

SECTOR PROFILE AT A GLANCE

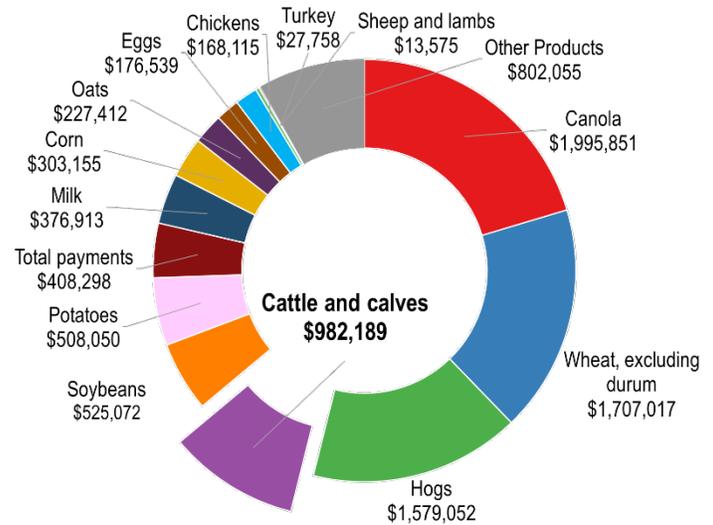
Beef Cattle



Highlights

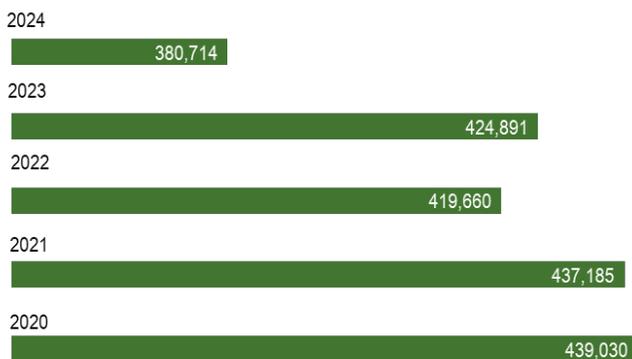
- In 2024, Manitoba sold 380,714 head and reported a record \$982 million in cash receipts for cattle and calves.
- The cattle sector is the second largest livestock sector in Manitoba in terms of farm cash receipts, representing 29 per cent of livestock receipts.
- Feeder cattle prices in 2024 were the highest on record, up 15 per cent from the previous year.
- Manitoba is home to Canada's third largest beef cow herd, with 373,600 head, representing 11 per cent of the national herd.
- Ranches are strategically located throughout the province to utilize pastures, crown lands, forage, and water supplies, supporting sustainable and cost-effective beef production.

Farm Cash Receipts (2024, '000 of dollars)



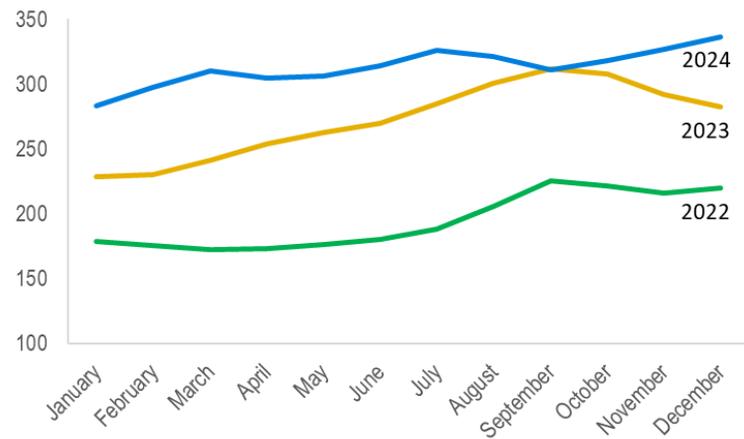
Source: Statistics Canada

Sales (head)



Source: Statistics Canada

Prices (feeder cattle, dollars per cwt, monthly)

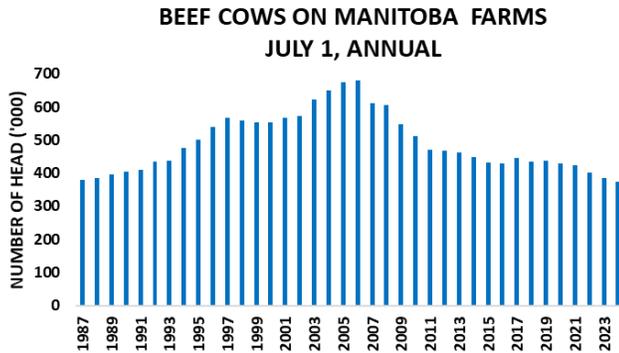


Source: Statistics Canada 32-10-0077-01

Inventory

- As of July 1, 2024, there were 945,000 head of cattle on farms including 354,000 beef cows. Strong prices provided an incentive for ranchers to sell cows and replacements.

Beef Cows on Farms ('000 head, July 1)



Source: Statistics Canada, 32-10-0130-01

Marketing, Processing and Trade

- In 2024, 98,700 head of Manitoba origin cattle were processed in Canada. Of these, 34,225 cattle and calves were processed in Manitoba at one federal and 15 provincial plants.
- Manitoba auction marts handled 316,325 head through regular sales in 2024, two per cent fewer cattle than in 2023. The largest number of sales were in October, November, and February.
- Within Canada, most cattle are sent to Alberta; however, Ontario was the most popular destination for calf sales in 2024.
- In 2024, Manitoba exported 52,914 head of live cattle to the U.S., valued at \$133 million.

DID YOU KNOW?

- Manitoba beef producers support wildlife habitat and biodiversity through grazing management planning.
- There is a long history of beef producers caring for their land and their cattle. They are committed to sustainably producing food for all of us.
- The average Canadian consumes 37 pounds of beef and veal annually, retail weight.
- Eighty-four per cent of Manitoba's beef cattle are on cow-calf operations, which may also include backgrounding and finishing. Feedlot operations represent seven per cent of the provincial cattle herd.
- The beef industry encourages producers to enroll in the Verified Beef Production Plus (VBP+) program, which reviews on-farm records and audits animal care, biosecurity, and environmental stewardship practices.

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