

ABP



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**Alberta Beef
Producers**

Volume 5 Issue 4 **DECEMBER 2025**

RETURN UNDELIVERABLE ITEMS TO

**ALBERTA BEEF PRODUCERS
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2026 | Producer Meetings

Engage with
Alberta's cattle
community

Resolutions help influence ABP's priorities

Consider presenting one at a meeting in your zone

Northwest Zone

| | | |
|----------------|----------------------------------|--------------|
| La Crete | La Crete Heritage Centre | Jan 12, 2026 |
| High Prairie | Peavine Inn & Suites | Jan 14, 2026 |
| Grande Prairie | Paradise Inn & Conference Centre | Jan 15, 2026 |

Central Zone

| | | |
|----------------|-----------------------------|--------------|
| Drayton Valley | MacKenzie Conference Centre | Jan 20, 2026 |
| Leduc | Quality Inn & Suites | Jan 21, 2026 |
| Barrhead | Barrhead Neighborhood Inn | Jan 22, 2026 |

Southwest Zone

| | | |
|--------------|--|--------------|
| Olds | Olds College - Werklund Ag Tech Building | Jan 27, 2026 |
| Cochrane | Weedon Pioneer Community Hall | Jan 28, 2026 |
| Fort MacLeod | Southern Alberta Livestock Exchange | Jan 29, 2026 |

Southeast Zone

| | | |
|--------|--------------------|--------------|
| Rumsey | Rumsey Hall | Feb 10, 2026 |
| Brooks | Heritage Inn Hotel | Feb 11, 2026 |
| Oyen | Canalta Hotels | Feb 12, 2026 |

Northeast Zone

| | | |
|------------|-----------------------------|--------------|
| Vegreville | Vegreville Suites | Feb 17, 2026 |
| Wainwright | Prairie Rose Seniors Centre | Feb 18, 2026 |
| St. Paul | Reunion Station | Feb 19, 2026 |

All meeting schedules are 4:30-8:30 PM and include supper

\$10 for supper

To register:

Visit abpdaily.com/producer-meetings

Call 403-451-4400

Learn about key issues and opportunities impacting Alberta's cattle sector, connect with fellow producers and industry representatives from Alberta Beef Producers (ABP), Agriculture Financial Services Corporation (AFSC) and the Canadian Cattle Association (CCA), and share your voice through zone resolutions that guide ABP's priorities.

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ON THE COVER

The Round-up, acrylic, ink and digital media, by Katie Songer, based on a photograph taken by Brendyn Elliot (Belvin Angus).

Highlights from the Chair

WITH DOUG ROXBURGH, CHAIR, ABP



As we come to the end of 2025, I'm sure you're wondering what the new year holds for Alberta Beef Producers and its relationship with the Canadian Cattle Association (CCA).

I am pleased to report that significant progress has been made since our August announcement of the intention of ABP to withdraw from the national organization in 2026.

We met with all nine member provinces in Quebec during the CCA semi-annual meeting in September. From there, we formed a working group. (The joint letter of the Position from the Provincial Members on CCA representation was on page 17 of the fall issue of the ABP magazine.) Recently, this group conducted an extensive process to hire a facilitator. All parties agreed on the selection of a Saskatchewan-based firm, which has been busy doing interviews with each province separately. They are compiling details on individual member provinces' thoughts about possible changes to the CCA and how they see the CCA going forward. From that work, the chairs and general managers of each of the member provinces will form a list of top priorities at a Toronto meeting on December 8 and 9. We'll be presenting recommendations for changes we want to see ahead of the March CCA annual meeting in Ottawa.



We're looking forward to a lot of great dialogue and open discussion from all provinces through this process. We believe it will transform the talks from a situation in which ABP might withdraw from the CCA, to an overall review, which hasn't been done in many years. Several other provinces voiced concerns within their own organizations regarding CCA, so when we came together, it quickly turned into a discussion about how to help improve the way CCA operates going forward.

I recognize there has been criticism of our timing with this review, in light of the fact that the CCA is undergoing a search for a new CEO with Dennis Laycraft's retirement. I've heard fears that it's a complication which may hinder some applicants' interest. But I would counter that the right person for the role is someone who sees there are challenges, and desires to bring about solutions or ideas on how best to meet them, to build a stronger national organization.

Rounding the corner and heading into 2026, tariffs are likely to remain a key issue in our cattle business. We have a key meeting in February at the NCBA meeting in Nashville with representatives from states that are important partners with Canada to discuss our interconnected patterns of trading. There will be more to come on that as we draw closer to NCBA.

Our ABP Producer Meetings are coming up in the next two months. These are vital to our organization, and a way for you to provide vital feedback on policy and issues you're facing. I encourage you to come to these meetings with an open mind. Learn about what has transpired. A lot has gone on over the last year. We've worked extremely hard to build better collaborations with other Alberta beef industry associations.

It is also important to note we have added a few more locations and meetings to make them more accessible for producers who felt they had to drive farther last time. It's still not going to cover everybody. This province is huge, and we understand there may still be some less-covered zones. But we spent a lot of time as a board and executive mapping out where the cow numbers are and where meetings would be the best fit. With everything going on in our industry, now more than ever is an important time to get involved and come out to participate in our producer meetings.

A highlight this fall came through our partnership with Farmfair International in Edmonton. We had a good turnout of politicians and government officials, including Conservative Agriculture Critic and Foothills MP John Barlow, who even helped congratulate the Champion Simmental female in the showing. Alberta Agriculture and Irrigation Minister RJ Sigurdson also attended the Farmfair International reception, along with Deputy Minister Jason Hale. I had the opportunity to speak at the reception as well.

Within ABP, our traditional focus has been on the commercial cow-calf and feeding sectors, and it's been a bit of a struggle to understand how we can best serve the purebred industry. ABP has identified that as an area for improvement, and we've started to put strategic plans together to help grow and develop some of the purebred sector work. Part of that was inviting government officials to visit events like Farmfair, and witness how much international trade is happening today. It was an opportunity for them to meet with international partners, from places including Mexico, New Zealand and Australia. We are working with federal and provincial governments to start to figure out how we could do a better job of improving trade, not just with boxed beef, but also with genetics—embryos, breeding females, and semen.

This fall in Alberta, we ran a long stretch without significant moisture, which can certainly create concern. But it also gave producers a chance to spend time on their own infrastructure, while also getting calves weaned and taken to town to take advantage of these incredibly strong fall markets. We've again seen record-high sale prices on calves, so hopefully producers were able to put a few dollars in their pockets, as well as make some improvements around home during the open fall season to strengthen their operations heading into next year and the years to come.

On behalf of the ABP board and staff, I'd like to wish you all a Merry Christmas and a prosperous 2026. We look forward to seeing you at the producer meetings starting in January. 🍷



CHERIE COPITHORNE-BARNES AWARDED HON. LLD

Cherie Copithorne-Barnes—fourth-generation rancher, CEO of CL Ranches, and First Vice-Chair of the Board at the Calgary Stampede was awarded an Honorary Doctor of Laws (Hon. LLD) Degree by the University of Calgary. ABP congratulates Cherie on this recognition of her contributions to the beef industry and her community.

Photo credit: The Calgary Stampede



Scan to learn
more about
Cherie's story.



ESA NOMINATIONS OPEN

Nominations for Alberta's prestigious Environmental Stewardship Award (ESA) are now open.

The ESA recognizes cattle producers who go above and beyond in their commitment to environmental stewardship.

The 2026 ESA recipient(s) will receive a commemorative gate sign and an all-expenses paid trip from anywhere in Alberta to the Alberta Beef Industry Stampede Summit in Calgary, AB.

Nominations must be received by 11:59 p.m. on March 15, 2026.

Meet past recipients and learn more at albertabeef.org/environmental-stewardship-award/.



YOUNG CREATORS CONTEST

ABP's Young Creators Contest continues for a second year—open to youth of all ages from pre-school to young adult. Participants will have the chance to win exciting prizes—and entries may also be featured on ABP's online platforms.

Submissions deadline:
January 10, 2026.

For full contest details, visit
albertabeef.org.



2025 ABP ANNUAL REPORT RELEASED

Alberta Beef Producers' 2025 Annual Report is now available for download. Read it here:



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Ways to Minimize Shrink When Handling Cattle

BY HEATHER SMITH THOMAS

Credit: Taken at Redline Livestock by Layton Photography

ONE OF THE COSTS WHEN SELLING CATTLE IS SHRINK—POUNDS LOST WHEN CATTLE ARE STRESSED AND EMPTYING THEIR BLADDERS AND DIGESTIVE TRACT. THE BODY WEIGHT OF INDIVIDUALS MAY VARY. MORNING WEIGHTS, WHEN CATTLE ARE RELATIVELY EMPTY, ARE LESS THAN MID-DAY OR EVENING WEIGHTS WHEN THE GUT IS FULL, UNLESS THEY WERE HELD OFF FEED BEFORE WEIGHING.



There are two kinds of shrink—gut shrink and tissue shrink. Whenever you start moving cattle, gut shrink starts immediately, especially if they are nervous and urinate and defecate more. This kind of shrink is temporary if they have access to feed and water after they are handled, transported, etc.

Tissue shrink is more serious, due to fluid loss within body tissues. This can start at the same time but is more severe when cattle are off feed and water longer—such as a long transport or prolonged handling. An example would be if a rancher gathers cattle, works and sorts them, puts the calves on a truck and sends them to a sale barn and they didn't have feed or water. If they don't eat or drink for 24 hours or longer with no way to replenish fluid loss, they become dehydrated—fluid loss from muscles and other body tissues. This type of shrink takes longer to resolve than fill shrink; water in the tissues is harder to replace quickly.

Shrink losses of up to 10 per cent of body weight are common in cattle held off feed and water for 24 hours, and in some circumstances shrinks of up to 18 per cent occur.

It takes longer for the animal to recover from this type of weight loss, and it can be detrimental to health. One reason why cattle, and especially calves, may have a hard time recovering from tissue shrink is that after 24 hours of being held off feed, some of the important microbes in the rumen die off, making it difficult for the animal to digest feed when it does start eating again.

A long truck ride can result in excessive shrink. A study in Iowa looked at the time it takes for calves and yearlings to regain in-transit weight loss after arriving at a feedlot. The cattle were hauled an average of 660 miles. At point of departure the yearlings averaged 673 pounds and calves 504 pounds. During shipment the yearlings lost 9.62 per cent of pre-shipment weight; the calves lost 9.46 per cent. The yearlings required 16 days and the calves 13 days to recover the weight loss.

Credit: Ciara Sandan Photography

Mature cattle may lose a lot of weight if held off feed and water for 24 hours or pass a lot of manure and urine in a short time, as when exercising or excited. They lose about 8 to 10 pounds per defecation or urination; a gallon of fluid weighs about 8 pounds. Shrink losses of up to 10 per cent of body weight are common in cattle held off feed and water for 24 hours, and in some circumstances shrinks of up to 18 per cent occur. Research has shown that about 60 per cent of excretory shrink loss is due to manure passage and about 40 per cent due to urine secretion.

Some buyers insist that cattle be held in a corral overnight without feed before weighing, or gathered from pasture early in the morning before they have a chance to graze and drink. If cattle are weighed at the ranch or won't be hauled very far for weighing, the buyer may want a certain percent of the weight (at the scale) subtracted, before

the price per pound is calculated. This "pencil shrink" is deducted from actual weight—to base the price on a weight that would be more equivalent to "shrunk" weight.

Dr. Colin Palmer, Associate Professor, Department of Large Animal Clinical Sciences, Western College of Veterinary Medicine, University of Saskatchewan, says shrink is often misunderstood—especially its drawbacks to cattle health. Cattle stay healthier and bounce back faster after transport and sale if they are not excessively shrunk during this stressful time.

Shrink, and the stress involved, which hinders the immune system, may make these animals more vulnerable to disease. Cattle that don't experience as much stress and shrink during sorting and transport are more likely to stay healthy. Calves sold right off

STUDIES ON SHRINK AND EFFECT ON HEALTH

Dr. A. L. Schaefer, a research scientist (animal physiology), serves as an adjunct professor at two Canadian universities and has published over 120 scientific journal manuscripts. Former president of the Canadian Society of Animal Science, former editor of the Canadian Journal of Animal Science and an editorial board member of several foreign scientific journals, he has worked on numerous studies addressing problems associated with shrink.

"Some years back, meat scientists at the Lacombe Research Center told me they were seeing muscle shrink and dark cutters and wondered what was happening with these cattle," he said. Schaefer explained that cattle are prey animals; their survival tactics are to fight or flee from predators (short-term stress). They are not programmed to handle being gathered and sorted, weighed, held overnight in pens without feed, loaded or unloaded, or transported long distances. Cattle sent to slaughter may experience several hours of transport, after which they are held in pens overnight prior to slaughter—and typically lose 6 per cent or more of their weight and then show degradation in meat quality.

"We started to measure some of the stressors. At that time, part of the attitude in the beef industry was that

shrink is just loss of fluid from the gut. Many people thought shrink is good, so the buyer doesn't have to pay for useless water," said Schaefer.

"We looked at composition of fluid loss—dissecting slaughtered animals, comparing the ones with greater shrink with those of lesser shrink, to see where weight loss was coming from. About half the loss was from the GI tract and about half from muscle tissue. Loss of muscle in finished animals results in reduction in carcass yield and quality," he said. When animals lost fluid from tissues the meat became tougher.

"The energy and water that's been lost is important. That fluid and material in the stomachs is what provides energy to counteract stress, so it is important to keep cattle watered." Stress triggers cortisol release, and long term stress (more cortisol) hinders the immune system. This is why some calves (barely weaned, long transport) get sick after they get to the feedlot. Preconditioning allows calves to get past initial stress and become accustomed to new ways of accessing feed and water. They can better tolerate the stresses they encounter at sale time. With finished cattle, feedlots today try to have same-day slaughter, and stop the weight slide and stress impacts as soon as possible.

their mothers are best sold at home rather than hauled to a sale, because they won't eat much during the first 18 to 24 hours after weaning. Even if they have feed and water in front of them, they shrink as much as if they were held off feed and water.

Cattle on lush green feed, silage, or high-protein alfalfa hay will shrink more than cattle on drier grass pasture, grass hay, or other low-moisture feeds.

Calves do better if weaned a few weeks ahead of selling—given time to adjust to weaning—especially if held long enough to start gaining weight again. Selling only a week or two after weaning may result in the loss

of actual body weight. If they are sold after being fully weaned, they're not stressed and will shrink less if they have to be in a corral or hauled before weighing.

Cull cows sold right after you wean their calves may not eat much because they are stressed over losing their calves. "Weaned calves or yearlings generally don't shrink as much. Cull bulls sold and weighed directly off the ranch don't shrink as much as bulls hauled to sales," Palmer said.

When taken to new surroundings at a sale yard and held overnight, bulls may spend more time fighting or walking the fence than eating. Any animal that is exercising or emotionally upset will shrink. Other stresses include hot weather, stormy wet weather and high humidity; cattle won't eat well during these times.

Cattle on lush green feed, silage, or high-protein alfalfa hay will shrink more than cattle on drier grass pasture, grass hay, or other low-moisture feeds. One study showed that cattle from dry pasture had a 3.5 per cent shrink after a two-hour haul, compared to 5.3 per cent shrink for cattle off lush green forage.



Credit: Sam Wirzba

Palmer points to a study showing that allowing calves to consume forage before being sorted and shipped can reduce the amount of shrink by up to 2.9 per cent. It helps if they are not “empty” before a long truck ride. “A study done at Kansas State University and University of Arkansas reported that steers gathered at daybreak from pasture and placed in holding pens without feed or water lost 1.25 per cent of their body weight per hour during the first 2 to 2.5 hours, and 1.61 per cent of their body weight during the next 2.5 to 3 hours,” said Palmer. Cattle tend to defecate and urinate more when they are nervous. A 30-minute roundup into the corral may result in 1 per cent shrink.

“Loading, hauling (less than 100 miles), unloading and weighing will generally create an additional 2.5 per cent shrink; sorting or waiting an extra hour before weighing will be another 1 per cent; 12 or more hours without feed or water before weighing will be an additional 2.5 per cent, etc. Cattle that have been sold and held by an order buyer or for resale often recapture their shrink and weigh significantly more the second time—even if it’s just a few days—due to shrink from the poor handling prior to the first weighing,” he said. There is often a great deal of money lost to the producer because of shrink.

You may not be able to do much about the price you get for your cattle, but you can do things to minimize shrink. Try not to sell during bad weather. Avoid rough handling, poor feed, and dirty water in the holding corral, since cattle may refuse to drink, delays in transport or weighing after cattle are gathered, or overloading or under-loading trucks. Crowded cattle are more stressed and nervous. Under-loading can increase shrink since it allows cattle to move around in the truck.

The biggest mistake people make is hurrying—not handling cattle quietly and slowly on sale day. It pays to have good facilities where cattle can be worked through and loaded easily. Take whatever time is needed to do it slowly and gently. Gathering should be done calmly, such as luring cattle into the corral with feed rather than chasing. Plan ahead and do sorting ahead of sale day. If calves are already weaned and sorted or if your cull cows are already in a separate pen or pasture from the rest of the herd, they will have regained temporary shrink from the sort and can be moved quietly onto the scales or truck with a minimum of shrink. 🐮

MORE MARKETING TIPS

Reid McDaniel, Feedlot Specialist, South Dakota State University, offers tips to producers when marketing cattle. “Many things play into how much shrink cattle experience. This will vary depending on hydration and feed status before they get on the truck to the feedlot or sale barn. How they are handled before they get on the truck also has a huge effect,” he said.

“If they leave the farm and are on a truck for 18 to 22 hours, this is quite stressful. This is not as common in our part of the country, where most cattle are fairly close to a feed yard, but if cattle come in looking gaunt, and it’s been hot in the truck, we try to get water and feed into them before we do anything to them, for at least 24 to 48 hours.” They need time to recuperate before being subjected to additional stress.

“When you compare the effects of handling cattle and shipping them, versus simply holding them off feed and water, the handling/shipping has a larger impact on the amount of shrink.” Low-stress handling cattle is crucial, to help reduce shrink.

With fed cattle, shrink must be estimated correctly. “If you don’t get it estimated right, and your pay weight ends up very different from actual weight (if they actually weigh a lot less when they show up) you essentially went down the highway throwing out money. If your real-life shrink is much more than your calculated shrink, you will never regain that money.”

Most cattle, when they leave a feed yard, depending on how close they are to a packer, will have a pencil shrink of 4 per cent on average, put on by the packer. “Some of the feedlots that are closer might use a 3 per cent shrink,” McDaniel said.

Alberta VBP+ Update

BY CALE PLACE, VBP+, AND EMMA CROSS

WITH THE COWS HOME AND A BIT OF A LULL BEFORE CALVING STARTS, THERE'S NO BETTER TIME TO CATCH UP ON SOME OPPORTUNITIES WITH THE VERIFIED BEEF PRODUCTION PLUS PROGRAM.



Credit: Sam Wirzba

Applications are still open for the Alberta VBP+ Incentive. Thanks to \$1.9 million in funding for VBP+ through the Sustainable Canadian Agricultural Partnership (Sustainable CAP), this initiative allows eligible cattle producers to apply for rebates to help fund adoption of best management practices on the farm. Approved projects are funded at a rate of 50 per cent, up to a maximum of \$2,500 for the training stream and \$5,000 for the audited stream.

Producers can receive funding for more than one project provided they do not exceed the maximum amount for their stream during the program term (April 1, 2023 to March 31, 2028). If an operation receives the maximum \$2,500 for the training stream and then completes the VBP+ on-farm assessment process, they would then become eligible for another \$2,500 in funding.

At this time, the incentive is not available to secondary operations if the primary operation they are certified under has applied. For example, if an operation runs two herds under the separate ownership of parents and children, but all management is the same, they may choose to pursue a primary certification in the parents'

name, and an additional certification linked to it under the child's name. If the parent has applied for the Alberta VBP+ Incentive, the linked child's operation is not currently eligible to apply.

If you are not yet trained in the VBP+ program or it has been a while since you took the VBP+ training, now is an excellent time of year to brush up on best management practices. VBP+ 2.0 training is available online through the Canadian Cattle Learning Centre. An enrolment key is available to waive the cost of the training. If you are interested, reach out to Alberta VBP+ Technician Cale Place at calep@albertabeef.org.

There are changes coming to the Health of Animals Act which will impact beef producers in the year ahead. The Canadian Food Inspection Agency will require producers to report any movement of cattle within a period of seven days, instead of the current 30. In addition, movements of livestock between premises will now need to be reported. This requirement will include movements to livestock shows, community pastures, and assembly points like auction marts. Cattle moved onto pastures owned or leased by the same producer with no other commingled cattle will not need to be reported.

Producers are encouraged to read about the coming changes to the Act in the *Canada Gazette*. To help support producers in adjusting to increased administrative requirements, the VBP+ Incentive program funds RFID tag readers and data management software programs. In addition to advancing their animal movement record-keeping, producers are encouraged to review the biosecurity best management practices in the VBP+ training and producer manual to help do their part in preventing the introduction of a pathogen like foot-and-mouth disease to Canada. ▼

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Mental Health and Wellness

CHANGING THE DIALOGUE AROUND OUR WELL-BEING.

BY BRENDA SCHOEPP

It's not your average deck of cards. There are no kings or queens and the game involves as much talking as it does thinking. It can be played alone like solitaire, in pairs, as a family or with a team.

Conversation cards they are called—and there are thousands of these decks found in homes, on farms and ranches, in tractors and in offices, across Australia. The questions vary but they do not pry and it's an easy way to get talking.

I am holding a card that asks: *"What is the one thing you would tell your 18-year-old self?"* Now that is an interesting question and through the answer there are sure to be some secrets shared and insights about the journey that bubble to the top. After all—we would all love to have a chat with our young self and maybe remind that human to show up, slow down or go see their mother.

Maybe the thoughts would be about patience, acceptance, confidence, contact or education. It may be regrets about

not getting a guard for the auger or tightening that cinch before the injury or getting a ring for that gal that slipped away. Perhaps it's the guilt of being a working mom that needs to be self-forgiven or the words of love that never left grandpa's lips that still wish to be said.

Laugh, cry, lament or sigh—it's all about the journey and something as simple as an ice breaker in the middle of tension might be all we need to smile for a while. Even better, we can feel good about what we got right from 18 years to this day!

Australia's *ifarmwell* has a purpose of growing farmers' wellbeing. They know stress is a personal thing and often private, so instead of talking to folks about mental health, they invented a way for farmers and ranchers to *think* about it themselves.

After all, there are some abiding principles: no one has authority to tell another how to run their outfit or their life. We can however, share in a conversation with questions that may linger long after the card is dealt and the coffee cup sits empty on the table.

“How would you like the next generation to remember you?” allows us to consider all the aspects of our life. Set in such a positive way, it gives acknowledgement to what has to happen to see that vision come true. It leads the person to consider what then has to change. And that, in itself, addresses layers of internal struggle that can now be artfully reconstructed.

Our continuance, our being here, is really important to those around us as our world is created to be relational. It is in relationships that we find our peace, inspiration and our joy. They don’t have to be complicated affairs, just authentic interactions between people. And surrounding ourselves with authentic people is important.

When someone who genuinely cares pulls the card that asks: *“What keeps you up at night?”* they are authentically interested in the answer. It might be a tough query, hard to admit—or embarrassing. But if it keeps us up at night, it already lives in the house—may as well ghostbust it with acknowledgement and face it square on and then work through it together. The alternative is simply more worry.

Gratitude in itself is a way of living.
It is seeded into the earth upon
which we stand and worn like our
favourite jeans.

Worry is about as useful as the neighbours’ steer in the breeding paddock—without purpose, still eating away at the grass and elusive enough not to be caught. What



worry does is seep into the program just enough to create a nuisance and cost us a little money. We are somewhat distracted, a little less productive and sometimes less loving. As it drains the resolve that we so carefully crafted—thoughts that are less welcome start to take hold. We, however, have the power to shift that dialogue.

Here’s a question that can alter our thoughts: *“What are the three things you are most grateful for?”* This dismisses worry in a hurry. There is no space for it in a positive mindset of gratitude. A dear friend often says that each day we wake up with two gifts—a chance and a choice. That speaks to us even on the days that dawn with great sadness. We still have abundance in that chance and that choice and for this we can be thankful.

Gratitude in itself is a way of living. It is seeded into the earth upon which we stand and worn like our favourite jeans. There is not a lot that can shake it but when that does happen, we have another card to yet play: *“What do you like most about doing what you do?”*

Hopefully there is a long list to reflect upon, as this is our moment on the podium where we shine with pride. Of course there will be gaps, especially between working partners. For example, one partner may love ranching and all the aspects that go with it except for a few things —like sorting cattle with their spouse.

This presents an opportunity to talk about how to best communicate ahead of time and in the pen/field/office so there is a clear understanding of what is expected from both parties. You want your partner to sit down to dinner with someone they actually like at the end of the day and to enjoy the business wholly.

The beef industry is both publicly and internally seen as steeped in tradition and thought patterns are often, and wrongly, interpreted as if we shall 'go it alone without complaint'.

There is no red ribbon for independence...



...and all new business models reflect a need for extensive communication, collaboration, and cooperation. So much emphasis is put on communication that constantly reinforcing the purpose or the “why we are here” is seen as the single most foundational piece in business success. Young employees really get this.

As one very successful farmer shared “It’s not me that makes this farm work.” It was everyone around him from his partner to his employees, to his community and his customers.

In the beef industry, we have a model to go by. Think of the typical branding which is a community or at least multi-family event. Grow from that model. Keep building relationships and ask for some help. Then hang out, go out, travel a bit, shop a lot, throw a ball or play cards! Just wondering: “*When is the last time you laughed out loud?*”

Talking about how we are doing and what it is we dream is not only okay, it can be fun and easy. It is just a matter of changing the dialogue.

In reality, we are all stressed and have wellness challenges. In these times the familiar can be welcome.

Tradition, especially family tradition, can be grounding and a welcome familiarity. Asking yourself and everyone around the table this question opens the gates to comfort and security: “*What is the family tradition that you love and hope to continue?*”

What a lovely way to defuse tension and shift the conversation to what really matters. We matter. Our family matters. What we collectively believe matters. Our values matter. Our traditions are honoured and respected. They can live in tandem with our personal growth.

Personal growth sometimes also means leaving some of the traditional business aspects behind so we can self-identify. Feeling stuck is no fun and it can lead to all kinds of mental and physical stress and can chip away at our confidence. It need not be that way. We have tools and resources around us and we are gifted with the power that will take us to higher levels of thought.

The most important thing we can do is to give ourselves permission to have the down time or the “head space” as we call it, to work through issues and allow for creative thought. Our farms and ranches, beef and related businesses and our roles within them are all unique.

In a meeting of ranchers and farmers from around the world we discussed this very topic. “I cannot progress without giving myself the head space to think” shared one guest. Not only do we require this but our partners, families and teams need to know and respect it for each other. Downtime, is the most productive time of all.

I am shuffling the *ifarmwell* cards one more time and this question pops up as if on cue: “*What is something you have dreamt of doing for some time?*”

I will leave you with that question and with the knowledge that we can change the dialogue when it comes to talking about wellness by asking positive and engaging questions. Questions that make us think about our overall health and the direction we are traveling. And questions, that make us smile and laugh out loud.

May your journey be blessed. ▼



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OH Ranch Branded Beef

YOUTH AMBASSADOR PROGRAM KICKS OFF

BY BRAD BRINKWORTH

Twelve youth gathered at the Calgary Stampede's OH Ranch this fall for Steer Selection Day, the official kickoff to the Calgary Stampede's 2025–26 OH Ranch Branded Beef Youth Ambassador Program.

Youth Ambassadors observe the group of steer calves and take notes during the selection session at the OH Ranch's Steer Selection Day.
Credit: Calgary Stampede / OH Ranch



The day brought together this year's ambassadors and their families for orientation, hands-on learning, and the key event: selecting the steer each youth will raise and show at the 2026 Calgary Stampede Junior Steer Classic.

PROGRAM OVERVIEW

Now in its third year, the OH Ranch Branded Beef Youth Ambassador Program provides youth aged 14 to 18 with practical experience in evaluating, raising, feeding, and presenting a steer. Ambassadors select their calf in the fall, care for it through winter and spring, and present it at the Stampede in July.

Steers are then sold at auction, with 80 per cent of proceeds returning to the youth and 20 per cent reinvested into the program. Applicants are chosen based on their ability to house and raise an animal, as well as a written essay about their goals.

This year's ambassadors include 11 from across Alberta and one from Saskatchewan:

Tayden French, Brandt Lyster, Austin Cartwright, Shepherd Ostermeier, Dawson Finnerty, Heidi Pas, Sierra Brand, Brooklynn Konynenbelt, Kurtus Pierson, Reese Morison, Rebecca Porter, and Quinn Pedersen.

WELCOME & ORIENTATION

The day began with greetings from Calgary Stampede CEO Joel Cowley, who outlined the purpose of the program and set the tone for the year ahead.

"You're not just raising a steer—you're learning how to evaluate, feed and present one," Cowley told the group. "We want you to come away from this program with confidence—not just in showing cattle, but in knowing what quality looks like."

Following Cowley's welcome, ambassadors received a briefing on program expectations, feeding fundamentals, animal management, and the yearlong schedule of learning sessions.

JUDGING AND SELECTION CLINIC

Before heading to the pens, Cowley delivered a condensed selection and cattle-judging clinic, drawing on decades of experience in livestock evaluation.

He walked youth through key traits to evaluate in commercial steers, including: balance and eye appeal, muscle expression, volume and capacity, structure and movement, and finish and freshness of condition.

Cowley emphasized the importance of starting with the final product in mind, encouraging ambassadors to picture how the steer will grow and develop over the year.

"Whenever you pick out an animal, start with the ideal in mind," he says. "Compare that animal to your mental picture of an ideal steer, and it becomes clear what you'd like to see more of—depth, width, structure, muscle.

"You don't have time to compare every calf to every other calf. Compare each one to the ideal, and your first impression will tell you a lot."

The clinic prepared participants for the practical portion of the day: assessing the group of calves available for selection.



Joel Cowley, Calgary Stampede CEO, talks judging fundamentals at the OH Ranch.
Credit: Brad Brinkworth

SELECT-A-STEER

In the main corral, 15 steers from the OH Ranch herd were put through their paces. Ambassadors evaluated each animal based on the criteria outlined in the judging session—using clipboards, jotting notes, and discussing observations with their parents as they made their choices.

A draw determined the selection order. One by one, ambassadors stepped forward and chose the steer they will raise until Stampede time.

NEXT STEPS

With the selection process now completed, the real day-to-day work begins. Ambassadors will now begin daily feeding, grooming, and management routines, while submitting progress reports to program coordinators.

Throughout the program, the ambassadors will also participate in virtual and in-person sessions covering animal health, nutrition, marketing, and the broader beef value chain. They also show their steers at smaller events as practice toward the main showing at Stampede, all with support from Stampede's volunteer Livestock Competitions Committee.

In July, the youth will reunite at the Calgary Stampede to show their steers in the Junior Steer Classic, where class winners, champions, and the overall top ambassador will be recognized.

HOW TO APPLY

Applications for the next intake of the OH Ranch Branded Beef Youth Ambassador Program typically open in late summer. Youth aged 14 to 18 who are interested in applying must:

- Be able to house and raise a steer
- Submit an application and short written essay
- Demonstrate interest in beef production and livestock education

More information will be available through the Calgary Stampede's Livestock Competitions webpage once the 2026–27 intake opens. 🐾

The 2025–26 OH Ranch Branded Beef Youth Ambassadors. Back row (L–R): Tayden French, Brandt Lyster, Austin Cartwright, Shepherd Ostermeier, Dawson Finnerty, Heidi Pas, Sierra Brand, Brooklynn Konyonenbelt. Front row (L–R): Kurtus Pierson, Reese Morison, Rebecca Porter, Quinn Pedersen. Credit: Calgary Stampede / OH Ranch





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Canada Beef Year-End Update

BY GINA TEEL,
DIRECTOR, STAKEHOLDER COMMUNICATIONS, CANADA BEEF

The World Meat Congress, held in Cuiabá, Brazil, in late October, provided a powerful and timely global perspective on the forces shaping the future of the animal protein sector to more than 600 meat industry leaders.



Hosted by the International Meat Secretariat, the World Meat Congress focused on the global structural shift underway in how food is produced, traded, consumed, and valued. At the same time, demand for beef is growing, sustainability and production practices remain key topics, and consumers are more than ever at the forefront of priorities, noted Canada Beef President Eric Bienvenue.

Managing both paths effectively will require clear communication, leadership in sustainability, scientific credibility in health messaging, and proactive global engagement. Bienvenue noted many of the topics discussed in Brazil intersect with initiatives developed by Canada Beef in recent years to heighten visibility and profile in domestic and international export markets, and that the team will build off these successes going forward. Canada Beef is well-positioned to manage the challenges and opportunities that lie ahead.

Canada Beef's proposed investment plan for fiscal 2026-2027 represents a recalibration of strategies to drive value for Canadian beef and veal and protect market share during a challenging period defined by a shifting global protein landscape and ongoing market volatility and trade tensions. A continuation of the tight-supply, high-demand scenario throughout this period will place sustained upward pressure on retail beef pricing. Prolonged exposure to increasingly expensive beef may test consumers' resilience.

Canada Beef's proven ability to innovate will be more important than ever as we navigate through 2026-2027.

The plan will manage this and other factors with a variety of tactics and strategies. For example, increased emphasis will be placed on enhancing Canada Beef's credible nutrition and health narrative about beef as a health-supporting food and new and meaningful ways for consumers to connect with Canadian beef and deepen brand affinity will be implemented. Digital engagement will be enhanced and resources optimized to increase mindshare with consumers. The development of artificial intelligence approaches leveraging the Beef Information Database, with a focus on developing generative chat bot (virtual assistant) tools for use by Canada Beef as well as industry partners, will continue. These awareness building efforts will also boost public engagement with important consumer initiatives like the Canadian Beef Information Gateway. Collaboration with industry partners will increase to improve marketing efficiency.

Market diversification will remain a priority given the troublesome evolution of geopolitical tensions, ongoing tariff threats, Made in America, and the renewal of the Canada-United States-Mexico Agreement (CUSMA) in 2026. While the U.S. remains Canada's most important export market, efforts must continue to open markets to maximize returns with other export customers.

Canada Beef delivers marketing initiatives in more than 20 countries, working with Canadian beef suppliers, importers, distributors, retailers, foodservice operators, and government partners. Marketing programs are tailored to each region with messaging focusing on attributes most important in each market. These efforts ensure Canadian beef maintains and grows its presence and market share in highly competitive markets, getting the right cut to the right market to maximize carcass cut-out values. Export markets contribute more than \$1,421 in revenue (on average) for each animal harvested in Canadian processing plants.



L-R: Canada Beef President Eric Bienvenue and IMS President Dr. Juan José Grigera Naón at World Meat Congress.



View the latest International Market Intelligence videos at
[cdnbeefperforms.ca/
 international-market-videos/](https://cdnbeefperforms.ca/international-market-videos/)

Canada Beef's proven ability to innovate will be more important than ever as we navigate through 2026-2027. Our highly adept team—along with oversight from the Canadian Beef Check-Off Agency's Market Development and Promotion Committee—will manage periods of market uncertainty efficiently and effectively and rely on proven contingencies to adjust business plans proactively or as required.

The plan supports Canada Beef's mission to create value for producers and the entire beef value chain through impactful and innovative marketing solutions to enhance demand, experience, and awareness.

Lastly, with the Christmas holidays fast approaching, Bienvenue would like to take a moment to thank Canada's beef producers for their continued support.

On behalf of the entire Canada Beef team, please accept our best wishes for a happy and healthy holiday season and a new year filled with peace, joy, and prosperity. 🍷

Canadian Beef Farmers are Leading in Global Sustainability, and the Proof is in the Numbers

BY JENNA SARICH (M.SC.),
TECHNICAL CONSULTANT AND ANALYST
CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF

AS A CANADIAN RANCHER, YOU HAVE A POWERFUL STORY TO TELL. THANKS TO GENERATIONS OF LAND AND CATTLE STEWARDSHIP AND THE DAILY DEDICATION OF PRODUCERS LIKE YOU, BEEF RAISED IN CANADA IS RECOGNIZED GLOBALLY AS BEING AMONG THE MOST SUSTAINABLE IN THE WORLD.

Canada is one of the most efficient beef-producing countries in the world, generating 52 per cent fewer greenhouse gas (GHG) emissions per kilogram of beef when compared to the global average¹. From 2014 to 2021, greenhouse gases to produce each kilogram of Canadian beef declined by 15 per cent, a result of advanced genetics, feed efficiency, and management practices^{2,3}. This puts the Canadian beef industry on track to reach its 2030 goal of a 33 per cent reduction in emissions intensity^{3,4} while achieving healthier and more productive cattle. This is a win-win both for producers' pocketbooks and the industry's footprint.

And of course, the story of Canadian beef cannot be told without the story of Canada's grasslands. Land used for grazing cattle is one of the country's most important ecosystems. Backed by science, metrics from CRSB's National Beef Sustainability Assessment (NBSA)³ make it clear that Canadian beef is more than just food.

According to the CRSB's 2024 sustainability assessment³, land used to raise beef cattle stores 1.9 billion tonnes of soil organic carbon—nearly 40 per cent of all carbon in Canada's agricultural soils. Of those 1.9 billion tonnes, Alberta holds almost half (48 per cent), highlighting the

province's critical role in storing soil organic carbon³. Most of this carbon is found in Canada's native grasslands (67 per cent), followed by tame pastures (24 per cent) and cropland (9 per cent).

To put it into perspective, the total carbon these landscapes currently store is equivalent to the annual emissions from over two billion passenger vehicles^{3,5}.

Beyond carbon, land used to raise beef cattle provides critical wildlife habitat. While the overall habitat capacity across Canada's agricultural land has declined, the share provided by grazing land used for beef cattle has actually increased³. When considering all crop and pastureland combined, land used for raising beef cattle provides 74 per cent of reproductive and nesting habitat and 55 per cent of feeding habitat for Canada's wildlife. Alberta's landscape is an important contributor—considering Alberta's crop and pastureland, land for grazing beef cattle provides 87.5 per cent of the reproductive habitat on which Alberta's wildlife rely³. Over 60 species at risk rely on grasslands—landscapes maintained by farmers and ranchers because of grazing, not in spite of it.

Beef cattle also contribute to local circular economies by upcycling what humans can't or won't eat—in fact, 86 per cent of global livestock feed is not fit for human consumption⁶. In Canada, beef cattle consume by-products such as culled vegetables, distillers' grains, crop residues, and downgraded crops, converting them into high-quality protein, while diverting food waste from the landfill and supporting food security and local economies.

Canadians have a strong and growing level of trust in beef farmers and ranchers. According to a 2025 Consumer Research survey conducted through Public and Stakeholder Engagement, 70 per cent of Canadians hold a positive view of beef farmers, reflecting a seven-point increase in just one year. In Alberta, this trust is even higher, with 76 per cent expressing positive perceptions. Support for beef as part of an environmentally friendly diet is also on the rise. Nationally, 74 per cent of Canadians agree beef is an environmentally friendly food choice, up 14 per cent since 2023, with Alberta leading the way at 80 per cent.

Canadian beef is more than just a source of protein—it's providing ecosystem services, maintaining grasslands, supporting the Canadian economy, while contributing to a resilient Canadian food system.

These numbers reflect your hard work and dedication. Earlier this year, CRSB showcased that story through a public-facing campaign estimated to reach more than 19 million Canadians. You can share this story, adding your voice to show your contribution to building a sustainable food system here in Canada.

The dedication Canadian farmers and ranchers have towards caring for the animals, protecting the land, and providing nutritious protein is the foundation of Canada's reputation as a leader in beef production. Behind every positive metric is a lot of hard work and commitment from people like you raising Canada's beef cattle, and for that, we as Canadians are very proud. ▼

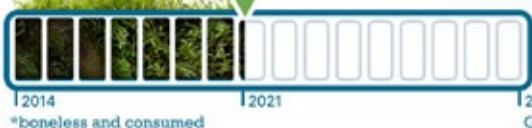
- 1 Food and Agriculture Organization of the United Nations. (2022a). GLEAM v3 emissions dashboard. Global Livestock Environmental Assessment Model (GLEAM).
- 2 Aboagye, I. A., Valappil, G., Dutta, B., Imbeault-Tétreault, H., Ominski, K. H., Cordeiro, M. R., ... & McAllister, T. A. (2024). An assessment 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>
- 3 Canadian Roundtable for Sustainable Beef. (2024a). National Beef Sustainability Assessment: Environmental and Social Assessments. Calgary, AB: Groupe AGECO.
- 4 Canadian Beef Advisors. (2020). Greenhouse Gas and Carbon Sequestration Goals. Canada's National Beef Strategy.
- 5 Natural Resources Canada, Office of Energy Efficiency. (n.d.). Greenhouse gas emissions calculator. Government of Canada.
- 6 Mottet, A., de Haan, C., Falcucci, A., Tempio, G., Opio, C. and Gerber, P., 2017. Livestock: On our plates or eating at our table? A new analysis of the feed/food debate. *Global Food Security*, 14, pp.1-8.

Canadian Beef – a shrinking greenhouse gas footprint

From 2014 to 2021, the carbon footprint to produce 1 kg of beef*

decreased
15%↓

on track to reach the 2030 beef industry goal of a 33% emissions intensity reduction.^{1,2,3}



¹Aboagye et al. (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>

²Canadian Roundtable for Sustainable Beef. (2024a). National Beef Sustainability Assessment: Environmental and Social Assessments. Calgary, AB: Groupe AGECO. (CRSB NBSA, 2024a).

³Canadian Beef Industry 2030 Goals: Greenhouse Gas and Carbon Sequestration Goal Factsheet (beefstrategy.com)

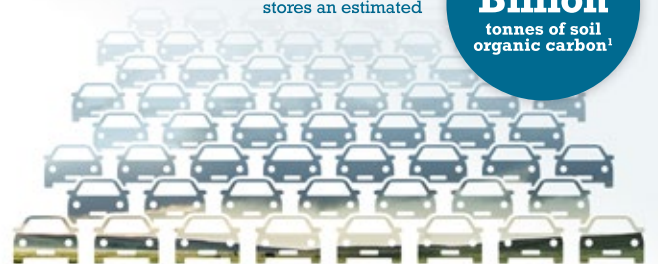
Funding for this project has been provided through the AgriAssurance Program under the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.



Canadian Beef and Carbon Storage

Land used for beef production stores an estimated

1.9 Billion
tonnes of soil organic carbon¹



equivalent to the CO₂ emissions of over two billion passenger vehicles over an entire year - that's emissions from 58 vehicles per Canadian!²



¹Canadian Roundtable for Sustainable Beef. (2024a). National Beef Sustainability Assessment: Environmental and Social Assessments. Calgary, AB: Groupe AGECO. (CRSB NBSA, 2024a).

²Greenhouse Gas Equivalencies Calculator | Natural Resources Canada (nrcan.gc.ca)

Funding for this project has been provided through the AgriAssurance Program under the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.



Government Relations and Policy Update

BY MARK LYSENG

IT'S BEEN A BUSY FALL ACROSS THE PROVINCE, AND LIKE MANY OF YOU, WE'VE BEEN TAKING THINGS DAY-BY-DAY. WHILE WE'VE MANAGED TO PUSH FORWARD SEVERAL STRATEGIC INITIATIVES, WE'VE ALSO HAD TO DIVE INTO THE WEEDS AS NEW ISSUES POPPED UP, SUCH IS THE NATURE OF WORKING ON BEHALF OF PRODUCERS AT ABP.

One of our top priorities this fall has been the ongoing gopher situation. ABP submitted a letter supporting Minister Sigurdson's request to the Pest Management Regulatory Agency for emergency use registration of 2 per cent liquid strychnine for Richardson's ground squirrels. In several parts of Alberta, the infestations have become severe. Our position has stayed the same: strychnine shouldn't be taken off the table without an alternative that works just as well. The replacement products simply haven't delivered consistent results, leaving producers frustrated, and at a certain point, shooting gophers is neither practical nor effective. This has been a steady push all summer, and we're thankful to Minister Sigurdson and Alberta Agriculture and Irrigation for being strong allies on this file.

We've also been working closely with the province on On-Farm Slaughter Operations (OFSO). This is a complicated issue with a lot of history behind it. When OFSO was introduced during COVID, ABP applauded the move because it provided producers

with a practical, local option at a time when other market pathways were shutting down. OFSO approvals let a producer sell the live animal and then handle the butchering afterward, not to be confused with mobile butchers, who operate under inspection and allow the meat to be sold directly.

ABP continues to support OFSO because, for many producers—especially those without easy access to inspected facilities—it's an important tool. It also gives producers flexibility in emergencies when salvaging the meat matters. That said, ABP believes there must be reasonable limits to protect the integrity of Alberta's food safety system. Producers have worked for generations to build Alberta's reputation for safe, high-quality beef. On-farm slaughter must remain practical, science-based, and grounded in real-world production conditions. Our goal is to maintain a regulatory environment that supports food safety and animal welfare while giving producers the flexibility they need to meet growing demand for locally sourced beef.



Looking ahead, water availability will be front and centre. The provincial government has proposed amendments to the Water Act that are expected to pass this fall.

This fall also brought a significant win for the industry. ABP has long pushed for meaningful reform to business risk management programs, with AgriStability at the top of the list. The program protects producers against swings in both input costs, like during drought, and revenue disruptions such as border issues. The new federal budget includes a 2025 AgriStability cap increase from \$3 million to \$6 million, along with the permanent addition of eligible pasture costs. This is welcome news. Historically, AgriStability has been difficult for cow-calf producers to trigger. Including pasture costs makes the program far more relevant to our sector and may reduce the need for repeated AgriRecovery responses in drought years. We're fortunate to have had strong support from Minister Sigurdson, AFSC, and Deputy Minister Jason Hale in helping move this across the finish line.

ABP also met with USDA officials this fall to discuss several key issues for our industry, including trade and animal disease preparedness. When it comes to disease

readiness, expectations on Canada are high, and rightly so. Our ability to quickly contain and manage any outbreak is crucial to maintaining market access. This remains a priority for us.

Looking ahead, water availability will be front and centre. The provincial government has proposed amendments to the Water Act that are expected to pass this fall. Many of the proposed changes are positive for beef producers: First-in-time, First-in-right (FITFIR) remains intact, and no provincial water fees were introduced. However, some elements raise concern, including mandatory water-use reporting and broad public disclosure of water-use information, similar to land titles. What was noticeably absent was meaningful recognition of groundwater and stock water, resources that are already stretched thin in many parts of Alberta. ABP will continue working with the province to ensure reliable and sustainable access to stock water for producers.

As we head into fall and winter producer meetings, I want to encourage producers to engage with the resolutions process. If there's an issue you want ABP to tackle, or a position you think we should take, bring it forward. Resolutions give us clear direction from the grassroots and help us understand what producers are seeing and feeling on the ground. Even when a resolution doesn't ultimately pass, it still provides valuable insight. At the end of the day, your voice drives the work we do. ▼



Credit: ShowChampions

50+ Years in the Making

KAYR Tremor crowned Agribition Supreme Champion Bull

For the Phillips family of Kay-R Charolais of Waskatenau, AB, winning Supreme Champion Bull at Canadian Western Agribition is the culmination of more than five decades in the purebred business. Together with their partners, KFC Farms Ltd. of Abbotsford, BC, and Didsbury, AB, they led KAYR Tremor 7015L to the most coveted title in Canada—a first Supreme win for both operations in the toughest Supreme Drive in the country.

“There are so many good cattle in that final drive,” says Kord Phillips. “If you go into Supreme thinking you should win it, you’re going to be disappointed a lot more times than you’ll be happy.”

He describes the moment as “pretty surreal and humbling.”

“You always hope you might have a chance, but a lot of stars have to align for it to happen. When they slapped Tremor, I could see Dad was kind of in shock—and I was in shock. I didn’t really move for the first five seconds. It’s something we’ll never forget.”

Their partners at KFC Farms echo their sentiments: “The Agribition Supreme title is highly sought after. We are very excited for the Phillips family and glad to be a part of it.” The Supreme slap was so unexpected that KFC owner Ken Friesen had already boarded his flight home, learning of the Supreme title while taxiing into Calgary.

Tremor’s story is a unique one. Sired by popular AI sire RBM Keystone H41 and out of the influential donor KAYR

Lainey 502, Tremor was purchased out of the 2024 Kay-R Bull Sale as KFC's first-ever Charolais bull.

The 502 cow has been a consistent producer: A full sister to Tremor sold to two breeders in Mexico, a maternal sister was Reserve in her division at Agribition, and seven ET maternal siblings were born at Kay-R this spring, but Tremor is the only bull from the Keystone x 502 mating.

Although the plan was always for Tremor to see the show ring, he has proven to be very much a working bull. He walked as a yearling at KFC Farms, and as a two-year-old, bred heavily at both operations. Kay-R expects 30 to 40 natural calves from him this spring, and KFC will offer a Tremor son in their April 4 bull sale.

"When we bought Tremor, we appreciated the shape and softness this bull had. Now, as a two-year-old, he has that added power and structural soundness. We are excited to see what next year's calf crop brings," says Ashley Anderson, KFC Farms manager.

Tremor's show career culminated this fall with Champion Charolais Bull at both Farmfair and Agribition before going all the way to Supreme. His first semen will be offered in the New Year's Resolution Sale on Dec 31.

The Phillips family is quick to credit the people behind the scenes—their fitting crew at the show and especially mom Arlana, who kept everything running at home during the fall show run. "We wouldn't be here without her." 🐮



Credit: ShowChampions



Credit: ShowChampions

SUPREME CHAMPIONS AT FARMFAIR



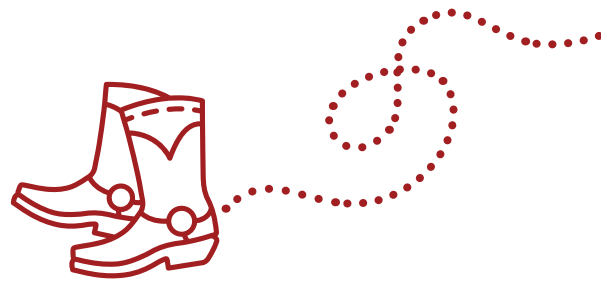
Supreme Champion Female and Champion Simmental Female
RF Scream 3121 (by RF Caliber 014G) and her calf RF Scream 5141 (by WHF/JS/CCS Double Up G365), exhibited by Kade Rancier, and Rancier Farms, Killam, AB



Supreme Champion Bull and Champion Angus Bull
Ter-Ron Eldorado 185L (by Greenwood Four Mile 47J), exhibited by Murray Ranches, Tilley, AB



Out and About with Alberta Beef Producers





Left page clockwise from top:

ABP and Farmfair International hosted the first Ringside Reception—a networking event for industry leaders, international guests, and policymakers held ringside during one of Canada's top purebred shows.

L-R: ABP General Manager Brad Dubeau; John Barlow, MP, Shadow Minister for Agriculture and Agri-Food, and Vice Chair of the Standing Committee on Agriculture and Agri-Food; Jason Hale, Deputy Minister; and ABP Chair Doug Roxburgh.

MP John Barlow joins Tyler Bullick, Simmental Show Judge, in selecting the Grand Champion Female.

This page top left: ABP Delegate Kailey Wirsta shared insights on cattle judging, animal husbandry, and the role cattle shows play in the industry. Thank you to exhibitors Hailey Jordan and Weston and Desmond Fahey for assisting with barn tours.

Above and left: More than 140 students and teachers participated in the Cultivate Summit, which included a barn tour and time ringside to experience the cattle show.

Below, left and right: ABP, Canada Beef, and Farmfair teamed up with award-winning Edmonton-based pitmasters Motley Que to present three free brisket demos—complete with tastings—on the final day of Farmfair.



"Even My Wife... Loves Cows Again!"



**The Date:
Jan. 31, 2026**

This year what can I say "this business has never been better." We joke in our house that now "even my wife loves the cows again." Record setting but very real. Calf prices, cull cow prices, bred female prices... never better. Most important these prices are based on solid fundamentals and are here for a long long time. We haven't had cow numbers this low since Harry S Truman was President and that was 75 years ago.

M.C. Quantock Bull Sale



"Canada's Bulls"

**350
BULLS**

Saturday, Jan. 31, 2026 12 Noon MST

Exhibition Grounds, Lloydminster, AB/SK All cattle in heated facility!

our customers just

Many folks tell us coming to our sale is on their bucket list. If you've always wanted to come, this is the year. We'll be ready with lots of fellowship, good food and lots of great cattle. Our sale is an "experience" and we'd love to have you come. If you can't make it, our highly successful Sight Unseen program is a customer favorite and easy to use. See you on January 31st
- Mac

- Our customers "just love" our fresh, virgin two year old bulls, they're just not available many places in any numbers... we sell nearly 400!
- Our customers "just love" that our bulls come from a big working cow herd raised under every day conditions... not purebred pampered.
- Our customers "just love" that we deliver bulls for free everywhere there are cows in Western Canada.
- Our customers "just know" that if there is trouble, we will look after them.
- Our customers have realized how easy it is to buy.
- Our customers "just love" that they deal with the owner... the guy that bred 'em, fed 'em and knows 'em

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two year old registered Red Angus Bulls



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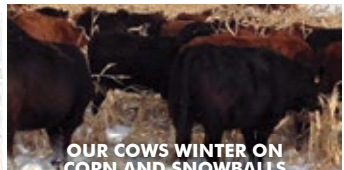
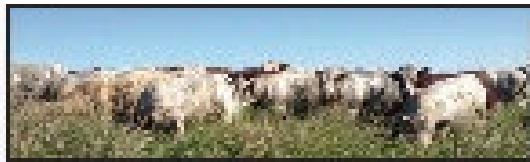
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How our bulls are developed...

We sell all summer born two year old bulls. We believe they are the ideal age and we can develop them to maintain soundness and longevity.

- Calves are born mid-May until the first week of July - grass calved - checked, tagged and weighed only once per day. No night checks, cameras or calving barn. (with this system problems eliminate themselves.)
- We wean in November, bull calves are backgrounded in big groups till spring on a silage based growing ration.
- By spring our bulls are well grown out but not fleshy... just perfect to take advantage of our grass.
- Bulls are sorted by breed and size into groups of 30-50 bulls.
- Bulls go to our management intensive grazing paddocks from late May or June until late October.
- Water is provided by solar systems or surface piped fresh water.
- We move bulls to fresh grass every two days all summer long.
- The pasture is a good quality, everyday, it ensures they grow well all summer. A real bonus here is that they are used to a man on foot and constant checking.
- As summer progresses we supplement the bulls with a low energy, high protein pellet made specifically to our specs and made of pea and lentil hulls. No starch, high fibre with added minerals and vitamins. (about the nutrient content of good alfalfa hay)
- In late fall the bulls are brought to our bull lots and placed on our silage based bull development TMR (total mixed ration). This is ideal because every mouthful the bull takes he has the right proportion of all nutrients, no bingeing on just grain. No barley or coarse grain is fed, just our bull development pellets.
- Our rations and protocols have been developed over years of experience to bring you the best, most durable bulls possible.



OUR COWS WINTER ON CORN AND SNOWBALLS



GOOD COWS "BELLY DEEP" IN GOOD GRASS

How our cows are managed...

- We maintain a large cowherd managed under commercial conditions to minimize cost and time, every cow is a registered purebred.
- Cows calve in May and June on stock piled grass - we do not feed our cows during calving... they rustle!
- They are grass calved in groups of 200 or so checked by one man once per day to tag and weigh.
- No night checks, cameras or calving barns.
- **Calving is what our cows do... not what we do!** (with this system problems eliminate themselves).
- Cows are sorted (paired out on horseback to have a good look at feet, udders, milk etc.) in late June to our breeding pastures.
- Our pastures are spread over 150 miles so nearly every one goes on a liner going somewhere.
- We use all natural service... Bulls go out August 1 for 60 days.
- Calves are weaned starting mid October to mid November group by group.
- Cows are left on grazing for as long as possible into fall.
- Cows move home and are wintered on standing corn in groups of 200 per quarter controlled with electric fence. Our objective is 200 cow/days per acre, they lick snow for water.
- Our cows go from the calving pastures to summer grazing and breeding, make a short stop at the home ranch for weaning, then on to the standing corn. **Corn to grass, grass to corn and on it goes, with no supplement feeding and no hauling feed or manure. I just believe that as soon as you put machinery or diesel fuel between a cow's mouth and what she eats, it does nothing but cost money.**

Why our Sight Unseen is so successful, so easy and used by more customers every year

"our sale is not online so our sight unseen is a perfect option"

"In the 20+ years we have been doing business together (sight unseen and at the auction) there has never been a bad bull from you. In Northwest Cattle's eyes, there is only one bull breeder in Canada to buy from!" - Neil Campbell & Family, AB Northwest Cattle

"I purchased 2 super baldies through the sight unseen program. Mac was great to deal with. I feel like I received exactly what he represented, what I had in mind." - Quinton Hendrickson, Wash. USA

"I've been purchasing bulls from Mac Sight Unseen for several years, have always been satisfied. Last year we did have a problem. Often in business you don't really know who you are dealing with until there is a problem. Mac was extra fair about the situation demonstrating extra-ordinary character." - Werner Stump, BC



Mac & Pat

Sight Unseen Purchase Plan

It may be your best way to buy, it's simple AND convenient!

- We will stage a normal live auction and we certainly encourage our customers to come view the bulls anytime before the sale, remember sight unseen is a foolproof option.
- I will personally visit with each and every customer, discuss your requirements and talk through bull choices.
- I know these bulls. My men and I have calved them, watched them grow, fed them and handled them. You deal with us not a third party.
- We guarantee your complete satisfaction. While we seldom deliver an unsatisfactory bull, it is entirely your choice to accept him on arrival...SIMPLY PUT - YOU MUST LIKE HIM WHEN DELIVERED OR WE TAKE HIM HOME NO PROBLEM.
- When you have viewed the bull book, the DVD and the photos, you and I will make a short list of your choices and discuss your budget.
- We will absolutely never bid on or buy a bull that you and I have not carefully pre-selected as being suitable.
- Most important...**WE DON'T WANT YOU TO PAY FOR THE BULL UNTIL YOU HAVE SEEN HIM YOURSELF** in the flesh at your ranch. Then and only then do you make settlement.
- You can call anytime at your convenience to talk bulls.

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Thanks *Mac*

Call/email...For the Free Bull Book a 75 page, 4 color "wishlist" of the best bulls available...Videos downloadable on our Website...
If you would like your own DVD mailed directly to you - Please call 1-800-561-2855 (BULL)

How Canadians Feel About Beef

SUBMITTED BY PUBLIC AND STAKEHOLDER ENGAGEMENT

THE WAY CANADIANS FEEL ABOUT BEEF MATTERS. IT INFLUENCES WHAT THEY BUY AT THE GROCERY STORE, WHAT THEY TALK ABOUT WITH THEIR PEERS, WHAT THEY SHARE ON SOCIAL MEDIA AND EVEN THE POLICIES THAT SHAPE AGRICULTURE.



One of the most impressive increases seen in the past year is the number of Canadians who agree that beef is an environmentally friendly food choice.

For beef producers, this isn't just background noise; it's a real factor that affects demand, market opportunities and the future of the industry. The good news is that Canadian beef has a positive story, and the message is being received. The latest consumer research shows a strong majority of Canadians have positive perceptions about beef farmers and ranchers and feel that beef is a healthy and sustainable food choice.

Each year, consumer research is conducted by Public and Stakeholder Engagement (PSE)—a check-off funded program that works to build public trust in the way Canadian beef cattle are raised. In 2024, perceptions were highly favourable and saw large increases across the country, especially in some key target demographics.

BEEF AS A FOOD

Confidence in Canadian beef as a safe (90 per cent agree) and healthy (86 per cent agree) food is exceptional and remains strong year after year among all demographics. Beef is ranked as the second most nutritious protein just behind chicken, however, younger Canadians (18-29 years old) rank beef as the most nutritious protein. The youngest surveyed demographic along with 30 to 44-year-olds have an increased desire to eat more beef while older Canadians are content with the amount they eat now.

BEEF FARMERS AND RANCHERS AND ANIMAL WELFARE

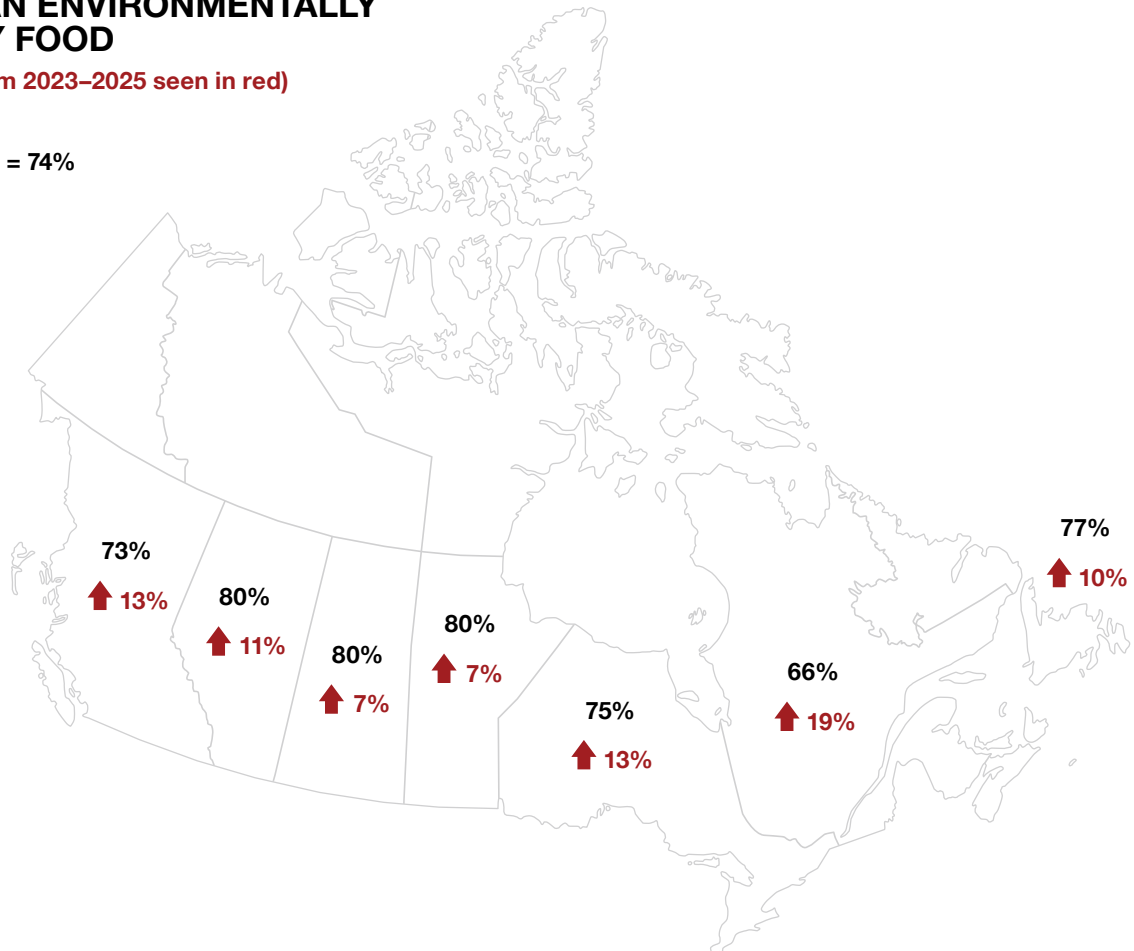
As usual, a large majority of Canadians have positive perceptions of beef farmers and ranchers (70 per cent). Of those that don't fall into the positive category, 25 per cent rate themselves as 'neutral' and only a very small percentage (5 per cent) express negative perceptions. When it comes to how Canadians feel about beef cattle welfare, 79 per cent rate the beef industry as humanely treating their animals—another category that has been on the rise and saw 5 per cent growth in the last two years.

PERCENTAGE OF CANADIANS WHO AGREE BEEF IS AN ENVIRONMENTALLY FRIENDLY FOOD

(increases from 2023–2025 seen in red)

National value = 74%

↑ 14%



ENVIRONMENTAL SUSTAINABILITY

One of the most impressive increases seen in the past year is the number of Canadians who agree that beef is an environmentally friendly food choice. From 2023 to 2025, this metric saw a 14 per cent jump, with 74 per cent now in agreement. Further adding to positive views of beef's role in environmental sustainability are 80 per cent of Canadians who rate the beef industry as good stewards of the land and water and 79 per cent of Canadians who say the industry is making a sincere effort to limit its environmental impact.

What is especially encouraging about questions related to the beef sector's sustainability is who is driving

the change. While perceptions generally rise with age, most increases in these perceptions over the past few years come from younger Canadians and urban residents—key target audiences for PSE's proactive content and campaigns.

TRUST AND PRIDE IN CANADIAN BEEF

Over the past year there has been a surge in pride for all things Canadian and with beef there is no exception. While beef supply has been tight and retail cost has been high, demand has remained strong and perceptions have grown remarkably high for Canadian beef and the people who raise it. 🇨🇦

An Update from the Alberta AgriSystems Living Lab

BY ADRIENNE HERRON, BRIAN KARISA, AND KARIN SCHMID

THE ALBERTA AGRISYSTEMS LIVING LAB (AALL) CONTINUES TO STRENGTHEN COLLABORATION BETWEEN PRODUCERS, RESEARCHERS, AND PARTNERS ACROSS ALBERTA TO TEST, REFINE, AND SHARE INNOVATIVE BEST MANAGEMENT PRACTICES (BMPs) THAT ENHANCE RESILIENCE AND PROFITABILITY ON CROP, LIVESTOCK AND FORAGE OPERATIONS.

Most of the core producers implementing BMPs through the AALL were in their third field season in 2025.

Throughout, producer observations of the practices on farm have been key, and researchers have adjusted sample and data collection procedures accordingly. The key highlights from the project include:

- Comprehensive monitoring: collection and analysis of shallow and deep soil cores, crop yield, GHG flux, and biomass samples.
- Several knowledge transfer events including field days on project sites in collaboration with the research teams, videos, producer case studies, webinars and peer to peer learning opportunities.
- Regular producer meetings and field visits promote shared learning and producer-led innovation.
- Continued partnership with the CATG project (University of Alberta) to explore links between grazing management, livestock performance, soil microbiomes, plant communities and productivity, soil carbon dynamics, and GHG emissions.
- Sharing preliminary data, as available, with participating farms and partners detailing project progress up to date.
- Cost-benefit analysis of selected BMPs.



SELECTED BMP HIGHLIGHTS

Adaptive Multi-Paddock (AMP) Grazing

Several producers across Alberta continue to work with the AALL to refine rotational and adaptive grazing strategies to improve pasture health, water use, and forage utilization. Some of the specific activities include:

- Increasing subdivision of pastures for shorter grazing periods and longer rest times.
- Integration of solar watering systems to provide sustainable water sources to multiple paddocks.
- Continued soil, forage, fecal, and GHG sampling to assess soil carbon, forage stand composition, and microbial communities.

Despite ongoing drought stress in parts of the province, many producers report more uniform grazing and improved grass recovery.

Forage and Pasture Rejuvenation

Several participants are testing various pasture rejuvenation methods to improve pasture productivity and resilience. Research activities are ongoing to compare rejuvenated and control areas to monitor success.

Early indications suggest benefits to forage production, particularly where rotational grazing is paired with rejuvenation, but also a significant time lag before the meaningful establishment of new species.

Annual and Polycrop Integration

Some farms are experimenting with polycropping systems with diverse annual mixes used for silage, grazing, or cover, to improve soil function and reduce input costs.

- Trials on grey wooded and sandy soils explore ways to build organic matter and reduce compaction.
- Research evaluation at these sites continues to assess the effects of these practices on soil health (such as structure, organic carbon and aggregation) and GHG emissions.
- Producers can assess trade-offs between productivity, feed quality, and the input reduction potential.
- Precision agriculture tools.

- AALL teams are integrating precision technologies to improve nutrient and crop management decisions.
- Variable-rate fertilizer and seeding trials are being conducted to optimize input use and improve crop response on variable soils.
- Drone-based imaging and mapping are used to capture high-resolution data on crop health, yield and variability such as topography in some instances.
- At selected feedlot sites, drone-mounted GHG sensors are being piloted to measure and map methane and nitrous oxide emissions, helping to evaluate mitigation strategies in real time.
- These tools can help producers make data-driven management choices while improving environmental performance.





**SCAN TO VIEW
AALL'S NEW
PRODUCER VIDEO:**



Lime, Compost and Manure Management

- Producers are experimenting with innovative lime, compost and manure storage and application strategies to maximize nutrient recovery and minimize environmental losses.
- Evaluations focus on nutrient availability, soil response, pH and salinity management across variable field zones.
- Producers are optimizing storage and application timing to reduce potential runoff and volatilization losses.
- These studies will help refine cost-effective, environmentally responsible nutrient recycling practices on mixed crop-livestock operations.

Winter and Extended Grazing Systems

- Swath grazing, stockpiled forage, and standing corn grazing trials continue to support low-cost winter-feeding strategies.
- Researchers and producers are collaborating to evaluate soil impacts, manure distribution, and forage utilization efficiency.
- Real-time adjustments to fencing, timing, and feed supplementation are helping producers adapt to unpredictable weather conditions.

Looking forward, the AALL will focus on:

- Collection and analysis of the last year of field data in 2026.
- Integrating data across farms to assess regional trends.
- Strengthening partnerships among producers, AAFC, the University of Alberta, and local organizations.
- Developing accessible events, tools and resources for BMP adoption and evaluation.
- Continued socio-economic analysis to provide insight into which practices and management situations provide the most return.

The AALL continues to illustrate the significant role of producer participation in implementing practice change and how researchers can support decision-making processes on farm, influencing profitability, sustainability and overall resilience of farming operations.

Over the winter, please join us for our webinar series and check out all our resources at agrisystemsl.ca. 🍷

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Getting Ready for Proposed Regulatory Changes

WHAT YOU NEED TO KNOW ABOUT MOVEMENT REPORTING IN THE CANADIAN LIVESTOCK TRACKING SYSTEM (CLTS)

SUBMITTED BY THE CANADIAN CATTLE IDENTIFICATION AGENCY



LIVESTOCK TRACEABILITY IS ESSENTIAL FOR PROTECTING ANIMAL AND HUMAN HEALTH BY LIMITING THE RISKS AND IMPACTS OF DISEASE OUTBREAKS, FOOD SAFETY CONCERNS AND NATURAL DISASTERS.

Canada's traceability system is built on three pillars: animal identification, premises identification and movement reporting. However, gaps currently exist, including incomplete species coverage, delayed, inconsistent, or missing movement reporting, and outdated record-keeping requirements.

The federal government has proposed changes to Part XV of the Health of Animals Regulations to address gaps in Canada's traceability system. Key changes include expanding regulated species to goats and cervids, requiring livestock identification, the identification and registration of premises where livestock are kept or collected, and mandatory reporting of animal movements.

The Canadian Cattle Identification Agency (CCIA) is committed to supporting its clients through a smooth transition as proposed regulatory changes approach. CCIA is encouraging both their current regulated species groups (beef cattle, bison and sheep) and pending regulations, cervid and goat groups to begin preparing for the incoming changes and utilizing all the tools available to them in the CLTS, which aim to help reduce the administrative burden of the incoming reporting requirements.

The agency recommends CLTS clients verify their Premises Identification Numbers (PIDs) are up to date and registered through their provincial PID registry. Once federal amendments take effect, movement reporting using PIDs will become mandatory across all sectors involved in livestock handling.

The movement record function in the CLTS is now live and available for use ahead of proposed regulatory amendments. CCIA is asking clients to begin reporting livestock movements in the CLTS and to share their feedback on the tool's usability.

"Our goal is to create a data system that supports our clients across every stage of the livestock supply chain and helps reduce the administrative burden of our clients to meet the proposed regulatory requirements when the amendments come into effect," said CCIA general manager Ashley Scott. "Starting to use the movement module now and providing feedback, strengthens traceability and ensures our clients are ready when CFIA publishes the updated regulations in *Canada Gazette Part II*."

Credit: Ciara Sandan Photography

WHAT'S NEW IN THE CLTS?

To ease the reporting burden, CCIA's new movement record module streamlines communication between producers, transporters, and destinations.

Here's how it works:

1. The source account/premises initiates the movement record in the CLTS.
2. An email notification is sent to the transporter, who inputs relevant details—without needing login credentials.
3. Once the animals are moved, the destination site, account/receiver, confirms receipt of the animals and updates the movement record with its PID submitting it as a Move-In event in the CLTS.

This workflow simplifies the process, reduces paperwork, and ensures compliance with the incoming regulatory requirements. For more information on entering movement records in the CLTS, visit support.canadaid.ca.

FLEXIBLE REPORTING OPTIONS FOR GROUP MOVEMENTS

The movement record module can also be used to report group movements without tag numbers for certain operation types, such as assembly yards or auction marts. It enables collaborative reporting between producers, transporters, and recipients. This creates a live, shared record where each party enters their portion of the movement data, supporting integrated and flexible traceability workflows.

It complements other CLTS features:

- Individual movement reporting still exists and requires tag IDs.
- Users can also report movement events through batch uploads, the CLTS MOBO mobile app, or automated web services for software-integrated systems.

Group Movement Specification

- Auction marts and assembly yards are not required to report tag numbers but must include the total number of animals and species.
- Feedlots and other sites must report tag IDs in the Move-In event. ▼

WORKING TOGETHER

CCIA and national industry associations are working together to ensure industry-wide readiness. From early communication to joint system testing, the goal is to strengthen Canada's traceability system. Producers and industry stakeholders are encouraged to update their internal systems and protocols to reflect proposed movement reporting responsibilities, take part in CCIA training sessions and workshops, and stay informed as the final regulatory text is published in *Canada Gazette Part II (CGII)*.

Using the movement record in CLTS supports compliance, which protects animal health and producers' livelihoods. Accurate, timely reporting improves traceability, enabling a faster response to disease events and helping reduce the risk of economic loss. By keeping livestock movements properly recorded, producers can feel confident they are safeguarding their herd, their business and their family's well-being.

WE'RE HERE TO HELP

For more information on how to get ready for regulatory changes and explore the new movement record module, visit clts.canadaid.ca or contact CCIA's support team at 1-877-909-2333.



Beyond Enforcement

ALBERTA SPCA'S ROLE IN ANIMAL WELFARE

BY JEFF GAYE

The Alberta Society for the Prevention of Cruelty to Animals (SPCA) is responsible for enforcing animal protection laws in the province (outside of Edmonton and Calgary).

They respond to calls reporting animals in distress and have a mandate to investigate if they believe there has been a violation of the Animal Protection Act.

But it would be wrong to think of them as the “cattle cops.” According to SPCA Alberta’s executive director Leanne Niblock, their role has advanced and is bigger than ever.

“We believe in education before enforcement,” says Niblock. “We communicate and educate about animal welfare standards and concepts and even go so far as to help producers who may be struggling.”



Unfortunately, there are misconceptions about the Alberta SPCA and its role.

Niblock says local SPCAs that operate animal shelters are not directly associated with the Alberta SPCA (though many are sheltering partners), or even necessarily with each other.

“We believe that regardless of the end purpose of an animal, they deserve to be treated humanely while they’re alive.”

“Some people think that we only deal with cats and dogs, and that we are an animal shelter. And neither of those things is true,” Niblock said.

Nor is it true that Alberta SPCA is associated with the animal rights movement. Alberta SPCA works with producers and others to enforce the provisions of the Animal Protection Act—provisions which are standard practices among livestock producers.

“We believe that regardless of the end purpose of an animal, they deserve to be treated humanely while they’re alive,” Niblock said. “We are firmly an animal welfare organization.”

With the dissolution of Alberta Farm Animal Care (AFAC) in 2023, Alberta SPCA took on that organization’s ALERT Line, but that role is diminishing. Calls to the number are automatically forwarded to the SPCA, but they have dwindled to just a few per year.

Anyone wanting to report animals in distress can call the Alberta SPCA directly. And they needn’t feel that they are ratting out their neighbour.

“There never should have been this fear for producers to call the Alberta SPCA,” Niblock said. We really do see ourselves as being a helpful resource for producers.”

She said their approach is not necessarily to launch a big investigation, but to provide information or to go have a look at something if there is a concern. It doesn’t always lead to charges.

The Alberta SPCA gets more than 3,500 calls per year, and approximately half of those are about livestock. When they receive a call, they send Peace Officers to look at the situation and talk to the producer.

“Our Peace Officers investigate calls about livestock in distress and then, if necessary, pursue those investigations and work with the animal caregivers and owners to remedy the situation,” according to Niblock. “The worst-case scenario is to seize or have animals surrendered, and then potentially lay charges.”

SPCA dispatchers deal with a variety of calls, Niblock said. Sometimes people will call because they saw cattle in a field with snow on their backs.

“And then we get people calling because they see animals that are very much in distress. No food, no water, no shelter, very poor body condition. We do get the whole gamut of calls into our line,” she said.

[[We do quite a bit of livestock-handling training with our new officers, and that is ongoing. And we work with producer groups on specific techniques, working with different species.]]

SPCA dispatchers are trained to handle that gamut of calls and know when to refer them to a Peace Officer. Often, they send the call to someone who can give advice or answer a caller’s questions.

“But the bulk of the calls would go to a Peace Officer who would then call the person back, get some more information, and then go lay eyes on the animals the person is concerned about and determine next steps,” Niblock said.

“If it’s a situation where someone was mistaken and they just couldn’t see that the animals were being fed or they didn’t understand that, yes, the horses could get to shelter or the cattle could get into this block of trees; you know, done deal, all is well.

“But if it’s something where the producer needs some help, maybe they’re struggling with some mental health issues or they’re struggling financially, is there anything we can do to help them in the short term,” she said.

If it’s something more serious where animals are simply not getting their needs met as called for under the legislation, Niblock said, “then our officers would work with the owner of those animals to determine next steps.”

Sometimes that leads to an investigation with the SPCA seizing animals, or animals being surrendered.

“And sometimes we do lay charges under the Animal Protection Act,” she said, “and go through the court to try and make sure that if this person shouldn’t have animals in their care, then they don’t have animals in their care anymore.”

The Peace Officers don’t all come from ranching backgrounds, but the SPCA tries to recruit people who have an understanding of animal welfare. All of the Peace Officers receive specific training to help them understand the ranch as the producer’s workplace.

“We do quite a bit of livestock-handling training with our new officers, and that is ongoing. And we work with producer groups on specific techniques, working with different species,” Niblock said.

The SPCA also works with veterinarians when investigating calls. “Our Peace Officers are able to determine distress, but it’s always helpful to have that independent third party with the veterinarian background if we have to go to court,” Niblock said.

She says SPCA personnel recognize the concept of “one health”: producers need to be healthy to maintain healthy herds. And for a number of reasons, people are often more likely to struggle on through a mental health problem than they might be with a physical injury.

Alberta SPCA is working with the University of Alberta on a farmer mental health project where Peace Officers will be trained to recognize and rate mental health issues. They will then have access to health providers who can help the producer.

The Alberta SPCA works closely with government agencies as well, particularly on changes to legislation, on emerging issues, or “watching for things with the CFIA around transport or zoonotic diseases.

“I think the closer we can work together makes sense for all of us,” Niblock said.

“If something is coming down the pipe that might have a negative impact on a community, it’s important for us as partners to ensure that we’re all informed so we can all act appropriately and work together to find a solution.” ▼

Movement Matters

Today's actions shape our future.



Reporting livestock movements in the Canadian Livestock Tracking System (CLTS) may seem like extra work today, but it makes all the difference when time matters most. Accurate digital records mean faster action during a disease outbreak and a stronger, more resilient industry. It's not just about compliance. It's about protecting your herd, your livelihood and the next generation that will carry your legacy forward.

clts.canadaid.ca 1.877.909.2333 support@canadaid.ca

CANADIAN CATTLE ASSOCIATION

Year-End Update

BY TYLER FULTON, PRESIDENT, CCA



Photo credit:
Manitoba Beef Producers

At the time of writing this message, U.S. trade is a very volatile situation. Rather than dive into that and risk it being out of date by the time you read this, I wanted to touch on more durable subjects.



CCA celebrated along with the rest of Canada when Costco Mexico welcomed Alberta beef.

Rest assured that we are doing all we can on the U.S. market access front, although we are not able to highlight specific meetings or share details about the conversations here.

On October 21, legislation was tabled to welcome the United Kingdom into the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Due to non-tariff trade barriers, the UK market remains inaccessible to Canadian beef while imports of UK beef into Canada have continued to increase. The situation has become even more unfair to Canadian beef producers as the value of UK beef imports into Canada rose from \$16.6 million in 2023 to \$42.5 million in 2024—a 156 per cent year-over-year increase. From January to August 2025, imports totalled \$32.2 million, up 19 per cent from the same period in 2024.

CCA held a rare press conference on October 23 and called on the Canadian Government to terminate the Continuity Agreement for failing to meet its commitments. As the UK walked away from bilateral negotiations, we called on the Government of Canada to end the trade continuity agreement and ensure bilateral negotiations can begin again, so that barriers affecting Canadian beef can be properly addressed.

This is an extremely disappointing position to be in near the end of a year that has been fraught with trade uncertainties and geopolitical challenges. Fortunately, there have been some recent successes that we can be grateful for.

The JBS plant in Brooks will ship 20,000 tonnes of beef to 41 Costco stores across Mexico. The announcement was made during a Canadian agricultural mission to Mexico. An announcement was also made that Mexico will lift its 18-month ban on Canadian pet foods made with bovine meal, reopening a market worth more than \$400 million annually. Both Jennifer Babcock and I were privileged to participate in a Canada-Mexico agribusiness roundtable to discuss the importance of the Canada-United States-Mexico Agreement (CUSMA) and working together as an industry in the lead-up to the review.

If you have questions about CCA's advocacy efforts or specific challenges, we encourage you to reach out to us at contact@cattle.ca or (403) 275-8558. We welcome your questions and feedback. We also encourage you to read the ABP 2025 annual report, as we have highlighted some of the joint initiatives that CCA and ABP worked together on over the year.

Among the many publications supporting CCA's work, Canadian Cattlemen magazine generously offers a platform to share information. Over the last few months, we have used that space to provide a more in-depth look at how advocacy works and how decisions are made. If you are interested in learning more about the work CCA does, I encourage you to seek out these articles. You can find them online at canadiancattlemen.ca/contributor/tyler-fulton.

On behalf of all of the elected member representatives and staff of the Canadian Cattle Association, we wish you a merry Christmas and a healthy, prosperous and happy new year. 🍷

Tech Roundup: Cool New Tools

Wandering Shepherd

BY DIANNE FINSTAD

AN ALBERTA-DEVELOPED MULTI-TASKING SENSOR TECHNOLOGY IS STARTING TO CREATE SOME BUZZ IN THE LIVESTOCK WORLD.



Wandering Shepherd has generated interest in its wireless rumen bolus identification device close to home and as far away as Africa. In November, developers shared their pitch in the Ag Innovation Competition during Agri-Trade in Red Deer, where producers in attendance selected it as the People's Choice award winner, worth the \$5,000 prize cheque.

While rumen bolus sensor technology isn't new, the Wandering Shepherd device has some unique features, according to co-founders Neil Helfrich and Sheldon Archibald.

Not only can it provide electronic animal identification, but it also monitors rumen temperature, and that's what Archibald considers the 'game changer' part of their innovation.

"From temperature, we can tell so much about the health of the animal," explains Archibald, who is a rancher near Irma. "We can tell when it's in the breeding cycle, when it's in the calving cycle, when it's ill and best of all, when it's healthy. So designing the wireless rumen bolus to monitor animal health is wonderful."

That's attractive to all livestock producers, who grapple with the near-impossible realities of closely monitoring individual animal's health...until they're sick.

"One feature of our technology is that it monitors the temperature of the animal and sends it once every hour. When there is a temperature spike, it increases to every 30 minutes, and when it's a high temperature spike, it increases to every 15 minutes," adds Archibald.

Helfrich goes on to explain the increased notifications once the temperature has risen still gives producers some reaction time.

"And the reason behind this is so that if a rancher like Sheldon starts getting a notification in calving season about cow number 156 every 15 minutes, he knows it's in the later stages of the calving process. So, it gives him time to go out and check on the cow to make sure that there's no complications," says the Sherwood Park inventor and Wandering Shepherd CEO.

Co-founder Archibald is primarily a cow-calf producer, but he also has purebred seedstock, and has found the device a real time and labour saver when it comes to detecting heat cycles for AI work.

Both concepts have gotten rave reviews in testing and showcasing the technology with the American Farm Bureau, as the bolus helps address a universal challenge in agriculture.



"Every rancher, cattleman, farmer, anybody in the ag business always says we're so short of help. It's hard to find good help. It's family operations running this still and trying to do everything you need to do," says Archibald.

Current identification and health monitoring technology on eartags has been effective, but retention is always something to contend with—not so with a rumen bolus.

Helfrich, who actually worked on earlier technology for electronic identification of eartags, says it's taken them a lot of testing and countless prototypes to deal with challenges like signal strength and battery life. That's actually how he and his distant cousin Archibald got reconnected and working together.

"It's finding that middle ground, where the signal is strong enough to penetrate through the animal, but not so strong that it drains the battery too quickly. The one thing about ours compared to the competitors is it's about half to one-third the size, but our battery life is actually double," says Helfrich, who estimates a Wandering Shepherd bolus battery could last 10 years.

The technology's unique design means the bolus stays upright in the rumen, to give the most accurate reading of information.

"It's designed like a weeble wobble, and the reason for that is so the signal travels outward of the animal, and actually has better chance of being picked up by our network. We actually have a patent on that."

Wandering Shepherd can also do location of animals through the bolus, which is unique to their system. Rumen bolus identification has been focused on the

dairy business in the past, where producers are more hands-on with the animals. But Helfrich and Archibald are focused on beef cattle, although the device is small enough for sheep and goats as well. They've already had some large-scale feedlot operators eager to implement the technology, which also can transmit larger distances to smaller receivers, or even by satellite.

The location tracking is what has caught the attention of Africa, where producers have no real identification and when animals are stolen there's no way to prove ownership. Helfrich is working on adding facial recognition abilities to the package as well, which he believes would discourage cattle rustling, as the bolus couldn't be tampered with like a brand, or eartag.

Helfrich and Archibald have done a lot of their farm validation and testing of the product south of the line. In fact, after a positive reception at an American Farm Bureau convention in Utah, they were invited to a Top Producer Summit in Kansas, which led them to finding a building in Kansas, in the heart of the midwestern cattle belt, to set up production. The electronics will be manufactured in Edmonton and shipped to Kansas for the final assembly of the device. Archibald is finding the most common question from producers is how soon they can get product. While Wandering Shepherd takes on the manufacturing center January 1st, it will still be a while before the smart bolus hits the marketplace.

While economics in the cattle business is always uppermost, the high price of animals now puts technology costs in a different light. A device that could help prevent the loss of a high-priced heifer can pay for itself quickly.

"This is a pretty cool technology for the young cattlemen, giving them the ability to do other things and check their cattle remotely," says Archibald. "But the interesting thing is we've had some older cow-calf producers comment their 10-year-old grandson could check the herd in the morning before he goes to school and let them know where the problems are. And we had another fellow in Nebraska tell us 'If I had this in my cattle, I could leave the farm for a week and go to the NFR, and my neighbour kid could check them from his tablet.'"

For more information, head to wanderingsshepherd.com. ▼

CCIA Research Projects

EVALUATING NEW TECHNOLOGIES FOR IDENTIFICATION AND TRACKING LIVESTOCK IS AN IMPORTANT PART OF THE CANADIAN CATTLE IDENTIFICATION AGENCY'S WORK.

A research project has been underway for nearly a year, evaluating smart bolus systems as an alternative for identification and reporting.

CCIA Tag and Technology Manager Paul Laronde knew the technology had been around for a while, focused mainly on health management, but he wanted to investigate the capability for traceability. In his role, he's well aware of common complaints about eartag retention.

"I understand the pain, and I understand the downside of tags when it comes to traceability and movement reporting," says Laronde. "If you lose the tag, all your history is gone."

"Boluses have this attraction that perhaps they're more permanent. They're not going to get snagged on a fence."

Fears about boluses have been related to ease of installation, whether they would stay in place, and how old calves need to be to ensure the boluses get into the right part of the digestive system. A research company was hired to test those three priorities.

The test beef calves received boluses at 4, 8 or 12 weeks of

age, with researchers assessing retention, ease of application, and animal health, along with automated data collection and real-time movement reporting.

"The results were: it wasn't difficult to put the boluses in, they stayed in—we didn't lose any, and it didn't impact the calves at all," says Laronde.

"Our chief interest is in making life easier for producers. We know that there are new federal rules coming for traceability and movement. That's going to make more work for industry. So we're trying to figure out how to alleviate some of that burden."

The smart boluses tested can transmit data every 30 minutes to a reader up to 70 metres away. The system successfully tracked and reported cattle movements between locations without any manual input. If transport trucks had readers, geolocation data on the road could be tracked as well.

"If you look at that on a larger scale, if all farms have one of these readers and all cows have a bolus, then producers shouldn't have to do too much when it comes to reporting."

Several time-consuming tasks could be skipped like scanning, inputting,

downloading and uploading data, if it could automatically transfer to the database, which could also cut down transcription errors.

"The most important criteria of all is whether the retention of these is better than tags. If not, we'll be at a crossroads then."

Laronde suggests if the boluses prove effective in retention, producers might see some added value to the technology beyond just identification and tracking. Another bolus bonus is monitoring body temperature, which is valuable for health purposes, and to confirm the bolus is still within the animal.

There are more location parameters yet to test in the project, as well as extended age retention, and broadening the test numbers.

Still in the 'making life easier for producers' category, Laronde says another current CCIA research project is focused on developing a movement event scanner, which could submit movement reports directly to the Canadian Livestock Tracking System.

A first draft product is now ready, and they're in the process of writing an instruction manual, testing it in colder temperatures and then getting the required certification for radio output.

"We're always looking at new innovative things that can help our industry be better," adds Laronde. ▼

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FOR BEEF PRODUCERS AND VETERINARY TEAMS

SUBMITTED BY THE BEEF CATTLE RESEARCH COUNCIL (BCRC)

REGISTRATION IS NOW OPEN FOR THE BCRC'S 2025-2026 FOUR-PART WEBINAR SERIES. EACH SESSION WILL DIG INTO TOPICS THAT HAVE AN IMPACT ON YOUR BOTTOM LINE, INCLUDING WHETHER HORMONE IMPLANTS ARE THE RIGHT FIT FOR YOUR CALVES, HOW WATER QUALITY AND SYSTEMS LEAD TO BETTER HERD PERFORMANCE AND WHAT YOU CAN DO TO REDUCE THE RISK OF CALF LOSSES.

TO IMPLANT OR NOT? WHAT COW-CALF PRODUCERS NEED TO KNOW

Hormone implants are one of the most researched and cost-effective tools available to beef producers, yet uncertainty and misconceptions often keep them from being used. This webinar will break down the facts—what implants are, why they work, how to administer them and where they can benefit cow-calf operations.

January 21, 2026, 7:00 PM MT

Speakers:

*Dr. Lauren Younker, TELUS Agriculture,
and Betty Green, G7 Ranch*

PRACTICAL APPROACHES FOR MANAGING STOCK WATER

Even water that looks clean and clear can be poor quality—and insufficient access to good-quality water can reduce beef cattle performance faster and more dramatically than any other nutrient deficiency. This webinar will explore the hidden risks of poor-quality water, discuss its implications for herd health and productivity, and provide practical tools and strategies to ensure your cattle have clean, safe and adequate water supplies.

February 18, 2026, 7:00 PM MT

Speakers:

*Dr. Cheryl Waldner, Western College
of Veterinary Medicine, and Karla Hicks,
Bluestone Stock Farms*

STRATEGIES FOR REDUCING CALF LOSSES: VETERINARY INSIGHTS

Are you struggling with calf losses? Join this 90-minute webinar where vets who work with operations like yours discuss what is actually working on the ground to help prevent the most common causes of calf losses. There will be plenty of time to answer your questions with the extended Q & A session.

Eastern Canadian Insights

March 18, 2026, 7:00 PM EST

Speakers:

Dr. Lisa Freeze, Field Veterinarian Supervisor with Government of New Brunswick, and additional speaker TBD

Western Canadian Insights

March 25, 2026, 7:00 PM MT

Speakers:

*Dr. Allison Pylypjuk, Beausejour Animal Hospital;
Dr. Katie Waine, University of Calgary Faculty of Veterinary Medicine, and additional speaker TBD*

BCRC webinars are available free of charge thanks to guest speakers who volunteer their time and expertise to support advancements in the Canadian beef industry through the BCRC's knowledge mobilization work funded by the Canadian Beef Cattle Check-Off and Canada's Beef Science Cluster.

All four webinars will be available for continuing education (CE) accreditation for veterinarians and registered veterinary technologists and technicians across Canada. Learn more about CE credit opportunities and frequently asked questions. Recordings of past presentations can be found on the BCRC's webinars page. ▼

WANT TO REGISTER BUT DON'T KNOW IF YOU CAN ATTEND?

Regardless of whether or not you attend the live sessions, by registering you will receive links to attend or watch the webinar recordings after the event has ended. You will also receive event reminders and additional resources on each topic.



“Be Who You Needed”

MY CYL JOURNEY THROUGH MENTORSHIP, GROWTH & GIVING BACK

BY EMILY JAMIESON, CYL GRADUATE

This past year with the Canadian Cattle Young Leaders (CYL) program has been nothing short of transformational. Stepping into the program, there was no way to prepare for just how deeply I’d be shaped by the experience—not just as a young person in agriculture, but as someone bearing witness to an industry that doesn’t just talk the talk.

Mentorship isn’t a buzzword in Canadian beef. It’s the backbone.

From the moment I was paired with my mentor, Stacey Domolewski, it was evident that this wasn’t someone who would just offer advice, but would go the extra mile every step of the way. Our “quick” coffee visits quickly became hours chatting about cows, creativity, finding balance in life, and how to follow your heart with a business mindset. She’s listened deeply, laughed hard, challenged me kindly, and proved that mentorship is about showing up consistently—not with perfect answers, but with open hands (and snacks, the best snacks).

Here’s the really cool thing about the beef industry—it’s full of people who were once mentored through CYL, and they remember. They remember what it felt like to be seen and supported. And now? They’re the ones teaching, guiding, and cheering the rest of us on. They’ve earned a seat and now they’re busy building a bigger table and pulling up extra chairs. That kind of generational mentorship creates a ripple effect that’s reshaping this industry for the better. They’re leaving the gatekeeping for sorting day.

CONGRATULATIONS TO THE 2025–2026 CYL PROGRAM FINALISTS FROM ALBERTA:

Arturo Macias Franco (Edmonton)
Cache Schiller (Flatbush)
Charlotte Wasylik (Derwent)
Denay Bjornson (Wanham)
Ellie Stauffer (Pincher Creek)
Gautier Henaff (Turin)
Justin Rosadiuk (Evansburg)
Jarret Nelson (Hemaruka)
Marissa Lemay (High River)
Ryan Slingerland (Lethbridge)
Tyler Bentley (Erskine)

As more young people come up through the ranks, they're met with support, not skepticism. And because so many mentors once stood in their shoes, there's a natural willingness to offer guidance, advice, and opportunity. It's a cycle of giving back that strengthens the entire industry.

There were a few powerful moments standing in rooms full of CYL alumni—leaders now scattered across every sector of the industry—and realizing that they've carried the torch forward. They're helping producers navigate sustainability. They're advocating for rural mental health. They're teaching 4-H kids, leading innovation, and showing up every time the industry needs a voice.

And it's lead to the realization that leadership isn't about titles—it's about impact.

Thanks to the many generous sponsors of the program, our cohort of 16 have been able to attend conferences, strengthen our networks, and access industry workshops. We are researchers, ranchers, marketers, and future policymakers. We've shared stories, challenges, and our unshakable love for Canadian beef and our mentorship hasn't stopped with our official mentors—it's come from each other, too.

One of my biggest takeaways this year has been the power of **being who you needed**. Whether you grew up surrounded by cattle or came to agriculture later in life, we've all had moments of doubt, overwhelm, or wondering if or where we belong. But now, as I step into the other side of this CYL experience, I feel this quiet fire to turn around and lift up the next person in line.

As I wrap up my CYL journey, I feel more rooted than ever in this community. The mentorship I've received has grown into a responsibility I carry with pride: to keep showing up, keep teaching, and keep working hard to be a better version of myself.

To future CYL applicants: Apply. Be open. Soak up every second. And when it's your turn—because it will be your turn—be who you needed.

With deep gratitude,
Emily 🍷



Applications for the 2026–2027 program year open in January. For information on the Canadian Cattle Young Leaders, visit canadiancattleyoungleaders.ca. Alternatively, contact Cailey Church, Youth Leadership Coordinator, at churchc@cattle.ca.

The opportunities offered to the next generation through the Canadian CYL Program would not be possible without the generous support of its Platinum Partners, McDonald's Canada and Cargill, Foundation Partners MNP, New Holland and Elanco, and Gold Partners Farm Credit Canada, Alltech, and RBC Future Launch.

ABP Draft Bylaw Amendments

The ABP Board of Directors has approved a series of proposed amendments for review by producers and delegates. These changes target areas identified for improvement and reflect recommendations from the Governance Committee to strengthen clarity, producer representation, and the commission overall.

The proposed amendments focus on changes to:

- Delegates At-Large:** Adjusting the bylaws to allow at-large seats when openings exist gives more producers a voice at the table and ensures flexibility in representation across the province. The goal is to fill gaps where interest varies and strengthen overall engagement.
- Zone Coordinators:** These proposed bylaw changes clarify the role so each zone has one main point of contact for ABP and someone to help organize

meetings. The goal is to make zones more effective and communication more streamlined without adding unnecessary complexity.

- CCA Representatives:** Extending terms for CCA representatives creates consistency in national representation. This is a direct response to producer feedback and improves alignment with governance best practices.

Producers will have the opportunity to provide feedback on the amendments outlined below during the January–February Producer Meetings, and delegates will vote on those that include bylaw changes at the March 2026 Annual General Meeting. If carried by delegates, bylaw changes will then require final approval from Marketing Council, as outlined in ABP Bylaw 172: ‘Any amendment or repeal of these Bylaws is not effective until it is approved by the Council.’

CURRENT BYLAWS

Delegates

23. The Commission shall have a minimum of twenty (20) and a maximum of thirty-five (35) delegates, with each zone having a minimum of four (4) and a maximum of seven (7) delegates, to be elected under sections 26 to 30 or otherwise appointed under these Bylaws.

Election of delegates

26. At the annual producer meeting for each zone, the producers shall elect from among the eligible producers nominated to hold office, the number of delegates to be elected for the zone.
27. Where fewer than or only a sufficient number of eligible producers have been nominated to fill the required minimum number of delegate positions, the returning officer shall declare the eligible producers nominated as delegates as being elected by acclamation.
28. Where fewer than the minimum number of delegates have been declared elected by acclamation, the delegates who have been producers to the remaining minimum number of delegate positions and the eligible producers so appointed shall, subject to the approval of the Commission, hold office as delegates as if elected.

PROPOSED AMENDMENTS

The Commission shall have a minimum of twenty (20) and a maximum of thirty-five (35) delegates, with each zone having a maximum of seven (7) delegates, to be elected under sections 26 to 30, and a number of At-Large delegates permitted by these Bylaws, if any, to be elected under section [TBD].

At the annual producer meeting for each zone, the producers shall elect from among the eligible producers nominated to hold office, the number of delegates to be elected for the zone.

Where fewer than or only a sufficient number of eligible producers have been nominated to fill the maximum number of delegate positions, the returning officer shall declare the eligible producers nominated as delegates as being elected by acclamation.

[Deleted]

CURRENT BYLAWS

29. Where only the minimum number or fewer than the maximum number of delegates have been declared elected by acclamation or appointed, the delegates who have been declared elected or appointed may appoint eligible producers to the maximum number of delegate positions, and the eligible producers so appointed shall, subject to the approval of the Commission, hold office as delegates as if elected.

Term of office

31. The term of office of a delegate
- a) commences on the announcement of the results of the elections held at the annual producer meeting, and
 - b) expires on the announcement of the results of the elections held at the annual producer meeting that takes place in the second year following the year in which the term commenced.

Zone Committees

116. A director from the zone shall be the chair of the zone committee.

Role of the zone committee and delegates

117. The role of the zone committees and the delegates is to
- a) act as the liaison between the producers in each zone and the Commission,
 - b) organize producer meetings, teleconferences, webcasts, mail-outs and other means to
 - (i) seek out the opinions and concerns of producers and to communicate that information to the Commission,
 - (ii) keep the producers informed as to the ongoing work and activities of the Commission,

PROPOSED AMENDMENTS

[Deleted]

At-Large Delegates

Where fewer than the maximum number of delegates have been declared elected by acclamation in accordance with section 27, the Board of Directors shall, within sixty (60) days, elect from among eligible producers nominated to hold office, additional delegates up to the maximum number of delegate positions.

Delegates elected in accordance with section 31 shall serve "At-Large" without association to a zone.

The term of office of a zone delegate

- a) commences on the announcement of the results of the elections held at the annual producer meeting, and
- b) expires on the announcement of the results of the elections held at the annual producer meeting that takes place in the second year following the year in which the term commenced.

The term of office of a delegate at-large

- a) commences on the announcement of the results of the election held in accordance with section [TBD], and
- b) expires on the announcement of the results of the election held in accordance with section [TBD] the year following the year in which the term commenced.

The zone committee shall appoint a delegate from the zone to act as Zone Coordinator.

Role of the zone committee and zone coordinator

- The role of the zone committees and the delegates is to
- a) Collaborate with the commission to organize producer meetings, teleconferences, webcasts, mail-outs and other means to
 - (i) seek out the opinions and concerns of producers and to communicate that information to the Commission,
 - (ii) act as a liaison between the Commission and producers,
 - b) represent the producers from their zones at the annual or special delegate meetings,

CURRENT BYLAWS

- c) represent the producers from their zones at the annual or special delegate meetings,
- d) be willing and able
 - (i) to serve on standing and special committees established by the Commission,
 - (ii) to serve on the Governance Committee and the Audit Committee,
 - (iii) represent the Commission on any task force, committee, group or organization of which the Commission is a member or to which the Commission elects or appoints individuals.

PROPOSED AMENDMENTS

- c) be willing and able
 - (i) to serve on standing and special committees established by the Commission,
 - (ii) to serve on the Governance Committee and the Audit Committee,
 - (iii) represent the Commission on any task force, committee, group or organization of which the Commission is a member or to which the Commission elects or appoints individuals.

The role of the Zone Coordinator is to:

- a) Call and hold meetings of delegates within the zone a recommended four (4) times per year, and
- b) Liase with the Commission, the Commission's management and staff, and report back to the zone committee.

CURRENT CCA PROCESS

Section 159 of ABP's By-laws permits ABP to "elect or appoint" individuals to the Canadian Cattle Association (CCA).

The process for "electing or appointing" individuals to CCA is within the discretion of ABP. Currently, the process is as follows:

Number of Positions

ABP is allotted positions with CCA based on the annual financial assessment payable by ABP to CCA.

Non-Delegate Positions

Three positions may be held by non-delegates.

Term of Office

The positions all currently have a one-year term. Individuals must be elected and/or re-elected each year.

PROPOSED AMENDMENTS

The proposed changes to ABP's process for appointing or electing individuals to CCA are as follows:

No change

No change

The body of individuals elected to CCA will consist of six individuals elected to three-year terms and one or more individuals (depending on ABP's allotment of CCA positions) elected to one-year terms.

Individuals elected to three-year terms will be staggered, with two elected each year following the implementation period.

Ties shall be resolved by agreement between the candidates receiving the same number of votes.

In the absence of an agreement, a run-off vote shall be held between the tied candidates to determine who receives a three-year term.

Term limits of ten consecutive years will also be implemented with a mandatory one-year break before eligibility for further election. ▼

Misty Valley Farms

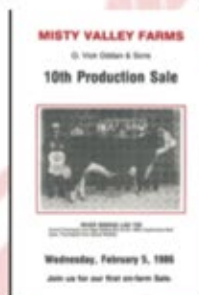


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Misty Valley Farms

Harold & Alice Oddan
Tel (306)893-2783
Cell (306)893-7225

Maurice Oddan
Tel (306)893-2737
Cell (306)893-7365

Guest Consignors

Lanni Bristow (780)614-1268
Jesse Bannerman (306)845-9194

ABP Delegate Bios

Nominees in each of the five ABP zones will be acclaimed effective the announcement at ABP's Annual General Meeting.

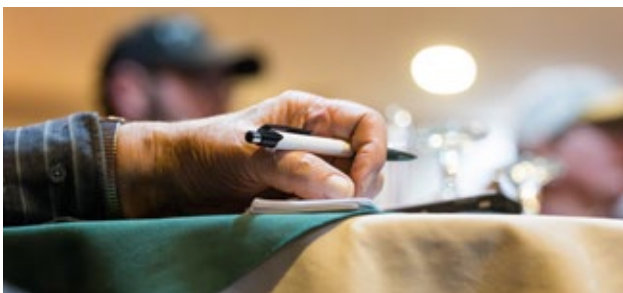
NORTHEAST ZONE

Aydon Almberg

Aydon is a fourth generation rancher of Lazy HE Ranch LTD in the Czar, Alberta area. Currently the ranch runs an 1800-head cow-calf operation and retains ownership of their calves for backgrounding. Lazy HE Ranch also has a 3000-head capacity feedlot, which includes cattle bought for backgrounding and future grass stock.

Aydon was part of the local 4-H club for nine years where he showed cattle and took part in all of the judging programs 4-H offered. After high school he attended Lakeland College in Vermilion where he received a diploma in Agri-business. Following college, Aydon returned home to continue working on the family ranch. He also participated and graduated from the Canadian Cattle Young Leaders program.

On the side Aydon and his wife along with two young sons raise and train cow-bred quarter horses for use on the ranch.



Jay Hager

Jay Hager and his family operate a 500-head cow/calf ranch in the Provost area. Jay also helps manage a welding shop and a custom fencing business and is an active member of the Highway 13 Cattlemen's Club. He has also been active with 4-H.

Jay is passionate about the beef industry and really enjoys being part of the solutions the industry needs to move forward. He has been involved with ABP as a delegate and on the Board of Directors, which inspires him. He has also been involved with other boards in the industry as well, and is an active advocate for the industry, which he says is a dream come true.

Charlotte Wasylik

Charlotte Wasylik grew up on her family's cow/calf operation and was active in three 4-H Clubs, including nine years in the Vermillion 4-H Beef Club. Charlotte and her fiancé live near Derwent where they raise sheep and she manages Chatsworth Farm's (the family farm) farm-to-table program. Off the farm she contracts for events such as Farmfair International, Canadian Western Agribition, and Agri-Trade. She is a finalist in the Canadian Cattle Young Leaders Program, and is active in the Derwent Ag Society and the Vermilion Curling Club. She looks forward to supporting the industry's future, learning from her peers, and advocating for producers.



NORTHWEST ZONE

Bernie Doerksen

Bernie Doerksen and his family run a cow-calf operation with commercial Angus cross cows near La Crete. In addition to his role on the operation, Bernie also works in public bookkeeping and accounting and keeps busy through local clubs and family commitments like skating, camping, and fishing.

Robert Driedger

Robert Driedger was born and raised in La Crete, AB on a cow/calf operation. He currently runs a cow/calf operation with his wife and kids. He's also working at Platinum Fuels in dispatch. He would like to join ABP to help grow the great Alberta Beef.

Jolene McDermott

Jolene McDermott manages a 100-head cow/calf operation with her husband and kids south of High Prairie, AB. As a delegate, Jolene is looking forward to promoting Alberta beef and actively advocating for the industry.

SOUTHEAST ZONE

Brad Mappin

Brad Mappin, along with his wife Terri and their two boys, operates a cow/calf and backgrounding/yearling operation near Byemoor. Brad attended the University of Alberta, receiving his B.Sc. in Ag Economics, and spent 20 years in ag finances. He was a 4-H leader for several years, and together with other local producers, started the Palliser Grazing Club.

CENTRAL ZONE

Doug Roxburgh

Doug Roxburgh lives near Bentley, where he and his wife run a first-generation cattle operation. In addition to backgrounding their calves, they also market bulls and females, and raise commercial bred heifers.

Doug is a senior nutrition consultant who helps producers develop year-round nutritional programs.

SOUTHWEST ZONE

Cole Barten

Cole Barten grew up on a cow-calf operation outside of Lillooet, B.C., where they raised and butchered Black and Red Angus cattle on the VBP+ certified Bar Ten Ranch. Cole moved to southern Alberta and currently lives and works on the Salt Ranch, south of Cardston, with his family. He is passionate about the cattle industry, specifically areas surrounding environment and research.

Cole thinks it's important for the younger generation to have a seat at the table for these conversations, and looks forward to providing different perspectives and ideas, while also learning from previous generations.

Graham Overguard

Graham is a fifth-generation rancher from the James River area. While growing up, Graham was fortunate enough to work side by side with his father Dennis and grandfather George. After graduating from Sundre High school in 2004, Graham worked in the timber, and oil and gas industries.

Graham served 10 years as President of the James River Community Association and four years as director of Friends of the Eastern Slopes. After three years as President of Western Stock Growers Association, he now sits as Past President. Since 2023 Graham has been elected to sit as a Canadian Cattle Association Board Member. He has served as a Director for two years, and currently Co-Chairs the Environment Committee and sits on the Foreign Trade Committee.

In 2020 Graham began operating "Goverguard Transport Ltd," a hot shot company serving the oil and gas, timber, and agriculture industries across Alberta. With his father Dennis, Graham runs commercial Simmental/Angus cross cattle, and raises their own replacements. He remains a committed and outspoken advocate for the beef industry—in particular, the cow/calf sector. He is and always will be a proud Albertan.

Dorothy Thengs

Dorothy grew up on a farming operation outside of Sundre, and has been part of the ag industry her whole life. Along with her family, Dorothy farms silage and cereal crops in Alberta and rotational cereal crops in Saskatchewan. They also run a 10,000-head feedlot, which Dorothy manages.

Dorothy believes in encouraging youth and showing them there's a bright future in agriculture, and teaches Green Certificate, provides tours and information sessions for local 4-H, and has worked with Olds College to help provide hands-on training for Vet Tech students. She also sits as a delegate for UFA.

ABP is a producer-led organization, and the dedication and hard work of passionate people is what keeps us moving forward as an industry.

Thanks to past, present, and future delegates for your contributions. ▼

ABP TB WEBINAR

In this November 17, 2025 webinar, Karin Schmid, ABP, and Dr. Noel Ritson-Bennett, Canadian Food Inspection Agency (CFIA), walk producers through bovine tuberculosis (bTB).

In addition to providing background on the disease, the duo also provide

an overview of the investigation process, cover common questions from producers, and give resources for those seeking additional information or support. Brad Dubeau, General Manager, ABP, speaks to advocacy work around compensation.

Producers who have been affected by this investigation can provide

details to inform and aid in this advocacy by filling out the following survey. All responses will remain confidential: <https://form.jotform.com/252956168376269>. ▼



Scan here to view webinar.

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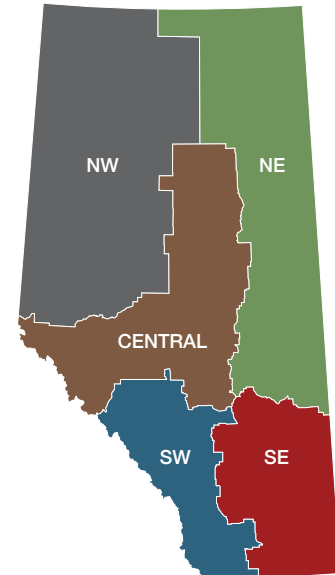
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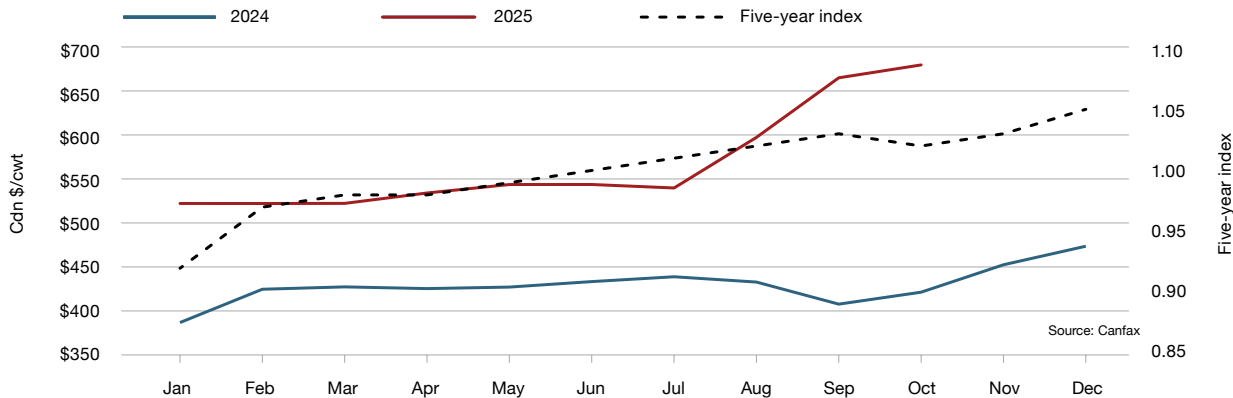
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Alberta 5- to 600 lb Feeder Steer Prices



A Hot Fall Run with Signs of Cooling

BY JAMIE KERR, MARKET ANALYST, CANFAX

Between mid-October and the first week of November, the nearby feeder cattle futures contract dropped almost \$56 per cwt. Statements by the Trump administration that beef prices are too high, followed by intentions to increase the tariff rate quota for beef imported from Argentina; a plan to increase the U.S. cattle herd; discussions between U.S. and Mexican authorities on screwworm and the potential to reopen the border (no changes yet); the Brazilian President announcing there will be an agreement with the U.S. soon to reduce the 76.5 per cent tariff from August; and the U.S. Supreme Court's arguments regarding President Trump's 'Liberation Day' tariffs and an investigation into packer margins have all played a part in the selloff.

These recent announcements have turned the market bearish. There is potential that the main price rally is over, with prices moving mostly sideways in 2026. Expect volatility at the top until a larger North American calf crop emerges. Price pressure will come with any reduction in the tariff on Brazilian beef into the U.S. or reopening the U.S. border to Mexican feeder cattle.

Tighter supplies have been price supportive to the fall run. YTD, Western Canadian auction volumes (auction marts and electronic/satellite sales) are down five per cent or 111,000 head from last year. The fall run had a slow start with volumes down in August (-26.5 per cent) and September (-27.5 per cent) before ramping up in October (-3.6 per cent).

The Alberta 5-600 lb calf market had a significant \$140 per cwt rally from their July dip. Steer calf prices

in September and October were \$260 per cwt stronger than last year, pushing to \$680 per cwt by October. Heifer calf prices climbed a respectable \$231-246 per cwt over the same period, to \$608 per cwt by October. Calf prices softened in November with uncertainty about 2026.

Alberta steer calves were the most expensive in North America in September and October, averaging a \$38 per cwt premium to the Ontario market and a C\$65 per cwt premium to their U.S. counterparts. Year-to-date, Alberta 550 lb steer calves have averaged a \$22 per cwt premium to Ontario and a C\$24 per cwt premium to the U.S.

The strength of the Alberta feeder market was also seen in heavy weight, 850 lb feeder steers coming off grass to average \$501 per cwt in September and October, with sideways movement during the height of the fall run. Feeder steers were up \$167 per cwt from the same period last year.

The Alberta cow market found support during the fall run, partially in response to U.S. tariffs on Brazilian beef, the majority of which is lean manufacturing trim. That was increased to 76.5 per cent in August. Alberta D2 cows averaged \$223 per cwt in September and October, up \$44 per cwt from last year. Based on the five-year average, Alberta D2 cows typically soften around \$12 per cwt from their annual highs, generally from June or July into the fall run. However, this year, Alberta D2 cows only eased \$6 per cwt over that time.

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BC Robust 0807, Duralta Royal Blood 87L, Brooking
National 0144, Merit Investment 1054J



Merit Investment 1054J



Duralta Royal Blood 87L



Brooking Chosen One 3200



Ter-Ron Eldorado 185L



Brooking National 0144



BC Robust 0807



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