

December 2006

The President's Message

By Darlene Sanford

The Prince Edward Island Cattlemen's Association held their organization's 30th Annual Meeting on Tuesday, November 28th at the Farm Centre. The evening's agenda included the business portion of the meeting, followed by an update on current issues, a look back at the Association's last 30 years, recognition of past presidents and directors and an Age Verification demonstration. It concluded with a lunch featuring beef-on a bun.

The Maritime Beef Council continues to meet on a regular basis to address the issues identified at last November's planning session. The recent Maritime Beef Conference idea was seen to fruition by an organizing committee assembled by the Council. This regional initiative provided Maritime beef producers with valuable information and ideas they can use within their own operations. Presenters also reinforced the idea of all sectors of the Maritime beef industry working together. The idea of a regional group comprised of all members of the beef value chain continues to generate interest and will no doubt be explored further.

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AAHF - Robert Acton

Age verification is fast becoming an asset to producers with cattle to market, whether it's a cow/calf producer whose calf has a birthdate tied to its RFID tag, or a feedlot able to verify that it's market ready animal is under either twenty or thirty months of age. The practice of linking a date of birth with an RFID tag number and recording this information within a national database has the potential to save the Maritime beef industry approximately **\$1 million** per year. The added processing required and the loss of value to the producer, when dentition mistakenly identifies an animal as over thirty months of age, represents huge costs to the Maritime beef industry. By doing something most producers already do, recording birth dates or the first day of calving, and linking those dates to ear tag numbers, the job is almost done. The one final step of submitting this information to the database can be completed by a producer or third party can be authorized to enter the information on a producer's behalf. The most important thing to remember is to start **NOW**. There are people out there to help producers with questions, technical issues, and even to submit the information, but the first step is to record the RFID tag number and keep track of the date of birth.

On behalf of the board and staff of the PEICA we would like to wish you all a safe and happy holiday season!

The PEICA office will be closed over the Holiday Season from Friday December 22 at 12:00 noon until Tuesday, January 2, 2007. If you have an important issue you can reach Darlene Sanford at (902) 439-3248

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/railreport.html	
Alberta Daily Market Report	www.albertabeef.org	
CFIA (transportation emergencies)	www.inspection.gc.ca	OR 1-877-814-2342

PEI FEDERATION OF AGRICULTURE'S FARM HEALTH AND SAFETY PROGRAM IS OFFERING THE FOLLOWING PROGRAMS

Forklift December 14, January 23, February 20, March 20
From 8:00 am to 4:00 pm

Fall Protection February 13 & 15
From 7:00 – 10:00 pm

Phone: 902 368 7289 or 439 0599 Visit the Farm Safety website for detailed information

Fax: 902 368 7204 www.peifa.ca/farmsafety E-mail: marilyna@peifa.ca

Workshops delivered by the Farm Health and Safety Program

Question/Answer Session on OH&S Act's Farm Safety Code of Practice with the FH&S Program coordinator Marilyn Affleck and Janice Whalen, Farm Safety Specialist, WCB

What changes will I have to make on my farm to Comply with the Occupational Health & Safety Act? Do workers have Responsibilities under the Act?

Farm Centre, Charlottetown

9:00 – 10:30 a.m.

Tuesday, December 5

+ extra 40 minutes to each session
For Lockout/Tagout Procedures
Earl Affleck, Certified Trainer

Access PEI, Summerside

9:00 – 10:30 a.m.

Thursday, December 7

+ extra 40 minutes to each session
For Lockout/Tagout Procedures
Earl Affleck, Certified Trainer

PEI FEDERATION OF AGRICULTURE'S FARM HEALTH AND SAFETY PROGRAM WITH SPONSORSHIP FROM



Farm Credit Canada
Agriculture. It's all we do.

Canada

OFFER ONCE AGAIN 50% off on **EMERGENCY FIRST AID TRAINING COURSE**

Regular Cost: \$50.00 SPECIAL COST \$25.00 (Limit 2 per farm)

Tuesday, December 12, 2006 and Tuesday, February 6, 2007

At the Farm Centre, Charlottetown, Room 106 & 107, 8:30 am – 3:30 pm

And on Wednesday, November 22, 2006, and Tuesday, March 13, 2007

At Slemon Park Inn & Convention Centre, Slemon Park, 8:30 am – 3:30 pm

REGISTRATION LIMITED - PRE-REGISTRATION REQUIRED

For more information and to Registration Please Contact Marilyn Affleck at

(902) 368 7289; wk (902) 887 2507 hm; cell (902) 439 0599

E-mail: marilyna@peifa.ca

Website: www.peifa.ca/farmsafety

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.

Free Third Party Age Verification for Producers

The PEI Cattlemen's Association has signed a contract with the Maritime Beef Testing Station for the input of third party age verification information for Island producers. This project has been established to encourage all producers to age verify their animals. This service is free of charge to producers, however; producers will be required to fill out a Third Party User Application form with the Maritime Beef Test Station, and once this has been completed, producers can fax their birthdate data to the test station for input. A copy of the birth certificates and the reference number for the data will be sent directly to the producer. To obtain the Third Party User Application form, please contact the PEICA office at 368-2229.

Future Tech West

Future Tech West is pleased to announce the launch of www.efarmportal.ca. Elements of the agricultural sector are often widely dispersed geographically, socially, economically, and politically. The Internet provides a capability and potential for breaking through such impediments, enhancing co-operation and collaboration. It provides a capability for establishing virtual groups and virtual teams that, collectively, through innovation, can contribute to development of the agricultural sector.

eFarm provides access to information as well as valuable tools such as RFID solutions, Collaboration Tools, Business Management Tools and Tools to bring groups of people informally

related through shared expertise and a passion for agricultural activities to form networks of people identifying problems and issues, sharing approaches, learning from each other, and forming natural communities of practice.

Visit Us online at www.efarmportal.ca and www.futuretechwest.com

You are invited to... Join the Future of Agriculture

Introducing VCM Workshops. VCM Workshops provide instruction on value chain management – an innovative strategy helping businesses like yours be more competitive and make more money. It's one of the most talked about concepts in agriculture today. Already, producers like you are working to develop partnerships that allow them to respond differently to market demands. It could change the way you practice the business of farming.

Start with a one-day introduction. To help you learn how value chains can work for you, you are invited to take a one-day introductory course. It was developed specifically for farmers by the Canadian Farm Business Management Council (CFBMC) with support from host partners across the country, including the PEI ADAPT Council.

During this interactive, hands-on course, you'll learn:

1. The principles and benefits of VCM
2. Whether you're ready to participate in a value chain
3. About successful agri-food value chains
4. Ways to apply VCM in your business

Register today. This VCM workshop will be held at the **Rodd Charlottetown Hotel** on **Friday, December 8, 2006** from **8:30 a.m. to 4:30 p.m.**

Space is limited, so reserve your seat today by calling Ronda Bellefontaine at **1-877-629-1845**.

Information on the content of the workshop is [found at:](#)

www.farmcentre.com/english/vcm/workshop.php



Director Profile

Cameron MacDonald Secretary/Treasurer

Cameron is currently serving his third year with the PEICA. This is his first year on the executive serving as secretary/ treasurer.

Cameron and his wife Barb, live in Cape Wolf with their ten year old son Jordan. Together they operate an 800 head operation consisting of a custom cow/calf, custom finishing and owned finishing. Cameron represents the PEICA on the Agriculture Sector Council, and is currently a member of the Future Farmer Organization. When Cameron isn't busy farming he enjoys being involved with his church, the Elmsdale 4-H club or skiing at Brookvale.

4-H Showmanship Award Winners

The PEI Cattlemen's Association is pleased to announce that it will be the major sponsor for three levels of Beef Showmanship at the PEI Annual Royal Youth Fair. Winners will receive a take home trophy and their names will be added to a perpetual plaque that will be hung in the PIECA office. The first recipients of the PEICA prizes for 2006 are as follows:

**Champion Junior Beef Showmanship -
James Worth of the North River 4-H Club**

**Champion Intermediate Beef Showmanship
Jason Cameron of the North River 4-H Club**

**Champion Senior Beef Showmanship - Jenna
Youland of the North River 4-H Club**

Reminder — 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 Dept as soon as the test has been completed.

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

Christmas Gifts

Beef Cook Books - \$10:00
White aprons and T-Shirts carrying the "I Love Canadian Beef" logo across the front available from the PEICA for \$20.
T-Shirt sizes are M or L.

Call Rinnie at 368-2229



Cows for sale

60 exotic cross cows for sale
Contact: Bobby O'Brien 626-9178

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.



The ABP Inc has been exploring new niche markets for natural beef products which could potentially generate a premium for the producer. However, strict whole herd health protocols using modified live vaccines are necessary to ensure that feeders make an easy transition into the feedlot, reduce dependence on antibiotics and ensure a large proportion qualify for higher value natural programs to satisfy consumer demands.

The objectives of the herd health program are:

- 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 to create a value added marketing opportunity
- To give feedlot owners the opportunity to purchase age verified feeders from herds that have participated in the herd health program.
- Help create marketing networks in order to help feedlot producers purchase verified herd health program feeder calves

Producers' requirements

- * Complete program questionnaire with administrator guidance
- * Producers will be eligible for \$5/cow-calf pair enrolled in the program.
- * Producer must show receipts from vaccine and dewormer purchases.
- * Producer must keep health protocol records on forms supplied by program administrator

Vaccination programs have tended to focus on the feeder calf but some veterinarians refer to this as buying crop insurance on last years crop. When using killed BVD, PPI3, BRSV and IBR vaccine the calf will be protected against these diseases unless it was infected with BVD while in the uterus. Under these conditions the virus incorporates its genetic code into the calf's genetic code and as such its own immune system does not recognize the virus as a threat. The calf becomes a large virus factory shedding particles for the rest of its life. The BVD virus not only cause diarrhea but it compromises the lungs allowing pneumonia to develop, or it works on female reproductive tract causing fertility problems. **However, there are ways to protect against this virus and it requires diligence on behalf of the cow-calf producer to switch to a modified live vaccination (MLV) protocol where cow and calves are immunized.** Timing of the first MLV shot is a stumbling block for producers because it must be given when she is open but in subsequent years it can be given when she is still pregnant. Replacement heifer which have been vaccinated as a calf can be boosted while pregnant.

The pilot program in 2005 was conducted with approximately 500 cow-calf pairs and the initial feedback was positive. Producers commented that the calving window was considerably shorter, calves appeared healthier and they anticipated heavier weaning weights.

Producers interested in participating in this program for 2006/07 are asked to contact Rinnie at 368-2229 or Les at 569-7639

Verified Beef Production Streamlines Program



The Verified Beef Production™ program has adjusted its requirements at the farm and feedlot level. This program, developed by the Canadian Cattlemen’s Association, has been designed to complement food safety programs underway at processing plants and at retail.

“We have revised the Producer Manual to enhance focus on food safety, with reduced paperwork and simpler auditing procedures,” says Terry Grajczyk, national program manager. “We will deliver the updated program at our fall workshops.” Requirements were initiated by a technical team and reviewed by beef producers for a more practical and streamlined effort.



Over 3,600 producers across Canada have taken a VBP workshop.

The program continues its focus on meeting withdrawal times for animal health products or feed medications, and to reduce the potential for broken needle fragments in live cattle. “We still have a need for some records, in order for producers to demonstrate what was done. However many producers can use the records they already have,” says Grajczyk. “We also adjusted the audit sequence to one initial audit, then a series of records assessment or self-declarations annually over an eight year period. This will help us reduce costs while still maintaining a credible program.”

Benefits of Verified Beef Production (VBP)

- proof of responsible actions
- improve awareness of food safety risks
- readiness should market require it
- improved use of animal health products
- optional: authenticity of 3rd party audit
- take credit for what you’re doing
- tool to develop branded products
- basis for training staff/family members
- satisfaction of doing things right

Major changes include reducing the complexity previously required for mixing medicated feed, removing signed protocols, and adjusting some wording for clarity. Standard operating procedures still exist for use of animal health products, medicated feed or water, cattle shipping, and pesticide control. The difference in the new manual is that some requirements are noted as “Must Do’s” and some are recommendations. Producers will be expected to apply those recommendations which make sense on their operations.

Additional work is underway on a revised website, to add an option for on-line training. This could help those producers who are long distances from workshops or prefer to learn on their own. A new pocket record book will be ready for next calving season, including space for age verification data as a convenience.

Prince Edward Island’s coordinator for the Verified Beef Production (VBP) program, Rinnie Bradley, can be contacted to set up a workshop or for further information. She can be reached at (902) 368-2229 or email cattlemen@eastlink.ca.

Verified Beef Production™ is Canada’s beef on-farm food safety program under *Quality Starts Here*. It is delivered in the province by the PEI Cattlemen’s Association.

BIC active participant at first annual Maritime Beef conference

The first annual Maritime Beef Conference was held on October 27-28 and deemed a tremendous success. The Beef Information Centre (BIC) attended this conference organized by the Maritime Beef Council and found the experience exceeded all expectations.

“By attending the Maritime Beef Conference, I was able to talk to east-coast producers directly and shed light on how check-off marketing dollars are invested across North America,” says Jeff Trafford, director of U.S. marketing services for BIC. “This is a great opportunity to connect with the people that we’re accountable to.”

BIC had the opportunity to meet with more than 120 delegates and many walk-in participants over the course of the two-day event. “BIC was given the opportunity to sit on a simulated panel of advisers as a part of the supply chain management demonstration by Anne Anderson and was able to give a profile of BIC and its strategic direction to the entire audience,” adds Trafford. “It is extremely important for BIC to share the progress of our initiatives and their impact on the Atlantic region with the producers who fund us.”

BIC currently provides marketing services for Canadian beef in Canada and the United States, for both fed and non-fed beef. BIC’s mission is to increase the demand for Canadian beef and optimize the value of beef products for the future.

The supply chain management demonstration also established that partners in the beef industry would be potential key advisors to the Maritime Beef Council and that BIC could be a valuable contributor. “This is an exciting time for our industry, and valuable partnerships such as those that were made at the Maritime Beef Conference can only help to strengthen the Canadian beef industry,” says Trafford. “BIC was pleased to have been a part of this show.”

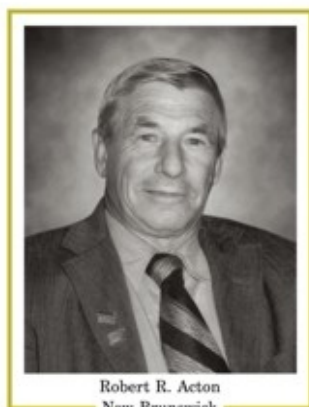
Open Farm Day 2006



The P.E.I. Agriculture Awareness Committee was pleased to have three Island beef farms participate in the 5th Annual P.E.I. Open Farm Day on Sunday September 24th. Wilsim Farms, Irishtown; Frey Lawny Farms, Cornwall; and J.E.M. Farms, Earnscliffe opened their gates to the Island public who took the opportunity to learn more about where their food comes from. The theme *Fresh, Healthy, & Local* reinforced the effort that goes into producing the Island’s high quality food. Visitors were provided with educational tours, grooming demonstrations, interactions with the animals, descriptions of meat cuts and the opportunity to talk with farmers and ask questions about their operations. The event attracted 3200 visitors to 19 host farms across various commodities.



Wendy Weatherbie
Executive Director PEI Agriculture Sector Council
Photos taken at Frey Lawny.



Robert R. Acton
New Brunswick
2006

Robert Acton's leadership and longstanding service have contributed significantly to the betterment of the Atlantic agricultural industry. Born March 1st, 1938 in Midgic, NB, Robert completed his early education in Sackville schools. In 1955 he went on to graduate from the NB Agricultural School in Fredericton. Robert's love of farming and aptitude for business, led him to return to the family farm in Cookville. There he was involved in the management of one of the largest beef cattle operations in the Maritimes.

In 1957 Robert married Alma Fury, of Pte de Bute NB. Robert and Alma established RA Farms Ltd, a modern progressive cattle feedlot operation based in Cookville. Together they and daughters Debbie, Donna and Darlene formed a dynamic farm family, fully engaged in all aspects of community life and industry development. Despite the stresses and time demands of his own farm business, Robert's contributions to the well being of his industry and his community can best be described as generous and unwavering. His knowledge of the industry and his expertise as a stockman, livestock judge and cattle buyer have made him a valuable resource person in animal industry circles both near and far. His leadership and wise counsel have helped influence the farming industry in a positive way at all levels ranging from his local community to the national level.

During his career Robert has been President of the NB Federation of Agriculture and the NB Cattle Producers Association. He has served on the Board of Directors of the Canadian Federation of Agriculture and the Canadian Cattleman's Association. He has been actively involved in development of national standards and policies on issues ranging from carcass grading to income stabilization to animal research. He was a founding member and chair of the Maritime Beef Marketing & Development Group, responsible for creation of the award winning "Atlantic Tender Beef Classic" beef brand. Robert has also been a founding member of the Atlantic Beef Producers Co-op, the body representing producer-owners of the Atlantic Beef Products Inc processing facility

Upcoming Events Calendar



Value Chain Management Workshop

December 8, 2006 9:00 - 4:30

Rodd Charlottetown Hotel

Contact: Ronda Bellefontaine

1-877-629-1845 or rondab@peifa.ca

Agenda at:

www.farmcentre.com/english/vcm/workshop.php

PEI Federation of Agriculture Annual General Meeting

Date: Jan 26, 2007

Dutch Inn, North River

Contact: PEI Federation of Agriculture

Phone: 368-7289 Fax: 368-7204

Website: www.peifa.ca

Ontario Cattle Feeders Convention

January 11 - 13th, 2007 London, Ontario

If interested in attending call me at 569-7639 and I will put a proposal together for funding through ADAPT. Agenda at:

www.beefindustryconvention.com/schedule.htm