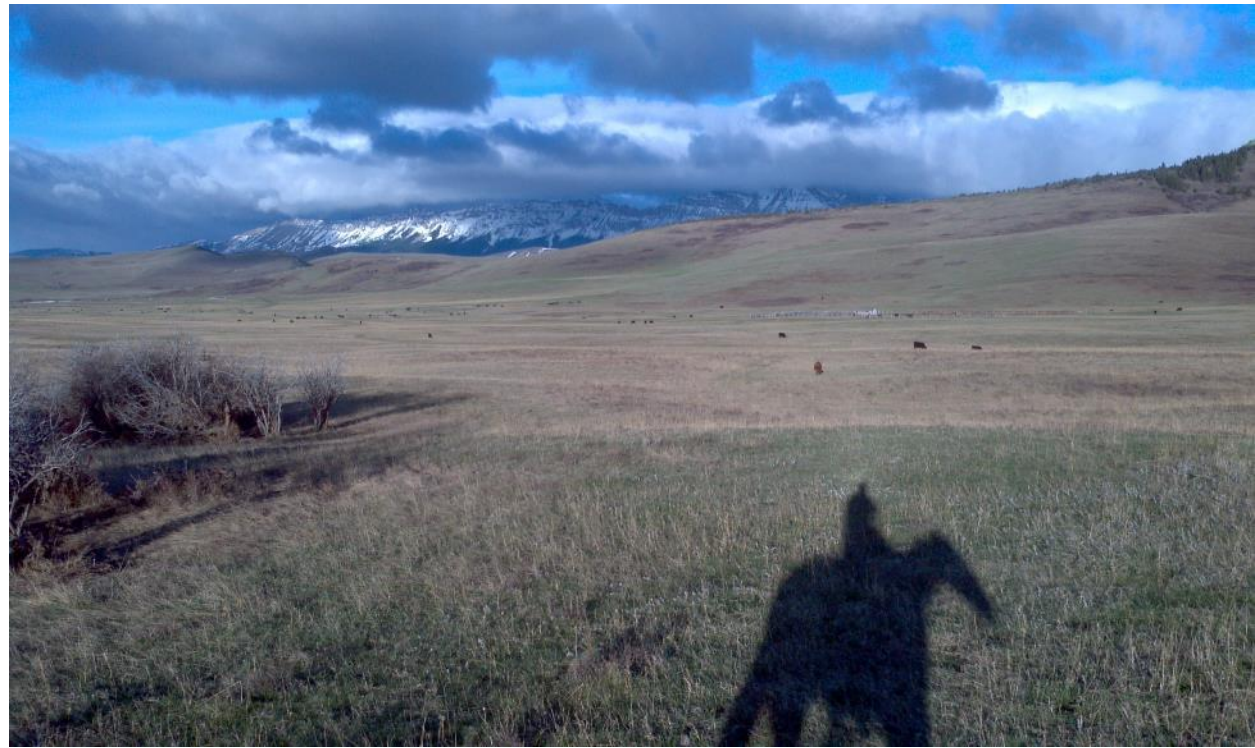


The Earls Story and Gaining Public Trust in the Beef Industry



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National Voice Of Cattle Producers

BCCA: Who we are...

- Official voice of BC ranchers since 1929
- Volunteer membership of almost 1,200
- Maintain & strengthen the sustainability of the B.C. beef industry





Purpose

Promote, encourage, protect & develop the B.C. cattle industry in an environmentally responsible manner.

Mission

- Maintain a healthy cattle industry to provide quality beef products to consumers.
- Guided by strong volunteer membership, environmental stewardship, respect for stakeholders & excellent business practices.

B.C.'s Beef Industry



- Cow-calf production predominates based on abundant forage (range & pasture) resources in B.C.
- B.C. ranchers contribute an estimated \$606 M directly into B.C.'s economy.
- Ranchers steward large tracks of land, ensuring they remain intact, benefiting the environment & species at risk.

Social License

- The public approval or acceptance of the ongoing operations of a company or an industry.
- Essentially, that society believes you are “doing things right”.



Beef History:

Survival (1880-1960)

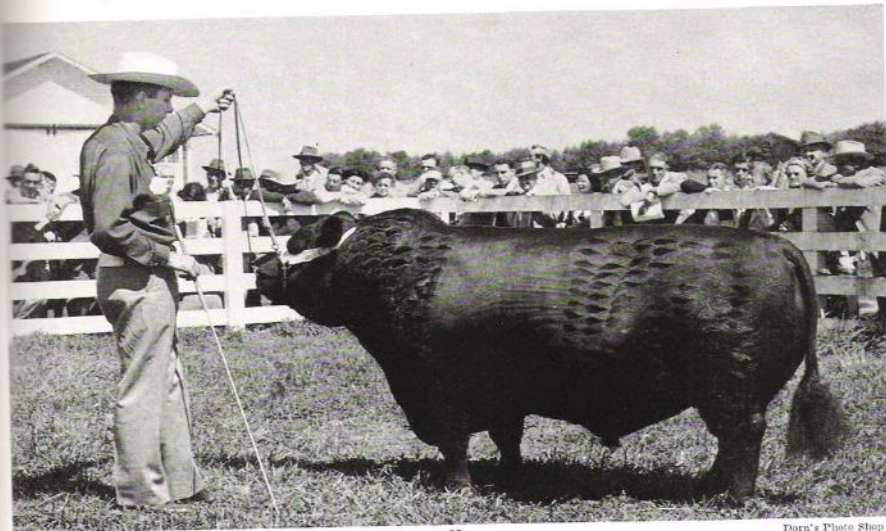
- Keeping animals and **humans alive**
- The “Wild West”
- Lucky to just have beef
- Lots of Trust in Farms
- **Social License not even a concept.**
- Despite our practices in cultivation, soil loss, overgrazing, DDT, cattle handling, etc



Beef History

“Maximizing” Era (1960-1980)

- More is better
- Getting the most out of every acre or animal
- Economics driven
- Still lots of trust



55

Dorn's Photo Shop

Prince Eric of Sunbeam, Sire of Four International Champions, Cost \$100,000
Visitors to Shadow Isle Farm at Red Bank, New Jersey, admire the marbled Aberdeen-Angus beauty. Prince Eric was purchased from Lakewood Farms, Mukwonago, Wisconsin (page 33).



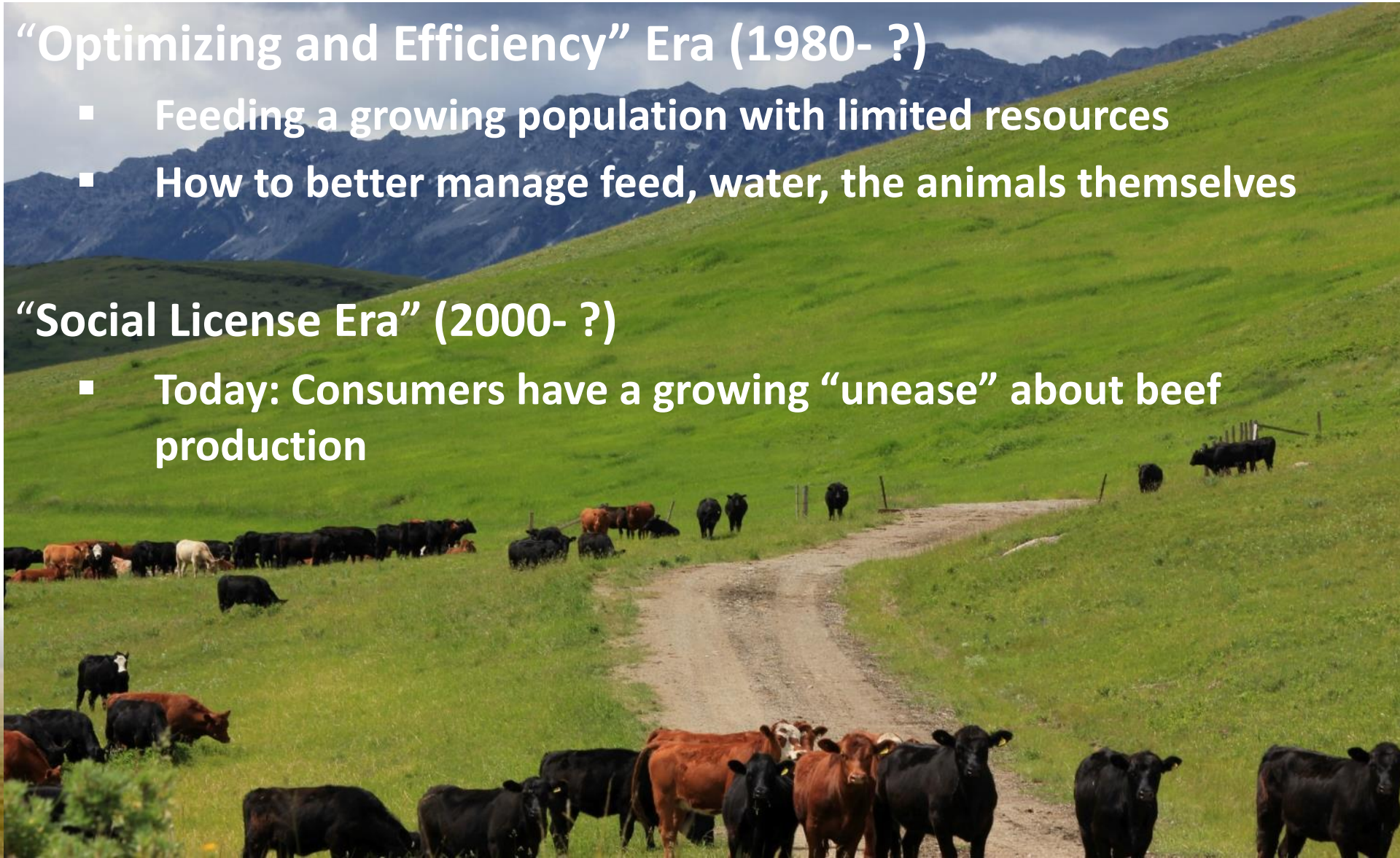
Social License Today?

“Optimizing and Efficiency” Era (1980- ?)

- Feeding a growing population with limited resources
- How to better manage feed, water, the animals themselves

“Social License Era” (2000- ?)

- Today: Consumers have a growing “unease” about beef production



Why Is Social License a Hot Topic?

1. **93%** of Canadians saying they know little or nothing about farming, determining fact from fiction about our food continues to be a growing issue. (CCFI, 2016)
2. Affluent society means consumers want more choice
3. Internet
4. Misleading Advertising



Current Issues

1. Animal Welfare – Livestock Transportation
2. Antibiotic Use and AMR
3. Environmental Impacts of Beef production
 - Canadian Roundtable For Sustainable Beef (CRSB)
4. Growth Hormones and Promotants
5. General unease with technology

Human Health- Red Meat and Cancer links, irradiation



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

- **43%** concerned with **humane treatment of animals**
 - **48%** were concerned about the **use of hormones**
 - **54%** concerned with Food Safety
 - **69%** concerned with rising price of food
 - Only **29%** said Canadian farmers are good stewards of the **environment**
-
- Canadians positive impressions of agriculture have increased by 20% from **41% in 2006 to 61% in 2016.**



But there is confusion

— DOCTORS AGREE
MY DRUG
IS A PROBLEM



How
cau
dec

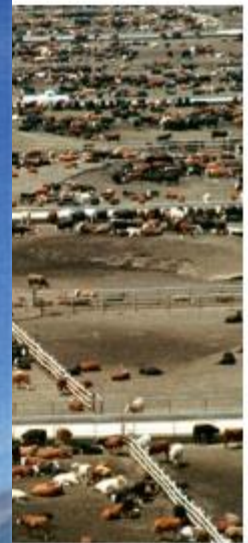
The advertisement features the AGW logo at the top center, which consists of the letters 'AGW' in a stylized font with an orange arrow pointing to the right. Below the logo, a white-bordered box contains the text: '100% PURE BEEF' on the left and 'RAISED WITHOUT ANY ADDED HORMONES OR STEROIDS' on the right. The background of the advertisement is a scenic landscape with blue mountains under a clear sky.

100%
PURE
BEEF

RAISED WITHOUT
— ANY ADDED —
HORMONES OR STEROIDS

don
expert

act, using 28 times



Good science used to mislead

- The UK joined the EU in 1973
- The EU banned growth promotants in 1989
- The UK girls in this study were born in 1991-1992
- This paper never mentioned “beef” or even “red meat” ... just “meat”
- This paper made no reference to hormonal growth promotants *at all*



hormones and steroids and antibiotics then that is what they need to produce. It takes over 1800 gallons of water to produce one pound of beef.

Clean up your act or go out of business . . . period.

5 days ago

132 32 Share

Show 43 older replies



John Gallant

@stephen saines

@lan Chitwood was talking about antibiotics, you are talking about growth

hormones. Growth hormones do stay in the meat, and even the Canadian Cattlemen's Association admits that cattle treated with estrogen has a 50% higher level of hormones in the meat.

4 days ago

3 2 Share



rayfillion

@Robin Blair

If we did many of us would not eat any of it.

4 days ago

0 0 Share



Dwight Williams

When these factory farm beef producers say the science is on thier side, they mean that it is on thier side with respect to raising the most cattle for the least cost.










What this article carefully avoids talking about is that when it comes to the effects of current practices on human health and the environment the science is a lot less on thier side than they want to let on. In fact the science is still studying multiple issues.

5 days ago

119 16 Share

Many common foods have higher amounts of hormones than beef produced with the use of hormone implants^{3|4|5}

The amount of estrogen from 1 serving of cabbage  the same amount of estrogen from **OVER 1000 servings** of beef produced using hormone implants. 

	Food/supplement	Estrogen*	Servings of beef~ (75 g)
	75 g beef without hormone implants	1.1 ng	0.65
	75 g beef with hormone implants	1.9 ng	1
	75 g chicken	2.1 ng	1.1
	75 g pork	2.5 ng	1.3
	355 ml beer	15 ng	7.9
	355 ml milk	51 ng	26.8
	75 g cabbage	2025 ng	1,065.8
	1 tbsp soybean oil	28,370 ng	14,931.6
	Birth control pill	20,000-50,000 ng* depending on brand	18,421.1 – 26,315.8

* AMOUNT OF ESTROGEN (1 ng = 1 billionth of a gram)
 ~ EQUIVALENT # OF SERVINGS OF BEEF produced with the use of hormone implants

Do Consumers know what they want?

“If I had asked what consumers wanted they would have said faster horses”- Henry Ford

“A lot of times, people don’t know what they want until you show it to them.”- Steve Jobs



**Consumers ultimately want to know where
their food comes from and how it was
produced**



The “Trust Framework”

The “Hub”

(coordination & support)

“Doing the Right Thing”

- Industry Standards (sectors own and are accountable)
- Metrics to support
- National, cross-sector coordination

Trusted Assurance / Verification System

- Enabling, not restrictive,
- Protect and promote our system
- Government has a role to play
- Federal/provincial consistency
- Research and academic centre involvement

Communication

- Working in harmony to tackle tough issues
- Understanding & influencing the public and all stakeholders

Some Current Initiatives:

- Consumers/General Public – *Farm & Food Care*
- Education system – *Ag In The Classroom*
- Agri-food community – *Agriculture More Than Ever*
- Sector/Corporate initiatives

..... Transparency
..... Continuous Improvement

Proper Animal Care

- Have enough food, water, shelter
- Ability to exhibit natural behaviours
- Free from pain or suffering
- Free from stress (or minimize stress)
- Use of antibiotics
- Nature vs Nurture
- Human health



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

Changing the Conversation: Building Social License

- **Build Trust and Transparency**
 - Telling the real story, including the pros and cons of our practices, accepting and answering questions
- **Recognizing and Demonstrating Improvements**
- **Being Proactive**
 - Consumer engagement and buy-in
 - Building/strengthening relationships with key influencers and partners
 - Innovative projects and research (asking hard questions- are there alternatives?)



Behind the Beef

BCCA's **consumer education & research program** delivered to **increase consumers' awareness** of the beef industry, **educate consumers** about beef production practices, environmental stewardship, animal care, and food safety.



Meet A Rancher

BCCA & OWFG
partnership to introduce
urban consumers to the BC
ranching families that raise
their beef through in-
store events



Back to Social License

1. We need to tell/show people at every opportunity how beef is produced and where it comes from: **TRANSPARENCY-**
2. Need to get **engagement** and buy in from the public: **TRUST**
3. Need to demonstrate our commitment through improvements and research
4. And we need to coordinate and collaborate with key **partners** and **stakeholders**






CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

- 68,434 Cattle producers in Canada
- 11.92 million cows and calves
- Average cow herd size is 63 mother cows
- Beef cattle production contributes \$51 Billion to the Canadian economy





Animal Care

Providing for Canadian cattle through the best of established knowledge, new experience, and innovation.



Sustainability

Working to improve environmental, social and economic sustainability in Canada's cattle industry.



CANADIAN
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Advocacy & Public Trust

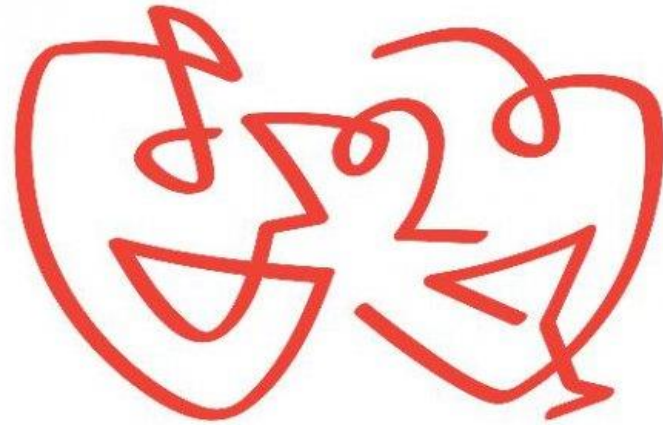
Pursuing meaningful change on issues of concern to Canada's beef producers and consumers.



Trade

Maximizing cattle producers' returns through access to markets.

Earl's Restaurant Incident- Crisis or Opportunity?



earls

RESTAURANT & BAR



Background

- Earl's has 68 restaurants across Canada, with some in the US
- Head office is in Vancouver, BC
- Family owned business
- Leroy Earl Fuller founded the first restaurant in 1982 in Edmonton, AB



Timeline

- Earl's announces that it will be sourcing only Certified Humane beef that is hormone and antibiotic free from Creekstone Farms in Kansas, USA, April 24, 2016
- Twitter starts to go crazy, originating in Alberta from consumers
- Main message was “why are they not sourcing beef from Alberta, or Canada?”







Humane Farm Animal Care
Animal Care Standards
January 2014

BEEF CATTLE

BEEF CATTLE

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PO Box 727, Herndon VA 20172



NATIONAL FARM ANIMAL CARE COUNCIL
CONSEIL NATIONAL POUR LES SOINS AUX ANIMAUX D'ÉLEVAGE

CODE OF PRACTICE



FOR THE CARE AND HANDLING OF

BEEF CATTLE

Canada



Timeline

- April 27, 2016- Media calls start at Canadian Cattlemen's Association and Alberta Beef Producers for interviews and comments
- CCA and ABP expressed their disappointment in the announcement, mainly around the implications that we weren't raising animals properly

Earls switch to U.S. meat 'a slap in the face,' Alberta Beef Producers boss says

Head of cattlemen's association says domestic producers can satisfy chain's humane standards

CBC News | Posted: Apr 28, 2016 12:53 PM MT | Last Updated: Apr 28, 2016 1:27 PM MT

Timeline

- Consumers in Alberta and Western Canada start boycotting restaurants
- Mo Jessa reaches out to the Canadian Roundtable for Sustainable Beef, CCA, ABP, and Canada Beef and has a meeting.
- May 5th, Earls apologizes, said the decision was a mistake and commits to working with the beef industry to source Canadian beef





Opportunity

- CCA, ABP, BCCA, other Provincial and National beef organizations did over 100 interviews across Canada on TV, radio, print, and online media
- Earls joins the Canadian Roundtable for Sustainable Beef
- Other retail and restaurants start engaging industry, including joining the CRSB





CRSB

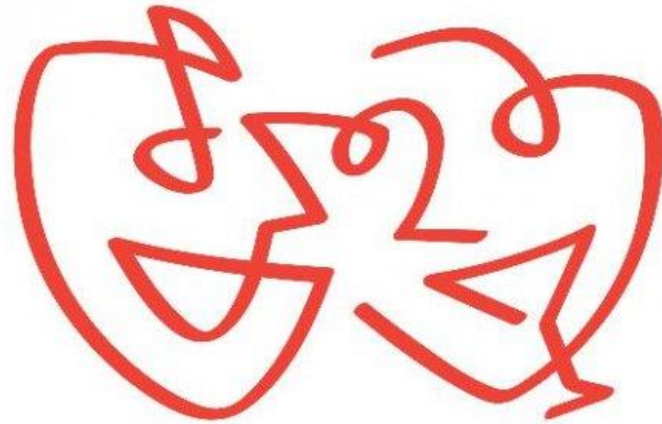
CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF

TABLE RONDE CANADIENNE
SUR LE BOEUF DURABLE

- **Environmental:** making sure you don't take more than what you put back in (maintaining or enhancing ecological integrity; stewardship)
- **Economic viability:** long-term viability
- **Social well-being:** animal care and welfare, human health, water quality, young beef producers, **social license**, continuity, fair working conditions
- **Continual Improvement**



Do we still have Social License?



earls

RESTAURANT & BAR



Do Consumers know what they want?



MICHAEL VON MASSOW

Got a beef with Earls? Restaurant chain simply meeting customer demand

MICHAEL VON MASSOW

Contributed to The Globe and Mail

Published Friday, Apr. 29, 2016 1:22PM EDT

Last updated Saturday, Apr. 30, 2016 8:29AM EDT





CRSB

CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF

TABLE RONDE CANADIENNE
SUR LE BOEUF DURABLE



Thank You

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