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FOREWARD

ALTERNATIVE MARKETING AND

This study was undertaken for the Standing Senate Committee on Agriculture as part of its ongoing investigations into the problems of stability in the beef industry in Canada. Since the report of the Committee on beef imports, the situation has not improved, and problems continue to beset farmers, ranchers, and feedlot operators associated with beef production.

As the Committee sees it, the purpose of this working paper, prepared by Roygold Marketing Systems, Ltd., is to forward a series of possible alternatives to the present marketing system, in the hope that it will provide a basis for discussion.

The Committee plans to hold hearings with all sections of the industry after sufficient time has elapsed for all concerned to examine this document.



The Honourable Harry Hays, P.C.  
Chairman