

Canadian Cattlemen Response to COVID-19

Wednesday, March 18, 2020

At Canadian Cattlemen, the safety of our readers, clients, partners, staff, suppliers and people of the communities where we operate is of the utmost importance. We truly care about each other and our customers, and we acknowledge that the COVID-19 pandemic is a challenging time for everyone, as we are facing a quick-changing crisis and many unknowns.

We believe that, now more than ever, it is critical to deliver timely and relevant information to farmers, farm businesses and the entire agriculture sector. Planting equipment will still roll, cattle and other livestock will still need care, and people will still need the food and agricultural products that only farming can provide to them. Keeping our readers connected and informed about topics related to their business, lifestyle and livelihood is essential.

With this in mind, we are actively monitoring the daily updates of the public health risks associated with the pandemic, and have taken a number of measures to keep our staff and local communities safe, so that we can continue to deliver on our promise to farmers.

Much of our work can easily be done remotely without any disruption, and we are encouraging staff to do so. This will allow for effective social distancing for those in roles that require working in an office location. As a further precaution for these employees, we have encouraged everyone to use best prevention practices, adjusted cleaning protocols and made disinfectant products available at all times. We have a number of platforms in place to support working digitally and to facilitate collaboration, with a dedicated IT team to help us through transitioning to work-from-home situations.

We have discouraged all non-essential travel and asked staff to consider digital events and meetings whenever possible. We are developing contingency plans in case a large number of our staff or leadership become personally affected by the virus. We are having conversations with our vendors to ensure that they have plans to be able to continue providing service to us.

We will not feed into the panic and hype, but we are taking this matter very seriously. We are carefully monitoring the risk that COVID-19 poses, and doing our part to take care of our people, our customers and our communities. We are grateful for all of the measures our government has put in place and the efforts our society has taken to slow the impact of the pandemic. We are thoughtfully considering what this might mean for our business, and preparing to provide farmers with critical farming information, no matter how greatly our country is impacted by the virus. Because we know that farms won't be shutting down.

For more information, please visit: <https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection.html>

We appreciate your continued support and cooperation as we work together to protect the health and safety of all of our stakeholders. We will be posting any updates on our websites. If you have an urgent question or concern, please reach out to your advertising representative, or our customer service team at 1-800-665-1362.