

# BEEF CATTLE

## SECTOR PROFILE AT A GLANCE

**INVEST.**  
**BUILD.**  
**GROW**  
MANITOBA

### Highlights

- Manitoba is Canada's third largest beef cattle producer, with 12 per cent of the national herd.
- In 2017, Manitoba producers sold 387,000 head and reported \$542 million in cash receipts for cattle and calves.
- Ranches in Manitoba are strategically located throughout the province to utilize pastures, Crown lands, forage and water supplies for sustainable and cost effective beef production.
- Beef producers in Manitoba are held to high industry standards for safety, quality and consistency through the Verified Beef Production Plus (VBP+) Program.

### Sales Volume (head)

**2017**

387,200

**2016**

399,400

**2015**

389,500

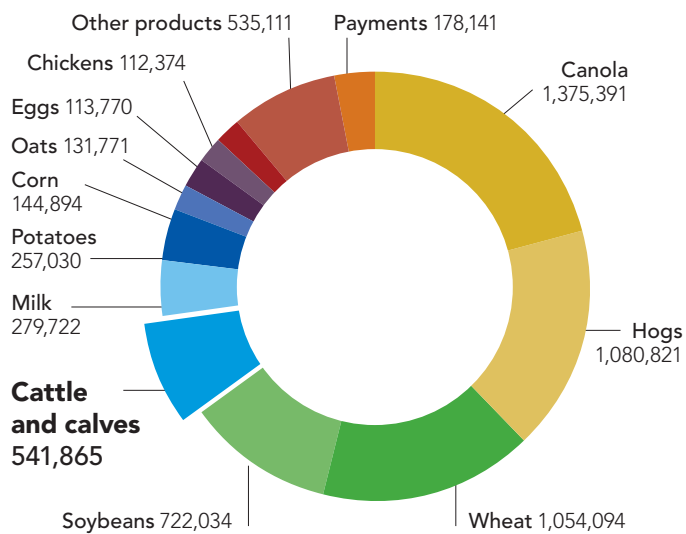
**2014**

474,000

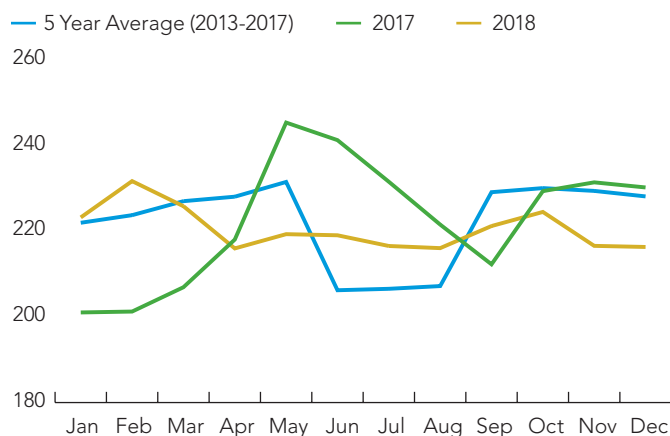
**2013**

474,500

### Cash Receipts 2017 (thousands of dollars)



### Prices (dollars per hundred weight)



## Did You Know?

- The average Canadian consumes 40 pounds of beef annually.
- There were 1,105,000 head of cattle and calves on 4,128 Manitoba farms in 2016.
- The number of beef cows in Manitoba went up from 428,900 head in 2016 to 445,300 head in 2017. This increase of 16,400 head was the second highest in Canada.
- Close to 90 per cent of Manitoba's beef cow herd are on cow calf operations, and the remainder on feeder and stocker operations.
- The amount of water required to produce one kilogram of Canadian beef has decreased 17 per cent from 1981 to 2011, largely due to enhanced efficiency in cattle and feed productions.
- Greenhouse gas emissions per kilogram of beef has decreased 14 per cent from 1981 to 2011.
- Manitoba Beef Producers represents beef producers across Manitoba through communication, advocacy, research and education, aimed at strengthening, improving and sustaining the beef industry.
- The Verified Beef Production Plus (VBP+) Program is a voluntary, on-farm, food safety program for beef production, with components related to animal care, biosecurity and the environment.
- Canada monitors the health of the national herd through a robust surveillance program with strong producer participation.

## Contact us

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## Processing

- Manitoba processed a record 581,000 head of cattle in 1976. The processing capacity has reduced to under 15,000 head since the closure of five major facilities in 1979.
- In 2017, Manitoba processed 14,359 head of cattle, up by 26 per cent from 2016.
- 6,520 head of cattle and calves were processed in over 20 provincially inspected plants in Manitoba.
- True North Foods, based in Carman, is Manitoba's only federally inspected plant for cattle processing, with a capacity of 200 cattle per day.

## Marketing

- Cattle producers sell animals through auction markets and licenced brokers, or directly to feedlots, processors and other producers.
- In 2017, Manitoba cattle marketings were 387,200 head, down three per cent from 2016.
- In 2017, Manitoba auction markets handled 362,899 head, with the largest sales in October and November.
- The majority of the marketings were shipped to Alberta (50 per cent), Saskatchewan (eight per cent), and Ontario (four per cent). The inter-provincial shipments increased by five per cent, from 227,900 head in 2016 to 238,500 head in 2017.

## Export and Import

- In 2017, Manitoba exported 61,221 head of live cattle at a value of \$89 million, primarily to the United States. 60 per cent of the exports were feeders and calves.
- Manitoba's breeding stock has gained international recognition, with 145 head exported in 2017.
- In 2017, Manitoba exported 121,000 kilograms of fresh, chilled or frozen beef, generating over \$1 million in value.
- In 2017, Manitoba imported 3,332 live cattle, worth \$7 million in value.
- Manitoba also imported 137,000 kilograms of fresh, chilled and frozen beef, amounting to \$1.4 million in value.
- The United States, Japan, China, Mexico and South Korea are the top export markets for Canadian beef.

