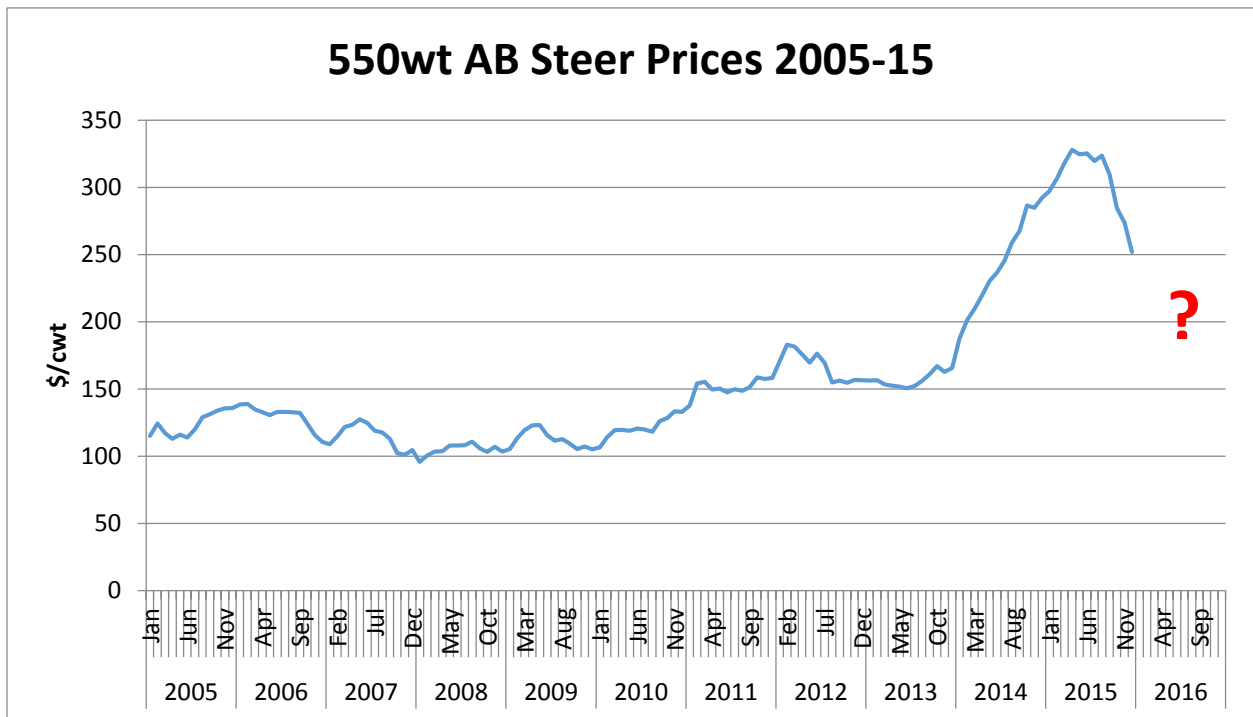


Cow-Calf Producer Workshop: Can Your Ranch Survive with Lower Calf Prices?

While the profitability of ranching has improved greatly over the past few years, the old saying, “What goes up must come down” has been a nagging thought for many producers. Late last fall CanFax indicated in its weekly reports that the peak of cattle prices is likely already behind us.



Knowing your breakeven price can help you decide if you can weather the expected decline in calf prices or if you need to make some changes while you still have some cash to do it. To guide ranchers in assessing their business profitability, the BC Cattlemen’s Association and the BC Ministry of Agriculture are jointly hosting a series of workshops for Cow-Calf Producers on analysing their cow herd’s cost of producing a hundredweight of calf, known as the Unit Cost of Production (UCOP).

Knowing what it costs to produce a hundredweight of calf can give you instant feedback on profitability when you look at market prices because they are in the same units. Calculating and understanding your costs, as well as production factors that go into your UCOP, can help in managing your herd to reduce unit cost of production and improve profitability.

The workshops will guide participants in using a relatively simple computer model to input your own numbers to calculate your unit cost of production. The workshops will be held where computers will be available for use during the evening and producers will receive a copy of the Excel worksheet to take for home use. In addition there will be discussion on interpreting and utilizing unit cost of production information from a sample ranch, as well as a presentation on the Western Livestock Price Insurance Program (WLPPI).

Knowing the herd's unit cost of production will enable you to make better decisions on utilizing the WLPIP program to mitigate the increased price risk resulting from the current economic volatility and related uncertainty in future calf prices.

In order to maximize the benefit from participating in the workshops, ranchers will have to go through their production and financial records to fill out the attached Input Worksheet prior to attending the workshop. A user guide is also provided to help clarify the information needed. **Depending on your production and financial records this may take a few hours**, but the more precise your data the more confidence you will have in the number. Your numbers will stay with you and any group discussions will involve the sample ranch numbers.

Workshops will be limited to 10 to 15 producers per evening to allow for ample interaction with the presenters and personalized help with using the calculator.

Workshop Duration: 2.5 hours (7:00 PM-9:30 PM)

Proposed Locations and preliminary Dates (subject to change pending enrollment & venue availability):

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|-----------------------|--------------|-----------------|--------------|
| • Prince George | Feb 15, 2016 | • Williams Lake | Feb 15, 2016 |
| • Vanderhoof | Feb 16, 2016 | • Quesnel | Feb 16, 2016 |
| • Burns Lake | Feb 17, 2016 | • Fort St. John | Feb 18, 2016 |
| • Smithers/Houston | Feb 18, 2016 | • Dawson Creek | Feb 19, 2016 |
| • Invermere/Cranbrook | Feb 23, 2016 | • Merritt | Feb 23, 2016 |
| • Creston/Grand Forks | Feb 24, 2016 | • Kamloops | Feb 24, 2016 |
| • Oliver/Keremeos | Feb 25, 2016 | • Vernon | Feb 25, 2016 |

The workshops may be available as a webinar at a later date.