

Project: Development of an interactive website to centralize the supply of bulls in the beef cattle sector and promote informed choices for the buyer.

Producer Participation: Respond to a survey.

This survey will identify the needs and tools used for the choice of breeding bulls (choice, purchase, sale) and develop a website that meets the needs for the highest number of users.

Origin of the project, problem and proposed solution

This approach follows the CDPQ's request to Dr. Jacques P. Chesnais to carry out a study of the genetic pattern of beef cattle in Quebec, in order to identify the actions to be taken to contribute to the sustainability of Quebec purebred businesses¹. The study showed that:

- The demand for breeders is weak, even if the number of breeders produced by the genetic scheme is far below the needs of commercial growers;
- The number of pure breed producers, for the main breeds used in Quebec, has been in steep decline for many years.



In summary, commercial producers are not investing in purebred improver bulls, which translates into very low demand and therefore production shortfalls on the side of purebred breeders. **There are therefore not enough pure bulls produced to meet the needs for the sector, according to the genetic improvement objectives targeted within the sector.** However, genetic improvement is an essential element to ensure that the Quebec beef industry remains competitive on the North American market. To achieve this, the use of improver bulls in commercial productions is important.

The rate of genetic progress and the resulting benefits have declined over the past 4-5 years. One of the solutions proposed by the study and endorsed by stakeholders and the Government of Quebec is to:

- Launch a promotion program to create a brand image for bulls produced in Quebec and meeting the minimum established performance and conformation criteria.

Expected results

If this action proves successful, we will see **an increase in the use of improver bulls** and by the same token the production of these bulls will be valued and more important, **which will benefit all beef cattle producers.**

Thank you for your participation!

The PATBQ team



¹ This approach is one of the many actions undertaken to achieve the objectives of the 2019-2024 Beef Sector Strategic Plan, which is part of the 2018-2025 Biofood Policy implemented by the Government of Quebec.