

# **Canadian Beef Cattle Industry Animal Welfare Research Capacity**

## **National Farmed Animal Health & Welfare Council Forum**

November 24, 2014

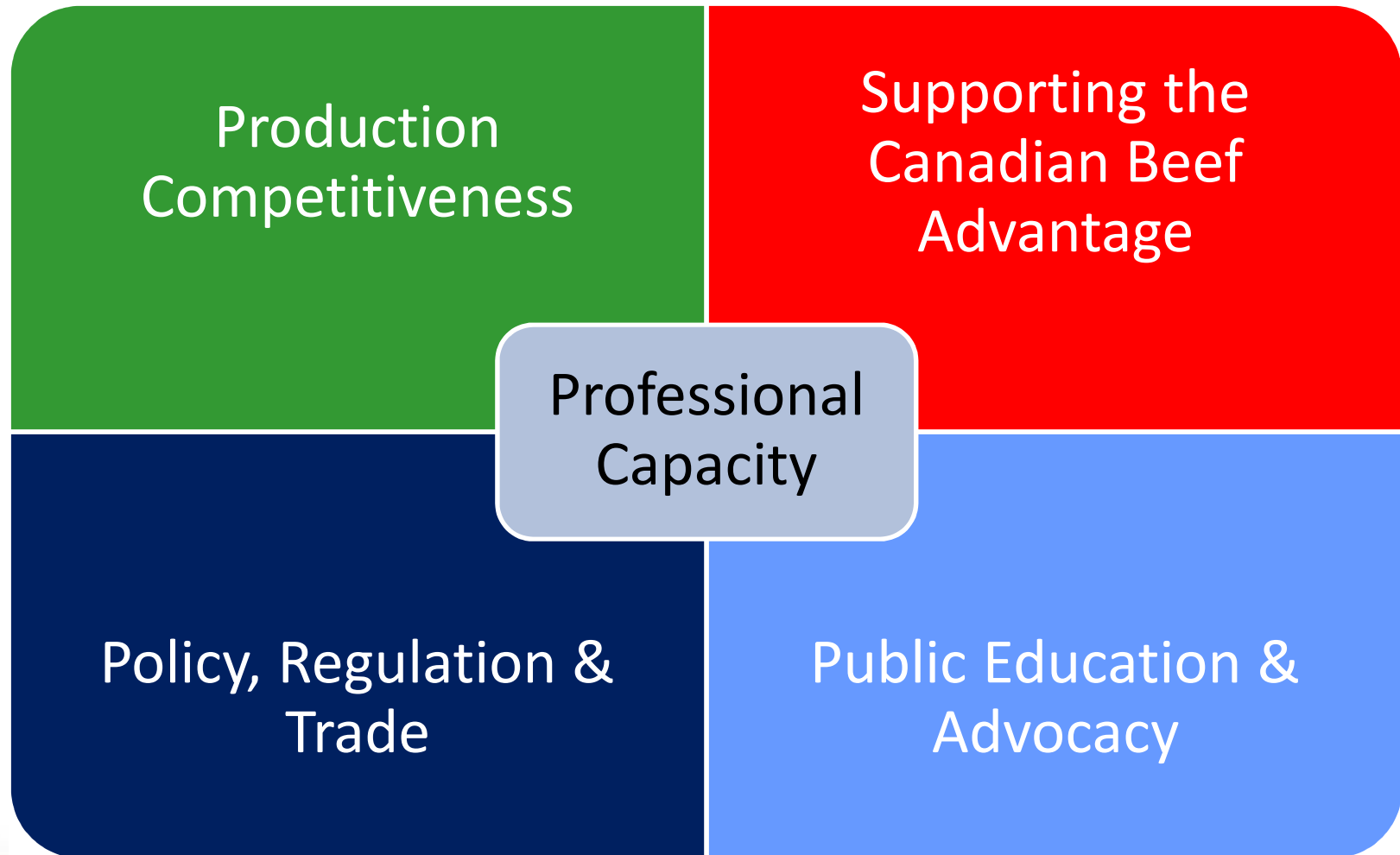


# Key to Supporting Beef Welfare Research and Capacity

- **National Check-off**
- **Getting research on the Beef Value Chain Round Table agenda**
- **Recognition that industry funded research has more than one benefit**
- **Beef Science Cluster: more resources to fund a portfolio of research, more influence, and a more strategic approach to funding**
- **National Beef Research Strategy**



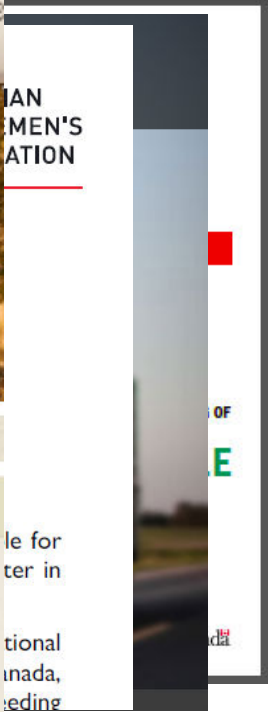
# The value of investments in research



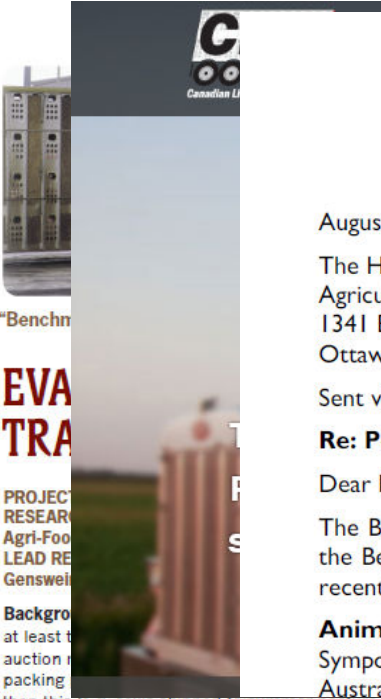
# Demonstrate the Value



The screenshot shows the BCRC (Beef Cattle Research Council) website. At the top, there is a navigation menu with links for 'ABOUT US', 'RESEARCH', and 'RESOURCE'. Below the navigation is a large banner image of several brown and black cows in a field with trees showing autumn foliage. The main content area features a blog post titled 'Shipping Cull Cows: Responsible Welfare Considerations'. The post is dated 'October 26, 2012' and includes navigation links for 'Previous' and 'Next'. The author information states: 'This is a guest post written by Karin Schmid, Beef Production Specialist with the Alberta Beef Producers, in collaboration with Reynold Bergen, BCRC Science Director.'



This block shows a partial view of a website sidebar. It features a vertical navigation menu with a red square icon and the text 'OF E' visible. The background of the sidebar shows a blurred image of a road or field.



This block shows a partial view of a website sidebar. It features a logo with a large 'C' and the text 'Canadian L'. Below the logo, there is a vertical navigation menu with various text elements, including 'EVA TRA', 'PROJECT RESEARCH', 'Agri-Food LEAD RE', 'Gensweil', 'Backgro', 'at least t', 'auction r', 'packing', 'than this', and 'cows shipped to summer pastures'. The background of the sidebar shows a blurred image of a building or structure.



# Questions?

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