

Your services!



Les Producteurs
de bovins du
Québec





GENERAL MANAGEMENT

What the PBQ does for you...

Agroeconomic expertise

- Advocates for a fair calculation of the costs of production and appropriate income support measures
- Monitors government programs related to income security
- Compiles socioeconomic information on cattle production
- Compiles and distributes benchmark information concerning external markets
- Compiles and distributes data on markets
- Provides content for an information platform on market prices (bovin.qc.ca/info-prix)
- Offers an advisory service to producers

Expertise in quality, environment and veterinary programs

- Develops and ensures the implementation of quality programs
 - Verified Veal (milk-fed veal)
 - Quebec Certified Grain-Fed Veal (grain-fed veal)
 - Verified Beef Production Plus (VBP+) (feeder calves and fed cattle)
- Assists producers in their preparations for audits and review of registers
- Seeks external funding for research projects initiated by producers
- Participates in the review and development of codes of practice
- Offers practical training throughout Quebec (e.g. management of wintering pens, animal welfare, quality programs, *Salmonella* Dublin, biosecurity, antibiotic resistance)
- Offers an advisory support and accompaniment service

Representation and lobbying

- Performs government representation and lobbying on the following topics:
 - Regulatory amendments and agreements
 - Assistance programs (e.g. collective housing)
 - Environment
 - Impacts of various international agreements (e.g. veal from the European Union)
 - Traceability
 - Young farmers

- Maintains relations with cattle industry partners
- Represents cattle producers with the following Canadian cattle organizations:
 - Canada Beef
 - Canadian Cattlemen's Association
 - Beef Value Chain Roundtable
 - Canadian Beef Grading Agency

Advance payments program (APP)

Federal loan guarantee program offered interest-free up to a maximum of \$100,000 or at a preferential rate for a maximum of \$300,000

- Manages ±\$30 Million of advances to producers
- Offers producers support and accompaniment

Communication and community life

- Promotes cattle production
- Communicates with producers via:
 - *La minute bovine* newsletter
 - Website
 - *Bovins du Québec* special section
 - Facebook
- Defends the interests of cattle producers and production to the media:
 - Organizes annual regional and provincial general meetings, as well as special general meetings and training days

Payment guarantee

Self-insurance program offered to producers, guaranteeing payment for cattle sold in the event that a buyer defaults on payment

- Ensures daily monitoring of authorized purchasing limits
- Files late payment claims with the Régie des marchés agricoles et alimentaires du Québec
- Tracks the renewal of buyers' bonds
- Manages authorization numbers to allow fed cattle producers to buy at auction without having to post a bond



PROMOTION

What the PBQ does for you...

The Promotion Department is the exclusive responsible organization for promoting and developing markets for Quebec Milk-Fed and Grain-Fed veal products:

- increases and fosters veal sales and enhances the value of veal products
- publicizes veal products with distributors, restaurant managers, retailers and consumers
- provides training on products and cuts
- develops new veal products in cooperation with the processors
- prepares advertising and promotional activities and tools such as:
 - mass advertising (*La Presse+*, bill boards)
 - TV and radio ads
 - food distribution events
 - recipe cards
- manages and posts content on the Quebec Grain-Fed Veal and Quebec Milk-Fed Veal Facebook pages
- participates in promotional events and ensures the visibility of both sectors through the *food trailer*



GRAIN-FED VEAL

What the PBQ does for you...

Marketing

- Administers the *Règlement sur la production et la mise en marché des veaux de grain*
- Negotiates the Marketing Agreement with buyers and oversees its application
- Manages the production histories program
- Operates the electronic auctions
- Collects payments from buyers and pays the producers
- Inspects the slaughter plants to ensure compliance with rules (e.g.: weight, carcass grading and cutting)
- Follows developments in reference markets and informs producers accordingly

Information to producers

- Regularly updates information on the Extranet site (e.g.: information on various regulations, information and analysis documents)
- Organizes information sessions for producers

Services

- Performs technical and economic analyses (e.g.: cost of production, feed conversion, efficiency)
- Coordinates and supervises research projects (e.g.: manure characterization, detection of heavy calves suffering from pneumonia, meat quality)
- Develops management guidance tools for producers (e.g.: production handbook, computerized registers for monitoring quality assurance programs)
- Offers support services to producers

Representation

- Is a member of the Canadian Veal Association which represents and lobbies for veal producers across Canada



MILK-FED VEAL

What the PBQ does for you...

Marketing

- Administers the *Règlement sur la production et la mise en marché des veaux de lait*
- Negotiates the Marketing Agreement with buyers and oversees its application
- Manages the calf housing-spaces program
- Follows developments in reference markets and informs producers accordingly

Information to producers

- Regularly updates information on the Extranet site (e.g.: government assistance programs (group housing), regulations, information and analysis documents)

Services

- Coordinates and supervises research projects (e.g.: air quality, liquid manure management, detection of heavy calves suffering from pneumonia)
- Develops management guidance tools for producers (e.g.: production handbook, computerized registers for monitoring quality assurance programs)
- Offers support services to producers

Representation

- Is a member of the Canadian Veal Association which represents and lobbies for veal producers across Canada



FEEDER CALVES

What the PBQ does for you...

Marketing

- Administers the *Règlement sur la production et la mise en marché des veaux d'embouche*
- Negotiates the Marketing Agreement with the auctions and oversees its application
- Inspects the auctions
- Coordinates the Quebec Feeder Calf Sales Circuit
- Ensures the dissemination of prices to producers and stakeholders

Information to producers

- Regularly updates information on the Extranet site (e.g.: sales statistics, slaughtering data, information and analysis documents)
- Updates information on the boeufquebec.com (directory of on-farm feeder veal sales) and bovi-genetique.ca Web sites (message board for the sale of breeding animals)
- Provides training on the marketing and preparation of feeder calves (e.g.: dehorning and castration, cost of fattening females)

Service

- Offers a support service to producers

Representation

- Represents producers on the following committees:
 - Beef-cattle committee of Quebec's Reference Centre for Agricultural and Agri-food (CRAAQ)
 - Quebec steering committee on beef cattle (genetic enhancement)



FED CATTLE

What the PBQ does for you...

Marketing

- Administers the *Règlement sur la mise en marché des bouillons du Québec*
- Manages sales to the United States (e.g.: transport, customs and contractual follow-up)
- Operates the electronic auctions
- Negotiates sales to Canadian and American slaughter plants
- Collects payments from buyers, pays producers and deducts transport costs
- Validates the information of the buyers, makes the corrections, if necessary
- Develops new markets
- Audits the farm operations that participate in the various certification programs (e.g.: Canadian Beta Agonist-Free Beef Certification Program)
- Follows developments in reference markets and informs producers accordingly

Information to producers

- Regularly updates information on the Extranet site (e.g.: slaughtering data, producer payments, statistics on sales and pounds of weight gain, information and analysis documents)

Services

- Develops and manages the Bovitrace traceability software program
- Inspects the main slaughter plants (Ontario and Maritimes) and ensures compliance with rules and standards (e.g.: carcass preparation and cutting)
- Offers a support service to producers

Representation

- Is a member of the National Cattle Feeders Association which makes representations and lobbies on issues of concern to the Canadian fed cattle industry





CULL CATTLE AND BOB CALVES

What the PBQ does for you...

Marketing

- Develops business relationships with Canadian and American clients
- Administers the *Règlement sur la production et la mise en marché des bovins de réforme et des veaux laitiers du Québec*
- Negotiates the Marketing Agreement with the auctions and oversees its application
- Inspects the auctions
- Follows developments in reference markets and informs producers accordingly
- Organizes the marketing of organic cull cattle

Information to producers

- Informs producers by preparing documents, such as:
 - Brochures on the mobility of cull cattle
 - Video clips and fact sheets concerning the preparation and marketing of bob calves
 - Guidance documents for shipments of cull cattle and bob calves (Cull cattle & Dairy calves Move-Out Register)

Service

- Offers support services to producers



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