



# FEEDER CALF

Overview

Services for producers

Marketing

Les Producteurs  
de bovins du  
Québec

[bovin.qc.ca](http://bovin.qc.ca)



# Overview



The feeder calf sector is a group within Les Producteurs de bovins du Québec (PBQ). Its role is to defend the interests of producers who operate cow-calf farms. One of its leading accomplishments has been to negotiate and implement an agreement with auction markets, which establishes fair conditions for all producers.

Through the *Plan conjoint des Producteurs de bovins du Québec* (Quebec cattle producers' joint plan), the production and marketing of these animals is done through a sales agency. It authorizes five marketing channels: specialized auctions, weekly auctions, electronic auctions, supervised sales, and direct sales.

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 feeder calf sale prices in Quebec auctions and benchmark markets. Don't want to miss anything? Register on the extranet site to access livestreams of specialized auctions, sales statistics, and analysis documents:  
<https://cutt.ly/extranetfeeder calf>.



**Electronic auctions:** In July 2023, the sector began offering electronic auctions as a marketing channel. Under certain conditions, the system allows you to sell feeder calves and backgrounded calves to fed cattle producers and brokers across the country through a partnership with The Electronic Auction Market (TEAM).

**Online directory:** The [Boeufdici.com](https://boeufdici.com) platform gives you exposure to customers seeking to buy their meat directly from the farm. To register your business on the Boeufdici.com directory, contact the sales agency: [veaudembouche@upa.qc.ca](mailto:veaudembouche@upa.qc.ca).

**Breeder-finishers:** It is possible to finish your own cattle and sell them to local slaughterhouses! See the [PBQ website](#) for a wealth of useful information and factsheets.



**Payment guarantee:** What if a buyer fails to pay? This self-insurance program guarantees that feeder calf producers receive payment for all animals they sell in accordance with the regulation. Note that this guarantee does not cover direct sales.

**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/feeder calf>.

# How do I sell my livestock?

In the kit that accompanies this brochure, you'll find a table that explains the different marketing channels for feeder calves as well as a pocket calendar with information on specialized auction dates and terms of sale.

Marketing Channel	Product	Main Buyers
Regular auctions	All cattle types	Various (brokers, dealers, butcher shops, etc.)
Specialized auctions	Calves that are vaccinated, de-horned, castrated, and intended for finishing	Brokers or fed cattle producers
Supervised sales	Calves that are vaccinated and intended for finishing	Fed cattle producers
Electronic auctions	Batches of 10 calves or more intended for finishing	Brokers or fed cattle producers
Direct sales	Calves intended for finishing, breeding stock, or meat	Fed cattle producers, brokers, feeder calf producers, consumers, etc.

## 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.

Contact the marketing agent:  
450-679-0540, ext. 8482  
[veaudembouche@upa.qc.ca](mailto:veaudembouche@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/](http://bovin.qc.ca/en/contact-us/)

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