



# BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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## NEWS RELEASE

### Beef Industry Technology Transfer Project Funding Announced

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Kamloops, B.C. – The BC Cattlemen's Association (BCCA) is pleased with today's announcement by the Province of \$132,194 for the Beef Industry Technology Transfer Project.

"As a cattle rancher, I want access to the latest industry research so that I can continually improve what I do on my ranch. With today's funding announcement, the BC Cattlemen's can move forward to develop an innovative system for getting information to the beef industry through the Beef Industry Technology Transfer Project." says John Anderson, BCCA Research Committee Chair.

Funding for the Beef Industry Technology Transfer Project has been provided by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through the Canada-BC Agri-Innovation Program under *Growing Forward 2*, a federal-provincial-territorial initiative. The program is delivered by the Investment Agriculture Foundation of BC.

The two-year technology transfer project will take traditional extension activities like field days, workshops and seminars and add a new twist by using technology to share the information from those events through blogs, webinars and other technology-based learning tools. Another aspect to the project is the opportunity to provide technology training to producers to help build competency, familiarity and comfort with a variety of delivery mechanisms necessary for the transfer of information.

"There are so many new ways to get information and it is exciting to be on the leading edge with a project that will help ranchers access information and enable us to use new technology to benefit our ranching businesses," says Anderson.

This project will help to improve the sustainability and competitiveness of B.C.'s beef industry. BCCA hopes that the template for technology transfer developed through this program can serve as a model for other commodity groups to adopt technology transfer relevant to their sector.

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#### **About BCCA**

The BC Cattlemen's Association has been representing the interests of beef cattle ranchers in British Columbia since 1929. With almost 1,200 rancher members, the Association is pleased to work on issues of importance to cattle producers. For more information about the BCCA, visit [www.cattlemen.bc.ca](http://www.cattlemen.bc.ca)

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