



CANADIAN CATTLEMEN'S ASSOCIATION

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Dear Fellow Cattle Producer,

The past decade has seen a substantial shift in management practices across the Canadian cattle industry. Individual beef producers and the Canadian beef industry as a whole will benefit from current information on year-round feeding strategies, forage and pasture management, animal management, and manure management practices for the different types of beef operations across Canada.

We are asking for your cooperation in providing accurate information on current management practices for the Canadian beef industry by describing what practices are used on your operation.

On behalf of a national group of researchers and the Beef Cattle Research Council, a division of the Canadian Cattlemen's Association, Ipsos Forward Research is conducting a nation-wide beef production practices survey. Ipsos has worked previously with CCA and has conducted studies with Canadian beef producers on a number of topics.

The intent is to use this information to benefit profitability, economic viability and environmental sustainability of the beef industry through the following avenues:

1. Target development of new Beneficial Management Practices (BMPs) for improving the economic health and longevity of the beef sector.
2. Develop and implement practical and effective BMP extension strategies that account for specific sector/region needs/differences.
3. Improve predictive models for tracking improvements in production efficiencies.
4. Help position the Canadian beef industry to capture emerging market opportunities. With large retailers moving towards the implementation of sustainable beef (and other farm) products, accurately documented sustainable practices will be very important in marketing Canadian beef.

Survey participants will be provided the opportunity to obtain detailed information on the study as well as a summary of survey findings. A final report summarizing key findings, conclusions and implications will be shared with the CCA and provincial producer groups.

The information on individual farms will be strictly confidential.

Thank you in advance for your time and input!

Sincerely,

A handwritten signature in black ink, appearing to read 'Fawn Jackson', with a stylized flourish at the end.

Fawn Jackson
Manager, Environmental Affairs