



Canadian Cattlemen's Association
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CALL FOR LETTERS OF INTENT

TECHNOLOGY TRANSFER AND PRODUCTION ECONOMICS

The Beef Cattle Research Council (BCRC) and Alberta Beef Producers (ABP) invite letters of intent (LOI) for proposals focused on projects **related to knowledge and technology transfer and production economics** that support the sustainability and competitiveness of the Canadian beef industry.

The deadline to submit letters of intent is August 7, 2020 at 11:59 PM MT.

The purpose of this call for proposals is to address beef and forage extension shortfalls in Canada. Applicants are encouraged to develop new, or enhance existing, resources to boost the adoption of cost-effective, sustainable production and management practices of greatest benefit to the Canadian beef industry. In developing a project proposal, applicants should consider:

- Is this valuable to the Canadian beef industry?
- Is science-based information available to support the project?
- How will this meet industry needs and expectations?
- What problem(s) does this solve?
- Does this align with the priorities and outcomes as outlined in the [Canadian Beef Research and Technology Transfer Strategy?](#)

Please refer to the Target Outcomes listed beginning on page 2 before deciding to submit a LOI. LOIs submitted to the BCRC that work toward achieving the listed Target Outcomes will be reviewed by the BCRC staff and council. Applicants will be notified if they are invited to submit a full proposal. Full proposals will be peer-reviewed prior to the BCRC's final funding decisions.

Preference will be given to proposals that plan to:

- Develop content, tools, methods, and other resources to improve awareness, understanding and adoption of management practices identified as extension gaps throughout the beef cattle production chain (see the [Adoption Rates of Recommended Practices by Cow-Calf Operators in Canada](#) report for specific gaps identified in the cow-calf sector)
- Include economic analyses or other decision-making supports to help producers weigh the costs and benefits of adopting technologies or management practices and determine the impact on their operation
- Use a collaborative and multidisciplinary team of technology transfer agents such as economists, producers, extension specialists and researchers
- Develop innovative web-based resources to be housed on www.BeefResearch.ca

Timelines

August 7, 2020 - deadline for submitting letters of intent

September 14, 2020 – applicants will be notified on or prior to if they have been invited to submit a full proposal

November 9, 2020 - deadline for submitting invited full proposals

Early February 2021 – applicants will be notified of the funding decision

Application Forms and Information

LOIs must be prepared using the file entitled 'BCRC Letter of Intent Form - Technology Transfer' provided by the BCRC and submitted electronically to proposals@beefresearch.ca. **The form, as well as instructions and guidelines for submission, can be downloaded from www.beefresearch.ca.**

Applied research activities and policy-related work are NOT eligible under this Call for Proposals. In these cases, refer to the 'Call for Letters of Intent - Research'.

Regional field days/workshops or other demonstration events are NOT eligible as stand-alone activities. However, these activities may be considered if they are a necessary component of a larger comprehensive extension proposal focused on development and delivery of resources that are applicable over the long-term, curriculum development for recurring events, or as innovative pilot events.

Limitations

Projects may be up to three years in duration, with a maximum BCRC contribution of \$50,000 per project, regardless of project duration.

The BCRC will provide a maximum of 50% of the project budget, but those projects where applicants demonstrate BCRC funds would be leveraged on a 1:2 or a 1:3 basis will be viewed more favorably.

A webinar will be hosted by the BCRC prior to the LOI submission deadline to provide further explanation, examples of projects, and opportunity for a Q&A session around the Target Outcomes for this call.
[Subscribe to the BCRC Blog](#) to receive event details and a webinar link.

TARGET OUTCOMES TECHNOLOGY TRANSFER AND PRODUCTION ECONOMICS

Proposed project outputs and deliverables related to the target outcomes below must be clearly identified and defined. This may include development of content, tools, methods, or other resources.

- Identify management practices that will economically optimize heifer and cow reproductive rates and develop resources to assist producers' evaluation of which of those practices to implement on their operation
- Enhance understanding of and compliance with the requirements and recommendations in *The Code of Practice for the Care and Handling of Beef Cattle*, which may include:
 - avoiding and minimizing acute and chronic pain
 - minimizing stress during weaning
 - optimizing transportation decisions to prevent injury and stress
 - assisting in lameness diagnosis and treatment
 - using accurate assessments such as a decision tree to inform timely euthanasia decisions
 - confirming death immediately after euthanasia
 - other topics addressed in *The Code of Practice*
- Improve understanding of the economics and practicality of alternative products and management practices that reduce the need for medically important antibiotics
- Assist producers' evaluation of which optimal herd health management practices to implement on their operation, which may include a focus on:
 - improved vaccination rates
 - reduced calf death loss
 - breeding soundness examinations

- Identify management practices in tame or native pasture stands or when growing stored forage that will optimize forage and beef production with the highest and longest lasting return on investment while supporting responsible environmental stewardship and develop resources to assist producers' evaluation of which of those practices to implement on their operation
- Assist producers in evaluating forage resources available throughout the year and how to modify management systems to lengthen the grazing season and reduce winter feeding costs while meeting animal nutritional requirements
- Improve the understanding of various forage rejuvenation techniques including benefits and risks and develop resources to assist producers in determining when and how best to rejuvenate forage stands
- Develop strategies to increase utilization of soil or water quality testing and identify ways to assist producers in interpreting those test results to make operational decisions
- Identify and promote innovations or management techniques that improve feed efficiency, including risks and benefits. Develop resources to assist producers' evaluation of which innovations or management techniques to implement on their operation.
- Fill existing Canadian data gaps by updating the literature estimates of prevalence and economic costs of common production limiting diseases affecting Canadian beef cattle
- Refine existing extension tools or best practice recommendations based on new scientific information and utilizing more modern delivery methods
- Revise or expand existing extension tools or best practice recommendations to increase regional applicability