



August 5, 2025

Graham Fleming  
Sector Value Chain Policy Unit  
Ministry of Agriculture, Food and Agribusiness  
1 Stone Road West  
Guelph, Ontario N1G 4Y2

Dear Mr. Fleming,

***Re: Proposed increase to the Federal Levy on Beef Cattle Sales - 25-OMAFRA005***

---

The Beef Farmers of Ontario (BFO) appreciates the opportunity to provide comments in response to posting 25-OMAFRA005 that proposes to increase to the federal levy on beef cattle sales. BFO represents 19,000 beef farmers in Ontario by advocating in the areas of sustainability, animal health and care, environment, food safety, and domestic and export market development.

The proposed increase to the federal levy has involved extensive consultation for over a year with grassroots members across the province. At BFO's 2025 Annual General Meeting a vote was held to increase the federal levy by \$1.50 per head (from \$1.00 to \$2.50) to bring the combined license fee, federal and provincial, from the current \$5.50 per head to \$7.00 per head. The resolution passed with 92 per cent of voting delegates in favor, illustrating the broad support for the proposed regulatory amendment across all sectors of the industry: cow-calf, backgrounder and feedlot. If this proposal is approved by the province, Ontario's federal levy would finally align with all other provinces in Canada. As of 2018, all provinces except Ontario had increased their federal levy to \$2.50.

The increase in license fees will support the continuation and enhancement of BFO programs, services, and partnerships that promote the development, marketing, and export of Ontario beef; provide member education and support industry advocacy; fund research; and advance environmentally and economically sustainable beef production practices.

Specifically, this new funding will be used to:

- Increase investment in efforts to maintain and build public and consumer trust in the beef sector, including proactive initiatives that highlight the benefits of raising beef cattle, and the health and nutritional benefits of eating beef

- Enhance support for domestic and international market development by expanding existing Ontario beef brands, creating new products and brands, and executing promotional programs to increase volume and value in key markets
- Increase investment in beef research
- Increase investment for Ontario's flagship brand, Ontario Corn Fed Beef, which is the largest producer-owned branded beef program in Canada
- Increase investment in on-farm quality assurance programming.

The proposed regulatory amendment will also enable BFO to mitigate inflationary pressures and fulfill its strategic vision by maintaining program and advocacy efforts, increase investment for national beef research, enhance public trust and engagement with consumers, and increase investments aimed at growing Ontario beef market share in domestic and international markets. It will also allow BFO to better fund its share of national marketing, research and public and stakeholder engagement initiatives and programs.

BFO would like to thank the Ontario the Ministry of Agriculture, Food and Agribusiness (OMAFRA) for the opportunity to provide comments, and for advancing the request of the sector through the proposed regulatory amendment. BFO is in strong support of the proposed amendment to Regulation 54 of the Beef Cattle Marketing Act (BCMA).

We would be pleased to discuss our comments in further detail should that be of interest.

Sincerely,



Craig McLaughlin  
President