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Alberta's livestock industry to be fed by major initiative

The Alberta Livestock and Meat Agency (ALMA) is providing up to \$8 million for a landmark initiative to deal with a basic issue affecting every livestock producer on a daily basis – the cost and effectiveness of feed for their animals.

Feed costs can account for more than half of livestock production. So investing in better feed and better use of feed will give Alberta's livestock industry a competitive advantage. The feeding initiative will benefit all commodities, including cattle, hogs, chicken, turkey, dairy, lamb and diversified livestock.

But it's not only the livestock industry that will benefit from a better bottom line. The feed grain industry will also see growth with higher values through higher-quality grains. This initiative will help both livestock and crop producers.

The feeding initiative will be guided in part by a Feed Grain Strategy that was partially funded by ALMA, but developed by industry partners. These partners include the Alberta Cattle Feeders Association, **Alberta Barley Commission**, Alberta Pork, Alberta Beef Producers, Alberta Crop Industry Development Fund as well as Alberta Agriculture and Rural Development (ARD). Moving forward, the list of stakeholders involved with the initiative will grow.

The feeding initiative, which addresses a decades-old problem, is a major step forward for the Alberta Livestock and Meat Strategy. It was announced by ARD Minister George Groeneveld in 2008 as a roadmap to help the livestock and meat industry become more profitable, competitive and internationally respected.

For more information on the Livestock Feeding Initiative, visit www.alma.alberta.ca.

