

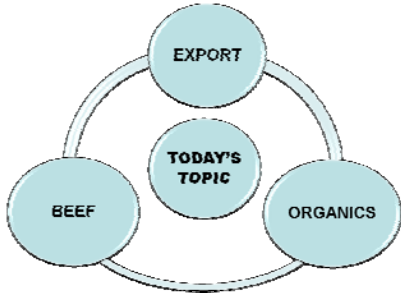
ORGANIC RANCHERS

CANADA'S ORGANIC MEAT
LA VIANDE BIOLOGIQUE DU CANADA



Organic Connections Conference – November 2008
Welcome!

ORGANIC RANCHERS



www.OrganicRanchersCanada.com

ORGANIC RANCHERS

Supply **Western Canada**

↓


Feeders Finished

↓

Barriers

↓

Demand **UNITED STATES**



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ORGANIC RANCHERS

SUPPLY - WESTERN CANADA

FEEDERS

- GOOD SUPPLY
- MOSTLY COW / CALF OPERATORS
- MANY MOVING CONVENTIONALLY

FINISHED

- LIMITED NUMBER OF OPERATORS
- ORGANIC GRAIN PRICES HIGH



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ORGANIC RANCHERS


DEMAND - UNITED STATES

FEEDERS

- FEEDLOTS & DRY LOTS
(TO BE PROHIBITED UNDER ACCESS TO PASTURE PROPOSED RULE 7 CFR PART 205 - OCT 24, 2008)
- PASTURE REQUIREMENTS

FINISHED

- STRONG DEMAND
- AMERICAN SUPPLY
- LACK OF CONSISTENT QUALITY SUPPLY



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ORGANIC RANCHERS

BARRIERS - GETTING OUT OF CANADA

FULL TRUCKLOADS

- SMALL PRODUCERS / SMALL LOTS
- WEIGHTS OVERESTIMATED

FINISHED ANIMALS

- LIMITED OPERATORS

CANADIAN FOOD INSPECTION AGENCY (CFIA)

- VET SERVICES
- PAPERWORK

ORGANIC FEDERATION OF CANADA (OFC) – COMPLIANCE TO CANADA



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ORGANIC RANCHERS
LA VOIE DES RANCHERS DU CANADA

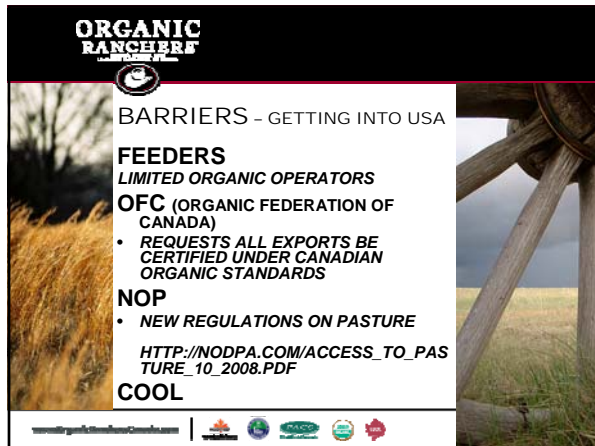
BARRIERS - GETTING INTO USA

FEEDERS
 LIMITED ORGANIC OPERATORS
OFC (ORGANIC FEDERATION OF CANADA)
 • REQUESTS ALL EXPORTS BE CERTIFIED UNDER CANADIAN ORGANIC STANDARDS

NOP
 • NEW REGULATIONS ON PASTURE
[HTTP://NODPA.COM/ACCESS_TO_PASTURE_10_2008.PDF](http://nodpa.com/access_to_pasture_10_2008.pdf)

COOL

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ORGANIC RANCHERS
LA VOIE DES RANCHERS DU CANADA

BARRIERS - END TO END

PRICE
 • OUR COST OF PRODUCTION
 • USA BUYERS PRICE POINT

CURRENCY EXCHANGE
 • FLUCTUATING RATES

DISTANCE
 • TRUCKING - FREIGHT COSTS
 • ANIMAL HEALTH

GRADING
 • VARIABILITY

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ORGANIC RANCHERS
LA VOIE DES RANCHERS DU CANADA

STRATEGIES TO OVERCOME

ALLIANCES

CONTRACTS
 • BUYER COMMITMENTS
 • SUPPLIER COMMITMENTS
 • FEED SUPPLY COMMITMENTS

RELATIONSHIP MANAGEMENT
 • DETAILED RESEARCH
 • PAST PRACTICES
 • PAYMENT PERFORMANCE
 • REPUTATION
 • FINANCIAL HEALTH
 • TRADESHOWS
 • IN YOUR FACE

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ORGANIC RANCHERS
LA VOIE DES RANCHERS DU CANADA

BUILD YOUR VALUE CHAIN

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