

Snapshot: Beef Demand in the BC Highway 16 Region

When a farmer wishes to sell their products into their local community, it is critical that he/she understands the demands of that market. The BC Highway 16 corridor is home over 600 beef cattle farms, four provincially licensed red meat abattoirs, a dozen independent butchers and nearly 196,000 people, but do these numbers add up? We've forecasted annual demand estimates for beef in the BC Highway 16 region to assist local ranchers in building a better business case for marketing locally produced beef.

Area	2012 Population Estimates	Total Beef Demand (lbs)	Total Beef Demand (animals)	Grassfed Beef Demand (lbs)	Grassfed Beef Demand (animals)	Local Beef Demand Target (lbs)	Local Beef Demand Target (animals)
Mackenzie	3,772	171,626	286	5,149	9	17,163	29
McBride	690	31,395	52	942	2	3,140	5
Prince George	76,286	3,471,013	5,785	104,130	174	347,101	579
Valemount	1,089	49,550	83	1,487	2	4,955	8
Rural	15,612	710,346	1,184	21,310	36	71,035	118
Fraser-Fort George	97,449	4,433,930	7,390	133,018	222	443,393	739
Burns Lake	2,109	95,960	160	2,879	5	9,596	16
Fort St. James	1,331	60,561	101	1,817	3	6,056	10
Fraser Lake	1,152	52,416	87	1,572	3	5,242	9
Granisle	392	17,836	30	535	1	1,784	3
Houston	3,041	138,366	231	4,151	7	13,837	23
Smithers	5,304	241,332	402	7,240	12	24,133	40
Telkwa	1,447	65,839	110	1,975	3	6,584	11
Vanderhoof	4,113	187,142	312	5,614	9	18,714	31
Rural	20,430	929,565	1,549	27,887	46	92,957	155
Bulkley-Nechako	39,319	1,789,015	2,982	53,670	89	178,901	298
Hazelton	333	15,152	25	455	1	1,515	3
New Hazelton	611	27,801	46	834	1	2,780	5
Terrace	12,182	554,281	924	16,628	28	55,428	92
Kitimat	9,009	409,910	683	12,297	20	40,991	68
Stewart	488	22,204	37	666	1	2,220	4
Rural	17,099	778,005	1,297	23,340	39	77,800	130
Kitimat-Stikine	39,722	1,807,351	3,012	54,221	90	180,735	301
Skeena-Queen Charlotte	19,416	883,428	1,472	26,503	44	88,343	147
TOTAL BC HIGHWAY 16	195,906	8,884,967	14,856	26,418	445	891,372	1,485
TOTAL PROVINCE	4,543,308	206,720,514	344,534	6,201,615	10,336	20,672,051	34,453

BC Highway 16 Beef Cow Herd	Animals Available for Consumption	Total Beef Demand (animals)	Grassfed Beef Demand (animals)	Local Beef Demand Target (animals)	Current Abattoir Capacity
30,735	24,066	14,856	445	1,485	2800

Further Information

This snapshot is part of a larger report, *Beef in Northern BC*, published by the Beyond the Market project. To download or request a full copy of this report, visit www.beyondthemarket.ca, or contact us directly at 250-562-9622, ext. 115.

The following assumptions were used when preparing data for this report:

Annual per capita beef consumption	45.5 lbs
Grass fed beef demand as a share of all beef	3%
Target for local beef demand as a share of all beef	10%
Calf crop	87%
Life of average herd cow	5 years
Finished live weight	1,333lbs
Dressing percentage	60%
Hot carcass weight	800lbs
Take home retail carcass weight	600lbs
Calves are raised to finished weight within the BC Highway 16 corridor	
Consumption demand exists for the whole carcass, leaving no remainders	

Notes:

Abattoir capacity figure does not include data from two most recently constructed abattoirs in the region.
Culled animals (cows and bulls) were not considered in this calculation.

Sources:

Canada's Beef Food System. The Canadian Agri-Food Policy Institute. Sept 2012.
BC Stats. British Columbia Regional District & Municipal Population Estimates. Dec 2012.
CANSIM Table 003-00322,4 2011 BC Number of cattle, by class and farm type
Ordering up the Beef that Roamed the Range, Peter King. Wall Street Journal. June 2010

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