

**April 2007**



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Congratulations to Alex Mutch #53 Reserve Grand Champion, Champion 4H and Reserve Champion Simmental at the 2007 Easter Beef Show and Sale. The PEI Cattlemen's Association sponsored the Champion 4H.

Congratulations also to Jaclyn Sanderson #56 with the Reserve Champion 4H and Champion Shorthorn.

Also in the picture is the show judge Mr Ken Lewis from Alberta.

**Contact Information**

P.E.I. Cattlemen's Association	<a href="mailto:cattlemen@eastlink.ca">cattlemen@eastlink.ca</a>	(902) 368-2229
CC Association Daily Update	<a href="http://www.info-cca.ca">www.info-cca.ca</a>	OR 1-866-463-6222
Maritime Cattle Market Report	<a href="http://www.gov.ns.ca/nsaf/marketing/wmreport/feeder.htm">www.gov.ns.ca/nsaf/marketing/wmreport/feeder.htm</a>	
Canfax Boxed Beef Report	<a href="http://www.canfax.ca">www.canfax.ca</a>	
OCA Daily Market Report	<a href="http://cattle.guelph.on.ca/markets/railreport.html">cattle.guelph.on.ca/markets/railreport.html</a>	
Alberta Daily Market Report	<a href="http://www.albertabeef.org">www.albertabeef.org</a>	
CFIA (transportation emergencies)	<a href="http://www.inspection.gc.ca">www.inspection.gc.ca</a>	OR 1-877-814-2342

# The President's Message

By Darlene Sanford

It's official. On January 20, 2007, the day the Prince Edward Island Cattle Marketing Regulations appeared in the Gazette, the Prince Edward Island Cattle Producers (PEICP) commodity board was formed. It only took 33 drafts to satisfy the legal requirements and to ensure the document was reflective of the wishes of P.E.I.'s beef producers. Now the turnover process begins and there is much to do. One of the first steps being, to validate our current register of producers. If you are reading this newsletter and it came with your name on the envelope you are on PEICA's mailing list which will form the basis of the new producer registry. If you know a beef producer who does not receive this newsletter but qualifies as a producer in P.E.I. (market one animal, resident of PEI, is of the age of majority) tell them to call the office and register. Registered producers will be eligible to be nominated to sit on the board and to vote in this fall's election. PEICP will be holding district meetings this spring and fall (as per new regulations). See dates and locations under schedule of events. Those who attend the district meetings will have an opportunity to find out more about the Herd Health Program. We encourage producers who participated last year as well as new participants to attend and discover the benefits of this program.

Two Quality Starts Here Workshops will be held this spring before cropping begins. This program ties in quite nicely to the Herd Health Program. Past participants are invited to attend workshops free of charge, to see what changes have taken place. These producers will notice a much more streamlined program with less emphasis on veterinarian input and validation. See calendar of events; in this newsletter, for times and locations.

Mark your calendars. Aug 13 to 18, 2007 the Canadian Cattlemen's Association's semi annual is coming to Halifax. As registered producers with PEICP (a member of CCA) producers are invited to sit in on committee meetings and participate in convention activities. More information and details to follow.

Moosooove over Alberta is back. Last year's successful promotion by Delta Hotels prepares for bigger and better things in 2007. The promotion has expanded to include six Delta hotels in the Atlantic region, featuring a table d'hote menu based on "Atlantic Choice" Certified Premium AAA Beef that is regionally farmed in the Maritimes.

This year's promotion will begin March 29 and will run until May 20<sup>th</sup>. Other partners in this promotion of local products include, Make it Beef (BIC), Jackson-Triggs (wines) and Vermont Castings (BBQ). To sample the menu offered through this promotion, drop by one of the following Delta hotels: *the Delta Beauséjour*; Moncton, *The Delta Prince Edward*; Charlottetown, *The Delta Brunswick*; St John, NB, *The Delta Barrington and The Delta Halifax*; Halifax, NS, and *The Delta St. John's*, St John's NFLD. Spread the word and drop by and enjoy some of the finest beef the World has to offer. You will find more details in this newsletter.

With the news that ABP has begun to export beef to the United States; age verification has suddenly become a lot more important. The need to be able to properly identify the age of cattle, will determine whether beef from these animals is eligible for export. At the back of this newsletter you will find a form for Third Party Age Verification. This service is being offered by the Maritime Beef Test Station (MBTS) and is being funded by the PEICA. Simply fill out the form and fax or mail to the MBTS and they will enter your birthdate information for you. If you have any questions regarding this program, please give me a call and I would be happy to help you.

This year's Easter Beef show and sale has been touted as a resounding success with consistent improvements seen in genetic quality of exhibited cattle and sale prices not seen by exhibitors for a very long time. It's a trend producers could use more of. Could this optimism be an early sign of spring???

## Director Profile: Duane MacDonald



Duane MacDonald is a Director of the PEI Cattlemen's Association. He holds a commerce degree from Mt Allison University which concentrated in business marketing. He is the seventh generation on a family farm in Augustine Cove which he operates with his father, Elmer and his uncle, Earl. Their farm is 1700 acres where they grow 330 acres of potatoes in a three year crop rotation. They are currently expanding their beef herd to finish 160 head annually.

Duane says of his involvement with the PEICA "I was hesitant to get involved with the cattlemen board at first. I didn't feel I had anything to offer the industry. But I did become a director and I have learned so much from my experience. This is my seventh year on the board and although we have faced a lot of tough issues (it has been a tough decade for PEI cattle producers) I have enjoyed working on producers behalf. I love the beef industry, the people involved are the finest I have ever worked with, the business, although not very profitable, is satisfying, and I believe in the future of the industry. PEI

cattle producers have a lot to be proud of, the proactive steps we have taken with regards to the environment, niche program design, coop ownership of a processing plant, island wide deadstock collection, and becoming a commodity board set us aside from other island agricultural industries as well as our provincial counterparts. Although none of these have been easy our industry has reached consensus and dealt with them in a constructive way!" Duane resides in Lady Fane with his wife Sara.



## Where the Beef is!

Hello Everyone, Like everything else in the agricultural industry, things are changing at Atlantic Beef Products. By the time you read this, we will have exported our first load of product to the United States! This milestone has been a long time coming, but the increased opportunity to market our product is a positive one for the plant. We are also aggressively working to implement some other changes at the plant, so that we can begin harvesting and selling offal's (hearts, tongues, liver and kidneys). This issue is currently before the Canadian Food Inspection Agency but we are optimistic that we will have approval very soon.

From an industry point of view, it is good to see that there is finally some positive movement in the fed cattle price. For the time being, there seems to be some support in the futures, which is encouraging considering the increased input costs producers have had to face. This increase is also starting to spill over into the cull cow market, which is good news for cow-calf and dairy producers.

We at ABP have faced numerous challenges since the beginning, but we appear to be turning a corner with regards to our weekly number of animals processed. We are closing in on 500 animals a week (fed and cull cows), and are preparing to ramp up to 550 over the next couple of months. The cull cow aspect of our business has enabled us to balance our production numbers and diversify our product mix to both new and existing customers. As part of this ramp-up, we have been holding meetings to establish and develop relationships with producers in all of the Atlantic Provinces.

With change, everything can't be a positive so I would also like to highlight some developing challenges that will have to be dealt with in the near future. The first one I would like to discuss is Specific Risk Materials (SRM's). SRM's consist of the distal ileum of cattle under 30 months age and the skull, brains, eyes, tonsils, trigeminal ganglia, dorsal root ganglia, vertebral column, spinal cord and distal ileum of cattle over 30 months of age. The current rules from the Canadian Food Inspection Agency state that by July 12, 2007 all SRM's must be collected, segregated and transported by means that prevents it from coming in contact with any other material from the plant. To further complicate this problem, the deadline for Rothsay Rendering to be geared up to accept this product is May 1, 2007. This deadline was determined to be the amount of time required for the Rendering Industry to meet the July 12<sup>th</sup> deadline. This is a huge issue for the industry. Not only are the costs of separating SRM offals from non-SRM, high, but the volumes are so great that disposal of this material creates another challenge. The only options available for us are composting, incineration or to paying someone else to dispose of it. All these options come with plenty of paperwork and have a lot of costs associated with them.

The second challenge is not a new one, but it has been gaining increased attention. Some producers fail to comply with regulations that **require any animals being shipped or transported to be tagged with CCIA approved tags**. I know of a couple of cases now where producers and/or truckers have

been fined for being repeat offenders to this rule. So with this, I want everyone to be aware that CCIA **does not allow a tolerance**, every animal that leaves the farm **must** be properly tagged. This rule has been getting increased focus all across the country and will remain in the limelight to provide integrity to Canada's livestock identification system.

To end on a positive note we now have reached a new high in the beef price since BSE in 2003. It may be late but better late than never!

That's it for me, have a great spring. Bruce Andrews

## Program promotes Canadian beef as part of healthy eating for children

By: Janet Bryson,  
Issues Communications Manager  
Beef Information Centre

The Beef Information Centre (BIC) keeps track of the latest consumer trends, making sure our programs promoting Canadian beef have the greatest impact with consumers. Through research we've found that Canadians want products in the meat case that are convenient, but are also nutritious for themselves and their families. In a recent survey, 95% of respondents said taste and nutrition were rated as very or somewhat important. However, even with nutrition top of mind, the number of Canadians who are overweight or obese has increased dramatically over the past 25 years, with the number of obese children nearly tripling.

Consumer studies have also shown that consumers mistakenly think ground beef is less nutritious than other cuts of beef. BIC works to increase consumer recognition that ground beef is a nutritious choice for healthy meals. The promotion of ground beef is also a key component of our Commercial Beef Strategy. Ground beef is a perfect beef option for busy families – a favorite with children and quick to prepare for fuss-free family dinners.

As part of our ongoing work around promoting lean ground beef's role in a healthy diet, BIC is participating in a project of the Heart and Stroke Foundation's Health Check™ program. HealthCheck™ easily identifies foods with a logo that are healthy choices based on Canada's Food Guide to Healthy Eating. Participation in the program is one of BIC's most successful nutrition strategies in addressing consumer misinformation about the healthfulness of beef.

Along with HealthCheck™, BIC took part with Sobeys Atlantic in creating a new consumer resource "Healthy Eating For Your Children". The 24-page booklet focuses on useful healthy eating tips that are geared to children's tastes. BIC focused on the goodness of ground beef and how it is such an easy fit for parents to work into their kids' meals. Children's favourites like burgers, tacos and macaroni and beef start with Health Check™ qualified lean or extra lean ground beef.

"BIC recognized that this book is a great fit with our consumer promotions programs," says Joyce Parslow, BIC's Consumer Culinary Services Manager. "This is one more way we can promote the positive attributes of lean ground beef. Promoting the positive attributes helps to increase demand."

## Is Your Deadstock Tagged Before Removal?

The issue of tagging deadstock has come to the forefront. The up-coming changes to the feed ban have required more stringent inspections and trace backs to ensure that the ban is being implemented effectively. The increase in surveillance by the Canadian Food Inspection Agency (CFIA), with regards to the proper identification of all livestock and deadstock has found at Maritime Pet Foods (MPF) an unacceptable number of cattle carcasses bearing no identification. This occurs not only at the farm where animals are picked-up, but also at the salvage facility where animals are sometimes dropped off. This has resulted in a warning being issued to MPF that they are not to pick up or receive any untagged animals.

Identification of all livestock alive or dead is a legal requirement. Violation of the legislation can lead to fines and prosecution. The Health of Animals regulations clearly indicate that *carcasses* must be identified:

### ***“Identification Requirement***

**175.** (1) Except as otherwise provided in this Part, every person who owns or has the possession, care or control of an animal or a carcass of an animal shall ensure that it is identified by an approved tag that is applied to it before it is moved from its farm of origin. “

The Canadian Cattle Identification Program was initiated by industry as a trace back system designed for the containment and eradication of animal disease. It was implemented to ensure to our trading partners that we had a system in place which allowed us to trace all cattle in Canada, back to their herd of origin. It proved invaluable in the investigations of nine domestic cases of BSE, and has been one of the main characteristics of our system that is leading to the restoration of our export markets. Full enforcement of the program by the Canadian Food Inspection Agency, with monetary penalties, began on July 1, 2002. The CFIA enforces the Canadian Cattle Identification Program with penalties for non-compliance beginning at \$500 and going as high as \$4,000.

***What does this mean to you as a producer?*** You must ensure that all deadstock leaving your farm is tagged with a CCIA approved tag; the only exception; is stillborn calves that are easily identifiable by their soft hooves and their wet appearance.

***What has MPF done to address this issue?*** MPF will request the identification number on the animal carcass, during the initial call for removal. If the caller is unable to provide this number, MPF will obtain it upon pick-up. If the animal bears no proper identification, MPF will not remove the carcass. MPF can be fined for every improperly tagged carcass at their location. Therefore, to avoid further penalty MPF must refuse to pick-up or accept untagged livestock. To avoid penalties as a producer, ensure all livestock or deadstock leaving your farm are properly identified with a CCIA approved ear tag.

## Producer Meetings

The Prince Edward Island Cattle Producers will be holding its first round of district meetings and we invite all members to attend the one closest to them.

Prince County:

April 10, 7:30 pm Access PEI, O’Leary

Queens County:

May 2, 7:30 pm, Farm Centre, room 107

Kings County:

May 9, 7:30 pm, 35 Douses Road

Two Quality Starts Here Workshops will be held this spring. We invite all past participants to attend these workshops free of charge, to see the changes that have been made. Please pre-register by calling the PEICA office at 368-2229. Registration for first-time participants is \$10.00.

Kensington Potato Services Building, April 16, 7:00pm  
Farm Centre, Room 107, April 30, 7:00pm

## Easter Beef Champions - Summary owner/buyer

### **Grand Champion, Champion Simmental**

Cecil Godfrey - Sobeys \$6.00/lb

### **Reserve Grand Champion**

Alex Mutch - Atlantic Superstore \$3.75/lb

### **Reserve Champion 4H, Champion Shorthorn**

Jaclyn Sanderson - Charlottetown Toyota \$2.75/lb

### **Champion Limousin**

Stephen Mutch - Sobeys \$3.00/Lb

### **Champion Maine-Anjou**

Derek Sanderson - Atlantic Superstore \$2.75/lb

### **Champion Angus**

James Worth - MacQuarries Meats \$3.50/lb

### **Champion Any Other Breed**

Hayden Produce - Sobeys \$4.25/lb

### **Champion Charolais**

Brian & Dora MacKinley - ShurGain/Philips Feed \$2.75/lb

### **Champion Heifer**

Brian & Dora MacKinley - CDP \$2.75/lb

### **Champion Hereford**

Joanne Mutch - Merchantmans’s Pub \$3.25/lb



## Mooove Over Alberta... The Pasture Just Got A Whole Lot More Interesting.

**Charlottetown, PEI. Commencing on March 29<sup>th</sup>, 2007 six Delta Hotels in Atlantic Canada will offer an exclusive promotion featuring AAA Atlantic Choice beef, regionally farmed in Atlantic Canada.**

*“The purpose of the promotion is to celebrate the best beef in Canada, which is produced by our farmers right here in Atlantic Canada!”*, Says **Christopher Moreland, Director of Food and Beverage at the Delta Prince Edward, who spear headed the project:** *“Delta Hotels in Atlantic Canada is the regional culinary leader in promoting & using only the best quality foods available that are caught, raised & farmed in Atlantic Canada. It is part of our Chef’s culinary culture to prepare gourmet foods that exceed our guest’s expectations while supporting & celebrating our regional Fisherman & Farmers.”*

*“Our beef is processed by a State-Of-The-Art, federally inspected, HACCP approved and fully traceable beef facility in Albany, PEI. The beef is farm raised in Atlantic Canada on family owned farms and it is the most flavourful, juicy and tender beef in Canada. Delta Hotels is a great partner for us as they consistently support local producers and Canadian companies”*, Says **Lance Warmington, General Manager of Atlantic Beef Products Limited.**

The Delta Hotels Atlantic Choice Beef promotion runs until May 20<sup>th</sup>, 2007 and is available in the hotel restaurants at The Delta Halifax, The Delta St. John’s Hotel & Conference Centre, The Delta Beauséjour, The Delta Barrington, The Delta Brunswick and The Delta Prince Edward.

For more information please contact:  
Christopher Moreland, Director of Food and Beverage  
Delta Prince Edward  
Tel: 902-894-1293  
[www.deltahotels.com](http://www.deltahotels.com)

### Age-verification

For those who would like to age verify their calves the PEICP have made this task easier by contracting with the Maritime Beef Testing Society (MBTS) to enter data on your behalf. Attached are the 2 pages required for this process -

**Third party agreement, which allows MBTS to enter your data - need to sign and date it.**

**Data Worksheet: form to enter calf id and birth date**

## PEI Herd Health Program

A great deal of emphasis has been put on the cow-calf sector to produce high quality pre-conditioned feeder cattle that can be finished quickly. Feedlots have indicated that they are willing to pay a premium for these value added feeders because sickness and mortality are reduced and daily gains are higher resulting in lower cost of production. Interest in the program is strong and continues to grow. Jennifer Duncan has been hired to act as co-ordinator and has been visiting those enrolled in the program to explain the details of the program and collects information. One of the pre-requisites is to have all feeders age-verified and as these become available for sale we will advertise them in upcoming issues of this newsletter. For more information contact Rinnie 368-2229 or Les 569-7639.

## Maritime Carcass Value Discovery Update



The primary objectives of this program were to provide information on growth, performance, production costs, carcass value and demonstrate how this information could be used to improve genetic quality of Maritime herds.

In the Fall of 2006, ten producers consigned 43 animals to the program. They were backgrounded for approximately 80 days and then switched to a finishing ration (silage, barley/mineral, potato waste). The table below shows the daily gain to date (March 27) and the gain during the finishing period (Jan10 - March 27). The cattle are doing well with exceptional gains in the finishing period. They were ultrasounded on March 26 and all have been DNA testing using the Igenity Profile which identifies an animals predisposition for a number of factors including: Marbling, Tenderness, Ribeye size and lean yield.

Owner	Breed	On-test weight	ADG to Mar. 27	ADG Finish
Smith	Angus	868	3.01	3.82
Dewar	Hereford	714	2.93	4.04
Hunter	Saler	705	2.83	3.93
Poole	Shorthorn	710	2.95	3.69
Pryor	Angus	644	2.48	3.61
Ward	Hereford	609	3.01	3.99
Colwill	Simmental	685	2.75	3.70
Dixon	Angus	696	2.55	4.05
Gaunce	Simmental	601	2.68	3.84
AAFC	Hereford	773	3.09	4.07



## Free software for cattle producers

by D. Lorraine Andrews



An Okotoks, Alta., technology company specializing in agricultural software has launched a new program aimed at cattle producers. Rancher's Advantage, developed by ComputerAid Professional Services Ltd. with support from the National Beef Industry Development Fund, is now available at no cost.

According to co-owner Yvonne Tollens, the Internet-based software provides a herd management system aimed at cow-calf operators. Producers can make it as detailed or as general as they want. It can be customized to fit any herd size, and can track information specific to each animal - the level of detail is completely up to the user.

For instance, data regarding Canadian Cattle Identification Agency tags can be integrated directly with the CCIA Age Verification program. Producers can also track individual or mass information on artificial insemination dates, semen details and pregnancy status, birth, branding and weaning weights, movements and sales, even veterinary treatments.

Tollens says that the software allows producers to have control over their information and to decide where and when they want to share it. "Most producers give up information and are lucky if they get something back. The program gives operators the opportunity to share specific information with whomever they choose, giving them the flexibility to build relationships with people further up the beef chain." The software is accessible through a simple registration process at [www.computeraidpro.com](http://www.computeraidpro.com). Once registered, users receive easy step-by-step instructions on getting started and inputting data. You decide how much or how little information you want to track.

Tollens notes that reaction to the software has been extremely positive to date. The fact that it is Internet-based means any producer across the country can access the program.

ComputerAid has been offering technology solutions to the cattle industry since 1986.

### Portable Cattle Scales

The PEICA has a set of portable scales available to anyone who is a member of the PEI Cattlemen's Association. If you want to use the scales on your operation, simply call the PEICA office at 368-2229. A copy of the scales liability waiver will be sent to you, once you have signed and returned the waiver, arrangements will be made for you to pick them up.

### For Sale

Complete herd dispersal in P.E.I. 100 beef cows to calve in Aug-Sept. 50 to calve in Mar-Apr. All vaccinated to Pfizer Gold program. Sold in one group, or groups of 20. Phone 902-888-9506

## PEI Agriculture Sector Council Conducting Agriculture Labour Force Study

Some members of the PEI Cattlemen's Association have been contacted and asked to participate in a study being conducted by the PEI Agriculture Sector Council. Only those who agreed to participate in a telephone survey had their names forwarded to the Council.

The PEI Agriculture Sector Council has identified the lack of supply and/or retention of agriculture workers as a critical issue in terms of the industry's current and future productivity and competitiveness. The Council has recently undertaken a major research initiative to analyze the availability of and demand for workers in the agriculture sector. This study is intended to assist in the development of solutions and recommendations for more effective human resource planning and practices across the industry.

For more information on this study, please contact Wendy Weatherbie, PEI Agriculture Sector Council, at 892-1091.

## Events Calendar



### Prince Edward Island Cattle Producers District Meetings

#### Prince County:

April 10, 7:30 pm Access PEI, O'Leary

#### Queens County:

May 2, 7:30 pm, Farm Centre, room 107

#### Kings County:

May 9, 7:30 pm, 35 Douses Road

## Quality Starts Here Workshops

April 16, 7:00 pm

Kensington Potato Services Building

April 30, 7:00pm

Farm Centre, Room 107

We invite all past participants to attend these workshops free of charge, to see the changes that have been made. Please pre-register by calling the PEICA office at 368-2229. Registration for first-time participants is \$10.00.



# Canadian Cattle Identification Agency

## Third Party User Application

I the undersigned hereby make application for a third party to report information to the Canadian Cattle Identification Agency's (CCIA) database on my behalf.

### Dealer/Producer Contact Information

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

CCIA Pin Number/Account ID (if known): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel (Home): \_\_\_\_\_ Tel (Bus): \_\_\_\_\_

Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

CCIA Tag Number Issued to you (if producer): \_\_\_\_\_

I the undersigned accept the responsibility of reporting information to the Canadian Cattle Identification Agency's (CCIA) database on behalf of the above user.

### Third Party (Delegate) Contact Information

Name: **Bernadette Hoeg** Company Name (if applicable): **Maritime Beef Test Station**

City: **Nappan** Province: **Nova Scotia** Postal Code: **B0L 1C0**

Tel (Bus): **902 661-2855** Fax: **902 661-0372**

Email: **maritime.beef@ns.sympatico.ca** User Name and/or Pin Number: **200183**

Please return the signed application to: Canadian Cattle Identification Agency, Suite 218, 6715 8 Street NE, Calgary, Alberta T2E 7H7 Tel: (877) 909-2333; Fax: (403) 275-1668; Email: info@canadaid.ca

*(All contact information supplied above will be compared to your existing profile within the CCIA database to confirm your identity.)*

Upon submission of information to CCIA or retrieval of information from CCIA both parties agree to the following:

- certify that information provided to CCIA is accurate to the best of our knowledge, and;
- agree that all information collected by CCIA may be used as approved by the CCIA Board of Directors, and;
- certify that information supplied by the CCIA shall not be used for other than the intended purpose, and;
- accept that CCIA may restrict access at CCIA's discretion, and;
- adhere to the Health of Animals Regulations and acknowledge the authority of the Canadian Food Inspection Agency, and;
- agree to cooperate with CCIA approved auditors.

Upon signing of this application, both parties agree to the terms as outlined above.

I, \_\_\_\_\_ (print name) certify that I am authorized to sign on behalf of the Producer/Dealer Contact listed herein.

Signed Producer/Dealer: \_\_\_\_\_ Date: \_\_\_\_\_

I, **Bernadette Hoeg, Maritime Beef Test Station** certify that I am authorized to sign on behalf of the Third Party (delegate) listed herein.

Signed Third Party: \_\_\_\_\_ Date: \_\_\_\_\_

