



Canadian Cattlemen's Association
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CALL FOR EXPRESSIONS OF INTEREST **TECHNOLOGY TRANSFER AND PRODUCTION ECONOMICS**

The Beef Cattle Research Council (BCRC) invites expressions of interest (EOI) 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 expressions of interest is February 26, 2021 at 11:59 PM MT.

The purpose of this call for proposals is to address some of the greatest opportunities for improvement in beef and forage production in Canada. Applicants are encouraged to develop new, or enhance existing resources, and/or boost the adoption of cost-effective, sustainable production and management practices related to the identified problem statements.

Please refer to the problem statements listed on page 2 before deciding to submit an EOI. Only EOIs submitted to the BCRC that work toward addressing the listed problems will be reviewed by the BCRC staff and council. Applicants will be notified if they are invited to submit a full proposal.

Preference will be given to proposals that plan to:

- Utilize existing content, tools, methods, and other resources where possible, or modify or develop resources as appropriate to improve awareness, understanding and adoption
- 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
- Develop innovative web-based resources to be housed on www.BeefResearch.ca

Timelines

February 26, 2021 - deadline for submitting expressions of interest

March 26, 2021 – applicants will be notified on or prior to if they have been invited to submit a full proposal

May 31, 2021 - deadline for submitting invited full proposals

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

Application Forms and Information

EOIs must be prepared using the file entitled 'BCRC Expression of Interest 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 Expressions of Interest - Research'.

Regional field days/workshops or other demonstration events will 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 two 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.

Collaboration

As applicable, leaders of projects that receive funding from the BCRC through this call will be expected to attend an online meeting facilitated by the BCRC to encourage communication and collaboration between the related initiatives.

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

PROBLEM STATEMENTS

TECHNOLOGY TRANSFER AND PRODUCTION ECONOMICS

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

Problem #1

Understanding the quality of available feed and formulating rations to meet the needs of different groups of cattle is key to optimizing productivity and profitability but only 25-60% of producers across Canada have their feed tested and not all producers use the feed test results to formulate rations.

Challenge Statement:

Increase the percentage of beef producers in regions across Canada who test their feed annually and consistently use the results to formulate rations for each group of cattle.

Problem #2

Preventing reproductive, respiratory, and other disease through effective vaccination helps safeguard the productivity and profitability of the herd. Although vaccination recommendations vary by region and by farm, vaccination rates are lower than ideal in all parts of the country. There is also concern that proper vaccination protocols are not always followed, including storage and handling of vaccines, which reduces or eliminates the effectiveness of vaccination.

Challenge Statement:

Increase rates of veterinarian recommended vaccinations and improve vaccination efficacy in beef herds across Canada.