



Young Cattlemen's Council
Growing Forward 3 Position Paper
Spring 2016

YCC's Vision:

"To cultivate youthful leadership by exposure to industry policy development while allowing for the opportunity to gain experience and bring fresh insight to the table. To be a conduit of information between industry organizations and the youth of the beef industry."

Introduction

Young Beef Producers in Canada have an increase in challenges in today's beef industry. They include succession planning, corporate competition, access to capital, market uncertainty, growing demand of information, and the list goes on. With that said, young producers also realize the opportunities that come with change such as diversification, positive social licensing, long term sustainability, and market expansion. Growing Forward 3 needs to be designed around these growing opportunities as well as be seeking profitable solutions to growing challenges.

Trending currently in the beef industry is the number of young Canadians returning to the farm/ranch. *“The demographic composition of the Canadian agriculture industry is undergoing significant changes as many farm operators are approaching an age when they may retire. The 2011 Census of Agriculture found that farms where the oldest operator was 55 years or older represented more than half of all farms in 2011, compared to 37.7% in 1991.*”* As the majority of beef producers begin to retire in our industry, these operations will begin to see young operators at the wheel. This is an amazing opportunity for our industry to take full advantage of these positive trends. Growing Forward 3 has the potential to help our changing industry become more viable and sustainable for current and future generations.

The Young Cattlemen's Council's position for Growing Forward 3 are as follows:*New and Continued Investment for Innovation and Research*

The young producers that will be taking over the majority of farming and ranching operations in Canada are of a demographic raised on technology. We as the next generation of operators see the need for increased innovation in technology and a continued investment in current programming. Innovative technology is the source for so many advances that influence positive financial increase, social awareness, progressive communication and overall industry forward movement.

Advances in technology and research are being discovered at a rapid pace. In today's world, time-to-market for research and innovation projects to be implemented needs to be shorter. Often, increased paperwork and turnaround times are a nuisance not allowing quick implementation. Younger operators are intimidated by application procedures or find a lack of knowledge in the process, this being a shortfall for some technologies to begin advancement.

Increased communication and simplification of applications detailing outlines from funding providers may provide an effective solution for these challenges.

Investment in Technology and Research has the potential to find meaningful solutions for the priority challenges that young producers will face in the future. These priority challenges are:

1. Water Resource Management
2. Increased Demand for Social Licensing
3. Livestock Health & Welfare

New Investment in Succession Planning

With the growing number of retirees in the beef industry, it is a priority to the YCC that it recommends a new investment being implemented in GF3. Programming that addresses the challenges of young producers wanting to succeed in taking over another

operation. The major challenges that arise in succession planning are a lack of capital investment and the knowledge of creating an effective succession plan.

A program that can be entered into far in advance of an actual transfer of assets would be of great benefit to all generations/parties involved. This program could allow the preparation and transfer of capital from each generation/party while also allowing federal funding to support the encouragement of family and non-family transitioned assets/farmland without the risk of losing operational integrity. Funding would be based on a matched amount, with a percentage of eligible sales.

A Succession Program would offer:

1. Structured Succession Plan would be necessary for program application.
2. Funds can be retained in an interest bearing account beneficial to account owner.
3. Upon execution of succession plan, funds can be withdrawn and used for following through with structured succession plan.

Continued Investment in Sustainability, Positive Consumer Awareness, Environmental Programs

Industry funding is a high priority to agriculture, especially beef production. Beef producers practice a high level of stewardship to the land they operate, not only owned lands, but also to thousands of acres of crown, private, and public lands across Canada.

Environmental, Communicative, Positive Awareness programs are essential to the sustainability of our industry. They increase communication and knowledge not just to consumers but back to producers as well. Continued Investment in a series of programs such as Verified Beef Production (VBP) or Canadian Roundtable for Sustainable Beef (CRSB) is of high priority for the allocation and design of Growing Forward 3.

Canada's beef industry is reliant upon product exportation for a progressive and profitable bottom line. International and domestic awareness are drivers of any open

market and YCC sees the importance of these investments with encouraging continued attention to these items.

New and Continued General Considerations of Growing Forward 3

Individual Funding is beneficial to younger producers who are struggling with challenges that come with a new operation. Yet, young producers are very aware of the benefits long term funding and investments have on the industry. Current and new programming should take into consideration both of these items.

Some of the challenges that young producers in our industry have seen and been affected by are the logistics of how funding is carried out under certain circumstances.

Progressive thinking is constantly a priority in young producer's business and operational models. This type of forward motion is what allows young producers to exist in an industry that is subject to exclusive challenges such as capital investment, political influence, and Mother Nature. Priorities that should be considered and are progressive in nature, for the Growing Forward 3 programming include:

Farm Safety Awareness and Training - In today's corporate and family farms, family member and employee safety is top priority. The increase in farm safety pressure from political and social sources has left most farms searching for knowledge in documentation, standard work practices, etc. Programming has the opportunity to address these needs and concerns.

Verified Sustainable - The industry is moving towards a verified program that will include all stakeholders of the industry. With this opportunity comes the challenge of maintaining a minimum cost with verification process. Programming should be considered to relieve all/some of these future challenges. This verification is welcomed by the industry as it also allows us to ensure positive awareness to our markets.

To the reader:

“On behalf of the Young Cattleman’s Council, we would like to take this opportunity to thank you for your time in considering the future generations of Canada’s Beef Industry.”

Our regards,



Jake Meyer
YCC President and Chair



Brodie Haugan
YCC Vice President

