

Annual general meetings

of producer groups governed by the
Quebec cattle producer's Joint Plan

February 2026

Les Producteurs
de bovins du
Québec



Grain-fed
veal

Milk-fed
veal

Feeder
calf

Fed
cattle

Cull cattle
and dairy
calf



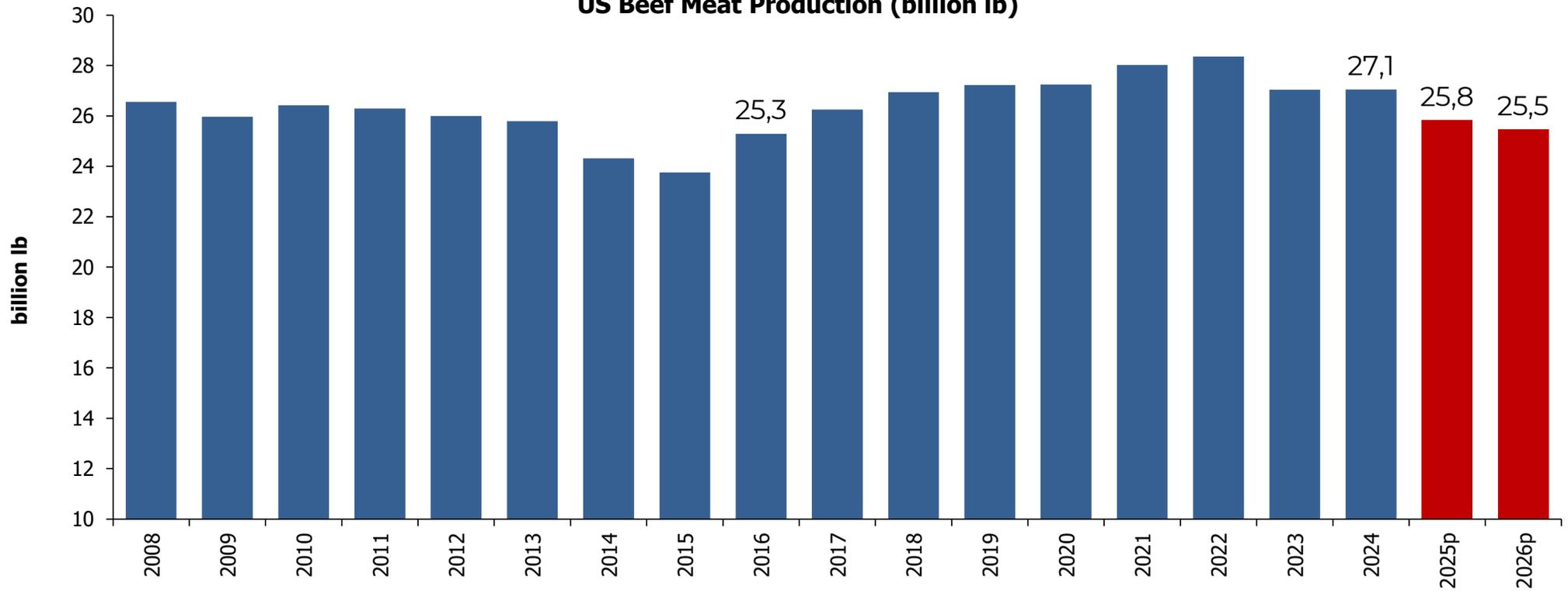
Markets





US Production

US Beef Meat Production (billion lb)



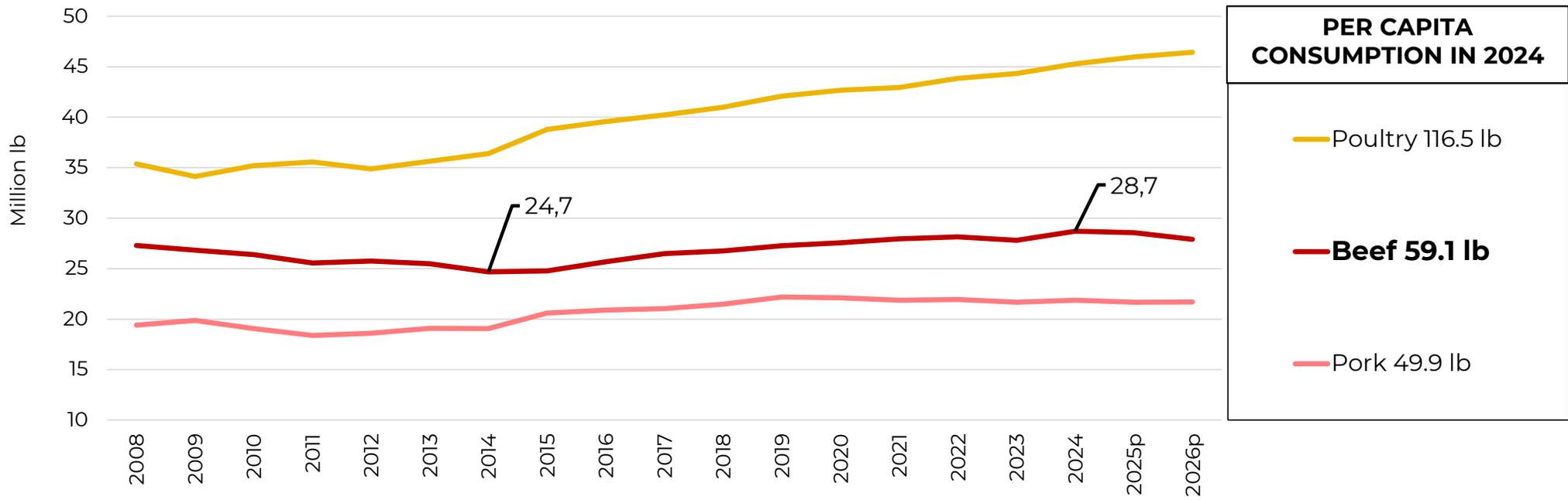
Source: WASDE





Demand

Most Consumed Meats in the US (2008 to 2026p)

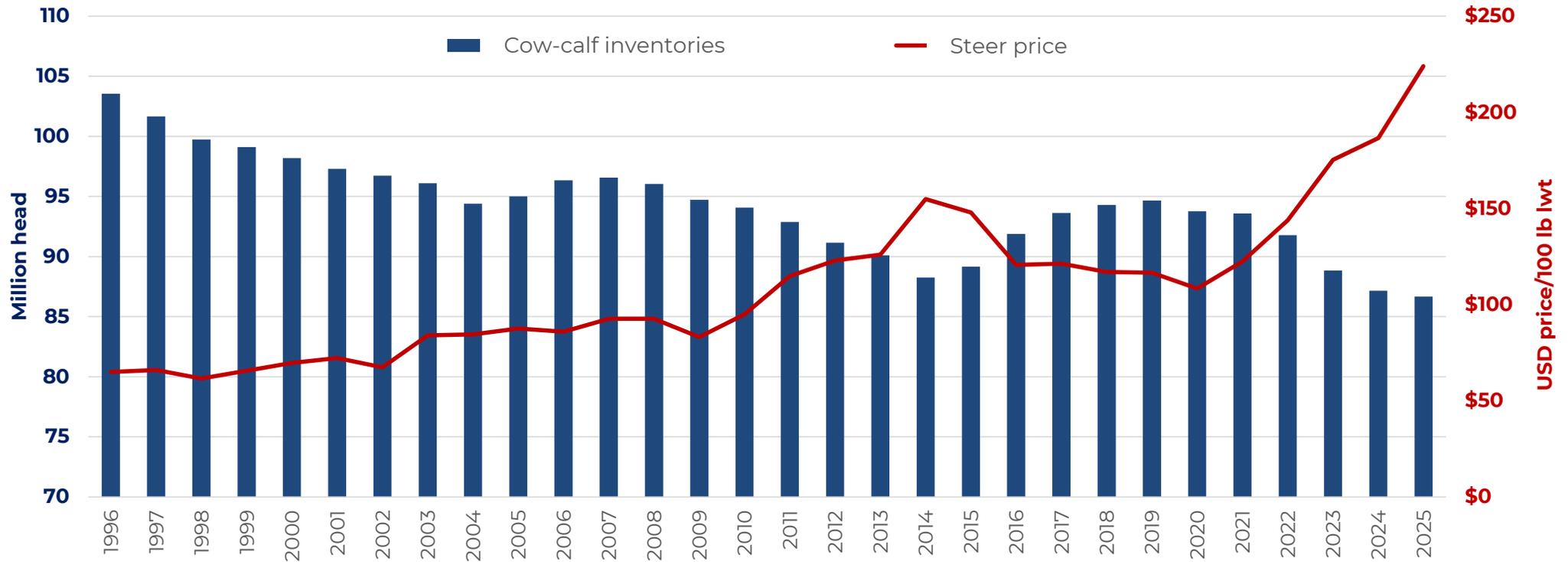


Source: WASDE





Cow-Calf Inventory Cycle and Fed Steer Price



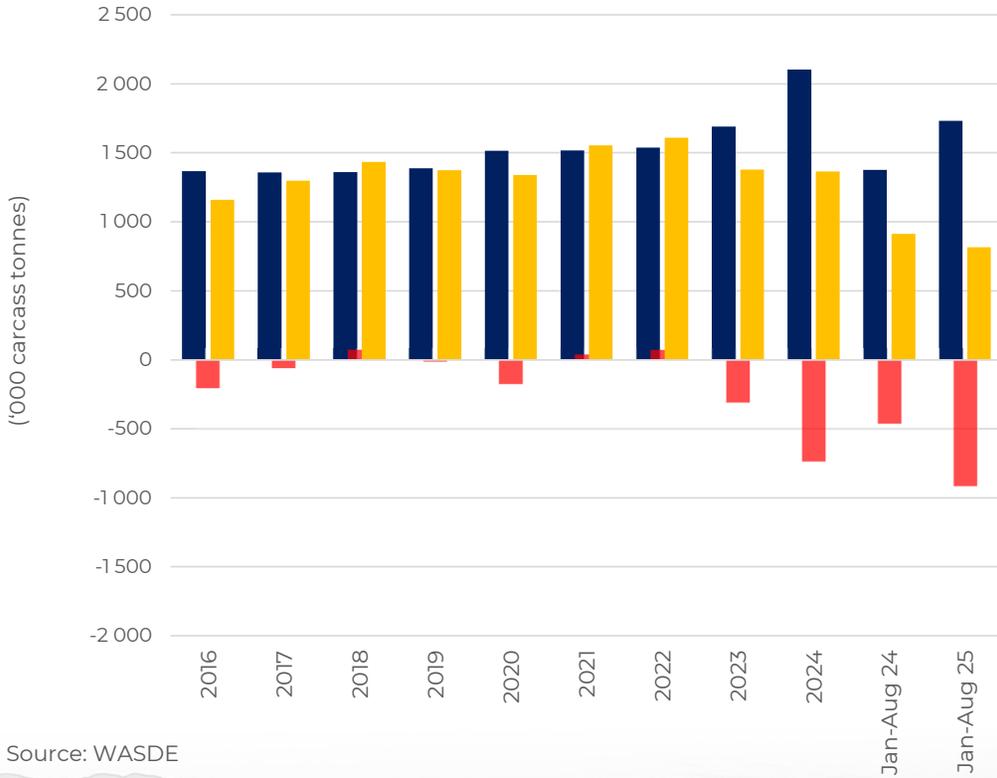
Source: CattleFax



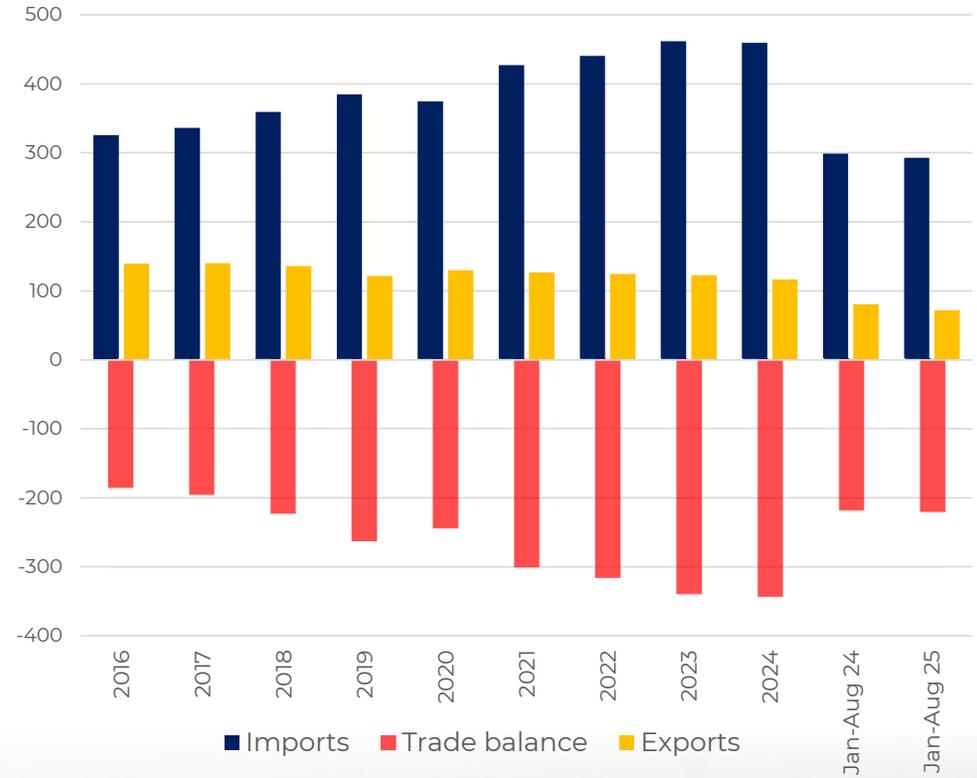


US Beef and Veal Trade

With the world



With Canada

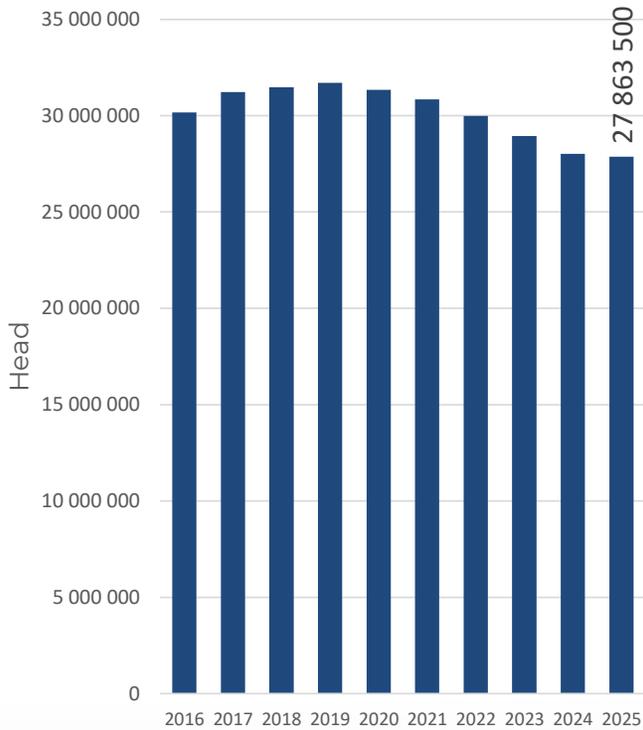


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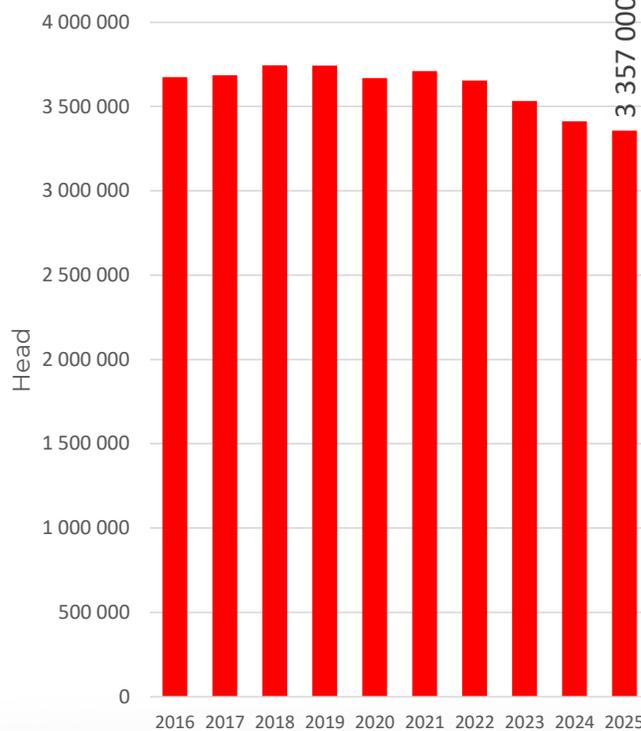


Beef cows as of January 1 (2016 to 2025)

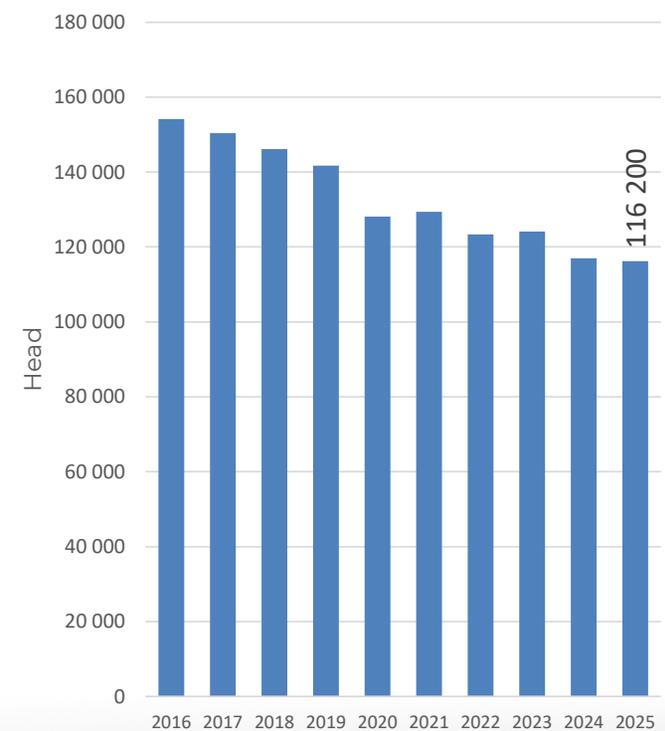
US
-7.6%



CANADA
-8.7%



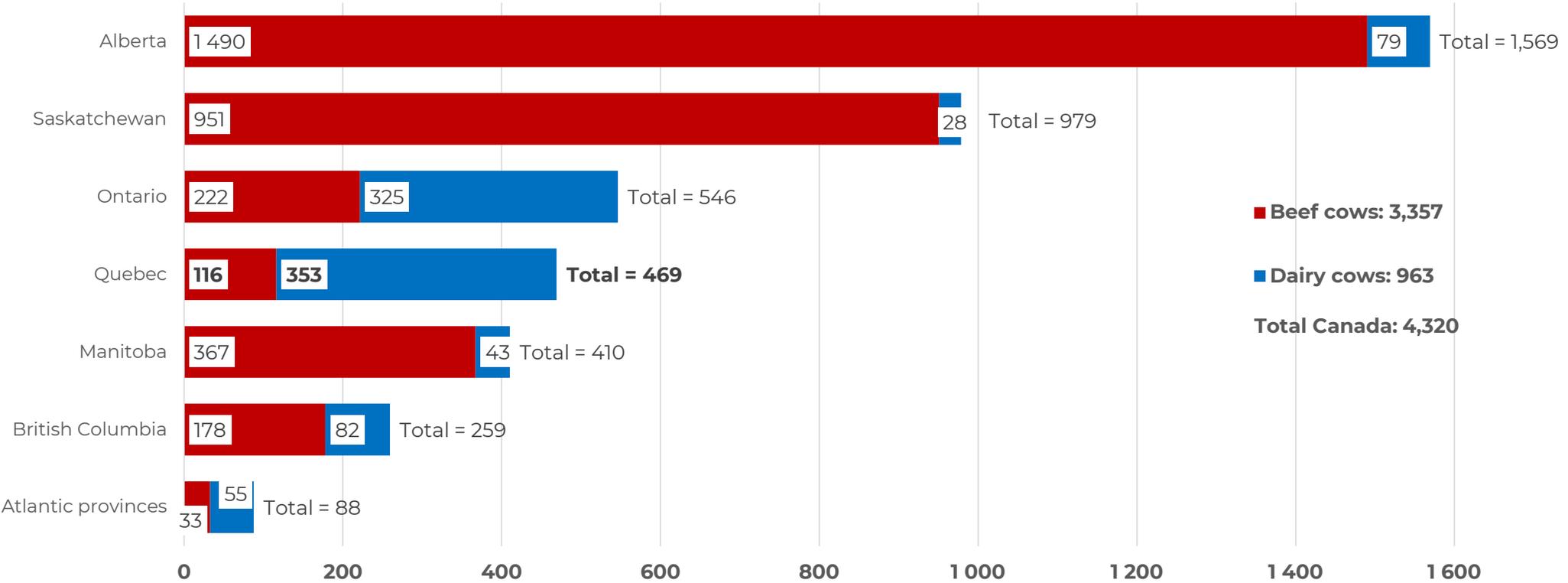
QUEBEC
-24.6%





Cow inventories in Canada as of January 1, 2025

By type and by province (by thousand head)

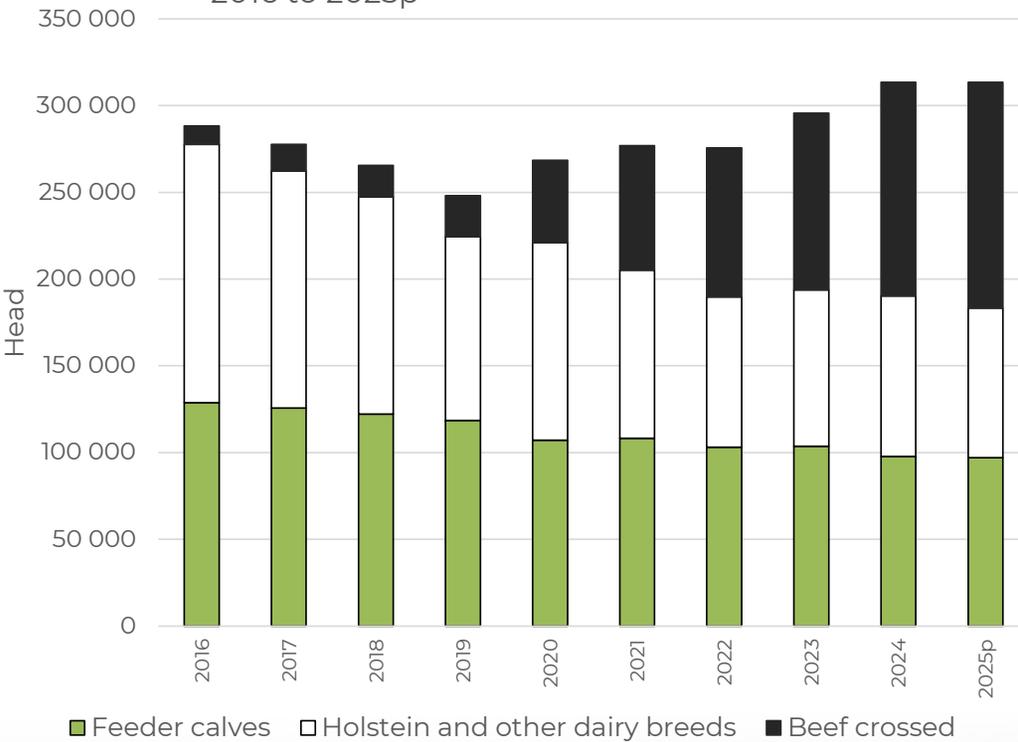


Source: Statistics Canada, Inventories as of January 1, 2025

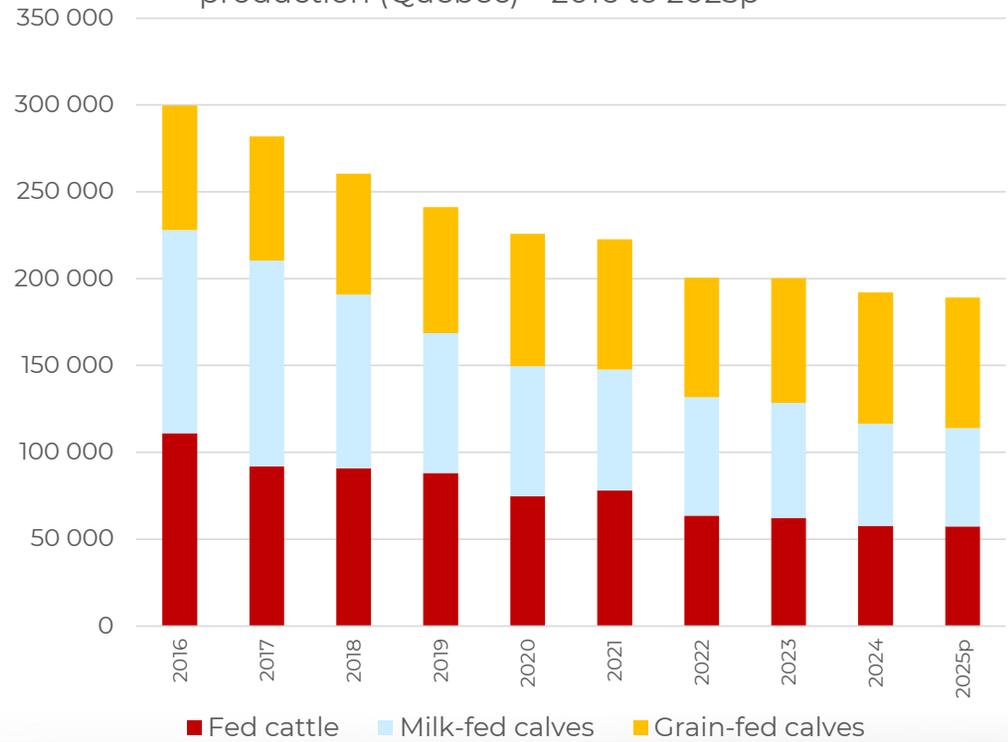


Production and Use

Supply of calves for fattening (Quebec)
2016 to 2025p



Fed cattle, grain-fed calf, and milk-fed calf
production (Quebec) – 2016 to 2025p



Factors Behind the Degrowth in Finishing

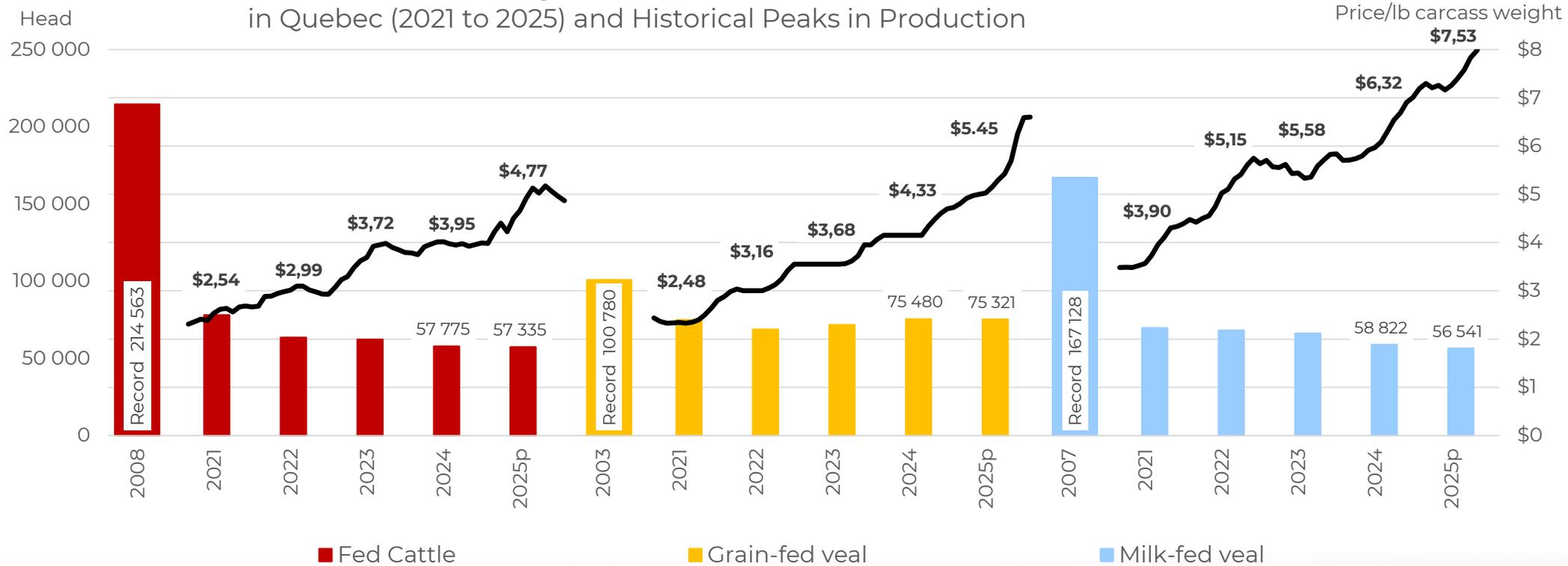
- Changes in market conditions (prices and production costs)
- Inadequate short-term financing
- Regulatory, environmental and societal constraints
- Income security programs
 - End of the ASRA program for milk-fed veal
 - Harmful tightening measures impacting the sector
- Lack of buyers and abattoirs
- Opportunity markets
 - Grain and corn prices
- Workforce and generational turnover challenges





Production Volumes and Prices

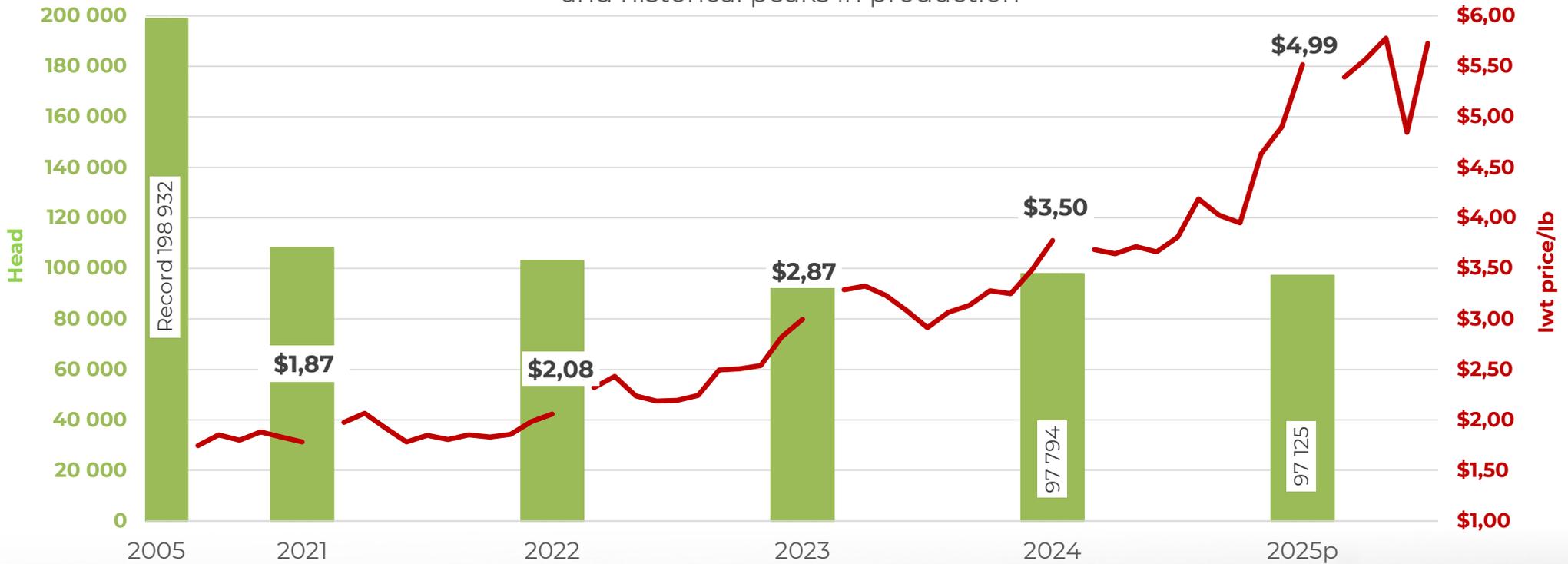
Production and Average Prices of Fed Cattle, Grain-fed Calves, and Milk-fed Calves in Quebec (2021 to 2025) and Historical Peaks in Production





Production Volumes and Prices

Production and Average Prices of Feeder Calves in Quebec (2021 to 2025)
and historical peaks in production



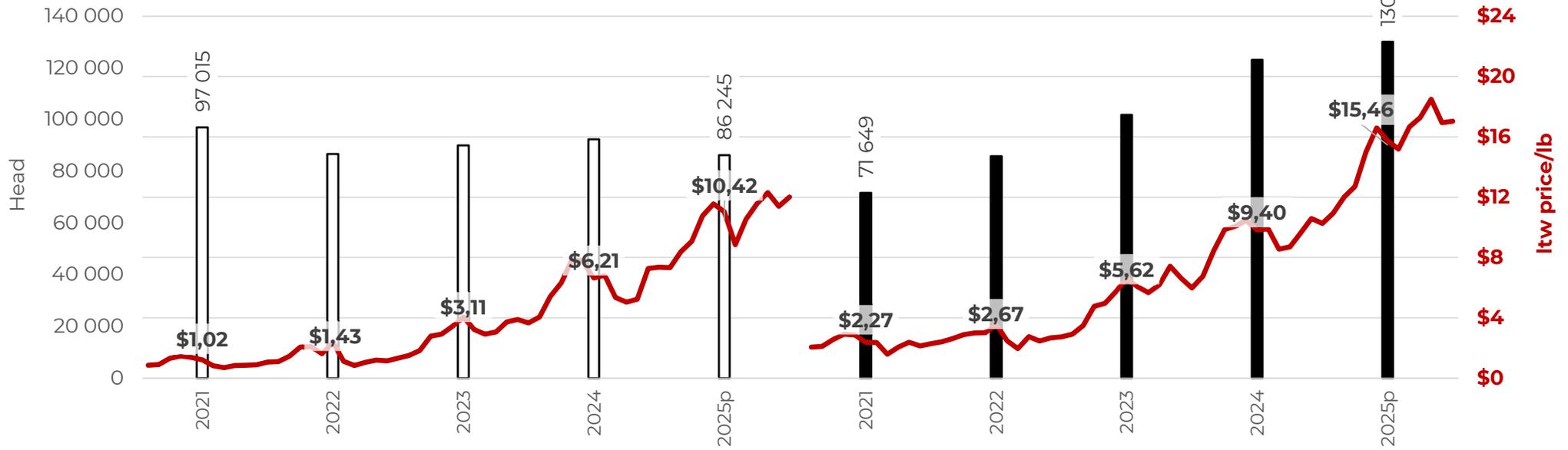


Production Volumes and Prices

Production and Average Prices of Dairy Calves in Quebec (2021 to 2025)

□ Holstein and other dairy breeds

■ Beef crossed



Market Outlook for 2026

Context

- North American supply is at its lowest
- Slaughter and processing capacity on a downward trend
- Highest 2025 prices maintained by American border controls

Cattle cycle: Transitional phase ahead

- Slow rebuild of inventories anticipated in 2026, according to CattleFax
- Heifer retention signals are still weak and variable

Risk factors

- Consumers' price increase tolerance
- Reopening of the Mexico border (115,000 carcass tonnes in 2024)
- US political uncertainty



Price Outlook for 2026

- Prices to remain high, but lower than 2025
- Early 2026:** strong market, supported by restrained supply
- Second half 2026:** potential stabilization
- Increased volatility compared to 2025

Category	Outlook 2026 (CattleFax)	Var. compared to 2025
Retail price (\$/lb)	\$12.86 \$US 9.20	4.1%
Price of cuts (\$/lb)	\$4.92 \$US 3.52	-1.4%
Fed cattle (\$/lb lwt)	\$3.01 \$US 2.15	-4.0%
Feeder calves (550 lb) (\$/lb lwt)	\$5.52 \$US 3.95	-0.5%

Income Security



ASRA Projections from November 2025

	FED CATTLE \$/steer	FEEDER CALVES \$/cow	GRAIN-FED CALVES \$/calf
Adjusted Stabilized Income	\$4,116	\$2,284	\$2,308
Market Price	\$4,288 \$4.81/lb cwt	\$2,745 \$4.64/lb lwt	\$2,108 \$5.46/lb cwt
Compensation	\$0	\$0	\$200
Contribution	\$13.73	\$160.84	\$17.87
Funds as of March 31, 2025	\$6,676,913	\$7,201,882	\$7,238,242
Forecast March 31, 2026	\$9,041,870	\$50,059,918	\$400,186
Insured Units	57,410	107,539	68,461
Reconciliation	\$29	\$44	\$9

Highlights

- 4 years without ASRA
- Cumulated reconciliation
- \$29/steer
- 1% contribution from the RSA
- A first since 2015
- \$44/cow reconciliation
- Contribution due Feb 27
- Large operations deductible 34.8% of volume
- \$9/calf reconciliation

Income Security

- ▶ ASRA program reconciliation with Agri-investissement
 - Seeking reconciliation on an individual (rather than collective) basis
 - Eliminating cumulative and deferred reconciliation
- ▶ ASRA Program amendment
 - New reference price formula, independent of the ASRA compensation, implemented by FADQ
- ▶ Feeder calf ASRA contribution
 - October webinar to better understand the ASRA Program
 - Negotiating a contribution decrease and adapted payment terms for subscribers

Short-term Financing

- ▶ Numerous actions undertaken by the PBQ to improve short-term financing programs
 - ▢ With funders (MAPAQ, FADQ, FAC, banks, etc.)
 - ▢ With provincial- and federal-level politicians
 - ▢ Through media outreach

- ▶ Results
 - ▢ Newly created short-term financing steering committee
 - ▶ Study underway
 - ▢ National Bank/Banque Nationale revised its per-head financing rate for earnings for the Fed cattle and Feeder calf sectors.
 - ▢ Other announcements are expected in 2026

Beef Sector



What Exactly is the Beef Sector?

- The beef sector includes the feeder calf, fed cattle, and cull cattle sectors.
- It has a steering committee
 - Three meetings a year.
 - Membership: 20 partners from all parts of the supply chain (producers, abattoirs, distributors, government, researchers, agents, etc.)
- And an advisory committee
 - Monthly meetings
 - Membership: PBQ president and five representatives (abattoirs, distributors, the CIAQ, the CDPQ, and the MAPAQ).



What Exactly is the Beef Sector?

- ▀ New 2025–2029 Strategic Planning
 - ▢ Target 1 - Competitiveness and added value for the sector
 - ▢ Target 2 - Abattoir supply
 - ▢ Target 3 - Sector know-how and support
 - ▢ Target 4 - Sector unity



Beef Sector Joint Projects and Business

- Critical assessment of the province's beef meat markets and the potential of the “value chain” approach
 - **Goal:** Assess the development potential of the beef sector on the Quebec market through value-added differentiation strategies.
 - **Impacts:** Strengthen the province's beef sector through the development of differentiated value chains with strong added value.
 - **Status Report:** Final report submitted to the beef sector's steering committee



Beef Sector Joint Projects and Business

▀ Market Research on Beef Meat Consumption in Quebec

- ▀ **Goal:** Achieve an overall understanding of consumer behaviours as they relate to beef buying and consumption, criteria governing choice, perceptions about different cuts, and the effect of the current economic climate.
- ▀ **Impacts:** Potential to improve marketing of Quebec beef meat by deploying strategies better aligned with different consumer segments identified through the process.
- ▀ **Progress Report:** Final report submitted to the beef sector's steering committee



Beef Sector Joint Projects and Business

▀ Sourcing Certification

- ▀ **Goal:** Achieve full participation in the sourcing certification program across the entire beef sector
- ▀ **Impacts:** Increased availability of Quebec-sourced beef meat for consumers
- ▀ **Progress Report:** A new sourcing certification program is being registered with the Canadian Intellectual Property Office



Fed Cattle

Carass Quality Day

- ✔ Presentation by Jeff Smith, producer and general manager of the Gateway Livestock Exchange (for attendees only)
- ✔ Three talks
 - Genetics
 - Diet
 - Health and implantation
- ✔ Three data sheets
 - Vitamin A: Marbling Precursor
 - Inseminating Without Compromising Marbling
 - Table of Canadian-certified Implants

Planter sans compromettre le persillage Version avril 2025 1/2

Avant d'implanter, déterminer les facteurs suivants :

- Sexe
- Poids à l'abattage
- Alimentation
- Durée de l'engraissement

Déterminer les objectifs de production recherchés :

1. Gain moyen quotidien (GMQ)
2. Persillage
3. GMQ + persillage

Races maternelles
(Angus, Hereford, etc.)

Races terminales
(Charolais, Simmental, Friesian, etc.)

Haut potentiel de persillage

Faible potentiel de persillage

Pour maximiser le persillage...

Privilégier une stratégie d'implantation conservatrice

Être prudent avec les implants combinés d'acétate de trenbolone (TBA)*

Considérer le ou les moments d'implantation

Peuvent tolérer un implantation plus agressive

Nécessitent une implantation plus modérée

*Référer au graphique à la page 2

Les producteurs de viande de Québec

Fed Cattle

▀ Increased sales in the US

- An ongoing procurement issue for Quebec-based abattoirs

▀ Electronic auctions

- Since September 1, 2025, sellers must:
 - Determine their pricing formula (fixed price list or flat price)
 - Specify when steers are to be claimed



Feeder Calf

➤ Exemption – Breeder herd fetal protection vaccinations

- *CattleMaster Gold FP5* vaccine out of stock from November 2024 to February 2025
- No proof of purchase of breeder herd fetal protection vaccines required for the 2025–2026 season

➤ Specialized Auctions

- Marketing agreement negotiations
- Sawyerville auction fire
 - Operations moved to the Danville auction
 - Clientele reacquired by Réseau Encans Québec



Feeder Calf

▀ Electronic Auctions

- ▢ Twelve auctions with total sales of 2,094 calves
- ▢ Webinar explaining the fundamentals of this marketing channel



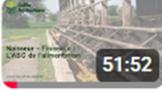
Cull Cattle and Dairy Calf

Breeder and Finishers Day

- ✔ Dairy beef breeders and finishers panel
- ✔ Four talks
 - ✔ Fed Cattle Marketing Agency services
 - ✔ Diet
 - ✔ Genetics
 - ✔ Health and implantation

Journée Naisseur-finisseurs (7 avril ... ✕
Les Producteurs de bovins du Québec - 1/5

🔄 ⌂ ⋮

-  **Naisseur-finisseurs : Santé et implantation des veaux et...**
Les Producteurs de bovins du Qué...
-  **Naisseur-finisseurs : Utilisation de la semence de boucherie en...**
Les Producteurs de bovins du Qué...
-  **Naisseur-finisseurs : L'ABC de l'alimentation des veaux et des...**
Les Producteurs de bovins du Qué...
-  **Naisseur-finisseurs : Panel de producteurs naisseurs-finisseur...**
Les Producteurs de bovins du Qué...
-  **Naisseur-finisseurs : Services offerts aux producteurs de...**
Les Producteurs de bovins du Qué...

Cull Cattle

- ▶ Short videos designed to promote project results
 - ▢ Improving the health, wellbeing, and marketing of cull cattle by identifying outcome factors and developing simple herd management practices geared towards on-farm cattle preparation

- ▶ Talks held in rural locations
 - ▢ Beef meat markets
 - ▢ Buyer demand
 - ▢ Profitability of sale-oriented conditioning





QUESTIONS ABOUT THE BEEF SECTOR
AND ITS BUSINESS AND PROJECTS?

Veal Sector



What Exactly is the Veal Sector?

- The veal sector includes the grain-fed veal, milk-fed veal, and dairy calf sectors.
- Quebec's veal sector had a strong year that featured strategic and technical initiatives.
- Highlights include the revision of the 2025–2029 strategic plan which established a shared vision and clarity about priorities to help inform future initiatives.
- Projects aim to improve product quality and herd profitability and support responsiveness to societal and environmental issues



Veal Sector Joint Projects and Business

▀ Veal Life Cycle Analysis (led by AGÉCO)

- ▀ **Goal:** Quantify the environmental impacts to help inform practices
- ▀ **Impacts:** Reference tool to improve practices and respond to environmental expectations
- ▀ **Progress Report:** Final report drafted and submitted
- ▀ **Next Steps:** Promote potential solutions to reduce the sector's GHG emissions



Veal Sector Joint Projects and Business

▀ Nutritional Trial – Back fat of Angus-Holstein cows

- ▀ A 7-month, 160-heifer trial using two different milk replacements with straw add-ins
- ▀ **Goal:** Reduce back fat deposits and improve carcass quality
- ▀ **Impacts:** Improved understanding of back fat deposits, basis for future research
- ▀ **Progress Report:** Trial complete, no significant effect observed. A second phase could be planned to test the effect of different rations during finishing



Veal Sector Joint Projects and Business

▀ Procurement of Coloured Breed Calves

- ▀ **Goal:** Promote the Jersey x Belgian Blue cross to increase the supply of quality calves for calf production
- ▀ **Impacts:** Increase in the value of Jersey calves, growth of interest from dairy producers, promising crossbreed for grain-fed and milk-fed calf production
- ▀ **Progress report:** publication of a video series, partnership mobilization efforts in progress



Milk-fed Veal

▀ Abomasum Ulcers Project

▀ Goal

- ▀ Estimate the prevalence of abomasum ulcers in Quebec milk-fed calves and develop a diagnostic tool
- ▀ Establish individual risk factors

▀ Impacts

- ▀ Improved understanding of risk factors and potential solutions to reduce prevalence

Grain-fed Veal

▀ Redesign of the grain-fed veal marketing process

- Complete redesign of the marketing process by amendments to the marketing regulation and agreement
- Amendments to the regulation submitted to the RMAAQ in the summer of 2024
 - Under review
- Agreement negotiations underway

Grain-fed Veal

▀ Carcass Grading

▀ The redesign of the calf carcass grading system is ongoing

▀ **Next Steps**

- ▀ Establish different quality categories (discussions are ongoing)
- ▀ Regulatory amendments with the Canadian Beef Grading Agency and the Canadian Food Inspection Agency
- ▀ Deployment of the yield ruler among regulatory authorities, partners, and producers

Dairy Calf

- Promotional campaign on the health and quality of dairy calves
 - ▢ Sharing of project results
 - Development of a health and wellbeing index for pre-weaned calves on dairy farms in an effort to improve dairy herd productivity and the quality of dairy calves during fattening

- Talks presented in rural locations and to breed associations
 - ▢ Beef meat and dairy calf markets
 - ▢ Buyer demand

- Analysis of auction sales
 - ▢ Custom feedback to come



QUESTIONS ABOUT THE VEAL SECTOR
AND ITS BUSINESS AND PROJECTS?

HAVE A GOOD LUNCH!

After lunch:

- ▶ Two statutory consultations
 - ▢ Feeder calf
 - ▢ Cull cattle and dairy calf
- ▶ Sector motions
- ▶ Election of each marketing committee's representative and alternate
- ▶ Group discussion
- ▶ Plenary motions



Statutory Consultation with the Feeder Calf Sector



Consultation on the Cattle Producers Contribution Regulation (*Règlement sur les contributions des producteurs de bovins*)

- Currently, the PBQ's per head and per operation contributions from the feeder calf sector are collected by the FADQ when a compensation process is set in motion.
 - Due each year on October 31st
 - The PBQ has three years, starting October 31st of any given year, to claim unpaid contributions (limitation period)
 - When the amount of the compensations paid does not allow the FADQ to collect the total of contributions due from a producer, it reports this to the PBQ, typically during the summer prior to the end of the limitation period.
 - The PBQ then proceeds to invoice unpaid contributions.



Consultation on the Cattle Producers Contribution Regulation (*Règlement sur les contributions des producteurs de bovins*)

- When an ASRA payment is to be made, the PBQ per-head and per-operation contributions are collected by the FADQ in December (as part of the second advance payment)
- No ASRA compensations are foreseen for 2025 for the “Feeder Calf” product
- The PBQ’s per head and per operation contributions will therefore not be collected by the FADQ for the 2025 year.
 - These contributions are nevertheless due and must be paid by producers.



Consultation on the Cattle Producers Contribution Regulation (*Règlement sur les contributions des producteurs de bovins*)

- In years when no compensation is to be paid, contributions are collected at the next occurrence:
 - By the FADQ with the next advance payment
 - or
 - By the PBQ in the summer prior to the end of the limitation period

- In the absence of any ASRA compensations for 2025 and 2026, PBQ contributions for 2025, 2026, and 2027 will likely be deducted from 2027 compensations.



Consultation on the Cattle Producers Contribution Regulation (*Règlement sur les contributions des producteurs de bovins*)

- The Regulation outlines two formulas to calculate per-head PBQ contributions for the Feeder calf sector
 - One for producers whose cattle is insured by the FADQ
 - One for producers whose cattle is not
- The goal of the consultation on the Regulation is to identify a single formula for per-head Feeder calf sector contributions
 - Based on the number of females 22 years or older per a fixed-date Attestra inventory number, multiplied by the ASRA-model rate of calves sold per cow



Consultation on the Cattle Producers Contribution Regulation (Règlement sur les contributions des producteurs de bovins)

<p><u>7.</u> To calculate each producer's total contribution, the PBQ applies the rates outlined in articles 2 to 6 to the total number of cattle the producer put to market.</p>	<p><u>7.</u> To calculate each producer's total contribution, the PBQ applies the rates outlined in articles 2 to 6 to the total number of cattle the producer put to market.</p>
<p>However, for feeder calves insured by the FADQ (<i>Financière agricole du Québec</i>), the PBQ applies the outlined rates to the total number of cattle determined by the Program.</p>	<p>However, for feeder calves insured by the FADQ (<i>Financière agricole du Québec</i>), the PBQ applies the outlined rates to the total number of cattle determined by the Program.</p>
<p>To calculate the total contributions for a feeder calf producer whose cattle are not insured by the FADQ, the PBQ applies the rates outlined in articles 2 to 5 to the total inventory of beef breed cows that are 22 months or older based on data pertaining to this producer as held by Agri-Traçabilité Québec, multiplied by the rates for calves sold per cow as established on data for this operation type for the FADQ Program's "Feeder Calf" product.</p>	<p>To calculate the total contributions for a feeder calf producer whose cattle are not insured by the FADQ, the PBQ applies the rates outlined in articles 2 to 5 to the total inventory of beef breed cows that are 22 months or older based on data pertaining to this producer as held by Agri-Traçabilité Québec <i>Attestra</i>, multiplied by the rates for calves sold per cow as established on data for this operation type for the FADQ Program's "Feeder Calf" product.</p>
<p>For each subscriber, the PBQ is entitled to data from the FADQ about the number of cattle on which their total contribution due was calculated per this regulation.</p>	<p>For each subscriber, the PBQ is entitled to data from the FADQ about the number of cattle on which their total contribution due was calculated per this regulation.</p>
<p>The PBQ may establish protocols with any organization setting out the terms and conditions relating to the sharing of personal or commercial information necessary to the application of this regulation and their respective cattle production and marketing programs.</p>	

Consultation on the Cattle Producers Contribution Regulation (Règlement sur les contributions des producteurs de bovins)

<p>8. Contributions outlined in articles 2 to 5 are payable to the PBQ no later than the 15th day of each month for cattle put to market during the preceding month.</p>	
<p>However, contributions outlined in articles 2 to 5 for feeder calves are payable to the PBQ no later than October 31st of each year.</p>	<p>However, contributions outlined in articles 2 to 5 calculated in accordance with paragraph 2 of Article 7 are payable to the PBQ no later than October 31st of each year. As such, the PBQ will invoice the producer showing the number of cattle included in the calculation and the total amount of contributions due. Said producer then has 30 days from the date the invoice is received to contest and establish the amount due.</p>
<p>For cattle for which contributions outlined in articles 2 to 5 are calculated in accordance with paragraph 3 of Article 7, the PBQ will invoice the producer showing the number of cattle included in the calculation and the total amount of contributions due. Said producer shall have 30 days from the date the invoice is received to contest and establish the amount due.</p>	<p>For cattle for which contributions outlined in articles 2 to 5 are calculated in accordance with paragraph 3 of Article 7, the PBQ will invoice the producer showing the number of cattle included in the calculation and the total amount of contributions due. Said producer shall have 30 days from the date the invoice is received to contest and establish the amount due.</p>
<p>Notwithstanding paragraphs 1, 2 and 3, the annual contribution outlined in Article 2.1 must be paid no later than October 31st each year.</p>	<p>Notwithstanding paragraphs 1, 2 and 3, As for the annual contribution outlined in Article 2.1, it must be paid no later than October 31st each year.</p>

REGULATION TO AMEND THE CATTLE PRODUCERS CONTRIBUTION REGULATION

Act respecting the marketing of agricultural, food and fish products
(chapter M-35.1, a. 124)

2. Article 7 of this regulation is amended:

Firstly, in the first paragraph, by the replacement of “6” with “5”;

Secondly, by the deletion of the second paragraph;

Third, in the third paragraph, by the deletion of “dont les bovins ne sont pas assurés par la Financière Agricole du Québec”;

Fourth, in the third paragraph, by the replacement of “Agri-Traçabilité Québec” by “Attestra”;

Fifth, by the deletion of the fourth paragraph;



REGULATION TO AMEND THE CATTLE PRODUCERS CONTRIBUTION REGULATION (CONT'D)

3. Article 8 of this regulation is replaced by the following:
« 8. Les contributions visées aux articles 2 à 5 sont payables aux Producteurs de bovins au plus tard le 15^e jour de chaque mois pour les bovins mis en marché le mois précédent.
Toutefois, les contributions visées aux articles 2 à 5 qui sont déterminées conformément au deuxième alinéa de l'article 7, sont payables aux Producteurs de bovins au plus tard le 31 octobre de chaque année. À cet égard, Les Producteurs de bovins expédient au producteur une facture indiquant le nombre de bovins ainsi déterminé et le montant total des contributions dues. Le producteur a 30 jours à compter de la date de réception de cette facture pour la contester et en établir le montant.
La contribution annuelle prévue à l'article 2.1 doit, quant à elle, être payée au plus tard le 31 octobre de chaque année. »
4. This regulation comes into effect on November 1, 2026.

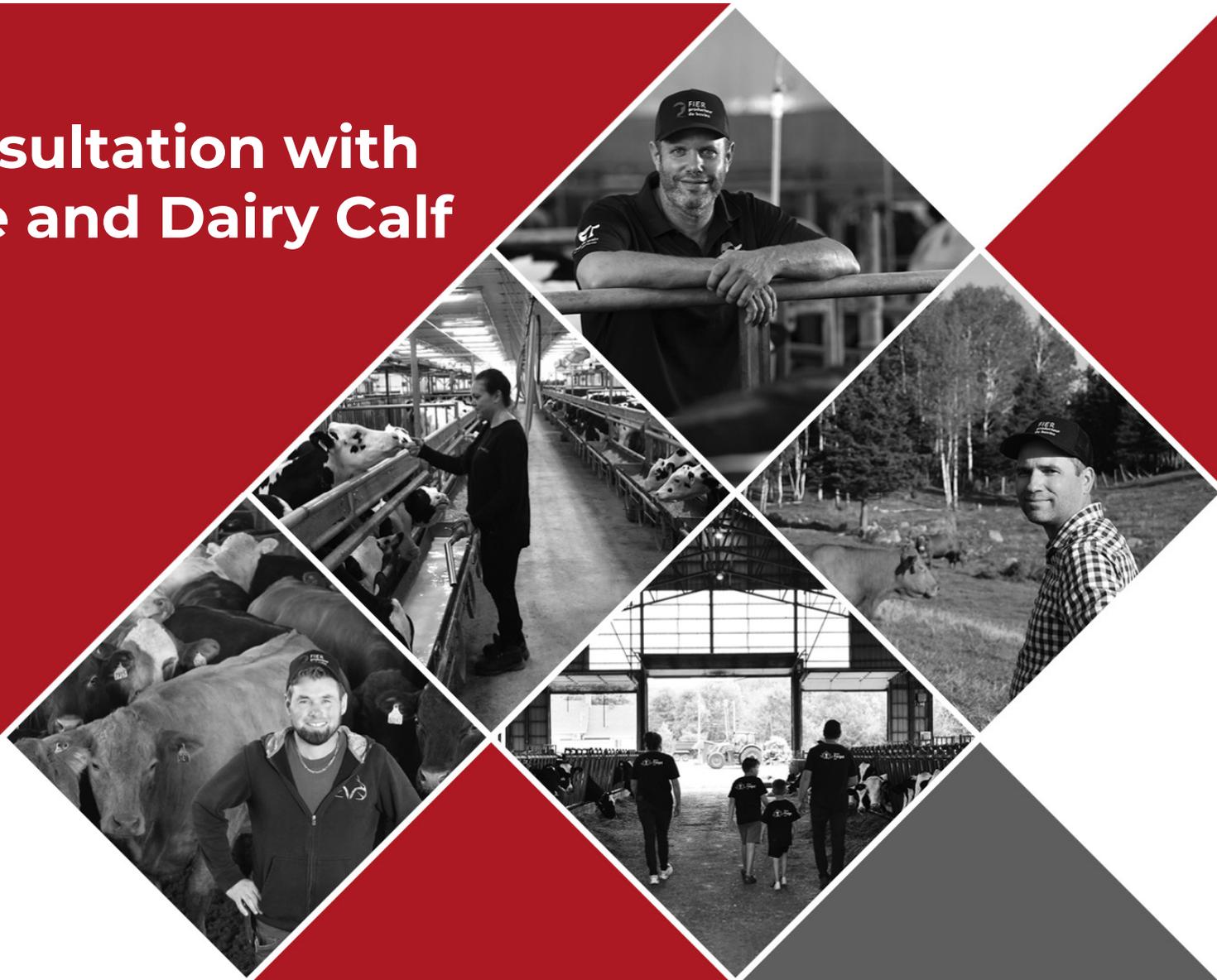
Consultation on the Cattle Producers Contribution Regulation (*Règlement sur les contributions des producteurs de bovins*)

- Do feeder calf producers approve the amendment of articles 7 and 8 of the *Règlement sur les contributions des producteurs de bovins*?

YES or **NO**



Statutory Consultation with the Cull Cattle and Dairy Calf Sector



Consultation on the redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation

- Maintenance and modernization of the marketing channel for Quebec cull cattle and dairy calves
- Modifications to ensure a quality product is put to market in compliance with laws, regulations, and certifications currently in force



Consultation on the redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation

- Based on feedback from consultations at regional general meetings, the Marketing Committee for Cull Cattle and Dairy Calves (Committee) will analyse the recommendations of the regions
- The selected recommendations will be presented at the sector workshop during the AGM in March 2026
- The amendments to the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation will subsequently be submitted to the Committee and the PBQ Board of Directors for adoption and then to the RMAAQ for approval



Consultation on the redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation

- ▀ The redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation is planned following its approval by the RMAAQ and its publication in the *Gazette officielle du Québec*



Consultation on the redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation

Principle 1:

Addition of agents authorized to act on behalf of the PBQ (brokers/merchants) who shall be contractually bound to the PBQ for the purpose of marketing of cull cattle and dairy calves

Principle 2:

New marketing channels

- ✔ Sales supervised by an authorized agent (assembly centers or brokers)
- ✔ Direct sales to a producer for fattening
- ✔ Direct sales to abattoirs

Goal

- ✔ Oversight of off-auction sales



Consultation on the redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation

Principle 3:

Supplemental Marketing Fees

- ▮ Any cattle presenting signs of fever
- ▮ Any cattle not having been declared to Attestra before departure from the farm
- ▮ Any calf with a swollen or unhealed navel
- ▮ Any culled cow whose udder is engorged on arrival at the auction

Goal

- ▮ Promote the value of healthy and high-quality cattle
 - ▮ Present lower quality cattle at the end of the auction
 - ▮ Isolate these animals upon their arrival at the auction

Principle 4:

Obligation of Producers Subject to the proAction™ Program to Comply with its Requirements

Goal

- Ensure that cull cattle and dairy calves put to market by dairy producers comply with the requirements of the proAction™ Program
 - Declare broken needles
 - Give colostrum to calves
 - Identify and declare calves to Attestra within seven days of birth
 - Abstain from using of electric goads on dairy calves
 - Milk or dry off cows before transport

Consultation on the redesign of the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation

- Are you in favour of amending the Quebec Cull Cattle and Dairy Calf Production and Marketing Regulation in order to enshrine the four following principles:
- 1) Addition of agents authorized to act on behalf of the PBQ (brokers/merchants) who shall be contractually bound to the PBQ for the purpose of marketing of cull cattle and dairy calves
 - 2) New marketing channels
 - 3) Supplemental marketing fees
 - 4) Obligation of producers subject to the proAction™ program to comply with its requirements

YES or **NO**

Sector Motions



Sector Motions

- ▶ Vote on motions, sector by sector (as applicable) in the following order:
 - **Feeder Calf**
 - **Fed Cattle**
 - **Cull Cattle and Dairy Calf**
 - **Grain-fed Veal**
 - **Milk-fed Veal**



Election of representatives and alternates



Election of Marketing Committee Representatives and their Alternates

FEEDER CALF – ELIGIBILITY REQUIREMENTS

- Be in production at the time of their appointment;
- Reside or have an operation within the group's territory as outlined by the Joint Plan (*Plan conjoint des producteurs de bovins du Québec*);
- Be registered in the Joint Plan's feeder calf category;
- Having owned, on average throughout the year, at least 25 beef cows or otherwise having raised (on their own or another's behalf) or having produced and put to market for the purposes of fattening at least 25 feeder calves, including semi-finished feeder calves;
- In the case of a corporate body or corporation, the individual person receiving the mandate must also:



Election of Marketing Committee Representatives and their Alternates

FEEDER CALF – ELIGIBILITY REQUIREMENTS

- Be active in the cattle operation other than as a funder;
- Hold at least 20% of its capital stock or issued shares;
- Sit on its board of directors, if applicable, and have voting rights;
- Have paid the contributions outlined by the Joint Plan or, failing such, having taken legal action to contest them within 30 days of their invoice.



Election of Marketing Committee Representatives and their Alternates

FEEDER CALF – ELIGIBILITY REQUIREMENTS

- Should no such producer having owned, on average throughout the year, at least 25 beef cows or otherwise having raised (on their own or another's behalf) or having produced and put to market for the purposes of fattening at least 25 feeder calves, including semi-finished feeder calves, nominate themselves as a candidate, a feeder calf producer meeting all eligibility criteria other than those pertaining to volume can be eligible to serve as a member (or alternate) of the marketing committee as an observer, that is, with speaking rights but no voting rights.



Election of Marketing Committee Representatives and their Alternates

FED CATTLE – ELIGIBILITY REQUIREMENTS

- Be in production at the time of their appointment;
- Reside or have an operation within the group's territory as outlined by the Joint Plan (*Plan conjoint des producteurs de bovins du Québec*);
- Be registered in the Joint Plan's fed cattle category;
- Having raised (on their own or another's behalf) or having produced and put to market at least 50 steers over the past calendar year;
- In the case of a corporate body or corporation, the individual person receiving the mandate must also:
 - Be active in the cattle operation other than as a funder;
 - Hold at least 20% of its capital stock or issued shares;

Election of Marketing Committee Representatives and their Alternates

FED CATTLE – ELIGIBILITY REQUIREMENTS

- Sit on its board of directors, if applicable, and have voting rights;
- Having paid the contributions outlined by the Joint Plan or, failing such, having taken legal action to contest them within 30 days of their invoice.
- Should no such producer having raised (on their own or another's behalf) or having produced and put to market at least 50 steers over the last calendar year nominate themselves as a candidate, a fed cattle producer meeting all eligibility criteria other than those pertaining to volume can be eligible to serve as a member (or alternate) of the marketing committee as an observer, that is, with speaking rights but no voting rights.

Election of Marketing Committee Representatives and their Alternates

CULL CATTLE AND DAIRY CALF – ELIGIBILITY REQUIREMENTS

- Be in production at the time of their appointment;
- Reside or have an operation within the group's territory as outlined by the Joint Plan (*Plan conjoint des producteurs de bovins du Québec*);
- Be registered in the Joint Plan's cull cattle category;
- In the case of a corporate body or corporation, the individual person receiving the mandate must also:
 - Be active in the cattle operation other than as a funder;
 - Hold at least 20% of its capital stock or issued shares;

Election of Marketing Committee Representatives and their Alternates

CULL CATTLE AND DAIRY CALF – ELIGIBILITY REQUIREMENTS

- ✔ Sit on its board of directors, if applicable, and have voting rights;
- ✔ Have paid the contributions outlined by the Joint Plan or, failing such, have taken legal action to contest them within 30 days of their invoice.



Election of Marketing Committee Representatives and their Alternates

GRAIN-FED VEAL – ELIGIBILITY REQUIREMENTS

- Be in production at the time of their appointment;
- Reside or have an operation within the group's territory as outlined by the Joint Plan (*Plan conjoint des producteurs de bovins du Québec*);
- Be registered in the Joint Plan's grain-fed veal category;
- Have raised (on their own or another's behalf) or have produced and put to market at least 50 grain-fed calves over the past calendar year;
- In the case of a corporate body or corporation, the individual person receiving the mandate must also:
 - Be active in the cattle operation other than as a funder;

Election of Marketing Committee Representatives and their Alternates

GRAIN-FED VEAL – ELIGIBILITY REQUIREMENTS

- ✔ Hold at least 20% of its capital stock or issued shares;
- ✔ Sit on its board of directors, if applicable, and have voting rights;
- ✔ Have paid the contributions outlined by the Joint Plan or, failing such, have taken legal action to contest them within 30 days of their invoice.



Election of Marketing Committee Representatives and their Alternates

MILK-FED VEAL – ELIGIBILITY REQUIREMENTS

- Be in production at the time of their appointment;
- Reside or have an operation within the group's territory as outlined by the Joint Plan (*Plan conjoint des producteurs de bovins du Québec*);
- Be registered in the Joint Plan's milk-fed veal category;
- Have raised (on their own or another's behalf) or have produced and put to market at least 100 milk-fed calves over the past calendar year;
- In the case of a corporate body or corporation, the individual person receiving the mandate must also:
- Be active in the cattle operation other than as a funder;

Election of Marketing Committee Representatives and their Alternates

MILK-FED VEAL – ELIGIBILITY REQUIREMENTS

- Hold at least 20% of its capital stock or issued shares;
- Sit on its board of directors, if applicable, and have voting rights;
- Have paid the contributions outlined by the Joint Plan or, failing such, have taken legal action to contest them within 30 days of their invoice.



Group Discussion



What would it take to stimulate or grow cattle production at your operation?



Plenary motions





Thank you!



Photo source: PBQ Archives