



CANADIAN BEEF BREEDS COUNCIL

CBBC Receives AgriMarketing Funding to Promote Canadian Beef Cattle Genetics Internationally

November 26, 2024

Regina, SK – The Canadian Beef Breeds Council (CBBC) is pleased to receive up to \$871,200 over 3 years (2023-2026) from Agriculture and Agri-Food Canada (AAFC) through the AgriMarketing Program, an initiative under the Sustainable Canadian Agricultural Partnership (Sustainable CAP), to advance the international trade of Canadian beef cattle genetics.

“We greatly appreciate the continued support received through the AgriMarketing Program to assist in our ongoing efforts to promote Canadian beef cattle genetics in existing and emerging foreign markets on behalf of Canadian beef cattle breeders,” commented Shawn Wilson, CBBC Chair.

Genetic selection is a key component to sustainable beef production and increasing exports of Canada’s top-quality beef cattle genetics will positively impact all levels of beef production around the world. “CBBC continues to work diligently with its members to build relationships that open doors to trade and collaboration internationally. Canadian cattle breeders produce some of the best genetics in the world and this funding will help support promotion and development activities to increase international market opportunities,” stated Wilson.

The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, highlighted the investment today in Regina during Canadian Western Agribition, Canada’s largest livestock show dedicated to showcasing Canadian breeders’ top-quality beef cattle genetics.

“This federal investment is vital for our hardworking farmers, so they can continue raising first-rate cattle while embracing practices that protect our land and livestock,” said Minister MacAulay. “I’m so pleased to support initiatives that promote quality and sustainability to ensure that Canadian beef remains a trusted choice for our customers around the world. Together, we’re building an even stronger future for the beef industry and Canadian agriculture.”

The Canadian Beef Breeds Council is receiving this funding to further strengthen Canada’s position in the global beef industry by promoting the high quality and sustainability of Canadian genetics. The financial support provided through the AgriMarketing Program will assist with global trade initiatives such as participation in major cattle shows, targeted promotional campaigns, incoming and outgoing missions, virtual activities, technical training and bilateral and multilateral meetings.

About the Canadian Beef Breeds Council

The Canadian Beef Breeds Council (CBBC) is a member-funded organization that works to support the Canadian seedstock sector, promote Canadian beef cattle genetics both domestically and internationally, and represent seedstock producers by advocating effective policy, meaningful market access and enhanced competitiveness.

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