

Five Nations Beef Alliance Young Ranchers Program

A vision for the future

Young Ranchers Participants

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- Ansen Pond, Texas Tech University (USA)
- James Mortensen, Adams State College (USA)
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- Holly Foster, NCBA Young Producers' Council (USA)
- Richard Morrison, Beef and Lamb New Zealand
- Oswaldo Chazaro, Confederacion Nacional Ganadera



The Vision

The purpose of the Five Nations Beef Alliance Young Ranchers Program is to cultivate international relationships between young leaders of the beef industry to build awareness of common goals that adhere to science-based standards.

“Take Home” Messages

- “If you’re not at the table, you’re on the menu.”
- “Every challenge is an opportunity to do better.”
- “Ensure ultimately that beef is at the center of plate.”
- “We all suffer when there is a ‘Meatless Monday.’”
- “We need to define sustainability before someone else does.”
- “We need to provide leadership to our own governments to demonstrate how we can work together.”
- “Trade is valuable to all of us, and science-based standards are critical.”
- “We have a lot of issues in common, and we need to work together where possible.”



Sustainability

Consumers should have faith that beef production is sustainable.

Sustainability

- Young Ranchers Perspective
 - Economics
 - Ability to access capital
 - Industry Infrastructure
 - Environmental
 - Opportunities to develop mutually beneficial partnerships with NGOs and other industry



Sustainability

- Young Ranchers Perspective
 - Social
 - Focus upon education as a method to impact social change
 - Demographics of consumers in relation to Young Ranchers
 - Employment opportunities



Traceability

Young Ranchers perspective

- Mexico
 - Support continued development of animal identification scheme
- New Zealand
 - National rollout in July 2012
 - Producers see practical benefits of EID traceability
- Canada
 - Traceability has proven to be important for disease control, response and eradication
 - Ensures consumer trust and market access
- United States
 - Traceability for animal disease is critical
 - A lack of a uniform system has the potential to limit trade opportunities
 - U.S. government should focus on the interests of producers as part of implementation



International Standards

The goal should be to avoid protectionism and recognize the value of trade at the global level that is based on science.

Young Ranchers Perspective

- Science-based trade standards are imperative to the future of the beef industry.
- Young producers need to be more aware of the negative impacts of non-tariff trade barriers, and advocate for science-based standards.
- Benefits all participants in world trade.



Young Ranchers Program

The future

Young Ranchers Program

- Coincide with Five Nations Beef Alliance
 - Opportunity to interact with national leaders
 - Focus session specific to Young Ranchers attendees
 - Media training
 - Keep attendee numbers from each country manageable to optimize leadership development opportunities
 - Smaller group enhances interaction
 - Encourage other countries to attend
- Funding
 - Explore sponsorship opportunities
 - Video serves as a tool



2011 Young Ranchers Program Project

Consumer Outreach

- Video
- Media kit
- Consumer media outreach
- Future programs should include outreach to host country consumer media
 - Media pitch



Questions