

August 2007

The President's Message

By Darlene Sanford

SAVE YOUR RECORDS! This is the advice of legal counsel representing Ontario, Manitoba, British Columbia, Newfoundland, Nova Scotia, New Brunswick, and Prince Edward Island in the BSE Class Action lawsuit. PEI producers who experienced financial losses due to BSE can get more information about proceedings and how to register at www.bseclassaction.ca.

Recently, the PEI Government announced a \$14 million dollar loan to Cavendish Farms for the construction of a bio digester to convert potato waste into energy. Feedlot producers have been left with many questions about these changes, including what could replace potato waste in their rations? A meeting was held with Cavendish Farms representatives and several ideas were put forward. We will keep producers up to date as more information is received.

On June 22, 2007 Prince Edward Island's new Liberal government held a press conference in Charlottetown to describe taxpayers' exposure at Atlantic Beef Products and to offer government's plan to deal with the situation in the short term. The PEI Cattle Producers are working with the other groups involved to examine every possible option to ensure the sustainability of the beef plant and our industry.

The Minister of Foreign Affairs and the Atlantic Canada Opportunities Agency, Peter MacKay was on the Island recently to announce that the Federal Government was investing \$2.3 million dollars in the province's livestock industry to accelerate the elimination of BSE. The funds will be spent on infrastructure to dispose of specified risk material as part of the Enhanced Feed Ban which came in to effect July 12, 2007.

The PEICP has been working with the PEI Federation of Agriculture to enable them to administer the Cash Advance Program to Island beef producers. An application for funding has been submitted to the Department of Agriculture which would provide funds to enable the PEIFA to hire someone to set up the program and receive applications. We will keep producers updated on any progress that is made.

If this short summary of recent events leaves you with more questions please contact a director in your area (see contact information in this newsletter) or Rinnie Bradley at (902) 368-2229.

Please watch the next issue of the Beef Newsletter with dates and locations for:

Fall workshops for the QSH-VBP; Fall District Meetings for the PEICP ;
Annual Meeting of the PEICP

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Contact Information

P.E.I. Cattlemen's Association	cattlemen@eastlink.ca	(902) 368-2229
CC Association Daily Update	www.info-cca.ca	OR 1-866-463-6222
Maritime Cattle Market Report	www.gov.ns.ca/nsaf/marketing/wmreport/feeder.htm	
Canfax Boxed Beef Report	www.canfax.ca	
OCA Daily Market Report	cattle.guelph.on.ca/markets/daily_reports/2007/2007_railreport.asp	
Alberta Daily Market Report	www.albertabeef.org	
CFIA (transportation emergencies)	www.inspection.gc.ca	OR 1-877-814-2342



Directors Profile

Daniel McLure and his wife Dianne, reside in Bedeque, PEI, where they operated a dairy farm for 41 years. Currently, they operate a 25 head cow/calf to finish operation, with his finished cattle going to Atlantic Beef Products. Daniel joined the Board of the PEI Cattlemen's Association in the fall of 2003. His reason for joining the Board is to help improve the industry if he can. Daniel is the Cattlemen's representative on the PEI Federation of Agriculture. Daniel and Dianne have been married for 35 years and have one son and one daughter. In his spare time, Daniel enjoys traveling, camping, motorcycling and tractor restoration.

CCA Semi-Annual Meeting

Plan to join your fellow cattle producers from across the country as they descend upon the city of Halifax for the 75th Semi-Annual Convention of the Canadian Cattlemen's Association. This significant event is being held the week of August 13th to 17th at the Westin Nova Scotia. The PEICP strongly urges all Maritime producers to attend. They will refund \$50.00 to any Island Producers who provide proof of registration. The main convention is planned for Wednesday, August 15, however, producers are invited and encouraged to sit in on committee meetings, participate in the golf outing or attend the President's Reception and BBQ and Entertainment Evening. To register please click on the the following link or call Rinnie at the PEICP office for details

www.cattle.ca/what's%20new/2007%20convention%20pamphlet%20FINAL.pdf

Monday, August 13, 2007	8:30 a.m. - 5:00 p.m.	Beef Information Centre Committee Meeting
Tuesday, August 14, 2007	8:00 a.m. - 12:00 p.m.	National Communications Workshop
	8:30 a.m. - 12:00 p.m.	Beef Information Centre Committee Meeting
	9:00 a.m. - 11:00 a.m.	Verified Beef Production Workshop
	12:30 p.m. - 6:30 p.m.	Golf Tournament - River Oaks Golf Club
	7:00 p.m. - 10:00 p.m.	President's Reception, Westin Nova Scotian
Wednesday, August 15, 2007	8:00 a.m. - 5:00 p.m.	2007 CCA Convention
	12:00 p.m. - 1:00 p.m.	The Environmental Stewardship Award Luncheon
	6:00 p.m. - 10:00 p.m.	BBQ and Entertainment Evening, Murphy's on the Water
Thursday, August 16, 2007	8:00 a.m. - 5:00 p.m.	CCA Committee Meetings
Friday, August 17, 2007	6:30 a.m. - 8:00 a.m.	Board of Directors breakfast
	8:00 a.m. - 4:00 p.m.	Board of Directors Meeting

BBQ & ENTERTAINMENT EVENING: Atlantic Beef Products & the Prince Edward Island Cattlemen's Association

REGISTRATION BAGS: Allflex



Agriculture and
Agri-Food Canada

Agricultural
Agreements Canada

Nova Scotia's ACAA Council
Advancing Canadian Agriculture and Agri-Food

Canada



Rabobank



Wyeth
Animal Health

Cargill
Foods



Atlantic Beef Products Inc. – what now?

A producer owned, Federal inspected beef processing facility for Atlantic Canada was a great idea and still can be a great idea. But a plan to address financial challenges needs to be developed before the end of September.

Atlantic Beef Products Inc opened its doors in January 2005 with over 200 feedlots as shareholders, with contracts to deliver cattle within a specified weight range and fed a standard ration. Production during 2005 and 2006 was gradually ramped up as markets were developed. Losses were expected and built into the Business Plan.

Production increased to 500+ cattle per week in 2006. Losses continued as expected, but the Prince Edward Island Government became concerned having provided or guaranteed the existing loans. In an attempt to secure financial support from Nova Scotia, New Brunswick and the Federal Government, independent consultants were hired in December 2006, to evaluate plant operations and advise if changes were necessary for the plant to be profitable. Although a favorable report was presented it did not result in a favorable response from other Governments.

The Consultants Report recommended several changes to operational procedures and included an Implementation Plan with monthly targets to be achieved for the plant to break even by June 2007. The efficiency targets were met or exceeded every month, and losses declined significantly as expected. Unfortunately for the plant, the cost of purchasing cattle increased substantially and could not be recovered from the retail side, because a high valued Canadian dollar resulted in a market glutted with U.S. beef. Savings from operations were offset by increased purchasing costs. Other beef processing facilities across Canada were also experiencing significant losses during this period of time. The financial trends at Atlantic Beef Products were concerning and without the deep pockets that exist with many well established businesses; these losses could not be ignored.

It is important to note at this stage that Atlantic Beef Products Inc. had not missed any payments; payables were current, and a policy was in place that if funds were not available to pay producers for cattle, they would not be purchased.

The Provincial Government was approached for help and on June 22nd Premier Robert Ghiz announced the formation of a Government / Industry appointed Committee, tasked with the responsibility to develop a Recovery Plan by September, as well as a commitment to cover potential operational losses during the review. Shareholders are very appreciative of the encouragement, financial support and staff resources provided to this project by the previous and present Provincial Governments.

One month later, the future remains uncertain but there appears to be a willingness to find a way to make this work, with new ideas being aggressively pursued. Many meetings have been held with Governments, industry and shareholders. One significant accomplishment in the last few weeks has been the raised level of awareness, of the importance of Atlantic Beef Products Inc. Failure will result in the loss of a processing facility but may also result in the collapse of the Atlantic Beef Industry.

Does it make any sense, in an environmentally conscious world, to truck live cattle to Ontario and truck beef products from Alberta? Does it make any sense to compete in a commodity market in Ontario or New York when we produce less than 15% of market share in the Atlantic region? We have a product second to none in quality and a state of the art processing facility with the only full cut-traceable line in Canada. We need to promote a *buy local* mentality for Atlantic consumers, to demand locally grown and processed brand products, and Governments to set an example by purchasing for institutions.

New Brunswick and Nova Scotia need to be partners – with direct funding for plant operations or indirectly supporting marketing initiatives or value added opportunities in their own province, to further process products that meet institution specifications. Their feedlots and cow-calf sectors are just as vulnerable if the plant fails.

Superstore and/or Sobeys also need to play a larger role. A joint venture to develop, promote and market easily recognized Atlantic brands would benefit everyone along the supply chain.

The public needs to understand that if this plant is successful, no public dollars will be lost, however; if it fails, it will have significant implications for all Islanders. Everyone can help - ask your families; friends and neighbours to support Prince Edward Island agriculture by insisting grocery chains give you the choice of purchasing local products.

Respectively submitted on behalf of the Board of Directors, Atlantic Beef Producers Co operative Ltd.
John Colwill, Secretary

FarmNet - May 22

Beef Producers Provide Quality Assurance

With the barbecue season getting underway, most people take for granted that the meat they are putting on the grill is not only good quality, but also safe. Canada has an international reputation for the safety and high quality of its beef. Not even the detection of BSE five years ago this month has shaken that confidence.

Recognizing the importance of consumer confidence in Canadian beef, the industry has developed a national on-farm food safety program for beef producers. It's called the Quality Starts Here (QSH) Verified Beef Production (VBP) program which is designed to help implement and verify the good production practices that minimize food safety risks.

The program was introduced over the past winter to Prince Edward Island cattle producers by the Cattlemen's Association. Further training sessions will be held this fall.

The program consists of three major elements. The first is centered around good production practices which have been identified as most critical to on-farm food safety. These are outlined in an easy-to-use reference manual. Most producers are already following these practices as an ongoing part of their herd health and nutrition programs.

The second element of the program involves keeping effective records. By documenting practices that reduce food safety risks, producers are able to demonstrate they are implementing sound on-farm production practices. Producers are able to more accurately manage what they measure.

The third element in the program provides a listing of what are called standard operating procedures. The national program specifies standard operating procedures in the areas of animal health, feeding, handling, pesticide control, hygiene and training. When these procedures have been implemented, the beef operation can be certified.

The QSH VBP program sends a strong signal to consumers that Canadian beef producers are following good production practices that minimize food safety risks. That will help support expanding markets for Canadian beef both domestically and internationally.

There are also significant benefits for beef operations. Because the practices outlined in the program are based on good management, they can help to improve production efficiency. The program creates greater awareness of food safety risks. It can help producers increase their own market opportunities among suppliers who are becoming more concerned about quality assurance. Farm operations will also benefit from having been certified for following good production practices. Making good production practices a part of the operation can also increase profits.

The program is voluntary, but many in the industry expect that the marketplace will ultimately require verification of

management practices. By taking a proactive approach, beef producers can help to strengthen their reputation for safe, high quality products. That will mean that people can continue to look forward to tasty treats from the grill. For more information on the Quality Starts Here program, go to www.cattle.ca/qsh/qsh/intro%20vbp.htm

(This article was prepared by the Department of Agriculture. For comments and suggestions, e-mail wemackinnon@gov.pe.ca.)

Home Test Bulls

To be eligible for the bull bonus, on-test weights must be submitted within 30 days of the start of the test period and off test weights submitted to the Department as soon as the test has been completed.

Phone: 569-7639 or Fax 368-5729 attn: Les Halliday

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.

Seed Stock Testing Assistance

Under the Beef Quality Improvement Program, applicants will be eligible for assistance of \$200 for each bull and heifer which meets the following criteria:

1. Animals must be purebred and registered in the name of the applicant.
2. The maximum number of heifers in each herd that will be eligible for testing will be 20% of the number of mature purebred females (E.g. Herd with 40 females will have 8 eligible heifers per year.)
3. Each animal is eligible for assistance once in its lifetime.
4. Eligible animals must have completed an ultrasound test (conducted by a qualified technician) to determine backfat, ribeye area (per 100 pounds of body weight) and intramuscular fat.
5. Eligible animals must be tested for genetic traits to reasonably identify the animals potential for tenderness and marbling characteristics. (e.g. Igenity™, GeneSTAR, etc)

For more information contact Les Halliday at 569-7639

Why Use Detectable Needles?

Detectable needles are more widely available and their use is supported by the beef industry's on-farm food safety program. The Canadian Cattlemen's Association's *Verified Beef Production*™ program now includes a recommendation for producers to use detectable needles. Compared to standard aluminum needles, these ones are much firmer, stay sharper much longer and as a result are far more difficult to break.

"Research from the original Quality Starts Here program supported the development of these needles," says provincial VBP coordinator Rinnie Bradley. "Among the detectable needle types now available are two types – the Ideal D3 from Neogen and the HDN from Rivard Instruments. An early detectable needle version had some problems with breaking at the hub but the new detectable needles do not have that problem. Plus the costs have come down to that comparable with other needles."

Most traditional needles are not made of a magnetic stainless steel that makes them more detectable in processed meat. These non-magnetic versions are made of austenitic 304 stainless steel and other non-magnetic metals and alloys that are not detectable. Both types of detectable needles are now available through veterinary drug distribution centres in various sizes and lengths. Research results from Ag Canada's Lacombe research station showed clear results: detection rates for conventional needles at 0 to 8%, and detection rates for detectable needles – 93 to 100%. These results are highlighted for one inch 16 gauge needles over several types of meat cuts.

The use of detectable needles is part of the revised Producer Manual for the *Verified Beef Production*™ program. This includes simplified standard operating procedures and recommendations geared for practicality. Check out the new manual at www.qualitystartshere.org or call the provincial VBP coordinator for copies to have on hand at your clinic.

For more information:

1. Rivard Instruments, www.rivardinstruments.com (204)837-4435 or cr@rivardinstruments.com
2. Neogen, www.neogen.com/d3.htm, 1-800-525-2022 or inform@neogen.com
3. Provincial VBP Coordinator at (902)368-2229 [Rinnie Bradley cattlemen@eastlink.ca]

Canada - PEI Agricultural Stewardship Program

This program has been expanded to include covered feedlots and may be of some interest to producers. For complete information and details on this and other projects offered under the CPEIASP, please check the PEI Agriculture website at: <http://www.gov.pe.ca/af/agweb/index.php3?number=1014684&lang=E>

COVERED FEEDLOTS - FARMYARD RUNOFF CONTROL

BMP # 502 & 503

Beneficial Management Practices (BMP) Factsheet # 3

Uncontrolled runoff passing through feedlots may become contaminated with manure. This runoff may transport nutrients and harmful bacteria to surface and groundwater resources presenting a risk to both human and animal health. Covered feedlots replace outside cattle feedlots and provide total confinement for the livestock while not on pasture.

Funding Assistance:

Funding assistance will be provided at a rate of 50% of eligible expenses to a maximum of \$20,000.

ON-FARM MANURE STORAGE & TRANSFER SYSTEMS

BMP # 0101, 0103, 0104 & 0106

Beneficial Management Practices (BMP) Factsheet # 1

Improper manure storage can result in nutrients and bacteria contaminating nearby ground and surface water resources. This can have a significant impact on the quality of drinking water and on aquatic habitat.

Funding Assistance:

Assistance for expenditures will be provided at a rate of 50% for the first \$40,000 of eligible costs and at 25% on the next \$60,000 to a maximum of \$35,000.

For a list of eligible criteria, eligible expenses, responsibilities of applicant, and project requirements; please contact George Piercey, PEI Department of Agriculture at (902)620-3044 gapiercey@gov.pe.ca

Maritime Beef Field Day

Saturday September 8, 2007 - 10: am - 5:00 pm Nappan Experimental Farm, Nova Scotia

Guest Speakers:

Dr Mike Baker - Cornell University	NY Feedlot/ Carcass Value Discovery Program
Stewart Buck - Merial Canada Inc.	Igenity Profile Test - how it can benefit your herd
Brian Trueman - AAFC	Maritime Carcass Value Discovery Program
Bruce Andrew - ABP Inc.	Update on beef processing at ABP Inc.
John Duynisveld - AAFC	Current Research at Nappan

Update from the Prince Edward Island Cattle Producers

The process of transition from the PEI Cattlemen's Association to the Prince Edward Island Cattle Producers is on target. One of the requirements of the new organization is to maintain an up-to-date *Register of Producers* in order to be prepared for the elections this fall. As a result, we need to verify the names of producers who are currently in our registry. Subsections 17.(1)&(2) of the Prince Edward Island Cattle Producers Regulations state as follows:

17. (1) The Board shall establish and maintain a current Register, listing by county, the producers who are registered under subsection (2).

(2) Where a producer applies to the Board for registration, the Board shall register the producer if the producer establishes to the satisfaction of the Board that,

- (a) the producer bought or sold cattle during the current fiscal year of the Board; and*
- (b) in the case of a producer who is a natural person, the producer is at least 18 years of age.*

Therefore we will be taking the following action to establish an up to date register:

1. Producers who receive this newsletter are asked to tear off this page and fax the completed form on the back of this page to the Prince Edward Island Cattle Producers at (902)367-3082; or mail it to: Prince Edward Island Cattle Producers, 420 University Ave., Charlottetown, PE, C1A 7Z5. **Forms should be returned no later than August 31, 2007.**
2. Those who do not respond will be notified through ads appearing in the Guardian and the Journal Pioneer inviting any beef producer who is not registered to do so by contacting Rinnie at the office by phone (902)368-2229, or by email cattlemen@eastlink.ca.

It is important to note, producers whose names do not appear in this registry will not be eligible to run for the Board or to vote for a member of the Board. Subsection 18.(1) of the Regulations establishes the qualifications of board members and of those eligible to vote for a member of the Board.

18. (1) An individual is eligible to be elected as a member of the Board or to vote for a member of the Board, if the individual

- (a) is a registered producer or has been designated by a registered producer pursuant to subsection 17(5);*
- (b) is a resident of the county for which the election will be held; and*
- (c) has been a resident of the province for not less than six months prior to the date of the election.*

Please read the requirements for elections procedures below, to give you an understanding of the election process that will take place this fall.

19. (1) The Board shall appoint a returning officer to conduct elections for the members of the Board.

(2) The returning officer shall

- (a) ensure that a notice of the election is published, not later than the second Saturday of October, in at least two daily or weekly newspapers in circulation in each of the counties of the province; and*
- (b) provide a nomination form to each registered producer who requests a nomination form.*

(3) A nomination for a Board member shall

- (a) be in writing on a form approved by the Board;*
- (b) be signed by at least five registered producers; and*
- (c) be postmarked or received by the returning officer not later than October 31 of the election year.*

(4) Acceptance of a nomination by the nominee shall be by notice in writing from the nominee to the returning officer and the notice of acceptance shall accompany the nomination.

(7) For the purpose of conducting an election, the register of producers shall be closed during the month of October of each year.

Please watch the next Beef Newsletter for details on the voting process.

Upcoming Events Calendar



PEI Provincial Exhibition Old Home Week Aug 10 - 18, 2007

Contact: Rayanne Frizzell 629-6623
Email: rayanne@peiprovincialexhibition
Website: www.peiprovincialexhibition.com



Farmers Helping Farmers 25th Annual Beef Barbeque Aug 11, 2007: AAFC Harrington Research Centre

Contact: Noreen Shaw 672-2216
Website: www.farmershelpingfarmers.ca



Soil and Water Demo Day Aug 11, 2007: Bedeque Arena and adjacent field.

A one day event involving everyone with a stake in the health of the water and soil in their watershed. The event is organized by the Bedeque Bay Environmental Management Association. There will be farming demonstrations, tours on the water, tours at Maple Plains, a trade show, food demonstrations, and more.

Contact : Ronda Bellefontaine 886-2778
Email: ronda@prideoftheisle.ca



Provincial Plowing Match and Agriculture Fair Aug 24 - 26, 2007 : Dundas

Contact: Bruce and Elaine MacLennan 583-2113
Email: treetop@isn.net
Website: www.dundasplowingmatch.com



2007 Young Canadian Simmental Assoc. Maritime Classic

Aug 24, 2007 : Truro, N.S.

Contact: Lacey Fisher 902-661-0766
Email: triton@ns.sympatico.ca
Website: www.simmental.com



L'Exposition agricole et le Festival acadien de la région Évangeline

Aug 30, 2007 - Sept 02, 2007 : Egmont Bay

Contact: Raymond Bernard 854-2324/33
Email: raymondbernard@eastlink.ca
Website: www.exhibitions-festivalspeiae.com

Rural Youth Fair

Sept 07 - 08, 2007 : Dundas Exhibition Grounds

Contact: 4-H office 368-4833
Email: pei4h@gov.pe.ca



Maritime Beef Field Day

Sept 08, 2007 : Nappan Experimental Farm

Contact: Les Halliday 569-7639
Email: ljhalliday@gov.pe.ca



Eastern Kings Exhibition

Sept 14, 2007 - Sept 16, 2007: Souris

Contact: Darren MacKinnon 902-687-1745
Email: souris-mgr@co-oponline.com
Website: www.exhibitions-festivalspeiae.com



PEI Open Farm Day

Sept 23, 2007 : Farms Across PEI

The P.E.I. Agriculture Awareness Committee is proud to launch this event and kick start Agriculture and Food Celebration Month in October. Everyone is invited to tour one of our host farms, participate in demonstrations and understand what remarkable innovations our farms are implementing to make farming more sustainable and efficient. Farm maps will be available at Sobeys in mid September.

Contact: Jennie Palmer, 675-4351
Email: peiopenfarmday2007@hotmail.com
Website: www.gov.pe.ca/go/peiopenfarmday



Prince Edward Island Cattle Producers

Producer Registration Form

Based on the requirements of the Prince Edward Island Cattle Marketing Board Regulations described below, please complete the following application for registration:

17. (1) *The Board shall establish and maintain a current Register, listing by county, the producers who are registered under subsection (2).*

***Producer Name: _____

***Producer's Mailing Address: _____
(Include civic number) _____

Producer's Phone Number: _____

Producer's Email Address: _____

***Located in Which County: Prince Queens Kings

***Has been a resident of PEI during the past six months? Yes No

17. (2) *Where a producer applies to the Board for registration, the Board shall register the producer if the producer establishes to the satisfaction of the Board that,*

(a) the producer bought or sold cattle during the current fiscal year of the Board; and

(b) in the case of a producer who is a natural person, the producer is at least 18 years of age.

***Have you bought or sold cattle in the past twelve month period? Yes No

***Are you over the age of 18 years? Yes No

17. (5) *A producer, other than a natural person, shall be registered in the corporate or firm name of such producer and all of the rights, privileges, and responsibilities of such registered producer shall be exercised by an individual designated by the registered producer by notice in writing to the Board.*

*** **Name of individual appointed to represent the producer named above if a firm or corporation:** _____

18.(1) *An individual is eligible to be elected as a member of the Board or to vote for a member of the Board, if the individual*

(a) is a registered producer or has been designated by a registered producer pursuant to subsection 17(5);

(b) is a resident of the county for which the election will be held; and

*(c) has been a resident of the province for not less than six months prior to the date of the election.**

*** **Indicates required field**

Please return the completed form by fax to the Prince Edward Island Cattle Producers at (902)367-3082 or by mail to 420 University Ave., Charlottetown, PE, C1A 7Z5 on or before August 31, 2007.