmid, ABP's Beef Production and Extension Lead, and Dr. Leigh Rosengren, Chief Veterinary Officer for the Canadian Cattle Association, hosted a free webinar on Foot and Mouth Disease (FMD). The session, aimed at producers, covered the potential impacts of FMD on beef operations and attracted 164 live participants. The recorded webinar is available at beefresearch.ca/blog/foot-and-mouth-disease-producer-webinar/

PRODUCER MEETINGS

ABP hosted 12 in-person producer meetings across Alberta. These gatherings, held over dinner, included updates from ABP, the Canadian Cattle Association and AFSC, along with the opportunity for producers to bring forward resolutions shaping ABP policy. Great food, high participation and engaging discussions have made these events worthwhile. 🍖

We are grateful for the chance to connect with such a passionate and dedicated community. Together, we're shaping the future of Alberta beef.

THE BEST OF BOTH WORLDS.

25TH
ANNIVERSARY

TRIPLE 25 ANNIVERSARY

PROUDLY HOSTING OUR SIMMENTAL BULL SLAE

FOR 25 YEARS

SALE TAKES PLACE TUESDAY,

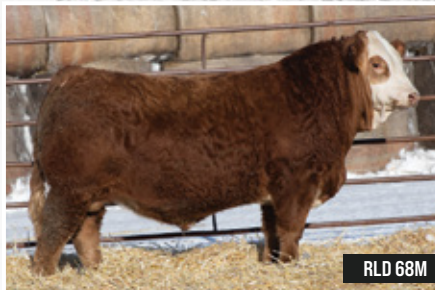
FEBRUARY 25

IN THE YEAR

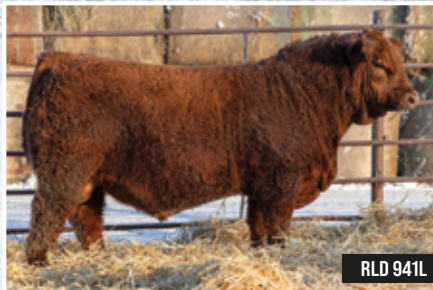
2025



RLD 21M



RLD 68M



RLD 941L



RLD 415M



Double Bar D Farms Grenfell, SK
Ken Dimler: 306.697.7204 Logan Dimler: 306.451.7229
kenshou@yourlink.ca www.doublebardfarms.com
CHECK OUT THE LEGACY INN FOR OUR SALE DAY ACCOMMODATIONS!

ABP Zones and Delegates

SOUTHWEST ZONE

Cole Barten

PHONE 403-393-6968
EMAIL colebarten@gmail.com

Jim Bowhay

PHONE 403-994-0517
EMAIL jnbowhay@gmail.com

Graeme Finn

PHONE 403-312-2240
EMAIL graeme@southerncrosslivestock.ca

Sheila Hillmer

BOARD MEMBER
PHONE 403-394-5798
EMAIL Sheila.hillmer@gmail.com

Lee Irvine

BOARD MEMBER
PHONE 403-671-4878
EMAIL lee@irvinefamily.ca

Fred Lozeman

BOARD MEMBER
PHONE 403-625-6391
EMAIL flozeman@telusplanet.net

Dorothy Thengs

PHONE 587-444-0118
EMAIL dthengs@hotmail.com

NORTHWEST ZONE

Bernie Doerksen

BOARD MEMBER
PHONE 780-841-1769
EMAIL raffi.resort@gmail.com

Braydon Gough

PHONE 780-274-0099
EMAIL Sales@gomackredangus.com

Cali Smith

PHONE 780-502-0432
EMAIL cc_smith13@hotmail.com

Gary Smith

PHONE 780-841-2565
EMAIL gsmith1669@gmail.com

Gary These

PHONE 780-625-6668
EMAIL gjthese@gmail.com

NORTHEAST ZONE

Aydon Almberg

BOARD MEMBER
PHONE 780-209-0211
EMAIL almbergaydon@gmail.com

Kaylee Chizawsky

PHONE 780-632-1982
EMAIL chizawsk@ualberta.ca

Emil Dmytriw

PHONE 780-603-3645
EMAIL barwd1@gmail.com

Jay Hager

BOARD MEMBER
PHONE 780-753-4375
EMAIL 07jaybar@gmail.com

George L'Heureux

PHONE 780-689-8036
EMAIL georgelheureux1@gmail.com

Josie Pashulka

PHONE 780-787-0077
EMAIL kenpashulka@hotmail.com

Miles Wowk

BOARD MEMBER
PHONE 780-210-2501
EMAIL wowkmiles@gmail.com

SOUTHEAST ZONE

Brodie Haugan

BOARD CHAIR
PHONE 403-580-9534
EMAIL brodie.haugan@gmail.com

Kent Holowath

FINANCE CHAIR
PHONE 403-820-6352
EMAIL holowath@telusplanet.net

Craig Lehr

PHONE 403-581-7242
EMAIL craiglehrsgr@gmail.com

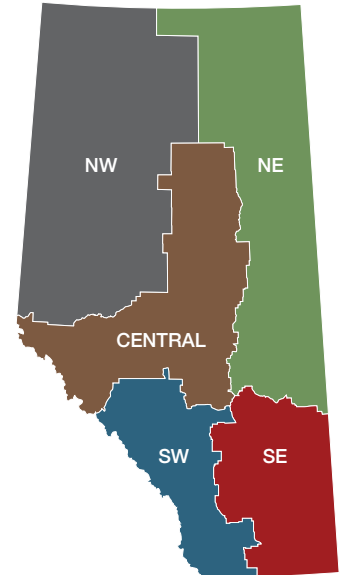
Brad Mappin

BOARD MEMBER
PHONE 403-740-6547
EMAIL bradmappin@gmail.com

Tim Smith

PHONE 403-575-2246
EMAIL tntsmith_40@hotmail.com

ABP ZONE MAP



CENTRAL ZONE

John Doherty

PHONE 403-894-3494
EMAIL farmerjohn@stonepostfarms.ca

Colin Rice

BOARD MEMBER
PHONE 403-318-2464
EMAIL colinrice@gmail.com

Brenda Rosadiuk

BOARD MEMBER
PHONE 780-542-1186
EMAIL rosran4@gmail.com

Doug Roxburgh

VICE CHAIR
PHONE 403-352-2568
EMAIL doug.roxburgh@bullseyefeeds.ca

Karen Shaw

PHONE 780-233-8697
EMAIL shaw.karen.ab@gmail.com

2025-2026 delegates will be listed in the next issue.



JOIN US ^{ON} MARCH 25, 2025

THE 2025 BEEF RESEARCH SHOWCASE

Lakeland College (Vermilion Campus) Alumni Hall Theatre ————— 9 AM – 4 PM

FEATURE TOPICS

- Vaccination protocols
- Weather resiliency & feed efficiency
- Forage physiology, pasture rejuvenation and intercropping
- Cattle diagnostics
- and more...



USE THE QR CODE ABOVE TO REGISTER » THE REGISTRATION DEADLINE IS MARCH 11