



50 YEARS

2024

ANNUAL REPORT ON ACTIVITIES

Les Producteurs
de bovins du
Québec
bovin.qc.ca



LETTER FROM THE CHAIR

Dear producers,

The year 2024 was marked by major projects important to the PBQ (Producteurs de bovins du Québec). These projects broached many different topics, but they shared a common central objective: to ensure the ongoing sustainability of cattle production in the province. A few of them are presented below.

The return of growth in the province's inventory is front and centre in our minds, and our team took on the task of developing a support program for growth companies and presenting it to the five marketing committees and the PBQ Board of Directors. This program would give a leg up to producers looking to make investments towards increasing their inventories.

The implementation of the PBQ's sustainability strategy is also testament to our commitment to achieve our main objective. To be deployed until 2035, this strategy is designed to guide and support producers towards sustainable production that is economically viable, meets social acceptability, and in tune with the needs of the environment. The PBQ will take action in a number of ways over the coming months as part of this strategy's deployment.

In an effort to face the scope of issues that the industry is up against, the PBQ have leaned towards a cooperative and collaborative approach with the various actors from the beef and veal sectors in an effort to find solutions that meet everyone's needs. Positive results stemming from this choice in approach have already begun to come to light.

Dialogue between the PBQ and the MAPAQ team has increased over the past months resulting in very constructive exchanges. MAPAQ representatives participate as observers in a number of our committees and have witnessed their progress as well as the sense of shared engagement that drives dialogue within the beef and veal sectors.

The beef sector's strategic planning activities made substantial progress during 2024. A consensus is being reached about the importance of producing better quality fed cattle, namely in terms of increased marbling. Setting such a goal requires the commitment of all sector actors. I take this opportunity to acknowledge the openness abattoirs have shown as part of these discussions.

We need to continue working together to make adjustments to this product and in turn respond to the needs of consumers. Different initiatives were led towards this end, and the PBQ will spare no effort in achieving this objective in the coming years.

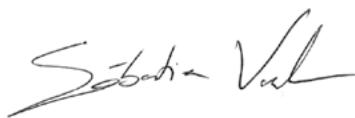
Despite the difficult conditions tied to the high price of dairy calves, the veal sector has continued its work and has a number of achievements under its belt already, including the sector's first life cycle analysis and the return of the grain-fed veal INPACQ Day event. Thanks to a number of different efforts, notably in terms of marketing and market development, provincial production of grain-fed veal rose in 2024, by 5.2%. A wonderful achievement that we can be proud of..

In terms of business development, the PBQ maintained its proactive stance and led the organization of the provincial cattle industry symposium (Colloque de l'industrie bovine québécoise) in collaboration with different industry partners. The event, held in Lévis on November 19, featured high-quality content and attracted a record number of attendees.

Lastly, the PBQ adopted its five-year plan (2025-2029) in 2024 which will help lead the way in the pursuit of our mission and in maintaining the services we offer to producers.

As we mark the 50th anniversary of our organization this year, I have no doubt that our efforts today will help cattle production remain part of the landscape in Quebec for many generations to come.

I look forward to seeing you all at our annual general meeting on March 25th and 26th.



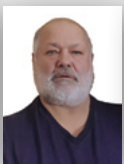
Sébastien Vachon, Chair



Board of Directors



Sébastien Vachon
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Farm in Landrienne



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Steve Harrison
Executive Director and Secretary-Treasurer

Management Committee



Steve Harrison



Marie-Claude Dubuc



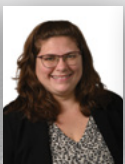
Nathalie Côté



Eve Martin



Cynthia Thivierge



Laurie Noiseux



Yannick Sauvé



Guy Laquerre

GENERAL ACTIVITIES IN 2024

To learn more about our 2024 achievements, visit <https://bovin.qc.ca/en/ragm-25/> to consult the regional annual general meetings document.

INCOME SECURITY

The PBQ (Producteurs de bovins du Québec) makes it their mission to secure the best possible net revenues for all Quebec cattle producers. As such, the PBQ works on an ongoing basis with different levels of government to ensure that income security programs align with the realities of cattle operations.

MAIN INITIATIVES IN 2024

2023 Production Cost Study in the Grain-Fed Veal Sector

PBQ representatives participated in a sectoral working committee initiated by the provincial research centre on agricultural production costs (*Centre d'études sur les coûts de production en agriculture*, or CECPA) alongside representatives from the FADQ (*La Financière agricole du Québec*) and the Ministry of Agriculture, Fisheries and Food (MAPAQ). This committee's mandate is namely to follow the steps involved in conducting a production cost study and ensure that studies are carried out in accordance with applicable guidelines.

Large Businesses in the Grain-Fed Veal Sector

In March 2024, members of the Grain-Fed Veal Marketing Committee (or CMMVG) expressed their support for the establishment of a deductible in the application of the grain-fed veal model effective January 2025. On November 8, 2024, the FADQ concluded the same, though the PBQ has requested that a number of expense line items tied to large businesses be revised and that the deductible formula be adjusted. Discussions are ongoing.

Revitalization Efforts for Quebec Fed Cattle Production

Despite having raised the issue of revitalizing provincial production of fed cattle several times with government representatives, no notable progress has been made. Revising the Advanced Payments Program's interest-free maximum amount did, however, help the sector.

Advanced Payments Program

Thanks to arguments put forward by the PBQ, advanced rate increases were granted to both the grain-fed and milk-fed veal sales agencies in an effort to more accurately reflect the anticipated value of their products. Granted were a 41% increase for the grain-fed calves, a 38% increase for the milk-fed calves, and a 45% increase for the weaned calves.

PUBLIC AND GOVERNMENTAL RELATIONS

Fact Versus Fiction

Last fall, the PBQ launched the second edition of the *Fact Versus Fiction* information pamphlet, a little over four years after the publication of its first edition. Designed to respond to criticisms about beef and veal production, this new edition was revised to reflect the most recently available scientific data. A digital version of this pamphlet is available in English and French at <https://cutt.ly/factvsfiction2024>.

Governmental Relations

Throughout 2024, the PBQ and the representatives of MAPAQ's agri-food sectors development office continued to hold regular and constructive meetings. Holding these regular meetings was a



joint initiative established in 2021 and has allowed for ongoing and focused engagement about important governmental-level matters pertaining to beef and calf producers.

ANIMAL WELFARE AND THE ENVIRONMENT

Dairy and Beef Sectors Biosecurity Strategy

In partnership with the province's dairy producers (*Producteurs de lait du Québec*), the PBQ spearheaded the very first biosecurity strategy for the dairy and beef sectors for the



Alliance
biosécurité
bovine
du Québec

2025 to 2029 period. Known under the name of *Alliance biosécurité bovine du Québec*, this alliance brings together 34 key representatives from every segment of the dairy and beef sectors, i.e., producers, transporters, auctions, farm-level consultants and agents, researchers, and government. Parts of this strategy include the reinforcement of farm installation biosecurity standards right at the design stage and support for the promotion of biosecurity best practices. Learn more at <https://cutt.ly/biosecurite-bovine> (English coming soon).

Modernization of the REA

The modernization of the Agricultural Operations Regulation (*Règlement sur les exploitations agricoles*, or REA) was an ongoing process in which the PBQ was very actively engaged. Efforts were made to uphold the interests of producers in its new version, notably in terms leakproof manure storage and manure stockpiling. The publication of the updated REA is expected in 2026.



Biodiversity in Beef Production Program

This program was designed to train and support cattle producers in wildlife and biodiversity best practices and came to a close in 2024. Between 2022 and 2024, nearly 700 producers and other industry actors took part in 16 on-farm knowledge transfer activities. Funded in part by the MAPAQ's *Prime-Vert* program, the project helped showcase committed producers whose engagement can serve to inspire their peers and also helped the producers connect with environmental conservation groups. Learn more at <https://cutt.ly/bovins-biodiversite> (French only).

GENERAL ACTIVITIES IN 2024

QUALITY PROGRAMS

Verified Beef Production Plus and Canadian Roundtable for Sustainable Beef Programs

As of November 12, 2024, 160 operations were certified under both programs.

Production	Number of head from VBP+-certified and CRSB-certified operations
Cow-Calf	17,503 (+2% 2024/2023)
Fed Cattle (capacity)	42,620 (+11% 2024/2023)

In 2024, the Quebec VBP+/CRSB team led a hockey-themed promotional campaign entitled *Ne niaisez plus avec la puck! C'est le temps de scorer!* (Shoot and Score with VPB+ score!). Deployed across social media and regional activities, the campaign centred on recruitment and on showcasing the added value of becoming a VBP+/CRSB operation. It was also geared towards existing certified operations in an effort to value their work and efforts. Learn more at <https://cutt.ly/VBP> (French only).



Sustainable Beef

The Canadian Sustainable Beef Program has provided financial rewards to nearly 160 producers whose cattle met sustainability requirements. An additional monetary incentive linked to certification status was paid on top of the program payments. In total, approximately \$225,000 has been returned to certified producers.

COMMUNICATIONS AND UNION NEWS

Quebec Cattle Industry Symposium

The PBQ served as sponsor and main organizer of the 4th provincial cattle industry symposium (*Colloque de l'industrie bovine québécoise*) held on November 19th at Lévis under the banner of *Préparer l'avenir* (Preparing the Future). The event attracted 200 attendees—an 8% increase from the 2023 event—and included producers, industry stakeholders, students, abattoir representatives, and suppliers.

Webinars

In 2024, the PBQ hosted six webinars developed for cattle producers in collaboration with the VBP+ program. Webinars took on a wide number of topics, from pasture management and calf care to personnel management. Approximately 300 people attended these short live

webinar training events. They are available to view at <https://cutt.ly/webinaires-2024> (French only).

Next Generation Grants

The PBQ launched a grant program for the next generation of cattle producers. This initiative's goal is to foster excellence and support the development of the beef and veal sectors. A total of two grants will be awarded in winter 2025 to graduates demonstrating strong interest in cattle production. The amount of the grant will be based on their level of study.

- \$1,250 (professional level)
- \$2,500 (college level)
- \$5,000 (university level)

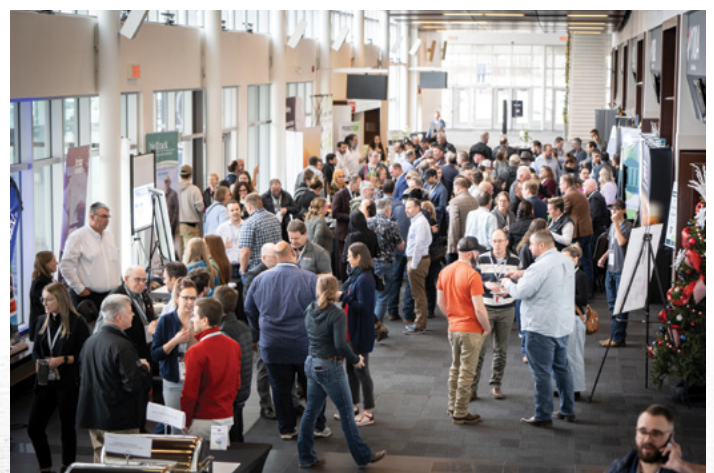
The PBQ has also engaged in a one-year partnership with Fondation Agria to create two new \$1,000 scholarship grants for professional- and college-level students looking to make their way into the industry.

RESEARCH INITIATIVES

In an effort to take on the challenges that lie ahead for the cattle production industry, the PBQ continues to invest in research through R&D funds from each production sector. An approximate total of \$400,000 in investments made by producers for 2023 through 2028 have gone to projects valued around \$12,442,000, representing a 1-to-31 leveraging effect. Key projects currently in the works are focused on antibiotic resistance in veal cattle and climate-specific sustainability practices.

STRATEGIC PLANNING ACTIVITIES 2019-2024

Beef Sector (cull cattle, feeder calf, and fed cattle)	Veal Sector (dairy calf, grain-fed veal, and milk-fed veal)
Study about differentiated meat value chains	Life-cycle analysis (in progress)
Subcommittee on value creation to improve fed cattle carcass quality	Classification of grain-fed calf carcasses



SECTOR HIGHLIGHTS

Feeder Calf Sector

MAIN ACHIEVEMENTS IN 2024

Specialized Auctions

In 2024, the Quebec Specialized Feeder Calf Auctions Circuit (the “Circuit”) held 56 auctions. A leaflet entitled *Bet on non-pregnant females!*, was included in the Circuit’s mail-out to raise awareness among feeder calf producers about how feedlots are impacted by pregnant females put to market in specialized auctions.

Electronic Auctions

With the new electronic auction system, producers putting feeder calves to market now have a new, transparent, reliable, and secure marketing option. In 2024, the feeder calf selling agency organized four auctions through which 606 calves were sold. The sector was active on social media and during regional events to help promote the electronic auction system and to build trust between buyers and sellers. Learn more at <https://cutt.ly/electronic-auctions>.

Breeder-Finishers

In light of local abattoirs expressing an interest in a supply of cattle born and fattened on the same operation, the PBQ held an information session on March 24, 2024. The event was attended by 75 people and featured a panel discussion between breeder-finishers. A recording of the discussion and data sheets are available online at <https://cutt.ly/breeders-finishers> (French only).



Fed Cattle Sector

MAIN ACHIEVEMENTS IN 2024

Regulation on Fed Cattle Production and Marketing

On May 6, 2024, the Régie des marchés agricoles et alimentaires du Québec (RMAAQ) approved the wording of the new regulation on fed cattle production and marketing (*Règlement sur la production et la mise en marché des bouvillons*). Its purpose is to set out terms pertaining to production and marketing to help guide producers. It was presented to, and approved by, producers during the PBQ annual general meeting on March 27, 2024.

Industry Growth and Marbling Quality Improvement Projects

In tandem with actors from the beef sector, the PBQ implemented a strategy to support renewed growth in production and value creation for cattle operations as well as the industry at large. As part of its objectives, the strategy focuses on improving the overall quality of fed cattle put to market, particularly in terms of marbling. As such, the fed cattle selling agency is collaborating with abattoirs to establish price scales designed to encourage the production of fed cattle with AAA- and Prime-category marbling. The ultimate goal is for producers to aim for a minimum (if not more) of 70% of raised steer qualifying as AAA or Prime. Improving the uniformity of lots, highly valued by the industry, is also part of the strategy’s objectives.



Shared Business from the Milk-Fed and Grain-Fed Veal Sectors

Veal Sector Life Cycle Analysis

The Life Cycle Analysis project aims to outline the environmental impact of a given product from farm to retail through an assessment of direct and indirect greenhouse gas (GHG) emissions. Such analysis should help distinguish cattle-raising activities from abattoir and processing activities. By identifying activities generating the most GHGs, priority actions can be established to pursue emission reductions.

Canadian Veal Association (CVA)

As members of the CVA, PBQ delegates engaged in lobbying at the federal level to address high-profile issues for the veal cattle sector, such as the increase in the statutory number of days for raising dairy calves coming from the US to be fattened in Canada.



Milk-Fed Veal Sector

MAIN ACHIEVEMENTS IN 2024

Ulcers and abomasum lesions in milk-fed calves

The PBQ's ongoing collaboration with the Université de Montréal's faculty of veterinarian medicine seeks to address the problems tied to abomasum lesions. The PBQ took part in the necessary steps to secure funding from MAPAQ's bio-food innovation program (*Programme Innovation bioalimentaire*, or PIB). This funding is earmarked for the second phase of this initiative that will develop an abomasum lesion assessment tool for use with milk-fed calves.

Grain-Fed Veal Sector

MAIN ACHIEVEMENTS IN 2024

Marketing Restructuring

Category meetings were held between April 10 and 26, 2024, to consult producers on the redrafting of the grain-fed veal production and marketing regulation (*Règlement sur la production et la mise en marché des veaux de grain*). These regional consultations generated, among other things, increased dialogue and participation from producers. Per votes cast at each meeting, the proposed redraft was endorsed, and the regulation was then submitted to the RMAAQ. The initiative is ongoing.

INPACQ Day

A training day designed for grain-fed veal starters and finishers, as well as milk-fed veal producers, was organized by the PBQ in collaboration with MAPAQ, the Table des MRC du Centre-du-Québec, and the Réseau Agriconseils Montérégie. The event was held on September 12, 2024, in the Montérégie and featured a morning of talks and an afternoon of on-farm workshop sessions. The event welcomed 74 attendees.

Historical Production Data

The allocation of seven historical production data projects aimed at additional production allowed 3,450 grain-fed calves to be allocated to new producers and producers already in production. In 2024, nine historical production data projects previously granted over the last five years were completed. Of the 7,110 calves involved, 93% were granted (i.e., 6,612 calves).

Promotion and Market Development

As part of its efforts to promote and develop the Quebec-sourced grain-fed veal market (Veau de grain du Québec), a pilot project was launched in the summer of 2024 in partnership with processors. The goal was to increase the visibility, build the presence, and stimulate sales of grain-fed veal on the multicultural market. To do so, the Nourish Food Marketing agency developed an influence campaign which ran from June to August.



Cull Cattle and Dairy Calf Sector

MAIN ACHIEVEMENTS IN 2024

Beef Crossed Dairy Calves

In an effort to offer all producers information about the beef crossed dairy calf market, the PBQ took a close look at the most favoured crosses with Jersey, Ayrshire, and Brown Swiss breeds and offered breed associations to disseminate this information to their respective memberships. Data sheets were produced and a webinar aimed specifically at cattle raisers was launched in collaboration with the Jersey Québec association. Learn more at <https://cutt.ly/taureau-boucherie> (French only).

The beef crossed dairy calf market was in fact a topic of discussion during an event presented in Mauricie and in Outaouais. The sector continues its work to offer dairy producers information they need to maximize their revenues through increased responsiveness to buyer needs.



Promoting Bœuf du Québec

A two-part advertising campaign was led from July 16 to December 15, 2024, on the *Mangez le Bœuf du Québec* Facebook page. Its goal was to support product sales for Viandes de l'Est (a Group ADEL brand) and promote the *Bœuf du Québec* sourcing certification logo.

Bœuf solidaire Project

Inspired by the *Viande solidaire* project of the Syndicat des producteurs de bovins de l'Estrie, and in collaboration with the Coaticook volunteer action centre (Centre d'action bénévole de la MRC de Coaticook), the sector put together a *Bœuf solidaire* committee to promote similar initiatives across the province. The goal is to promote the value of meat sourced from compromised cattle and to supply beef products to food banks by supporting actors from the province's food bank association (Banque alimentaires du Québec, or BAQ) and from Moisson Québec. The project is coordinated by BAQ and led to pilot projects in a number of regions. It helps promote the value of cattle that would not otherwise be and also helps avoid wasting thousands of pounds of meat.

SUBSCRIBE



Les Producteurs de bovins du Québec

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Les Producteurs de veaux d'embouche du Québec

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Les Producteurs de bovins du Québec

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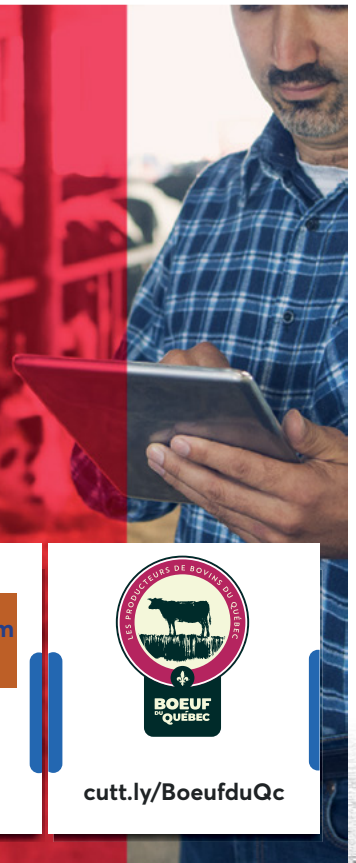
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MARKETS

Feeder Calf	2020	2021	2022	2023	2024
Number of beef cows	128,100	129,400	123,300	124,100	117,000
Average sale weight – Specialized auctions	667 lb	681 lb	676 lb	660 lb	641 lb
Price of 600-700 lb male calves ¹	\$2.13	\$2.12	\$2.34	\$3.24	\$3.85
Price difference (Quebec vs. Alberta-Manitoba) ²	\$0.09	\$0.05	\$0.01	(\$0.07)	(\$0.07)

Milk-Fed Veal	2020	2021	2022	2023	2024
Milk-fed calf production in Quebec	74,642	69,709	68,119	66,210	59,006
Milk-fed calf production in the US	178,273	136,955	142,294	127,256	107,445
Milk-fed calf price in Quebec ¹	\$3.65	\$3.90	\$5.15	\$5.58	\$6.31
Milk-fed calf price in the US (CAD\$)	\$3.90	\$4.15	\$5.40	\$5.83	\$6.56

Cull Cattle	2020	2021	2022	2023	2024
Cull cattle production in Quebec	95,131	92,929	91,277	91,174	89,067
Cull cattle price ¹	\$0.65	\$0.65	\$0.85	\$1.06	\$1.32
Price difference (Quebec vs. Ontario) ²	(\$0.02)	(\$0.05)	(\$0.08)	(\$0.09)	(\$0.10)

Fed Cattle	2020	2021	2022	2023	2024
Fed cattle production in Quebec	74,827	78,030	63,545	62,287	58,246
Average carcass weight	890 lb	899 lb	894 lb	892 lb	868 lb
Fed cattle price ¹	\$2.42	\$2.54	\$2.99	\$3.71	\$3.95
Price difference (Quebec vs. Western Canada) ²	\$0.11	(\$0.06)	\$0.10	(\$0.02)	(\$0.13)

Grain-Fed Veal	2020	2021	2022	2023	2024
Grain-fed calf production in Quebec	76,371	74,947	68,834	71,779	75,480
Average carcass weight	375 lb	383 lb	384 lb	389 lb	390 lb
Grain-fed calf price ¹	\$2.35	\$2.48	\$3.16	\$3.68	\$4.32
Price difference (Quebec vs. Ontario) ²	\$0.13	\$0.19	\$0.12	(\$0.06)	(\$0.09)

Dairy Calf	2020	2021	2022	2023	2024
Dairy calf production	158,704	169,006	170,482	195,993	220,601
Price of male dairy calves ¹	\$1.32	\$1.32	\$1.83	\$3.85	\$7.58
Price difference (Quebec vs. Ontario) ²	\$0.14	(\$0.13)	(\$0.04)	(\$0.26)	(\$0.12)

¹ The adjusted price for the Quebec market represents the hot carcass price paid to producers, FOB for Northeastern and North-Central US, from which Can\$0.25/lb cwt is subtracted to cover US-export customs, transports, and veterinarian fees.

² Price difference per lb

FINANCIAL SUMMARY

GENERAL FUNDS

Unaudited Financial Statements Year ending October 31, 2024

	2024										2023		
	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	\$3,594,749	\$428,386	\$802,776	\$435,801	\$366,546	\$144,319	\$502,501	\$45,817	\$371	\$262,044	\$415,144	\$6,998,454	\$7,065,473
Expenses	\$4,301,320	\$431,393	\$782,230	\$555,059	\$473,019	\$159,357	\$542,403	\$9,608	\$9,711	\$56,825	\$257,482	\$7,578,407	\$7,575,999
Excess (shortfall) of income over expenses	\$(706,571)	\$(3,007)	\$20,546	\$(119,258)	\$(106,473)	\$(15,038)	\$(39,902)	\$36,209	\$(9,340)	\$205,219	\$157,662	\$(579,953)	\$(510,526)
Net Assets, end of year	\$4,069,984	\$427,750	\$570,451	\$332,150	658,550	\$200,786	\$98,996	\$41,036	\$218,182	\$96,812	\$979,898	\$7,694,595	\$8,274,548

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

Audited financial statements available as of March 13, 2025, at <http://bovin.qc.ca/publications/archives/2024-2/>

VBP+

Time to get certified!

Why get certified?

- Boost decisions with data
- Shape the positive image of beef
- Meet consumer expectations

Need help getting started? We've got you covered!

QR Code

<https://cutt.ly/VBP> (French only)

Meet our ambassadors!

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