



May 22, 2026

Ontario Ministry of Agriculture, Food and Agribusiness
Economic Development Policy Branch
1 Stone Road, Guelph

Sent via the Ontario Regulatory Registry

Re: Improving Equity and Reducing Regulatory Burden of the Beef Cattle Marketing Act

The Beef Farmers of Ontario (BFO) appreciates the opportunity to provide comments in response to the consultation on *Improving Equity and Reducing Regulatory Burden of the Beef Cattle Marketing Act (BCMA)*. We would like to thank the province for bringing forward the proposed changes to the BCMA. BFO represents approximately 19,000 beef farmers across Ontario and advocates on their behalf in key areas including sustainability, animal health and care, environmental stewardship, food safety, and the development of both domestic and export markets.

BFO strongly supports the proposed amendments to the BCMA, which are in line with resolutions that were debated and passed with strong majority support from our members at our 2018 and 2019 Annual General Meetings. The direction provided to the BFO Board of Directors from the membership is that all beef producers, including any person producing a beef animal, should be included under the Beef Cattle Marketing Act (BCMA) and associated regulations and subject to check-off requirements. Members across the province have regularly asked when their recommended changes will take effect.

This proposed amendment would bring Ontario in line with the majority of Canada's cattle-producing provinces, as well as with other Ontario livestock sectors, such as veal, sheep, and pork, which already have more comprehensive and consistent check-off systems in place.

Following the 2018 resolution, BFO undertook an analysis to estimate the number of additional animals that would be captured under an expanded check-off framework. This work included a review of check-off systems across Canada, an examination of comparable Ontario livestock sectors, and consultations with producer committees and industry stakeholders. The feedback received demonstrated strong, sector-wide support for the proposed changes, underscoring that a more inclusive approach would create a fairer, more equitable system for all producers.

The proposed amendments address a clear gap in Ontario's current check-off collection framework. At present, check-off is typically collected when cattle are sold; however, it is not consistently applied when cattle are processed without a formal sale transaction. This gap has become more pronounced as more producers adopt vertically integrated business models, including direct-to-consumer sales and other alternative marketing approaches.

Under the proposed changes, the processing of an animal for beef would trigger the check-off requirement, regardless of whether a sale has occurred. This approach ensures consistency across marketing channels and reflects the industry's evolving structure. The intent is to create a system that is fair, transparent, and inclusive, ensuring that all producers who benefit from industry programs contribute equitably. BFO also supports the inclusion of a personal-use exemption for up to two head of cattle per year and considers this number reasonable and appropriate for individuals processing animals for personal consumption.

Check-off funds collected by BFO are reinvested to support all beef farmers in Ontario through a wide range of initiatives. BFO represents the entire Ontario beef industry at both the provincial and federal levels, working to foster a more competitive and business-friendly environment. Ensuring that all producers contribute to the check-off system supports this collective effort.

In addition, check-off funds support the development and delivery of industry programs and services that producers rely on to improve farm management and operational efficiency. BFO also invests in market information and analysis, which is made available to all farmers through its website. This information enhances price transparency, supports informed decision-making, and helps ensure that producers receive fair market value for their cattle.

Another critical area of investment through check-off is beef cattle research at both the provincial and national levels. Numerous third-party studies in Ontario and Canada evaluating the benefits of cattle/beef checkoff have shown there is significant value and ROI well beyond the licence fees that are paid by farmers. BFO also supports knowledge transfer through its producer relations team by offering webinars, seminars, and management training programs that provide access to the latest best management practices.

Furthermore, check-off funds are used to promote beef through domestic and international marketing initiatives, thereby strengthening demand and expanding market opportunities. BFO also prioritizes industry communication, ensuring that producers remain informed and engaged through a variety of channels.

Overall, BFO strongly supports the government's proposed amendments to the BCMA. Expanding the beef cattle licence fee framework is a practical and equitable step that ensures all producers who benefit from industry marketing, research, and advocacy contribute fairly to its

success. By closing existing gaps in fee collection, the proposal enhances the financial sustainability of collective initiatives led by BFO.

These amendments promote fairness, modernize the regulatory framework, and align Ontario with broader industry practices across Canada. Most importantly, they help position Ontario's beef sector for continued growth, competitiveness, and long-term resilience.

Sincerely,

A handwritten signature in black ink, appearing to be 'JL', written over a horizontal line.

Jason Leblond
President