



## BCCA Membership at Work

### 2010/2011 Year in Review

The success of the British Columbia Cattlemen's Association is directly linked to our dedicated membership. Without our producer volunteers, the great work BCCA accomplishes for the BC cattle industry would not be possible. We are proud to work on behalf of cattle producers in British Columbia, and we look forward to representing your interests in years to come.

## **FOCUSES**

**WATER:** In March, 2010 the provincial government announced it would be reviewing and updating the BC Water Act, which was established over 100 years ago. BCCA has been extensively involved with the Water Act Modernization (WAM) by making formal submissions to the review board, as well as having Director representation present at WAM meetings. An association policy statement regarding water has been written, and we emphasize our key messages to government at every opportunity. BCCA will continue to advocate the importance of water allocation and protection for agriculture use.

**DROUGHT:** In December, 2010 BCCA submitted a request for Agri-Recovery for producers affected by drought, flood and fire in 2010. A producer survey was conducted to collect data on impacts of drought and fire, and other research was done by BCCA staff. Without producer support the request would not have been completed. The comprehensive request outlined the damages done to crops and pasture, as well as the correlation to the decline of the provincial herd. A \$50/head payment on breeding stock was requested for drought with additional aid for producers affected by fire and flood. The report was submitted to BC Minister of Agriculture, Ben Stewart, and was also forwarded to Treasury Board members.

**PREDATORS:** The Predator Program saw its most productive year thus far. Changes made to the mitigation process improved efficiency and cut costs. Over 300 producers called the predator control line, and 134 targeted predators were removed. Funding constraints have changed delivery of the program. Compensation remains available on verified losses. The CO Service will now be the first responders for mitigation on verified kills. Wildlife specialists can still be called which require a 50% cash contribution by livestock owners. BCCA will continue to work hard to secure full funding by talking with Government and the Standing Committee on Finance to see that the pilot project becomes a permanent service.

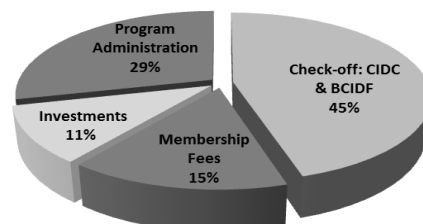
**LAND:** BCCA met with the Agricultural Land Reserve (ALR) Review Committee in September, 2010. A submission was presented that listed 29 recommendations. The recommendations were formed from producer comments from the ALR survey and by the BCCA ALR ad hoc committee. The submission focused on ensuring ALR lands be profitable, usable and accessible for present and future generations. The ALR review committee was positive towards the views and suggestions put forward by BCCA, and we will continue to work with and monitor the Agricultural Land Commission during the process.

### ***Your Membership & Check-off \$Dollars***

Play an important role in helping BCCA to support BC ranchers and carry out our mission.

***Mission:*** To maintain a healthy cattle industry that provides quality beef products to consumers and is guided by strong volunteer membership, environmental stewardship, respect for stakeholders and excellent business practices.

**BCCA Revenue Sources**



## ANIMAL HEALTH

- The BCCA Livestock Hauling Guide answers questions about trailer licensing and insurance.
- BCCA is participating in the Animal Health Policy review by making a submission highlighting areas of interest for cattle producers.
- BCCA made a request to reestablish a Livestock Contstable. The role was filled in September, 2010.
- BCCA Directors participated in an Animal Disease Emergency Planning/Preparedness exercise
- Supported the auction mart RFID tag reader pilot project

## ENVIRONMENT

- Land Stewardship Committee is working to establish wildfire protocols
- Big Bear Ranch received the 2010 Environmental Stewardship Award
- Stream restoration and enhancement projects continue to be completed through FRISP
- Environment Stewardship Committee continues to provide feedback on policy changes as they arise such as Open Burning Policy

## RESEARCH & EDUCATION

- Ranching Task Force received \$5M for marketing and research initiatives
- \$14,000 in post-secondary education scholarships and bursaries
- \$2000 in awards for beef research
- Work with Thompson Rivers University to support grass fed beef and carcass tracking projects
- Contribution to Ag in the Classroom to provide BC beef to culinary arts students

## Fencing

- The Job Opportunity Program for crown range fencing was completed in December, 2010. Over \$5M was spent in two years. The program's intent was to replace aging infrastructure on public lands and remove hazard trees adjacent to fences.
- The Highway and Railway Fencing program was launched in Winter, 2010. The program has two main objectives; to minimize risks to public safety and reduce losses to livestock. Applications for the first year were received and construction will begin in Spring, 2011.

## PUBLIC AFFAIRS

### **Meet A Rancher**

In August, 2011 BCCA held our first in-store promotional event; Meet a Rancher. In partnership with Overwaitea Food Group, 4 ranching families visited 16 Save On Food locations in the Lower Mainland to introduce themselves to shoppers and answer consumer questions. The feedback concluded that the public wants to see more BC beef at the meat counter. BCCA is now working to develop a marketing strategy to help BC producers meet that demand.

### **BC Beef Day**

On June 2, 2010, the first BC Beef Day drew 400 people and 18 media outlets to the lawn in front of the Victoria parliament buildings. The crowd listened to BCCA president, Judy Guichon talk about the importance of ranching in BC while dining on steak sandwiches. BCCA hosted the evening reception and provided a good platform to convey the challenges facing the industry. BCCA is working to organize the next BC Beef Day in June, 2011 and hopes to see it become an annual event.

## COMMUNICATIONS

### **BEEF in BC**

BCCA's BEEF in BC magazine got a new editor in March, 2010. The publication also received a face lift, and BCCA has received many positive comments about the updates. We strive to keep the publication current and interesting, and are always sourcing profiles and articles. Thank you to the members who submit photos, stories and interviews.

### **E-News**

In January, 2011, BCCA introduced an E-Newsletter. The electronic bulletin is distributed twice monthly and is part of BCCA's plan to better communicate at a grass roots level. Updates, news and deadlines are highlighted in the E-News giving members easy access to BCCA work and industry information.

### **Office Interaction**

For the first time, the BCCA office held teleconferences with local & regional association secretaries. The purpose of the calls was to connect the office with the grass roots organizations to share ideas, gather feedback and improve information flow. Those who attended felt it was beneficial, and BCCA will look at making the teleconference annual.

## **So Much More.....**

BCCA staff and volunteers have been involved with countless projects and undertakings on behalf of BC ranchers, and represent you on numerous outside committees such as:

- BC Agriculture Council
- BC Agriculture Risk Management Advisory Committee
- BC Farm Animal Care Council
- Canadian Cattle Identification Agency
- Cattle Industry Development Council
- Invasive Plant Council
- Provincial Water Task Force
- Provincial Ag Wildlife Advisory Group
- Species at Risk Committee

..... and many more!

**MARKETING:** BCCA has been developing a marketing strategy to help producers add value to their product. BCCA intends to collaborate with the BC Association of Abattoirs and the BC Association of Cattle Feeders to build a comprehensive plan. The strategy would focus on information sharing and best management practices, and would encompass industry programs such as VBP and BIXS.