



# BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

*Representing the Beef Cattle Industry of British Columbia*

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*For immediate release*  
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## **NEWS RELEASE**

### **\$12/calf Payment Available to BC Ranchers**

The BC Cattlemen's Association is pleased to offer beef cattle producers a financial incentive of \$12 per calf for all 2008 calves that have been age verified.

The Age Verification Program helps the beef industry meet the ever increasing demand for accurate age determination in Canadian cattle, particularly for our export markets.

"The majority of BC calves are sold and shipped to Alberta," says Roland Baumann, BCCA President and rancher from Vanderhoof. The Alberta government recently announced a move toward mandatory age verification for cattle in their province. Baumann continues to say, "This money will help BC ranchers meet Alberta's requirements in attempts to secure customers for Canadian beef."

According to the Canada Beef Export Federation -- the Canadian beef industry's international market development organization -- one of the major reasons why Japanese retailers and food service operators are reluctant to take on Canadian product is their concern over Canada's ability to consistently supply product from animals under 21-months old. Currently, we do not have enough age verified calves for a year around supply. This incentive program should help British Columbia producers meet this new demand in the marketplace.

Beef cattle producers that age verify their 2008 calves will be eligible to apply for a \$12 per head incentive on beef calves born during 2008 and must provide a signed copy of their Canadian Cattle Identification Agency birth certificates. For more information about this program and application forms, visit [www.cattlemen.bc.ca/ageverification.htm](http://www.cattlemen.bc.ca/ageverification.htm).

Funding for this initiative has been provided by the Ministry of Agriculture & Lands.

For more than 80 years, the Association has represented the interests of beef cattle producers in British Columbia and continues to work on issues affecting the beef cattle industry on behalf of our 1,250 rancher members.

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