

# BEEF CATTLE

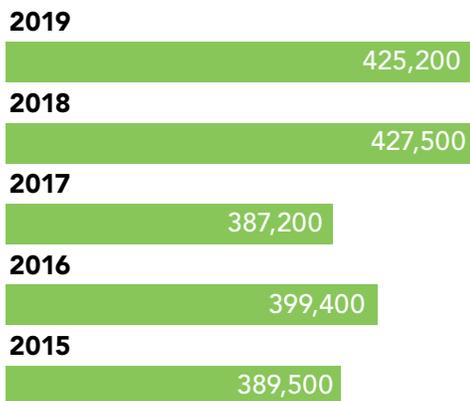
## SECTOR PROFILE AT A GLANCE

**INVEST.  
BUILD.  
GROW.**  
MANITOBA

### Highlights

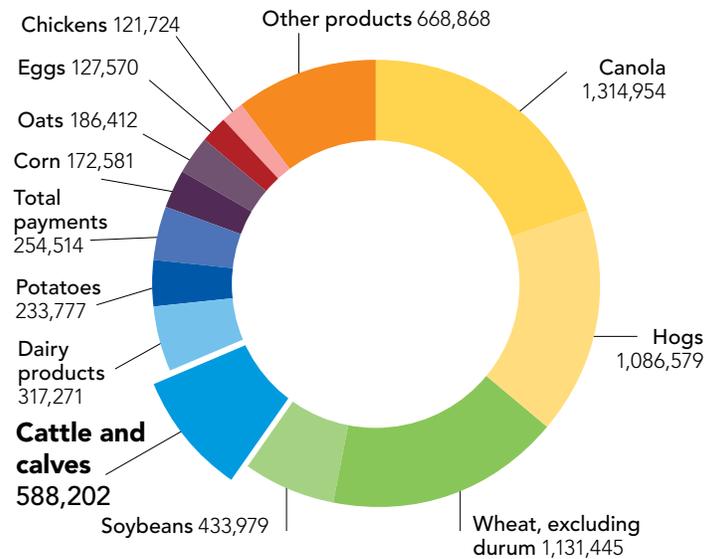
- Manitoba is Canada's third largest beef cattle producer, with 11 per cent of the national herd.
- In 2019, Manitoba producers sold 425,200 head and reported \$588 million in cash receipts for cattle and calves.
- Ranches in Manitoba are strategically located throughout the province to utilize pastures, Crown lands, forage and water supplies for sustainable and cost effective beef production.
- Census revealed that 13.1 per cent of the 11.5 million acres of cropland are used for hay production. There are also over 900,000 acres of seeded pasture plus 3.4 million acres of native pasture used for seasonal grazing plus some of Manitoba's 1.3 million acres of woodlands and wetlands offer grazing capacity as well.
- Beef producers in Manitoba are held to high industry standards for safety, quality and consistency through the Verified Beef Production Plus (VBP+) Program.

### Sales Volume (head)



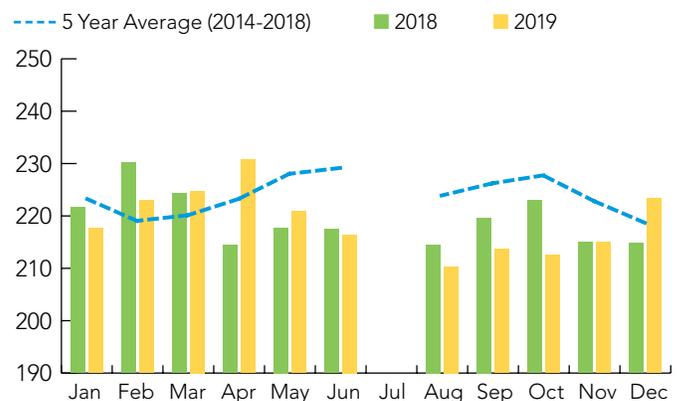
Source: Statistics Canada

### Cash Receipts 2019 (thousands of dollars)



Source: Statistics Canada

### Prices 500-600 lb, steers (dollars per hundred weight)



Source: Manitoba Markets; CanFax



## Did You Know?

- The average Canadian consumes 40 pounds of beef annually.
- There were 1,080,000 head of cattle and calves on 6,465 Manitoba farms in 2019.
- The number of beef cows in Manitoba went down from 433,800 head in 2018 to 419,600 head in 2019.
- Close to 90 per cent of Manitoba's beef cow herd are on cow calf operations, and the remainder on feeder and stocker operations.
- The amount of water required to produce one kilogram of Canadian beef has decreased 17 per cent from 1981 to 2011, largely due to enhanced efficiency in cattle and feed productions.
- Greenhouse gas emissions per kilogram of beef has decreased 14 per cent from 1981 to 2011.
- Manitoba Beef Producers represents beef producers across Manitoba through communication, advocacy, research and education, aimed at strengthening, improving and sustaining the beef industry.
- The Verified Beef Production Plus (VBP+) Program is a voluntary, on-farm, food safety program for beef production, with components related to animal care, biosecurity and the environment.
- Canada monitors the health of the national herd through a robust surveillance program with strong producer participation.

## Contact us

### Manitoba Agriculture and Resource Development

809 – 401 York Avenue  
Winnipeg, MB R3C 0P8

E: [industryintelligence@gov.mb.ca](mailto:industryintelligence@gov.mb.ca)

[www.manitoba.ca/agriculture](http://www.manitoba.ca/agriculture)

## Processing

- In 2019, Manitoba processed 23,583 head of cattle, up by 28 per cent from 2018.
- Manitoba processing represents 24.6 per cent of the total Manitoba cattle processed in Canada.
- True North Foods, based in Carman, is Manitoba's only federally inspected plant for cattle processing, with a capacity of 200 cattle per day.
- Compared to historical ratios, the harvested mix was comprised of more culled breeding stock and less finished cattle due to limited availability of affordable feed supplies.



## Marketing

- Cattle producers sell animals through auction markets and licenced brokers, or directly to feedlots, processors and other producers.
- In 2019, Manitoba cattle marketings were 425,200 head, down 1 per cent from 2018.
- In 2019, Manitoba auction markets handled 383,867 head, with the largest sales in October and November.
- Marketing destinations included; processing in Canada 24 per cent, international exports 22 per cent, shipments to Alberta 33 per cent, Saskatchewan 15 per cent and to Ontario 6 per cent.



## Export and Import

- In 2019, Manitoba exported 95,600 head of live cattle at a value of \$138 million, primarily to the United States. 60 per cent of the exports were feeders and calves.
- In 2019, Manitoba exported 310,990 kilograms of fresh, chilled or frozen beef, generating over \$1.5 million in value.
- In 2019, Manitoba imported 8,933 live cattle, worth \$7.8 million in value.
- Manitoba also imported 1,059,828 kilograms of fresh, chilled and frozen beef, amounting to \$9.7 million in value.
- The United States, Japan, China, Mexico and South Korea are the top export markets for Canadian beef.