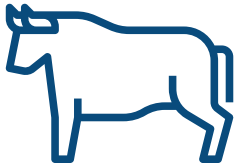


GROWING THE BEEF INDUSTRY in Nova Scotia

Quick Stats



Competitive Advantages for Growing Beef in Nova Scotia

- An abundance of natural grassland
- A growing consumer appetite for local beef products
- A strong network of industry expertise and research

380 licensed beef producers in Nova Scotia

\$33.5 million in Nova Scotia beef producer income (to September 30, 2023)

8 provincially owned community pastures representing more than 6,500 acres

11 provincially inspected beef abattoirs and 86 licensed meat processors

The Vision



Through a new initiative guided by the Nova Scotia Department of Agriculture, the vision is to grow and strengthen the industry so more Nova Scotians can enjoy the benefits of eating local beef.

We're collaborating with producers, workforce development, academic, marketing and investment and government partners to:

Pilot new programs

Support training and skills development

Increase consumption of local beef

Help the industry plan for climate change

Inaugural Steering Committee Members

Willy Versteeg, Industry Adviser

Larry Weatherby, Cattle Producer and Nova Scotia Cattle Producers Association Chair

Jacy McInnis, Cattle Producer and Maritime Beef Station Operator

Jonathan Wort, Manager of Livestock and Field Crops, Perennia

Michelle Crosby, Marketing Manager, NSDA

Sarah Turner, Director, Agriculture Inspection Services Division, NSDA

Ron Young, Project Coordinator, Nova Scotia Beef Initiative, NSDA

Wayne Oulton, Producer

Donald Shepherd, Producer

Focus Areas

New Extension Programs

Partnering with Perennia to measure industry growth, provide up-to-date forage information, and a feedlot pilot program.

New Investment Programs

Enhancing support for the Nova Scotia Cattle Producer's Elite Sire Program. Exploring new programs to support herd health and market development. Continuing to invest in Community Pastures and Meat Processing facilities.

Training and Skills Development

Working with post-secondary and industry partners to create much-needed training opportunities for beef processors.

Climate Change Adaptation

Building out the strategy for cattle to help producers be proactive and innovative in the wake of climate change.

Developing New Markets

Creating new retail, institutional and speciality markets and promotional campaigns for beef and making local beef the first choice for Nova Scotia consumers.