MISSION: To maintain a healthy cattle industry that provides quality beef products to consumers and is guided by strong volunteer membership, environmental stewardship, respect for stakeholders and excellent business practices.

PURPOSE: To promote, encourage, protect and develop the cattle industry in British Columbia, in an environmentally responsible manner. Although time has changed since 1929, BCCA’s direction remains the same; to maintain and strengthen the SUSTAINABILITY of the BC beef industry.

It’s been a busy year for BCCA; we’ve made significant accomplishments liaising with government and on our own...

In May, BCCA implemented its new governance structure with seven new voting zones, a smaller 12-member Board of Directors and five elected committees, all with representation from across the province.

Board of Directors
Lary Fossum (President)
Linda Allson (Vice President)
Mike McConnell
Bill Bentley
Larry Garrett
Martin Rossmann
Harold Kerr
Grant Huffman
Duncan Barnett
Leroy Peters
John Anderson
Werner Stump
Brian McKersie
David Haywood-Farmer (Past President)

Environment Committee
Bill Bentley / Linda Allson (Co-Chairs)
Wayne Ray
Lou Cooke
Peter Tresher

Land Stewardship / Aboriginal Affairs Committee
Grant Huffman / Mike McConnell (Co-Chairs)
Don Dunbar
Bob Storey
Joe Gardner
Don Lancaster

Livestock Industry Protection Committee
Larry Garrett (Chair)
Aron Collins
Rene Dieteman
Peter Philip
Jeff Brassier

Public Affairs & Education Committee
Leroy Peters (Chair)
Art Seidl
Sandy Anaka
Ed Sible
Jacque Savage

Research Committee
John Anderson (Chair)
Steve Rainey
David Zrenchik
Dave Zehnder

Steaking our Claim
Here are some of the highlights of things that were accomplished in 2013-14.

► Participation in Water Sustainability Act development
► Changes to the Range Act
► Livestock Act review to better protect ranchers & animals
► Western Livestock Price Insurance Program (WLPIP) launch
► Carbon tax rebate for coloured fuel
► Launched beef industry videos
► 5th Annual BC Beef Day

BCCA Election 2015
BCCA implemented its new election and governance model at the 2014 AGM in Creston. The new Board and committees are in full swing, and it is time to start looking towards next year’s election already. We have a staggered voting system to maintain consistency in committees.

AWARDS & RECOGNITION
Excellence in Water Stewardship Award
BCCA’s Farmland Riparian Interface Stewardship Program (FRISP) was honoured with the 2nd annual Excellence in Water Stewardship Award for British Columbia, a prestigious award sponsored by Canada’s Premiers. Established by the Council of the Federation, it recognizes outstanding achievement, innovative practice and leadership in water stewardship. BCCA is proud that FRISP’s valuable contribution towards assisting producers to improve the environment through water stewardship has been recognized.

Environmental Stewardship Award
Richard and Nancy Martens, David Martens & Sons Ltd. (DMS) of Vanderhoof, B.C. are the recipients of the 2014 BC Environmental Stewardship Award. Congratulations!

THEREFORE, please start thinking about who you might want to nominate for the Board and committees. The following zones will have elections in 2015:

Zone 1— Peace River
Zone 3— Skeena
Zone 5— Thompson
Zone 7— Kootenay

Watch the e-news and website for information later this fall.
Here are some of the key issues we’ve worked on this year...

**WATER SECURITY**
The Water Sustainability Act (Bill 18) was passed in the spring 2014 sitting of the BC Legislature. BCCA continues to advocate for agricultural water availability and security through the water act modernization process.

**STAGE 1: STAKEHOLDER CONSULTATION**
- Provided the Ministry of Environment detailed comments on the legislative proposal as part of the public consultation.
- Met with Minister Mary Polak several times to discuss the importance of water security and need for livestock watering for private land and Crown range.

**ACCOMPLISHMENT:**
Government recognized the importance of water to agriculture by retaining “first in time, first in right” (FITFIR) model of water licensing.

**STAGE 2: REGULATION DEVELOPMENT**
Since April 2014, BCCA has been actively participating in the regulation development stage of the water act modernization process.
- Provided comments on the Ministry of Environment’s discussion paper “Pricing B.C.’s Water” in April 2014.
- Established Water Sub-committee with representation from all the zones.

Government intends to bring Water Sustainability Act into effect in early 2015.

**CARBON TAX EXEMPTIONS**
In January, the B.C. Government allowed farmers a carbon tax exemption on coloured fuel. BCCA is also investigating whether farm vehicles using propane can be eligible for the exemption.

**RANGE ACT AMENDMENTS**
For over three years, BCCA’s Land Stewardship Committee has been advocating for changes to the Range Act based on Ranching Task Force recommendations.

**ACCOMPLISHMENT:**
This work paid off this spring with Bill 5: Forests, Lands & Natural Resource Operations Statutes Amendment Act. Bill 5 reduces red tape on tenures, brings cattle ranchers in line with other tenure holders and increases tenure security.

**WESTERN LIVESTOCK PRICE INSURANCE PROGRAM**
BCCA advocated to secure a price insurance program for B.C. cattle producers, based on the program in Alberta and was pleased when the Western Livestock Price Insurance program (WLPIP) for the western provinces was announced in January. WLPIP is a market-driven program that allows producers to purchase price protection against unpredictable drop in prices for calves, feeders and fed cattle. For more information on this risk management tool, visit www.wlipp.ca or call 1 844 782 5747.

**AG WASTE REGULATION**
Early drafts of the regulations were very prescriptive. Ministries of Agriculture and Environment continue to engage stakeholders through consultations organized by the BC-Ag Council. BCCA actively participates in the sessions to ensure that regulations are practical for our industry.

**BCCA RECOMMENDATIONS:**
- Consider geographical and climatic differences across B.C. in the regulations;
- Take a common sense approach to regulation and its enforcement, especially for riparian area usage, disposal of manures, storage of wood waste and manure spreading and storage.

Draft regulation is anticipated to be available for public comment in Fall 2014. BCCA will continue to monitor the regulation development and participate in the comment period.

**LIVESTOCK ACT**
BCCA requested that the Ministry of Agriculture review the Livestock Act, Section 11.1 following the conviction of a B.C. rancher for shooting a neighbour's dog that was harassing his cattle. The conviction was overturned in August. BCCA is seeking better wording in the Act to enable ranchers to protect livestock from stray or uncontrolled dogs and other predators. BCCA will continue to actively engage in the review process and ensure our role as a vested stakeholder in the process.

**WorkSafeBC INSPECTIONS**
WorkSafeBC has a mandate to carry out inspections to ensure safe working environments for producers and their employees and to enforce on-farm safety regulations. The industry saw ranch inspections increase significantly in 2013. BCCA works with WorkSafeBC to improve communication and continues to work with the Farm & Ranch Safety and Health Association (FARSHA) to ensure producers have the necessary information pertaining to on-farm safety regulations.

Producers are encouraged to contact FARSHA (1 877 533 1789) during or following an inspection for assistance with any requirements/actions resulting from the inspection.

A “WorkSafe 101” brochure is available to assist producers and a “Small Employers Health and Safety Program for Ranchers” manual is being developed.

**COMING SOON...**
**BEEF INDUSTRY ALLIANCE**
With financial support from the Ranching Task Force Funding Initiative, BCCA is developing a Beef Industry Alliance Program. This is a branded beef program that will market beef with specific product attributes identified by consumers in our 2012 Beef Value Chain Market Analysis and Strategy Development research. BCCA is developing alliances with partners across the beef supply chain to deliver product attributes in an effort to increase profitability and sustainability of the B.C. beef industry. BCCA has partnered with a leading grocery retailer and hopes to finalize all supply chain partners in 2014/15.

**MARKETING & PROMOTION**
**Funded by the Ranching Task Force,** four new videos featuring B.C. ranchers, feedlot operators, abattoirs and retailers, tell the story of our industry and will be a valuable communications tool for members and consumers alike. The videos highlight various aspects of beef production, from animal care to the environment and were officially launched at BCCA’s AGM in Creston this May, and at BC Beef Day’s annual BBQ. The videos are on the BCCA website, and can be accessed on our “BCCattle” YouTube channel. If you would like a DVD of the videos to use for your local association, please contact the BCCA office.

Social media has become an increasingly important marketing and communications tool. It is a cost-effective way to communicate with a large audience, from producers to industry stakeholders to consumers. BCCA has two Twitter accounts:
- @BCCattle (industry focus)
- @behindthebeef (consumer focus)

**BCCA activates funded with assistance from CDC**
Check-off and the Beef Cattle Development Fund

**1 FEE = 12 BOARDS**
BCCA membership includes representation with all of these organizations, advocating FOR YOU!

**Ag-Environmental Partnership Committee**
BC Agriculture Council
BC Farm Animal Care Council
Bee Beef Research Council
Canada Beef Inc.
Canadian Cattlemen’s Association
Canadian Cattle Identification Agency
Cattle Industry Development Council
Farm & Ranch Health and Safety Association
Horm Levy Committee
Ownership Identification Inc.
Verified Beef Production Program

Stay up to date with beef industry news
**Beef in BC magazine • E-news • www.cattlemen.bc.ca**

In July 2014, the federal government implemented new “anti-sprant” regulations that require us to confirm your consent to receive e-newsletters directly to your inbox. If you are no longer receiving the e-news, please click on the “SUBSCRIBE TO E-NEWS” on the BCCA website or

4-10145 Dallas Drive
Kamloops, BC V2C 6T4
P: 250.573.3611
F: 250.573.3155
TOLL FREE: 1.877.398.2848
info@cattlemen.bc.ca
www.cattlemen.bc.ca

@BCCattle
YouTube