



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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NEWS RELEASE

Association Receives \$75,000 for Program Delivery

The BC Cattlemen's Association is pleased to accept \$75,000 from Hon. Kevin Krueger, on behalf of the Ministry of Agriculture & Lands, to cover administrative costs in the delivery of the very successful Age Verification program.

In 2008, the Province committed \$3M to provide BC ranchers with an incentive to enter birthdate information into the national Canadian Cattle Identification Agency's (CCIA) online database (www.canadaid.ca). Of the \$3M, a payment of \$18 per eligible calf went to beef producers, along with a grant to the Verified Beef Production Program for on farm food safety measures. The \$75,000 accepted today will cover all program delivery costs incurred by the Association.

"The incentive payment was highly successful and greatly appreciated at a time when ranchers are experiencing diminished cash flow," says Judy Guichon, BCCA Vice President and rancher from the Nicola Valley. "Because of this program, almost 75% of the provincial herd is age verified; A great accomplishment in a short period of time."

Both age verification and verified beef production are important to show our customers that beef industry is doing due diligence to meet health and safety expectations, particularly for our international export markets.

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 1,370 rancher members.

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Photo available upon request.

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