



New marketing initiative shows promise for Peace Country beef producers

True North Beef marketing venture the first of its kind in Canada

Dawson Creek, B.C., November 28, 2007 – Cattle ranchers in the Peace Country region are pioneering a new way of doing business for the Canadian beef industry through True North Beef. The program is a joint marketing venture that coordinates the beef production process to ensure a consistent, safe and quality product.

More than 20 cow-calf producers from Alberta and British Columbia are participating in the True North Beef program. The program offers producers the opportunity to become part of a larger streamlined operation, which leads to reduced costs of production and therefore the opportunity to increase their profits.

Funding for market research and development of the project's risk management strategy was provided by the Investment Agriculture Foundation of B.C. through programs funded by the governments of Canada and British Columbia. Funding was also used to develop a pre-breeding guide and quality assurance handbook.

"The Investment Agriculture Foundation is pleased to be supporting True North Beef and its participating producers," said Bert Miles, Chair of the Investment Agriculture Foundation. "Together with the federal and provincial governments, IAF is working to foster growth and innovation within B.C.'s agri-food industry."

"Results of the True North Beef program have been significant," said Bill Wilson, Co-Director of True North Beef. "True North Beef producers are making more money than before, earning up to \$100 extra per head of cattle."

Program producers bring their calves, once ready for weaning, to a central True North Beef feed yard where all participating calves are monitored in accordance with the True North Beef health protocols. Calves are sorted by sex and size and started on a standard feedlot ration. After a minimum eight-week feeding period bunk ready-calves are sold in uniform truck-load lots to feed lots in British Columbia and Alberta.

"Next steps for True North Beef include developing and introducing a brand strategy so that finished beef products from the Peace Country are both regionally and nationally recognized," said Wilson.

The Investment Agriculture Foundation is a not-for-profit organization that manages and distributes federal and provincial funds in support of innovative projects to benefit the agriculture and agri-food industries in British Columbia.

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