

**April 2008**

## **Presidents Message**

Greetings to my fellow beef producers. My name is Cameron MacDonald and I was recently elected to represent you as Chair of the Prince Edward Island Cattle Producers. I reside in Cape Wolfe with my wife, Barb and our son Jordan, where we operate a custom-feeder and beef operation. As I look out over the Northumberland Strait at the ice packs breaking, I think back over the last months of transition as the PEI Cattlemen's Association was replaced by the Prince Edward Island Cattle Producers. I hope the warming temperatures and the promise of Spring, carry with it a promise for a brighter future for the troubled beef industry in this province.

I would like to thank the four out-going Directors for their service and dedication to the Association and for providing mentorship to me in my new role. Now I would like to welcome the new Board Members. Returning Director: Jamie Whalen and four new Directors; Ivan Johnson, Brian Morrison, Peter Walker and Peter Verleun.

It has been quite busy since March 7<sup>th</sup>, which was the first Annual Meeting of the new PEICP. We have launched the PEI Beef Industry Initiative and represented the Board at various levels with industry and with government. Although the deadline for the Industry Stabilization program has passed, we encourage you to consider some of the other components of the Beef Industry Initiative and I encourage all producers to explore the benefits of the Cash Advance Program being administered to the livestock industry through the PEI Federation of Agriculture. I welcome anyone to contact me to discuss any concerns regarding the beef industry.

### **Contents**

Presidents Message  
Contact Information  
Producer Meetings  
Beef Industry Initiative  
Herd Health Program  
Age Verification  
Carcass Value Project  
Maritime Conference  
Cash Advance Program

## **Contact Information**

P.E.I. Cattlemen Producers	<a href="mailto:cattlemen@eastlink.ca">cattlemen@eastlink.ca</a>	(902) 368-2229
CCA	<a href="http://www.cattle.ca">www.cattle.ca</a>	
Maritime Cattle Market Report	<a href="http://www.gov.ns.ca/agri/marketing/wmreport/feeder.shtml">www.gov.ns.ca/agri/marketing/wmreport/feeder.shtml</a>	
Canfax Boxed Beef Report	<a href="http://www.canfax.ca">www.canfax.ca</a>	
OCA Market Reports	<a href="http://www.cattle.guelph.on.ca/markets/marketinfo.asp">www.cattle.guelph.on.ca/markets/marketinfo.asp</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

## Producer Meetings

The Prince Edward Island Cattle Producers will be holding district meetings and we invite all members to attend the one closest to them. Agenda will include an update on the Beef industry initiative guidelines which are enclosed with this newsletter.

King's County: April 28, 8:00 pm, Active Communities, 540 Main St, Montague  
Queens County: April 29, 8:00 pm, Farm Centre, room 107  
Prince County: April 30, 8:00 pm, Access PEI O'Leary

## Beef Industry Initiative - Update

Phase I Industry stabilization funds and Carcass Improvement Incentive funds covering cattle shipments from September 1, 2007 to March 28, 2008 will be dispersed at the end of April. We are currently verifying producer application information to confirm that the applicant is a member of the PEI Cattle producers and is enrolled in the AgriInvest (kickstart) program. As identified on the application form applicants may be subject to on-farm verification and a number of random verifications will be conducted by Justin Lawless in the near future.

## Cash Advance Program

The PEICP Board would like you to be aware of the Cash Advance Program and the benefit it may provide to your operation. The Cash Advance Program is a lending program now available to eligible beef producers in PEI through the PEI Federation of Agriculture (PEIFA). The Federal Government has established the Cash Advance Program to provide loans to producers of up to \$400,000.00. The PEIFA is currently administering **the first \$ 100,000.00 interest free portion of the program only, however they have received approval from the Federal Government, and will soon be able to administer the additional \$300,000.00 interest bearing portion.** Beef producers could be eligible to borrow up to 50% of the expected value of your livestock at the time it is to be sold. Repayment is based on a production period established for beef cattle but we caution producers that **all funds must be paid back.**

The Government of Canada provides a 99% guarantee for the Cash Advance Program, however, earlier this year, Parliament changed legislation to allow for severe economic hardship in the red meat sector, and as a result they now provide this sector with a guarantee of 100%. Applicants will be required to pay the PEIFA an administration fee of Three Hundred Dollars (\$300.00) per loan. This amount shall be deducted from the first advanced payment. The interest costs related to the monies advanced under this program during the stated production period will be paid by the Government of Canada.

### **Please note the following:**

This program is based on the whole farm, regardless if you have potatoes, cereal crops, hogs and/or beef. You used to be automatically disqualified from using this program if you had three consecutive negative reference margins. This disqualifier has now been removed.

Producers who use the Cash Advance Program, may be able to sign a priority agreement with their lenders that will prevent the lender from reducing the limit on the producer's line of credit.

If you are interested in applying for monies under this lending program or if you would like additional information please contact Gerard Dougan as follows:

PEIFA office: (902) 368-7289

Res: (902)676-2485

Email: [gerardd@peifa.ca](mailto:gerardd@peifa.ca) or [gtdougan@pei.sympatico.ca](mailto:gtdougan@pei.sympatico.ca)

## 2008 Maritime Carcass Value Discovery Project 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 2007, nine producers consigned 49 animals to the program. They were backgrounded then switched to a finishing ration (silage, barley/mineral, potato waste). At the last weigh date on April 8 the daily gains varied from 2.93 - 3.89 lb/day. The first group of ten cattle were slaughtered at April 16. For more information contact Les at 569-7639

### Enhanced 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. The use of modified live vaccines (MLV) is encouraged and although there are a number of pharmaceutical company protocols for different products it is strongly recommended to work with your veterinarian to develop the most suitable one for your herd. **If you are considering enrolling in this program we encourage you to work quickly as the first cows should be open when they receive the first dose of a MLV.** Some MLV products have been approved for use in pregnant cows provided they were vaccinated with the product prior to breeding. For more information contact Rinnie 368-2229 or Les 569-7639.

### 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**

### Maritime Beef and Pork Conference

Planning is underway for the first ever Maritime Beef and Pork conference which will take place at Delta Hotel, Charlottetown, December 4 - 6, 2008. The format will consist of a combination of joint sessions with topics common to both industries and breakout sessions covering issues relevant to beef or pork.

### PEI Cattle Producers Board of Directors

<b>President:</b>	Cameron MacDonald	Tel: 859-2005	Email: <a href="mailto:macdonaldbj@pei.sympatico.ca">macdonaldbj@pei.sympatico.ca</a>
<b>Vice President</b>	Jamie Whalen	Tel: 651-2167	Email: <a href="mailto:j.whalen@pei.sympatico.ca">j.whalen@pei.sympatico.ca</a>
	Brian Morrison	Tel: 436-6897	Email: <a href="mailto:morrisonfarms@pei.sympatico.ca">morrisonfarms@pei.sympatico.ca</a>
	Ivan Johnson	Tel: 436-4056	
	Peter Walker	Tel: 436-7817	Email: <a href="mailto:p.bwalker@pei.sympatico.ca">p.bwalker@pei.sympatico.ca</a>
	Peter Verleun	Tel: 838-4794	Email: <a href="mailto:p-l.verleun@pei.sympatico.ca">p-l.verleun@pei.sympatico.ca</a>
<b>DPPEI Rep:</b>	Randall Affleck	Tel: 887-2597	Email: <a href="mailto:randall.affleck@summerside.ca">randall.affleck@summerside.ca</a>
<b>Staff:</b>	Rinnie Bradley	Tel: 368-2229	Email: <a href="mailto:cattlemen@eastlink.ca">cattlemen@eastlink.ca</a>



## **BEEF INDUSTRY INCENTIVE DEVELOPMENT PROGRAMS**

### **ASSISTANCE PROVIDED:**

The Prince Edward Island Department of Agriculture will assist producers who participate in one or more of the following parts of the Beef Industry Incentive.

### **Enhanced herd health program**

#### **Purpose:**

To encourage cow/calf producers to communicate and work with their veterinarian to develop whole herd health protocols which result in premium quality weaned calves and create a value added marketing opportunity.

#### **Guidelines:**

Applicants will be eligible for assistance of \$40 per cow-calf pair by following the health protocol criteria and producer requirements outlined below.

#### **Health Protocol**

- \* Veterinarian is consulted regarding vaccines and health protocols. Pharmaceutical companies may also offer incentives for producers who follow specific health protocols. Please check with your veterinarian for more details.
- \* Cow herd including bulls are vaccinated annually for IBR, BVD, PI3, BRSV
- \* Calves are castrated a minimum of 6 weeks prior to sale and less than 8 months of age.
- \* Calves are dehorned a minimum of 6 weeks prior to sale
- \* Calves are vaccinated and boosted for IBR, PI3, BRSV, BVD as per manufacturers protocol
- \* Calves are treated with endectocide for internal/external parasites

#### **Producer requirements**

- \* Complete a program questionnaire each year for each year of participation..
- \* Producer must provide copies of receipts from vaccine and dewormer purchases.
- \* Producer must submit health protocol records (Forms provided by the Department).

## **Genetic Enhancement - (Heifer Renewal)**

### **Purpose:**

To improve the genetic base of the PEI beef cow herd through the use of young genetically superior bred replacement beef heifers

### **Guidelines**

Applicants will be eligible for \$150 per replacement heifer which meets the following criteria

- a) Heifer can be purchased or retained.
- b) Heifer must have a minimum adjusted yearling weight of 800 pounds. Requires birth dates, weaning weight and yearling weight data to be submitted to the Department of Agriculture. (Mail or fax 368-7289)
- c) Heifer must be confirmed pregnant by veterinarian.
- d) Producers are encouraged to use weaning weight data as initial selection criteria but other traits such as conformation, pedigree, disposition should play a key role in the final selection.
- e) Applicants are responsible for all veterinary fees associated with confirming the pregnancy status of the replacement heifers
- f) Dairy or dairy type heifers are not eligible under this incentive.

Note: Nutrition between weaning and breeding is a major factor affecting the lifetime profitability of the heifer. Work with a nutritionist to develop an effective feeding program. For more information please call the Department of Agriculture Information Desk at 368-3145.

An extra premium of \$100 per eligible replacement bred heifer which meet the above criteria plus one of the following:

- a) Eligible heifers must be registered purebred and have at least three above breed average Expected Progeny Differences (EPD) on production or carcass merit.
- b) Documented proof (Registration papers for sire and dam) that the heifer is a 2-way beef cross (F1 Hybrid).

The Prince Edward Island Department of Agriculture assumes no responsibility for the performance of replacement heifers retained or purchased under this initiative.

## **Handling Facilities**

### **Purpose**

To encourage the use of good handling practices to implement enhanced herd health programs and facilitate collection of production data to improve sustainability of beef farms.

### **Guidelines:**

Applicants will be eligible for up to 50% of the cost of purchased items to a maximum of \$2000 per farm based on the following criteria

- a) Eligible items will include but not limited to:

Handling chutes with attached gate systems  
Head gates attached to approved chute system and materials to build chute system  
Electronic or manual scales

- b) Eligible items can be new or previously owned.
- c) Systems must be approved by a program administrator from the Department of Agriculture.

## **Carcass Improvement Incentive**

### **Purpose**

To provide an incentive to produce a high quality product which is required to sustain the Atlantic Beef Products plant.

### **Guidelines:**

- a) Cattle which meet the following grade criteria:  
\$0.12/lb for AA or higher within Yield Grade 1 (Lean Meat Yield of 59% +)  
\$0.08/lb for AA or higher within Yield Grade 2 (Lean Meat Yield between 54 - 58%)
- b) This incentive is available for carcasses in the weight range of 700 – 925 lbs. It will be retroactive to September 1, 2007, and will run to December 31, 2008 or until funds have been fully committed.
- c) The incentive will be automatically calculated from ABP grading records, therefore a formal application process will not be required. However, to be eligible for the incentive producers must meet general initiative criteria; registered member of the PEI Cattle Producers and enrolled in the ArgiInvest Kickstart program.

### **Administration:**

- a) The Department of Agriculture is responsible for the co-ordination and administration of this Initiative. However, the Enhanced Herd Health Program will be co-administered with the PEI Cattle Producers.
- b) Applicants are responsible for the completion of the application and providing the necessary documentation.
- c) Approval of applications will be subject to availability of funding.

Additional Information may be obtained from:

Beef Development Officer  
Agriculture Resource Division  
Department of Agriculture  
PO Box 1600, Charlottetown, PEI C1A 7N3  
Phone: 1-866-734-3276 or 368-4145

### **Termination:**

This program may be amended or discontinued at any time at the discretion of the Minister of Agriculture for Prince Edward Island.