



CULL CATTLE AND DAIRY CALF

Overview

Services for producers

Marketing

Les Producteurs
de bovins du
Québec

bovin.qc.ca



Overview



The cull cattle and dairy calf sector is a group within Les Producteurs de bovins du Québec (PBQ). Its role is to represent cull cattle and dairy calf producers' interests in all aspects of production and marketing. One of its leading accomplishments has been to negotiate and implement an agreement with auction markets to ensure fair sale conditions for all parties involved.

Under the *Plan conjoint des producteurs de bovins du Québec* (Quebec cattle producers' joint plan), the sector also has a sales agency. The agency oversees the marketing of organic cull cattle, in addition to providing various services for producers, including market information, decision-making tools, and a promotion fund.

A marketing committee made up of producers from all regions of Quebec monitors the functioning of the sales agency and adopts the strategic directions set by the sector.

Services open to all producers

Market updates: Use [Price-info](#) to stay up to date on sale prices from Quebec cattle auctions and benchmark markets. Data are updated daily. It pays to compare!



Product optimization: Let the sales agency help you make the most from your livestock with guides and webinars on topics from dairy calf health to marketing to assessing cull cattle. These resources contain a wealth of practical advice!

Research and development: You can access a suite of decision-making tools for guidance on various aspects of production such as inseminating dairy cows with beef sire semen and getting dairy calves ready for sale.

Promotion: The sector plays a leading role in developing the Bœuf du Québec certification, which encourages processors and consumers to choose local beef.



Payment guarantee: What if a buyer fails to pay? This self-insurance program guarantees that cull cattle and dairy calves producers receive payment for all animals they sell in accordance with the regulation.

Media: From the monthly newsletter (*La Minute bovine*) to the technical feature (*Bovins du Québec*) to the website, the media developed by the PBQ are your go-to place for production-related info, training opportunities, and industry-related events.

To check out all the services and reference tools on offer, visit <https://cutt.ly/cullcattle>.

How do I sell my livestock?

Organic cull cattle

The sales agency organizes the marketing of organic livestock through a dedicated channel and negotiates an agreement (price grid) with the buyer. See the Organic Cattle tab on the PBQ website for further information.

Need more familiarity with auctions?

The sales agency staff can tell you about how auctions work, the regulations in effect, the obligations of each party, and the options for recourse.

Producers

- Dairy calves
- Cull cattle

Regular auctions

- There are six regular auctions in Quebec
- Contact your transporter to plan when your livestock will leave your farm

Buyers

- Dairy calves: Veal cattle or fed cattle producers
- Cull cattle: Slaughterhouses

Contact the marketing agent:
450-679-0540, ext. 8793
agencebrvl@upa.qc.ca



Going further, together


50 years after its founding, the PBQ is still going strong—thanks to the collective efforts of its members.

By getting involved in the PBQ, you get the chance to:

- Voice your views on local and national issues
- Take part in decisions that affect the organization and the sector
- Help set strategic directions for the sector and the industry
- Meet passionate producers like you

Contact your regional syndicate to take part in an activity near you
bovin.qc.ca/en/contact-us/

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