

Kevin Boon Manager's Viewpoint



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Photo by B.C. Photo

I know that there is a lot of talk and discussion about where things are in the process of being able to market BC Beef through a federal packing facility. I decided to write this column as a bit of an opinion and a bit of information.

There has been a lot of work done over the last three or four months that is going to make this a reality. Mary MacGregor's column on page 34 in this issue of *Beef in BC* will outline the challenges and events that the industry has undertaken to get this reality closer.

There is also an article on page 36 by Bruce Cowper on a pork initiative in Ontario that we are modelling this after.

A long story short is that a federal packing plant has come available in the interior of BC and a new company is being formed that has a lease on the facility. This has led to the creation of a new BC branded beef product that will be available to a larger consumer base. It will allow us to market more of what we raise here in BC to provincial customers but also allows it to be exported.

The start of the brand will be a grind program focusing primarily on cull cows. This should allow every rancher and producer to participate and be an investor in the brand. As Mary explains it has been more challenging than

we thought to set up the corporation because it is a new concept and as such doesn't always fit within the current laws. But with the hard work of Mary and her contacts we are confident that we will have it sorted out.

The challenge is that until we do, we

important factor in the success of this endeavour.

Most plants tend to fail when they do not have a well-established, committed supply and this will take that risk factor out of the equation. The exciting part though is that this gives every rancher an opportunity to cut out the middleman and capitalize on selling their own product.

We have seen through the COVID-19 pandemic a heightened awareness of where food comes from, which is great, but we also saw where small to medium plants are the most suited

for situations such as this.

If ever there was a time for BC to get a foothold creating a substantial and sustainable brand of beef where producers are able to share in the profits, this is it.

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can't sell the hook/shares legally so we are anxiously waiting the word to go out and get this going! By the time you receive this magazine, our hope is that we are seeing shares being offered to producers.

What is unique about what has been put together is that the share is attached to supplying an animal to go with it. This is not an investment in a facility but in a brand. In that investment is a commitment to supply an animal for every share that you buy. This is a very

Stay Tuned!