

ANNUAL REPORT ON ACTIVITIES 2023



**FEEDER
calf**



**GRAIN-FED
veal**



**CULL CATTLE
and dairy calf**



**MILK-FED
veal**



**FED
cattle**

Les Producteurs
de bovins du
Québec

bovin.qc.ca



GENERAL ACTIVITIES IN 2023

INCOME SECURITY

The PBQ (Producteurs de bovins du Québec) works continuously with different levels of government to ensure income security programs meet the real needs of producers.

Progress in 2022-2023

Farm Income Stabilization Insurance

- At the request of the PBQ, three new indices were developed by the FADQ (La Financière agricole du Québec) as part of the final indexation of the Farm Income Stabilization Insurance program (known as ASRA).
- Following the FADQ's decision to make ineligible beef cows older than 16 years old, the PBQ conceded to put this rule into effect gradually in view of its implementation in 2024.
- The UPA (Union des producteurs agricoles), as well as all other specialized farm production federations covered by the ASRA program, have reaffirmed their support for updating of operator remuneration.

Details on page 6 of the RGM document.

GOVERNMENTAL RELATIONS

Provincial

The teams from the PBQ and the MAPAQ (Ministry of Agriculture, Fisheries, and Food) continued to hold regular meetings together.

Federal

The PBQ continues to represent the province at the Canadian Cattle Association (CCA). The CCA works to expand lobbying efforts on a variety of issues before the Canadian government.

Details on page 6 of the RGM document.

PUBLIC RELATIONS

LESFAITSBOEUF.COM | VEAUFAITS.COM

As part of its Communication Plan on sustainability, the PBQ launched the LESFAITSBOEUF.COM | VEAUFAITS.COM campaign in June.



Colloque de l'industrie bovine québécoise

In November, the provincial cattle industry symposium (*Colloque de l'industrie bovine québécoise, or CIBQ*) was held in person for the second year in a row and attracted nearly 200 attendees.



Colloque de l'industrie bovine québécoise 2023

Bœuf du Québec certification of origin

At the CIBQ on November 16, 2023, the PBQ officially launched the collective Boeuf du Québec certification mark. It is offered to any commercial enterprise putting Quebec beef to market.



Details on pages 6 to 9 of the RGM document.

COMMUNICATIONS AND UNION AFFAIRS

The Environmental Stewardship Award (TESA)

- Quebec submitted its nomination for a TESA award. The PBQ's selection committee chose Ferme Sage enr. to represent the province for this national award. Ferme Ricard & Ass. (S.E.N.C.) received an honourable mention from the jury.



New INNOVEAU Award

- The PBQ launched the INNOVEAU Award in 2023 to recognize leadership among veal cattle producers for animal welfare, innovation, and conservation.



New Format for the 2023 AGM

- The majority of the PBQ's annual general meeting (AGM) was livestreamed on the PBQ's Facebook page and YouTube channels.

Webinar Production

- The PBQ continued to produce webinars on a variety of subjects. They can all be found on the PBQ's YouTube channel.

Details on page 9 of the RGM document.

ANIMAL WELFARE AND ENVIRONMENT

Conditioning Cull Cattle and Transport

To support producers in their decision-making and help them better understand the regulations that came into effect in February 2020, a number of training sessions were offered, and plenty of information was also disseminated.

Alternative Form of Nutrition for Unweaned Calves

This research project focused on finding a milk replacement to use during animal transport.

Modernization of the REA (*Règlement sur les exploitations agricoles*)

The PBQ took part in the online and in-person consultation processes to ensure that the interests of producers, on topics such as stockpiling manure and wintering pens, were upheld in the new version of the regulation.



Biodiversity in Beef Production Program

This initiative is designed to help train and support beef producers in adopting practices that can help support biodiversity on farmlands. In 2023, nearly 400 attendees took part in 12 training and demo activities and three testimonial videos were also produced.

Details on pages 7 and 8 of the RGM document.

QUALITY PROGRAMS

Certified Quebec Grain-fed Veal Program

Feature pieces on different operations were disseminated on a number of different platforms.



Verified Veal

At the end of 2023, approximately 79% of the milk-fed veal production volume was certified.



Sustainable Beef

The PBQ continues to support all efforts that enable buyers to recognize sustainable beef. Since 2021, 118 producers have received financial forms of recognition.



Verified Beef Production Plus

As of November 2, 2023, 158 producers were certified by the Verified Beef Production Plus (VBP+) program. In 2023, the PBQ initiated a number of promotional campaigns to support program recruitment and highlight the added value of becoming a VBP+-certified operation.



Details on page 8 of the RGM document.

To access the regional annual general meeting (RGM) documents, scan the QR code with your phone or table or copy the following link into your browser: <https://bovin.qc.ca/wp-content/uploads/2024/02/Document-AGR-2024-final-WEB-ENG.pdf>



STRATEGIC PLANNING 2019-2024

Beef Sector (cull cattle, feeder calves, and fed cattle)

Four major areas of work were identified by representatives of each of the sector's subdivisions: stabilization of production and slaughterhouse processing, development of a sustainable beef sector, deployment and promotion of a brand image, and coordination and value chain.

Details on page 21 of the RGM document.

Veal Sector (dairy calf, grain-fed veal and milk-fed veal)

Work continues in the veal sector in the areas identified during prior strategic planning exercises.

RESEARCH

The PBQ invests in research through R&D funds. A total of \$418,964 will be invested by producers in 2023 and the two following years into projects valued at \$9,386,020, representing a 1-to-22 leveraging effect.

Details on page 10 of the RGM document.

SECTOR HIGHLIGHTS

FEEDER CALF SECTOR

PRIMARY ACHIEVEMENTS FOR 2023

Quebec Specialized Feeder Calf Auctions Circuit

The number of sales for the 2023-2024 season in Quebec's specialized feeder calf auctions circuit (*Circuit des encans spécialisés de veaux d'embouche du Québec*) remains the same as the previous season. The PBQ focused on supporting producers and collecting samples in specialized auctions seeing as putting to market feeder calves now requires that calves come from breeder herds that have been vaccinated for fetal protection.

Electronic Auctions

Regulatory changes were made to make electronic auctions a bona fide marketing option. The feeder calf sales agency can now coordinate electronic auctions for feeder calves using custom in-house software.

Promotion and Advertising Fund for Quebec Feeder Calf Producers

The PBQ invested funds in the production of an episode of the 8th season of the TV series *Arrive en campagne* aired in May 2023. Maintenance and optimization of the Boeufdici.com website also took place during the year.

Details on pages 18 to 26 of the RGM document.



FED CATTLE SECTOR

PRIMARY ACHIEVEMENTS FOR 2023

VBP+ Certification

As part of the new provincial fed cattle production and marketing regulations (*Règlement sur la production et la mise en marché des bouvillons du Québec*), operations putting to market more than 20 steers per week will have to be VBP+-certified by January 1, 2025.

Règlement sur la production et la mise en marché des bouvillons du Québec

The fed cattle marketing committee redrafted the regulation and its adoption will be put to vote during a special general meeting to be held in March 2024.

Details on pages 27 to 31 of the RGM document.



CULL CATTLE AND DAIRY CALF SECTOR

PRIMARY ACHIEVEMENTS FOR 2023

Market Development

The special promotion and marketing contribution for cull cattle producers was initiated in 2023. It enables the funding of initiatives such as the development and deployment, in collaboration with the fed cattle and feeder calves sectors, of a promotional communication strategy associated with the Bœuf du Québec certification of origin.

Beef Crossed Dairy Calves

The PBQ continues to deploy efforts to share information with dairy producers and industry partners in order to meet the needs of buyers and maximize dairy calf producer revenues.

Veal Sector Project

In 2023, dairy calf and veal calf producers engaged in a collaborative project to improve the supply of beef crossed dairy calves through the use of beef sire semen for the purpose of fattening them as grain-fed and dairy calves.

Details on pages 42 to 46 of the RGM document.



JOINT BUSINESS OF THE MILK-FED AND GRAIN-FED VEAL SECTORS

Analysis and Actions to Galvanize the Veal Cattle Sector

In 2022, the veal cattle sector (which includes the milk-fed and grain-fed veal sectors) initiated a project to outline potential solutions to ensure the sector's long-term viability. The project's final report was submitted early in the year and contains recommendations and an action plan focused on four central points around which to improve the sector's competitiveness.

Veal Sector Project

In 2023, the cull cattle and dairy calf sectors, as well as the milk-fed and grain-fed veal sectors, worked together to improve the supply of beef-crossed dairy calves to be fattened as veal calves. A three-part project was launched to keep up with changes stemming from the growing number of beef-crossed dairy calves on the market.

Canadian Veal Association

The PBQ is a member of the Canadian Veal Association (CVA) which represents producers, slaughterhouses and other veal sector stakeholders from Quebec and Ontario. The CVA ensures that the sector's priority issues are known to stakeholders, public decision-makers, and government.

Promotion and Market Development

In 2023, the milk-fed veal marketing committee asked the grain-fed veal sector to renew the agreement relating to the promotion of Quebec Milk-fed Veal and its part in the Quebec Veal program. As part of its bio-food market development program, \$292,000 was received from the MAPAQ to promote Quebec Veal from December 2020 to December 2023.

Market promotion and development activities tied to the Milk-Fed Quebec Veal and Grain-Fed Quebec Veal markets take the form of advertising focused on Quebec Veal products and centred around the following messaging:

- A healthy and multiple use form of protein;
- An easy to prepare everyday meat;
- An affordable and accessible form of protein;
- Raised with pride and care by local producers.

Details on pages 32 to 34 of the RGM document.



MILK-FED VEAL SECTOR

PRIMARY ACHIEVEMENTS FOR 2023

Ulcers and Abomasum Lesions in Milk-fed Calves

A protocol was jointly developed by the Université de Montréal's faculty of veterinarian medicine and the PBQ to undertake the second phase in the development of an ulcer and abomasum lesion assessment tool in milk-fed calves in 2024.

Promoting Quebec Veal

The milk-fed veal marketing committee stopped contributing to the Quebec Veal promotional fund as of November 1, 2023.

Details on pages 35 to 37 of the RAM document.



GRAIN-FED VEAL SECTOR

PRIMARY ACHIEVEMENTS FOR 2023

Restructuring of the grain-fed veal production and marketing regulations

A special general meeting of grain-fed calf producers took place on March 23, 2023, to consult with them about the restructuring of the *Règlement sur la production et la mise en marché des veaux de grain*. The meeting ultimately ended with a vote against the draft.

2022 Group Analysis Exercise

In 2023, 13 operations participated in the group analysis exercise. This techno-economic analysis is based on financial information from farm operations and allows producers to compare operating costs.

Historical Production Data

Two historical production data projects enabled the production of a total of 5,532 grain-fed calves. Eight such projects granted over the last three years were completed in 2023.

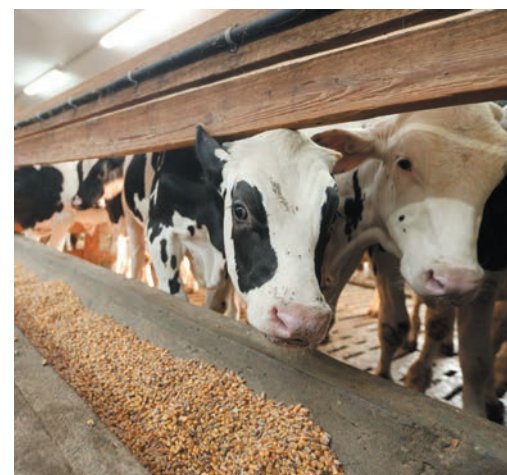
Classification System for Veal Carcasses

Research teams from Agriculture and Agri-Food Canada's Research and Development Centres in Sherbrooke, Quebec, and Lacombe, Alberta, began data analysis and development of a yield ruler prototype in collaboration with the PBQ.

Preslaughter Management Practices

The project initiated at the request of the PBQ was concluded in fall 2023 and will inform the sector on the main preslaughter management conditions that impact meat quality.

Details on pages 38 to 40 of the RGM document.



LETTER FROM THE CHAIR

Dear Producers,

For the PBQ, 2023 was all about innovative projects. By design, these projects were proactive and ambitious in an effort to grapple with the issues we collectively face. The solutions being put forward aspire to be effective, justified, visionary, and sustainable. Allow me to use this opportunity to tell you about some of them.

Being in the heart of the action is at the heart of sustainability and this is true for our sector and our farms. This starts with operations whose financial health supports their development, a fact that was highlighted in the UPA's Agriculture Under Pressure campaign (*Agriculture sous pression*) which we supported right from the start. Operations have faced and continue to face difficulties and risk having to shut down if no action is taken. The cattle sector represents one of the frontlines of our food sovereignty and of our dynamic land use, and it is under threat. That being so, the PBQ has maintained an open and authentic dialogue with the MAPAQ and its team. This dialogue allows us to keep decision-makers aware of the issues you grapple with and the solution that we believe are both promising and justified, such as upgrading operator remuneration in the ASRA Program model and the revitalization program designed to address the concerning decline in fed cattle production.


Last year, we launched the lesfaitsboeuf | veaufaits.com platform, a pivotal part of our Communication Plan on sustainability geared towards reinitiating dialogue with consumers and addressing biased messaging about cattle production. The second part of the promotional campaign was highly successful, and we have great hopes that it will help inject more truth in conversations about agricultural production. In parallel, the PBQ put in motion its Biodiversity in Cattle Production program (*Biodiversité en production bovine*) which is designed to train and support producers in implementing sustainable operating practices to support wildlife and plant life on their lands. Our goal here is to "walk the talk," as it were.

Nationally, the PBQ maintains its active involvement with the Canadian Cattle Association to ensure that federal regulations and programs accurately reflect the unique needs of Quebec-based producers in matters such as transportation, food product labelling, farm support programs, and market development, namely through the withdrawal or easing of export barriers.

Similarly in terms of business development, the PBQ was this year once again actively engaged in the province's cattle industry symposium (*Colloque de l'industrie bovine québécoise*) which attracted nearly 200 attendees from all parts of the industry, a new record. The event was held under the banner of sustainability and innovation. The event's programming was comprehensive and was complemented by an impressive variety of exhibitors. Bringing together stakeholders from the farm to the grocery aisle in one place is not only relevant but also constructive.

Lastly, 2023 marks the end of some long-term efforts, including those tied to areas identified by our strategic planning. The launch of the Bœuf du Québec certification of origin is one such example. This new brand for the beef sector should now offer producers a leg up when it comes to responding to consumer expectations. This certification is available to any commercial enterprise putting Quebec beef to market, much like the Veal of Quebec brand for the veal sector. The initiative also aims to help stabilize farm revenues, namely by promoting higher demand for local products. The project ultimately aims to generate stability across the entire sector, and we are thrilled that a number of partners have already signalled their interest in it.

Allow me to invite all Quebec cattle producers to attend the next annual general meeting on March 26 and 27 at Hôtel Le Concorde in Quebec City. The event is your chance to contribute to decision-making with us.



Jean-Thomas Maltais, Chair



Board of Directors



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Stanley Christensen
Farm in Lac-Sainte-Marie



Saguenay-Lac-Saint-Jean
Guillaume Barrette
(interim)
Farm in Saint-Edmond-les-Plaines



Fed Cattle Marketing Committee
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Farm in Saint-Alexis (Lanaudière)



Feeder Calf Marketing Committee
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Farm in Saint-Frédéric (Chaudière-Appalaches-Sud)



Grain-fed Veal Marketing Committee
Louis-Joseph Beaudoin
Farm in Proulxville (Mauricie)



Milk-fed Veal Marketing Committee
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Farm in Saint-Isidore (Chaudière-Appalaches-Sud)



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Joanie Courchesne
Farm in Saint-Cyrille-de-Wendover (Centre-du-Québec)



Executive Director and Secretary-Treasurer
André Roy

Management Committee



André Roy



Marie-Claude Dubuc



Nathalie Côté



Eve Martin



Louis Blouin



Yannick Sauvé



Guy Laquerre

MARKETS

Feeder Calf	2019	2020	2021	2022	2023
Number of beef cows	141,700	128,100	129,400	123,300	126,100
Average sale weight – Specialized auctions	664 lb	667 lb	681 lb	676 lb	660 lb
Price of male calves 600-700 lb ¹	\$2.06	\$2.13	\$2.12	\$2.34	\$3.24
Price difference (Quebec vs. Alberta-Manitoba) ²	\$0.00	\$0.09	\$0.05	\$0.01	(\$0.07)

Milk-Fed Veal	2019	2020	2021	2022	2023
Milk-fed veal calf production in Quebec	80,338	74,642	69,709	68,119	66,757
Milk-fed veal calf production in the US	192,363	178,273	136,955	140,270	127,256
Milk-fed veal calf price in Quebec					
Milk-fed veal calf price in the US (CAD\$) ¹	\$4.10	\$3.90	\$4.15	\$5.40	\$5.83

Cull Cattle	2019	2020	2021	2022	2023
Cull cattle production in Quebec	97,555	95,131	92,929	91,277	89,753
Cull cattle price ¹	\$0.58	\$0.65	\$0.65	\$0.85	\$1.06
Price difference (Quebec vs. Ontario) ²	(\$0.06)	(\$0.02)	(\$0.05)	(\$0.08)	(\$0.09)

Fed Cattle	2019	2020	2021	2022	2023
Fed cattle production in Quebec	88,164	74,827	77,509	63,962	59,576
Average carcass weight	890 lb	890 lb	899 lb	894 lb	892 lb
Fed cattle price ¹	\$2.43	\$2.42	\$2.54	\$2.98	\$3.71
Price difference (Quebec vs. Western Canada) ²	(\$0.06)	\$0.11	(\$0.06)	\$0.10	(\$0.02)

Grain-Fed Veal	2019	2020	2021	2022	2023
Grain-fed veal calf production in Quebec	72,643	76,371	74,947	68,834	71,804
Average carcass weight	373 lb	375 lb	383 lb	384 lb	389 lb
Grain-fed veal calf price ¹	\$2.12	\$2.35	\$2.48	\$3.16	\$3.68
Price difference (Quebec vs. Ontario) ²	\$0.26	\$0.13	\$0.19	\$0.12	(\$0.07)

Dairy Calf	2019	2020	2021	2022	2023
Dairy veal calf production	130,131	158,704	169,006	170,482	194,401
Price of male dairy veal calves ¹	\$1.32	\$1.24	\$1.32	\$1.83	\$3.85
Price difference (Quebec vs. Ontario) ²	\$0.14	(\$0.03)	(\$0.13)	(\$0.04)	(\$0.26)

¹ Price per lb ² Price difference per lb

FINANCIAL SUMMARY

GENERAL FUNDS

Unaudited Financial Statements Year ending October 31, 2023

	2023										2022		
	GÉNÉRAL ADMIN.	SALES AGENCIES				PROMOTION				RESEARCH FUNDS	CUMULATIVE RESULTS*	CUMULATIVE RESULTS*	
		CULL CATTLE	GRAIN-FED VEAL	FED CATTLE	FEEDER CALF	MILK-FED VEAL	GRAIN-FED VEAL	FEEDER CALF	FED CATTLE	CULL CATTLE			
Income	\$3,403,767	\$532,032	\$920,682	\$466,336	\$478,743	\$190,479	\$520,419	\$94,713	\$104,295	-	\$354,007	\$7,065,473	\$7,193,885
Expenses	\$3,873,598	\$479,434	\$846,109	\$631,772	\$576,241	\$167,891	\$477,041	\$114,088	\$71,908	\$133,407	\$204,510	\$7,575,999	\$7,160,046
Excess (shortfall) of income over expenses	\$(469,831)	\$52,598	\$74,573	\$(165,436)	\$(97,498)	\$22,588	\$43,378	\$(19,375)	\$32,387	\$(133,407)	\$149,497	\$(510,526)	\$33,839
Net Assets, end of year	\$4,776,555	\$430,757	\$559,905	\$451,408	\$765,023	\$215,824	\$128,898	\$4,827	\$227,522	\$(108,407)	\$822,236	\$8,274,548	\$8,785,074

*Cumulative results account for the elimination of operations between the different sections.

Audited financial statements available as of March 13, 2024, at <https://bovin.qc.ca/en/meetings/2024-2/>

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• Facebook:
facebook.com/groups/bovinsqc/



• YouTube:
bit.ly/2R2SzdB



• La Minute bovine newsletter:
bovin.qc.ca/abonnement/

• Sectors extranet sites:
Contact your sales agency for access



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