

June, 24, 2010

It's been a long time coming but the Prince Edward Island Cattle Producers (PEICP) has finally signed on to the National Check-off.

The PEICP received clearance from The Government of Prince Edward Island to sign an agreement with the Canadian Beef Cattle Research, Market Development and Promotion Agency, or National Check-off Agency, enabling the organization's participation in National Check-off.

National Check-off is a mandatory levy of \$1 per head collected on cattle sales throughout Canada to fund research and marketing activities on behalf of the entire industry. The goal of the National Check-off is twofold – to increase sales of domestic and export beef and to find better and more efficient methods of producing beef and beef cattle.



Brian Morrison looks on as Chair; Peter Verleun signs the NCO Agreement

The PEICP's signing on to NCO is a historic moment for Canada's beef industry as they are the final province to sign this national agreement. (Quebec signed in May 2010).

With all provinces signed on, the industry is now in a position to begin the development of the import levy order, which will see Canada's beef cattle check-off applied to imported cattle and beef products. It is estimated that application of the National Check-off to imported product would generate an additional \$800,000 annually, which the NCO Agency will use to leverage additional funds.

"This is a positive day for Canadian beef producers," said Peter Verleun, Chair of the PEICP. "We will finally be able to apply a levy to imported beef which benefits from the marketing, promotion and research, carried out in this country."

The effort began in 1985 with a resolution from the Canadian Cattlemen's Association - the same year the import levy began on Canadian cattle and beef going into the United States.

The Canadian Beef Cattle Research, Market Development and Promotion Agency was created in 2002 to oversee the National Check-off and is legislated under the federal Farm Products Agencies Act.

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