

Volume 4

December 2013



Chairman's Message

By Ivan Johnson



Hello fellow beef producers. It has been some time since we last spoke through our last Beef Newsletter. I hope you all have had a successful year thus far. As producers, we have experienced a great crop year for 2013. Forage, grain, soybean and corn production were above all expectations. Beef prices continue to improve and we only hope they will continue; all indications are that they will.

As Chairman of the PEICP, I would like to update you on what our Board has been working on this past year. Although we lost some provincial programs because of budget cuts, your board lobbied hard on your behalf to have a beef program under Growing Forward II.

We continue to meet with provincial and federal politicians throughout the year to update them on the beef industry, the role our industry plays in the Island's economy and the importance of investing infrastructure dollars into the beef sector.

We have worked with the Culinary Alliance, ABP and the Department of Agriculture to develop the Prince Edward Island Certified Beef brand. This is certainly a great accomplishment! This program took a lot of hard work to get where it is today. As beef producers we can be very proud that this is the first time beef producers will see a premium from the sale of this brand, go back to the cow/calf and feedlots operators.

As a board we are also very busy with other organizations and boards. We have representation on Maritime Beef Council, the Federation of Agriculture, the PEI Agriculture Sector Council and the Maritime Beef Testing Society. It's important to work with these groups as we are all try move PEI Agriculture forward.

Some of the topics I have talked about can be found in greater detail throughout this newsletter, but there is one issue I would like to talk to you about in greater detail and that's deadstock. By far, this has been the hardest thing your board has had to work on this year, and we will continue to work on it into the New Year. As I mentioned earlier, in April we lost some of our provincial funding under the Beef Development Fund (BDF) through budget cuts. Some of the BDF was used to pay for deadstock removal. We have worked hard at keeping this in place but in 2013 it was not to be the case. We were informed that as beef producers we are going to have to pay for this service. Our friends in the dairy industry have been contributing toward deadstock removal through a levy taken off of their milk quota. This process works well in the dairy industry, but we do not have that opportunity in the beef industry. We are working hard to come up with a system that will be fair to all sectors in the beef industry (cow/calf, background and feedlot). We have looked at all kinds of scenarios the past number of months, and are slowly getting to a point where we need to get information back from producers and go from there. We would certainly welcome any thoughts and ideas you may have on this and we appreciate the suggestions we have already received. There are *Producer Registration Forms* included in this newsletter which we urge you to fill out and return to our office. Once they have been returned we will use the data to finalise

PEI DEPARTMENT OF AGRICULTURE & FORESTRY

NEWSLETTER



PRINCE EDWARD ISLAND
CATTLE PRODUCERS

Contact Information

- PEI Cattle Producers cattlemen@eastlink.ca (902) 368-2229
- CCA Daily Update www.cattle.ca 1-866-463-6222
- Maritime Cattle Market Report www.atlanticstockyards.com
- Canfax Boxed Beef Report www.canfax.ca
- OCA Market Report www.cattle.guelph.on.ca
- CFIA Transportation Emergencies www.inspection.gc.ca 1-877-814-2342
- Dr Les Halliday ljhalliday@gov.pe.ca 314-0827
- Agriculture Information Officer 1-866-PEIFARM (743-3276)

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Agriculture and Forestry

CANADA

www.gov.pe.ca/af/agweb/index.php3

Chairman's message cont'd:

our fee structure for deadstock. We will keep you informed on this issue. On a national level I am sure that by now you have heard of the CETA Trade Agreement. As your PEI representative on CCA, I would like to join my national counterparts in stressing that this is a great announcement for the Canadian Beef Industry. It is felt this could be the deal that takes the beef industry to a new level. Through this agreement, over ½ million head could be marketed to Europe on a yearly basis. When people look at this deal, they may think it will only apply to cattle from the west. Not so; this is for all of Canada including PEI who could market to the EU through ABP. So not only should the domestic market stay strong going forward, but now we are looking at international advantages. If ever there was a time to feel optimistic in the beef industry, it has got to be now!

As Chairman of the PEICP this will be my last report to you before our AGM in the New Year. My term with the PEICP will end in 2014. I have agreed to continue to stay on as the PEI representative on CCA, and will keep your provincial board up to date on the national front. I currently sit on the CCA Executive, and the Domestic Ag, Animal Health and Foreign Trade Committees. It is very important to be at the national table to express what the concerns of PEI are. What works as another program in another province, doesn't necessarily work in the Maritimes or PEI, and we need to be there to make these points when looking at developing national programs for the beef industry. Just a heads up; the PEICP will host the CCA's AGM here in August. This will be a great opportunity to see firsthand what happens at the national level. I encourage all producers to attend.

I would like to welcome our newest board member Kenneth MacEachern; representing Kings County. Kenneth has been with us a couple of months now and has been providing some good thoughts and ideas at our Directors' meetings. I am very pleased to have him on our Board. In the New Year, Derrick Annema will take over my position. Welcome to the PEICP Derrick.

I would like to take this opportunity to thank Brian, Jeremy, David, Sterling and Randal MacFarlane from DFPEI. As Directors on our Board, it has been a pleasure working with you gentlemen the past number of years. I would like to wish Brian all the best as he will likely assume the Chair position in 2014. And as beef producers, you can rest easy that your industry is in good hands with these individuals.

I would also like to thank Les Halliday our beef specialist. Our board works very closely with Les, and we are so fortunate to have such a knowledgeable person who cares deeply for our industry. Thank-you Les!

Finally our PEICP staff. Amanda Miller, our VBP Coordinator and part-time staff member has been a great asset to us this past couple of years. She is doing a great job. Traceability, Premise ID and Age Verification are all things that we, as an industry, will have to deal with in the future if we want to stay in the business. We are getting ahead of the game with Amanda and the work she is doing now. Thanks Amanda!

To our Executive Director, Rinnie Bradley. It is hard for me to put into words what Rinnie means to the PEICP and our Board. Until you are involved closely with a board, you cannot realise the work that goes into the day to day operations. I have been on the PEICP Board for the past six years, but it is in the past two years as Chair that I see what happens daily. Our industry is so lucky to have such a gifted and confident professional Executive Director. She truly has the best interest of PEI Beef Producers at heart. She is not only respected provincially by our board, but by other organizations here and in the other provinces. To Rinnie it has been a privilege to work with you. You certainly made my job easier and I thank-you!

Ivan Johnson, PEICP Chairman

Verified Beef Production:

Verified Beef Production (VBP) is Canada's on-farm food safety program for beef – a dynamic program to uphold consumer confidence in the sound practices of this country's beef producers.

Canada's beef producers already have a reputation for acting responsibly, but VBP takes that to a new level. Grass-roots driven and industry-led, the program is part of a broad effort by Canada's food providers to ensure on-farm food safety.

Why does the industry want this program? Customers of Canadian beef buy because Canada is a safe and wholesome source they can trust. But in order to maintain this trust, there must be improvement in each sector and food safety is top of mind. The VBP program is the cattle industry's sanctioned practices so we do our part.

The Verified Beef Production (VBP) Program has been making great progress on PEI. I have been offering kitchen table style workshops as well as group workshops this fall. Uptake of the program has been increasing steadily.

The VBP program covers standard procedures for animal health, medicated feed, checks for withdrawal times before shipping, and pesticides/manure. It also covers basic training so people

know what they are supposed to do, and what to do if something goes wrong.

After taking a workshop, producers apply the practices that apply to their operations. Record keeping components provide proof of practice, with sample forms available. The most common response from producers is that the program is easy to apply and understand.

Some producers choose the optional validation audit, where a cattle operation can become officially recognized as conforming with the program and promoting that aspect to their customers. Either way, Canada's beef industry benefits from this participation and the next customers in the chain are keenly supportive of what we can do.

Amanda Miller, Atlantic VBP Coordinator



Deadstock Removal Service:

The province, Dairy Farmers of PEI (DFPEI) and the PEI Cattle Producers (PEICP) have reached an agreement to cost share the deadstock removal service in PEI. The province has made a three year commitment of 350,000.00/year beginning April, 2014. The proposal from Maritime Pet Food (MPF) has been accepted and will cost just over \$806,795.00/year. Deducting the province's contribution, the remaining cost to industry is 456,795.00. This will be cost shared with DFPEI at 73% and the PEICP at 27%, based on last year's pickups. MPF has agreed to continue the service to the end of this fiscal year with current funding levels shared between DFPEI and the province.

The cost to the beef sector will be 123,334.65/year plus administration. The fee structure will be based on data collected from the updated Producer Registration Forms and will be determined in January. **All beef producers are required to fill out and submit the new PEICP Registration Form by December 31, 2013.** Details of the new fee structure will be revealed by January 31, and invoices will be sent out on Feb 1, 2014. Those who do not submit their registration forms, can expect to be billed a maximum fee for the service.

PEI Cattle Producers Membership Registration

Producers must register annually ([see Regulations](#))

Required Fields*

[Download PDF & Fax to Us](#)

Farm Name: _____

*Have you been a resident of PEI during the past six months?

Yes No

*Have you bought or sold 1 or more cattle in the past 12 months?

Yes No

*Are you over the age of 18 years?

Yes No

*First Name: _____ *Last Name: _____

To avoid duplication, please include the names of others commonly associated with your farm, i.e. family members, partners.

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

*Mailing address _____

*Civic Address (if different from mailing address) _____

*Village/Town/City: _____ *Postal Code _____

*County: Kings Queens Prince

Premise ID # _____

*Phone _____ : Cell _____

Fax _____ Email _____

*Business Type: Sole Proprietor Partnership Corporation

In order to facilitate the collection of fees from producers to cover the beef sector's share of Deadstock Removal costs, this next section is mandatory. When filling in this section, please keep in mind the following:

- You are asked to report on your ANNUAL INVENTORY and MARKETINGS for 2013.
- If you custom feed, you must report ALL INVENTORY and MARKETINGS from your farm, INCLUDING cattle you do not own. It is up to you, whether you pass this cost on to the owners of the custom fed cattle on your farm.
- The PEICP reserves the right to audit your operation to verify the number of inventory and marketings you have claimed.

*Please indicate which sector you belong to as well as the number of cattle for each category. Please note; all fields must contain a number. If you do not have any cattle in a category please insert the number "0". Inventory should include the average number of cattle in each category on your farm in 2013.

For the purpose of filling in the fields below, please refer to the following definitions:

Category/Sector	*Marketings	*Inventory	
Cow/Calf <input type="checkbox"/> Yes <input type="checkbox"/> No	#Bulls: _____	_____	Bull: active breeding bull or culled bull Female Breeding Stock: mature breeding cows, cull cows, bred heifers, un-bred heifers retained or sold for breeding purposes
	# Female Breeding Stock: _____	_____	
	# Feeders: _____	_____	
Backgrounder <input type="checkbox"/> Yes <input type="checkbox"/> No	# Feeders _____	_____	Feeders: calves or youthful steers or heifers raised for the purpose of finishing
Feedlot <input type="checkbox"/> Yes <input type="checkbox"/> No	# Finished cattle _____	_____	Finished Cattle: cattle being finished for slaughter
	Totals: _____	_____	

*How many animals did you dispose of through the deadstock removal service last year? _____

By submitting this form, I/We:
 certify that the information given on this application is to the best of my knowledge complete, accurate and true.
 understand the information collected herein will be for the sole use of the PEI Cattle Producers, and more specifically, that inventory and marketing information will be viewed only by staff and will not be shared with anyone else including Directors of the PEICP.

I/we understand that I/we will be in non compliance with board regulations on deadstock if I/we:
 fail to properly complete and submit the registration form, and will result in a maximum fee for deadstock being billed to us.
 fail to remit payment for deadstock fees
 In addition, by failing to remit payment for deadstock removal fees, I/we:acknowledge that my name not be in good standing with the PEICP unless payment has been received within 60 days of invoicing, and that my name will be forwarded to Maritime Pet Food and I/we will not receive deadstock pickup services until we are in good standing with the PEICP.
 acknowledge that I/we must allow seven days from the day payment has been received at the PEICP, to have my/our status reverted back to "good standing".
 acknowledge that my name will be forwarded to the Department of the Agriculture to make them aware that I/we are not in compliance with the deadstock service regulations.
 acknowledge that we could be subject to fines for the unlawful disposal of deadstock.

*Signature: _____

*Date: _____



MEMO TO: Maritime cattle buyers

DATE: November 18, 2013

SUBJECT: Purchasing out-of-province cattle

Please note that **anyone purchasing cattle** outside of their home province must remit the appropriate levy to the cattle organization **in the province where the** animal originated prior to that transaction.

The levy amounts, by province, are:

Province	Amount per Head	HST	Total Levy
Prince Edward Island	\$4.00	14%	\$4.56
New Brunswick	\$3.00	13%	\$3.39
Nova Scotia	\$3.00	15%	\$3.45

Further, any person who fits within the **definition** of a Livestock Dealer that purchases cattle **in NB and NS must be licensed as a Livestock Dealer**. License applications are available through the respective provincial cattle organizations.

Livestock buyers that are **not in compliance risk** their dealer license, in these provinces. We encourage you to be familiar with the regulations in the province(s) you are purchasing animals as there may be some variances. These regulations are enforced by the provincial cattle organizations, and their respective Provincial Regulations.

Non-compliant livestock buyers **also risk** the standing of their fellow cattle producers in NB or NS that must prove they have paid the levy on all cattle sold to qualify for funding programs and other member benefits.

PEI producers are eligible to deduct \$2.00 plus HST on cattle they purchase from producers within the province of Prince Edward Island.

We value our working relationship with cattle dealers from PEI, NB, NS, and beyond. We understand this levy process is not without challenges but, for our organizations to work effectively on everyone's behalf, we need to enforce the laws by which we are also held accountable.

We ask for your co-operation as we work towards a stronger future for our Maritime cattle industry.

Kindest regards,

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Prince Edward Island Certified Beef:



A couple of years have passed since work began on a brand that would recognise beef from Prince Edward Island, but we are finally there. The first two orders for the Prince Edward Island Certified Beef brand have been processed and delivered to our distributor, Dolan Foods of Toronto, ON. As with all new endeavors there are glitches that arise, but so far we have been able to address them all through the cooperation and support of the brand committee. They include representatives from the PEI Cattle Producers, the Culinary Alliance, the PEI Department of Agriculture and Atlantic Beef Products.

There are currently seven feedlots audited and licensed to supply the brand, and several more working toward certification. The PEICP has been working with a number of cow/calf producers who supply these feedlots, by helping them get their animals Age Verified, a recommendation that will be required within the first year of signing onto the brand.

We encourage all producers to consider the PEI Certified Beef brand as part of their marketing options and anyone interested can get the brand specs from the PEICP. This is a premium brand that provides a \$33.00/hd back to the feedlot and \$11.00/hd back to the cow/calf producer. For more information on the PEI Certified Beef Brand, please contact the PEICP office at 902-368-2229.



GF2 Beef Programming:

There are 5 different sections for Beef under the Livestock Development Programs: **Premium Sires; Seedstock Testing; Feed Efficiency; Purebred Heifer and Herd Health.** This year, applications are being administered through the PEICP. Applicants must have a **Premise ID, be registered with the PEI Cattle Producers, and attend a Verified Beef Production course.** Your Premise ID is a unique number created and issued by the Provincial Dept of Agriculture and Forestry. To verify your Premise ID number, please contact the Agriculture Information Desk at 902-368-4145. To register with the PEI Cattle Producers, go our website at www.peicattleproducers.com. To schedule an appointment for the VBP course please contact our office and speak to Amanda. Details on the Programs are as follows:

Premium Sires: Purchased bulls will be eligible for an incentive of \$250 for bulls that are physically and structurally sound (vet checked), have an adjusted yearling weight of 950 lbs and registered in the name of the applicant.

- Bulls that have at least three production or carcass EPD's above breed average, will be eligible for an extra \$50.
- Evaluated bulls with an Igenity score of at least 5 for marbling, ribeye size or tenderness will be eligible for an extra \$50.
- Evaluated bulls with a negative RFI (higher efficiency) would be eligible for an extra \$100 incentive. A bull is eligible for the incentive once only in its lifetime.
- Maximum assistance will be \$450.

Seedstock Testing: Assistance may be provided in areas of growth traits such as feed efficiency, growth rate, fat deposition and muscling. Identifying innovative genetic pre-disposition for brand carcass traits, marbling, ribeye size, and tenderness.

- Consignors of test station bulls and heifers will be eligible for \$250 for each animal tested.
- Bulls and heifers on home test will be eligible for a \$50 incentive to identify genetic potential using DNA evaluation.

Purebred Heifers: (replacement or purchase) will be eligible for an incentive of \$200 for a heifer confirmed pregnant, registered in the name of the applicant and have at least three production or carcass EPD's above breed average. The maximum number of heifers eligible will be five OR 10% of the numbers of mature females in the existing herd; whichever is greater. Heifers with minimum genetic evaluation scores of 5 or higher (using Igenity system) for marbling or ribeye size or tenderness will be eligible for an extra \$50 incentive. Heifer is eligible for the incentive once only in its lifetime. Producers are encouraged to use weaning weight data as initial selection criteria, but other traits such as conformation, pedigree, and disposition should play a key role in the final selection. Applicants are responsible for all veterinary fees associated with confirming the pregnancy status of the replacement heifers. Dairy or dairy type heifers are not eligible under this incentive.

Feed Efficiency: Assistance may be provided for: ration formulation, feed and pasture soil analysis (up to 50% of cost); source and Age Verification protocols (\$50/herd for documented (birth certificates); feeding enhanced levels of vitamin E to meet brand specifications (\$3/hd for each finished animal which qualifies); and trace mineral supplement bolus (\$10/double bolus).

Herd Health: Assistance may be provided for the implementation of documented on-farm whole herd health protocols.

- Cow herd including bulls are vaccinated annually for IBR, BVD, PI3, BRSV.
- Calves are castrated a minimum of six weeks prior to sale and less than eight months of age.
- Calves are dehorned a minimum of six weeks prior to sale.
- Calves are vaccinated and boosted for IBR, PI3, BRSV, BVD as per manufacturer's protocol.
- Calves are treated with endectocide for internal/external parasites.
- Completed Herd Health questionnaires are required.