



BC Beef Packing Plant: an update  
by Susan Evans

It's been a busy summer for the steering committee tasked with exploring the opportunity to build a beef packing plant in BC.

The committee is made up of members of the ranching and feed sectors along with industry experts and it's their job to carefully examine all the options and make recommendations on whether a packing plant is a viable project.

Over the summer, the committee met once face-to-face and twice by conference call. At the initial meeting, there was a robust discussion around the pros and cons of this project. Given the timelines and the amount of material to digest, the committee formed working groups to consider critical success factors.

- Structure and Supply: Joe Heemskirk, Dave Merz, Allen Dobbs
- Sales and Marketing – Brand: Judy Guichon, Andrew Thomson, Derek Orr, Grant Huffman
- Facility: Mark Ishoy, Grant Huffman, Joe Heemskirk
- Financial: Mark Ishoy, Allen Dobbs, Derek Orr, Dave Merz, Judy Guichon

Over the course of the discussions, it was determined that there was enough interest to go to Phase Two of the project which includes solidifying the business plan and developing comprehensive financial information. Phase Two will also explore the creation of a BC beef producer co-operative structure.

"While the focus of this project is the packing plant, the key to getting it built and running it successfully will be to address cattle supply," says Kevin Boon, General Manager, BCCA. "The committee needs to hear from producers as to whether there is a willingness to develop the supply chain needed to make that happen. The entire industry from beef and grain producers to feedlot operators need to be involved in this because it's the entire industry that stands to benefit from this plan—a plan that was built in BC for BC."

Because of the importance of producer feedback, it was decided to initiate meetings with producers sooner rather than later and the first series of meetings are planned for September

(watch your Beef in BC e-newsletter for more information on when and where the meetings will be held).

Given the importance of producer engagement and feedback, the project team is creating a BC Beef Packing Plant website, e-newsletter and additional ongoing communication tools to ensure producers and other interested parties can access information and resources about the project. The website will launch in September.

For more information about the BC Beef Packing Plan project, please contact:  
[bccattle@cattlemen.bc.ca](mailto:bccattle@cattlemen.bc.ca)

Watch for regular updates on this project in Beef in BC.