

**Social/Economic Services and  
Demography  
of  
Rangelands and Pastoralists  
in  
North America**

Barry Irving

Retired, University of Alberta Agricultural Research Station Manager

# Marketing Beef

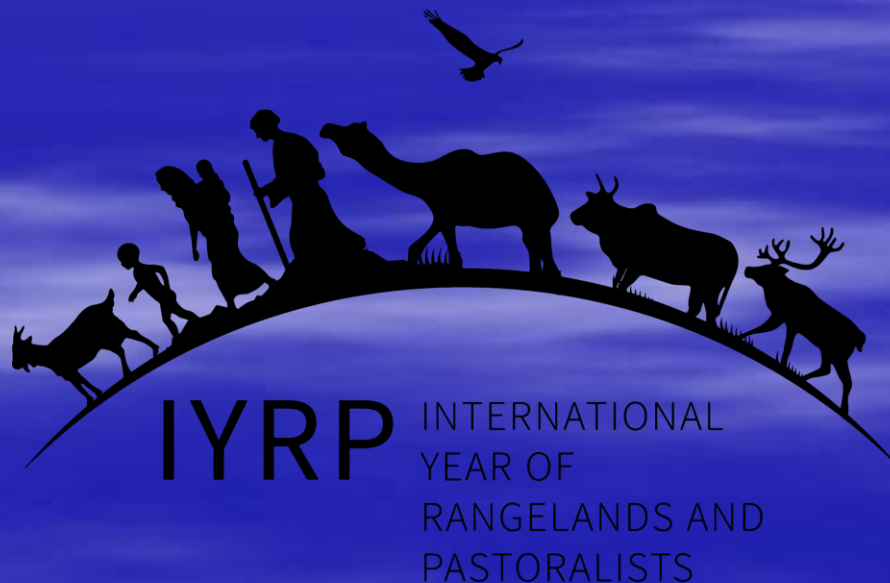
- Beef in North America is not supply managed, it is market managed.
- Cost of production is critical
- Integration with other agriculture is the rule
- Niche marketing is attractive, but has its challenges

# Demographic Risk and Reward

- Risk – high capital costs, meagre profit margins, attractive alternatives and more.
- Reward – lifestyle, land appreciation
- Mitigating Risk – off ranch income, economy of scale, niche marketing
- Reward Enhancement – multi generation, leverage

# Conclusion

- Ranchers (pastoralists) will always be challenged, but.....
- Hope and opportunity springs eternal



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YEAR OF  
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