

# VALUE OF CHECK-OFF FOR CANADIAN DAIRY PRODUCERS



CANADIAN  
BEEF CATTLE  
CHECK-OFF

## BEEF CATTLE RESEARCH COUNCIL - INVESTING IN MUTUALLY ALIGNED RESEARCH

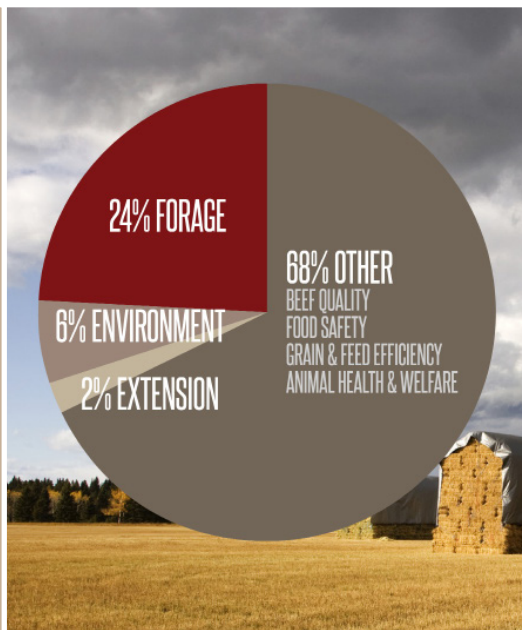
- Priority focus on **antimicrobial resistance** research, which has shown higher risk in cull cattle and veal calves and is an increasing consumer concern
- Significant research (\$6 million) in **feed and forage production** and utilization across the country, including eastern project teams based in Atlantic Canada with partnerships in Quebec and Ontario
- Upcoming coordinated research with the dairy industry in areas of mutual interest like **animal care, transport, antimicrobial resistance and forages**

IN 2011-2014, THE CHECK-OFF BENEFIT FOR CANADIAN PRODUCERS WAS 14:1



BCRC has been, and continues to work closely with the **DAIRY INDUSTRY** in mutual areas of interest like animal care, and aim to come together on mutually beneficial forage research.

For more information on upcoming research, visit [www.beefresearch.ca](http://www.beefresearch.ca)



Approximately **\$6 MILLION** of the Beef Science Cluster funding is allocated to forage research for the Canadian beef industry for 2013-18 to ensure capacity and continuation.

For more on forage research, visit [www.beefresearch.ca](http://www.beefresearch.ca)



RECEIVES 16% OF THE CANADIAN BEEF CHECK-OFF FUNDS

# VALUE OF CHECK-OFF FOR CANADIAN DAIRY PRODUCERS



CANADIAN  
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## CANADA BEEF - INCREASING THE VALUE OF CANADIAN BEEF AND VEAL

- Beef and veal trim utilization programs for Canadian retail operations **maximize the value and Canadian content** for shoppers at the meat case
- Partnering with Canadian veal distributors at global trade events to access **tens of thousands of retail and foodservice opportunities**
- Maximizing value of **100% Canadian supply** to national foodservice outlets, focusing on ground beef products (eg. McDonald's, Hero Burger, Boston Pizza)

**IN 2011-2014, THE CHECK-OFF ATTRACTED ADDITIONAL FUNDING AT THE RATE OF 3:1 FOR RESEARCH AND 1:1 FOR MARKETING**



The Canadian Beef Centre of Excellence devotes an entire program for retail and foodservice clients around the utilization of **beef and veal trim** to bring more value to the products for Canadian producers.



Canada Beef works with foodservice organizations, like McDonald's, to maximize volume and value of Canadian beef products like culls, trim and more. McDonald's in Canada produces over **70 MILLION** lbs of 100% Canadian beef patties each year.



**RECEIVES 65% OF THE CANADIAN BEEF CHECK-OFF FUNDS**