



**CANADIAN BEEF  
BREEDS COUNCIL**



**Data Driven Decisions:  
A New Way Forward**

**November 19, 2023**



**CANADIAN BEEF  
BREEDS COUNCIL**

## **Our Mission**

to be a catalyst in advancing the beef cattle seedstock sector through unified representation, strategic alliances and innovative technologies.

## **Our Members**

Regular Members – national breed associations registered under the Animal Pedigree Act  
Associate Members – other entities with an interest in beef cattle genetics

## **Our Mandate**

**SUPPORT** the Canadian seedstock sector by developing partnerships that advance genetic improvement, research, extension services, information dissemination and our role in Canada's National Beef Strategy.

**PROMOTE** Canadian beef genetics both domestically and internationally by identifying market opportunities and facilitating market development.

**REPRESENT** the Canadian seedstock sector to government by advocating effective policy and ensuring meaningful market access and enhanced competitiveness.

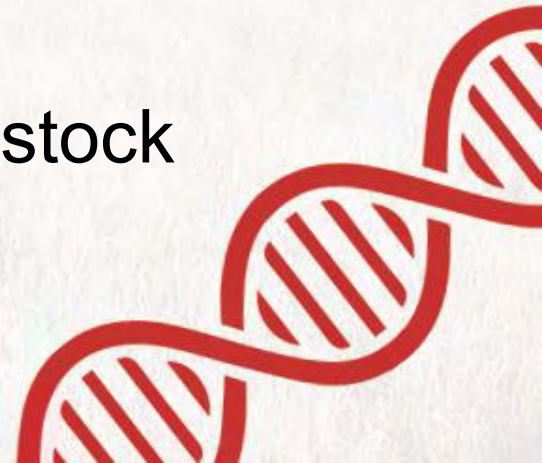
**CB****N**

CANADIAN BEEF  
**Improvement Network**

**DATA DRIVEN GENETIC DECISIONS**

# Why CBIN?

- ✓ Beef has been outperformed in the genetic improvement arena by competing proteins
- ✓ Genetic improvement is an integral piece to sustainability and profitability of the industry
- ✓ A chasm exists between the seedstock sector and the commercial sector



# The GOALS



Environmental Enhancements



Improved Management & Health



Produce Superior Product



Verification for Consumer



Empowered Data Network



Coordinated Innovative Research

# The Vision

***A collaborative network led by the Canadian Beef Breeds Council to increase utilization of genetic data to further inform genetic advancements, validate sustainability and drive market signals to create value within the Canadian beef industry.***



# Value Focused

## Data Driven Genetic Decisions



**Unifying &  
Standardizing  
Genetic Data  
Collection**



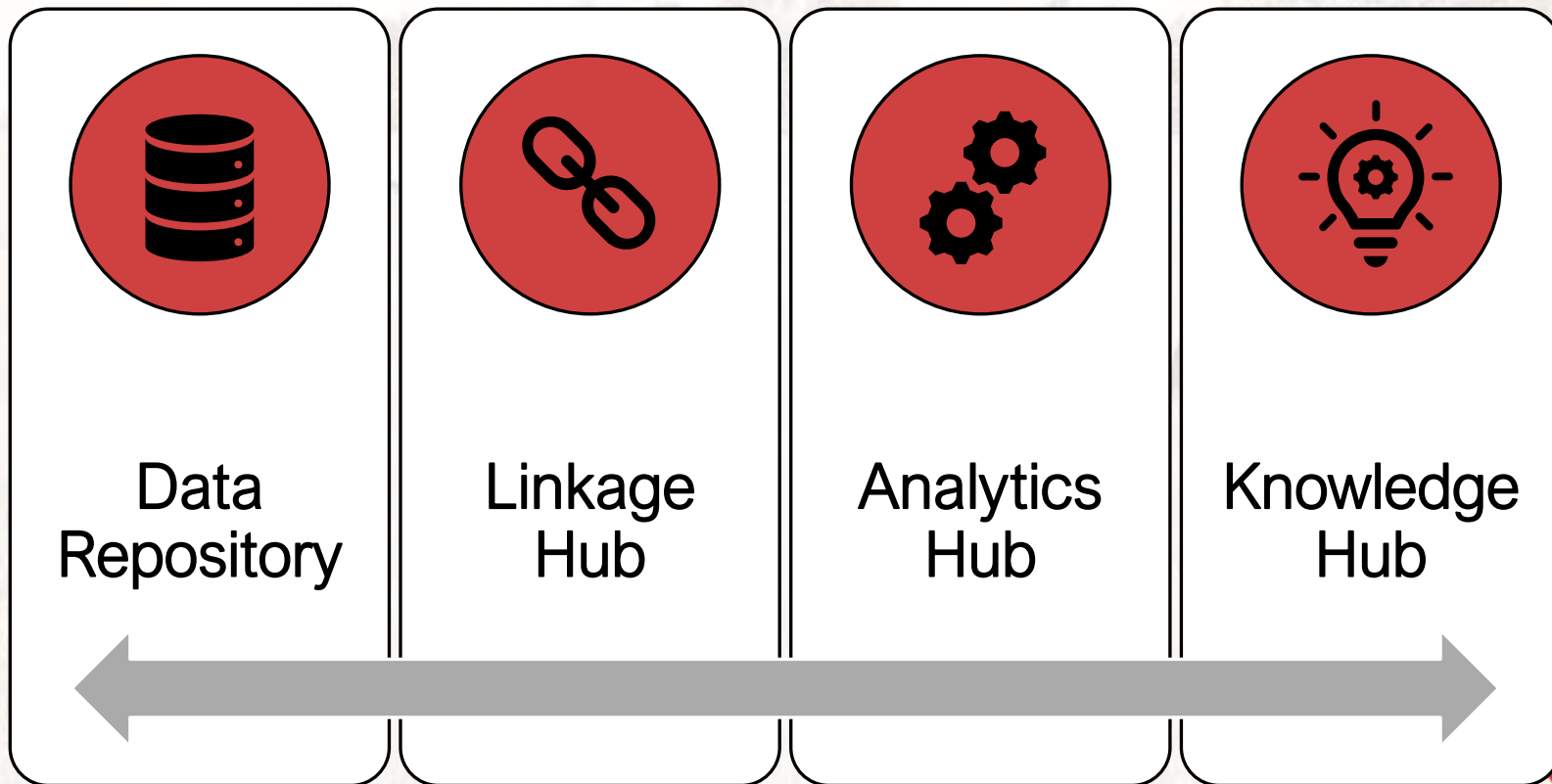
**Creating  
Value through  
Data-Driven  
Tools**



**Improving  
Overall  
Genetic  
Literacy**

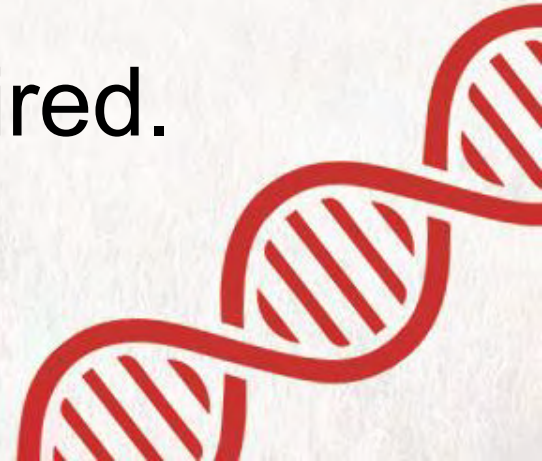


# Development Plan



# Learnings

- ✓ Change is hard for a sector.
- ✓ Investment is required.
- ✓ Data variation must be considered.
- ✓ Depth of expertise is required.



# Data Forward

- ✓ Trusted partners that are producer-centric to create a trusted platform.
- ✓ Data ownership and security must be clear.
- ✓ Access to data is important. Willingness to collaborate and share.
- ✓ Must be able to turn data into information of value.



## **Collaboration**

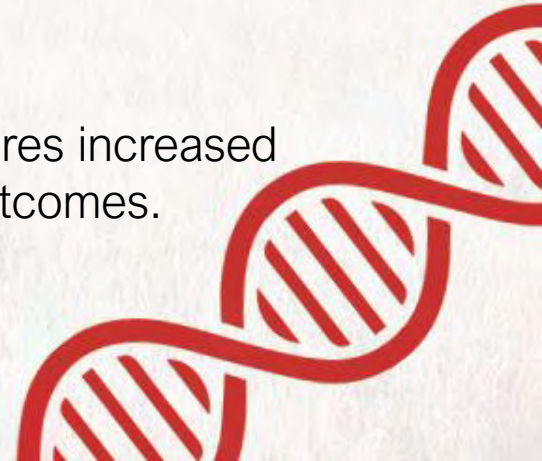
No one Association, company, Government or technology will be able to accomplish this in isolation or by themselves.

## **Commitment**

Results require strong, visionary leadership. Cannot address today's challenges with yesterday's thinking and tools.

## **Investment**

Revolutionary results requires revolutionary investment. Requires increased technical capacity to focus on rancher-centric, value outcomes.





# CANADIAN BEEF BREEDS COUNCIL

