



SINCE  1969

Alberta Beef
Producers



**BEEF INDUSTRY
OVERVIEW**

JUNE 2, 2021

CCA

CANADIAN CATTLEMEN'S ASSOCIATION

Alberta Beef Producers The Organization

- Producer organization/industry advocacy group
- The voice of over 18,000 producers
- Started in 1969 as the Alberta Cattle Commission. Changed name to Alberta Beef Producers in 2002
- Funded by a \$4.50 check-off per head marketed (\$2 refundable service charge and \$2.50 non-refundable national levy)
- Member of the Canadian Cattlemen's Association
- National levy supports Canada Beef, Beef Cattle Research Council, Public and Stakeholder Engagement



A photograph of a herd of cows in a field. The cows are primarily brown with white markings, particularly on their faces and legs. They are standing in a field of tall, dry grass. In the background, there is a wooden fence and a line of trees under a clear blue sky. The text "Outline of Industry" is overlaid in white on a dark grey rectangular background on the left side of the image.

Outline of Industry

Cow Calf Production

Calves are born in spring and weaned in the fall

Bull calves are castrated becoming steers to be sold or backgrounded

Heifer calves are sold, backgrounded or kept as replacements

Bulls (new genetics) sourced from seedstock breeders



Cow Calf Production

Farmers, ranchers or **producers** raise calves from birth until they weigh approximately 226 to 362 kg

Calves may be sold at this time or kept for backgrounding

They are fed hay or grass until they weigh about 317 to 453 kg



Feedlots

Take weaned calves or backgrounded yearlings and turn them into slaughter-ready cattle

Backgrounding lots buy light weight calves to feed a moderate energy diet or keep them on grass

Feedlot operators buy cattle to feed a high energy diet during the last part of the growing period, which is 60 to 240 days

Most cattle are sold to the processor between 18-24 months and at an average weight of 635 to 726 kg



Processing Facilities

Turn cattle into beef

Need cattle, workers, markets

Percentage of Canadian kill capacity in Alberta:

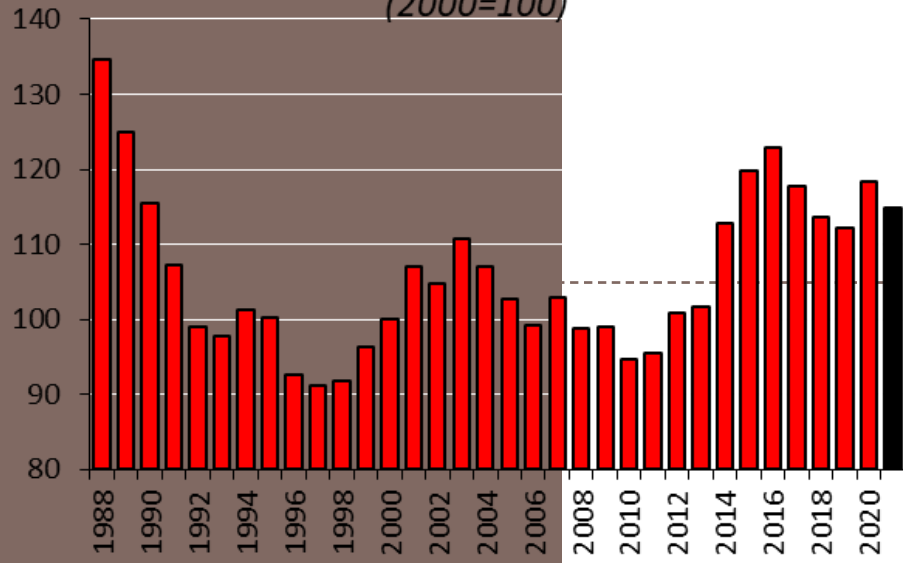
- Cargill, High River - 35%
- JBS, Brooks - 32%
- Harmony Beef, Balzac - 4%

Processor margins are greatly affected by Canadian dollar, export markets, and Enhanced Feed Ban



Canadian Retail Beef Demand Index

(2000=100)



Source: CanFax Research

A photograph of a herd of brown and white cows in a field. The cows are standing in a line, facing right. The field is filled with tall, dry grass. In the background, there is a line of trees and a clear blue sky. The text "Economic Benefits" is overlaid in white on a dark brown rectangular background on the left side of the image.

Economic Benefits

5 billion in sales,
provincial GDP;
r income.

generating 55,125
uding farm level
nked industries).

another 2.7 jobs



71%

OF THE NATIONAL FED
CATTLE PRODUCTION

(2019)

2.2 million head



40%

OF THE
NATIONAL HERD

(JULY 1, 2020)

**1.46 million head
of beef cows**

THE COMBINATION OF THE DIRECT IMPACT ALONG WITH THE RIPPLE EFFECTS THROUGHOUT THE ECONOMY RESULT IN THE CATTLE INDUSTRY BEING RESPONSIBLE FOR \$24 BILLION WORTH OF SALES OF GOODS AND SERVICES IN THE ECONOMY.

Representing over

18,000
BEEF PRODUCERS
ACROSS ALBERTA



THE PROVINCE'S FEEDLOTS EMPLOY MORE THAN 2,000 WORKERS, BUT TOTAL DIRECT AND INDIRECT EMPLOYMENT INCREASES TO ALMOST 12,000 WHEN INCLUDING SUPPORTING INDUSTRIES.

Job Creation

Every step of the beef production cycle requires professionals.

Labourers
Nutritionist
Mills
Machinery
Seed specialist
Veterinarians
Marketing
Infrastructure
Butcher



Small Businesses

Beef producers are often small, family run business.

Offer economic diversification in areas that may otherwise have limited job opportunities.

Allow producers to use waste materials that would otherwise not be utilized such as grazing stubble, poor crops, etc.

Very flexible, with some operations being completely seasonal.



Rangelands

Rangelands are areas that are typically “too” extreme for other agriculture production.

Too rocky

Too sandy

Too dry

Too steep

Too alkaline

Producers are capturing the natural capital from these unusable landscapes.



Ecological Goods & Services

Use diverse ecosystems providing ecological goods & services that provide indirect ecological benefits.

Water purification

Minimize erosion

Carbon sequestration & storage

Wildlife habitat & biodiversity



Ecological Goods & Services

EG&S are a growing opportunity unique to the beef industry.

Tilling native grasslands can release up to 50% of carbon

Provide habitat for consumptive species such as deer, moose, and antelope.

Maintain habitats for endangered species.

For example, a McCown's Longspur needs heavily grazed habitat to survive

Greater Sage Grouse need a varied landscape to successfully feed and rear their young



demand for Alberta
continues to grow.

protein source that
sustainable ecosystems

opportunities for
products they produce.