

November 2005

The President's Message

By Darlene Sanford

The weather is quickly cooling off as we head into another Island fall season. We experienced three weeks of heavy rain and for many producers it was a challenge just to get their crops harvested. There is still lots of work left to do outside, but the focus tends to turn to other projects at this time of year, and for the Directors of the PEI Cattlemen's Association this fall is no exception. A Strategic Planning Session for the Maritime beef industry has been set for November 25 and 26 at the Memramcook Institute in New Brunswick. The three Maritime beef associations will meet to discuss many common issues that could be better handled from a Maritime perspective. Already these three groups have worked together on issues such as the proposed closure of the Nappan Research Station, with representation on the Nappan Working Group, the development of a fair compensation package to assist producers in the BSE crisis (unfortunately it was turned down by the Federal Government), and the development of Atlantic Beef Products Inc. It is important that we continue to work cooperatively as this will enable us to gain better recognition both on the Federal scale, and within our own National industry.

As president of the PEICA, I have been to several National meetings including the CCA's Semi-Annual meeting in Kamloops, BC and the Beef Information Centre (BIC) Committee meetings in Calgary. I am also scheduled to attend additional BIC meetings during the week of November 14th to review the final draft of the strategic plan which BIC has just completed to guide them through the next ten years. It is crucial that BIC remains focused on the task of ensuring Canadians continue to eat beef.

The PEICA has been working on various projects over the past few months. A meeting with representative from the Department of Agriculture and Environment was held to discuss changes to the Sustainable Resource Conservation Program. These changes have affected the level of funding available to beef producers, and the PEICA is working to have this program reinstated. As the Quality Starts Here Program continues to gain momentum nationally, it is beginning to attract more attention here in PEI. The QSH program provides tools producers can use to manage the documentation required in managing beef herds. This program applies to both cow/calf and feedlots, and works well with initiatives like the PEI Herd Health program and Branded Beef strategies. The PEICA also participated in a review of the research priorities of the Island's beef industry. After consultations with industry representatives, these priorities were presented at the Regional Consultations on the Science and Innovation Strategy of Agriculture and Agri-Food Canada. Recently the PEICA sponsored a presentation by Kane Veterinary Products to discuss various RFID technologies, and the cattle identification requirements of the Canadian Cattle Identification Agency, as well as a presentation by a CFIA veterinarian Dr. Doonan from Ontario, on the changes to the Health of Animals Act with regards to the transportation of compromised animals. Both information sessions provided lots of useful information to those who attended.

On December 5th, the PEICA will be holding its 29th Annual General Meeting at the Farm Centre in Charlottetown beginning at 7:00pm with a meet and greet, followed by the Business meeting at 7:30pm. We invite all producers to attend to find out the latest about their association, and take the opportunity to socialize with your fellow producers. Hope to see you there!

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Contact Information

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

Suggestions for Improving Farm Biosecurity

Canadian Food Inspection Agency

Proper use of disinfectants

Methods for destroying disease-causing agents include steam cleaning, fumigation, and chemical disinfectants. Some products will kill bacteria, but not viruses, and most will not kill spores. **Soil and organic matter rapidly inactivate most disinfectants, so it is important to first thoroughly clean the objects with warm water and detergent.** Then apply the appropriate disinfectant. Footbaths are important, but only work properly if boots are washed before using the footbath, and by keeping the disinfectant properly replenished. Your veterinarian or provincial extension agent can advise you as to which disinfectant is most suitable for your application.

Minimizing the risk of introducing disease

Bringing new animals onto the farm poses the risk of spreading disease.

- Consider vaccinating your herd, including new animals, against the common diseases in your area. Your veterinarian can advise you as to the best choice of vaccines to use.
- Quarantine new arrivals for at least 2 weeks. Confine the animal to a separate pen that does not allow nose to nose contact with other animals, and does not share feed and water supplies.
- Buyer beware! Purchase from herds with a known clean health status.
- Livestock feed obtained off-farm should be from known, reputable sources.

Farm Visitors

Accepting visitors from countries with serious animal diseases requires special precautions. They must not be allowed contact with susceptible species on your farm unless a thorough cleaning and disinfection process has been followed, and there has been a gap between their visit and any previous contact with susceptible species in their country.

Low risk visitors

Visitors coming from urban areas, who have no other contact with livestock, pose very little risk of spreading disease to your livestock.

- Ask visitors to arrive on the farm with clean clothing and footwear. Dirty boots must be cleaned and disinfected before proceeding, or provide your own clean boots or disposable footwear.
- Accompany visitors and ask them not to enter pens, or contact the animals. When visitors leave, ask them to wash soiled boots and hands with water and detergent.

Moderate risk visitors

People that travel from farm to farm, but have no direct contact with livestock pose a moderate risk for disease transmission. These would include salesmen, feed distributors, farm equipment mechanics, and various types of inspectors. Take the same precautions as above with additional requirements:

- Clean coveralls should be worn if there is any contact with feed, water, soil samples, manure or farm equipment.
- Sampling equipment should be cleaned after each use.
- When leaving the farm, dirty boots must be cleaned and disinfected, and soiled coveralls should be removed before entering the vehicle.

High risk visitors

These are visitors that travel from farm to farm and have direct contact with livestock.

These would include veterinarians, inseminators, processing crews, livestock haulers and neighbours.

Take the same precautions as above with additional recommendations:

- Visitors should arrive with clean outerwear, boots and equipment. Vehicles and livestock trailers should be clean prior to arrival on the farm.
- Livestock instruments and equipment should be clean and sterile before use. (BUT do not use chemical disinfectants on syringes or needles used to deliver live vaccines!) Use disposable needles and syringes wherever possible.
- Wear disposable plastic sleeves and gloves whenever there is direct contact with body fluids, tissues, or excrement.
- Before leaving the farm, soiled equipment and footwear must be cleaned and disinfected.
- Wash hands with detergent. Remove dirty coveralls before entering vehicles.
- Protect the health of your and your neighbours' herds by asking them to respect your protocols.

To summarize, you are in the best position to safeguard your herd and your pocketbook from these and other infections by following basic principles of disease control and prevention:

- maintain a closed herd/flock
- purchase from known healthy sources
- isolate purchases
- restrict visitors
- practice good biosecurity. Insist on clean footwear, clothing, and equipment
- identify all animals
- keep accurate records.

APRON WINNERS

Congratulations to the lucky winners of the
"I Love Canadian Beef" aprons:

Crapaud Exhibition: Cathy O'Grady, York

Prince County Exhibition: Leigh Oliver, Alberton

Old Home Week: Eleanor MacLauchlan, West Royalty

Dundas Plowing Match: Colin MacAdam, Halifax

L'Exposition agricole et le Festival acadien de la Region Evangeline: Beulah Costain, O'Leary

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

What's All the Buzz about Value Chains?

Defining a value chain starts with defining a supply chain. Simply put, a supply chain is all of the businesses that have a hand in getting a product into consumers hands. In the case of agriculture, the businesses in the supply chain include input suppliers to agriculture, farmers, truckers, processors, retailers and others. The product is usually food.

A supply chain becomes a value chain when the businesses in the chain work together to provide more value to the consumer while, at the same time, realize benefits from creating more value. Benefit can mean more market share, higher price, cost savings, better information or a secure market.

When businesses in a supply chain start working together, this becomes a value chain partnership. For a farmer, being involved in a value chain partnership adds another dimension to the management of the farming operation. It involves a new level of trust and openness with others in the chain, new communication channels, new information sharing, a different style of negotiating and making agreements and, above all, understanding what value is to others, to yourself and to your business.

The number of examples of value chains are increasing. The beef processing plant in Borden is the result of a value chain partnership. The partnership has existed for a long time and has changed over time. Throughout all of it, the one constant has been the focus on providing a high quality beef product that is consistent from one meal to the next for consumers. The farmers that raise the cattle for this program have had to make changes and it has been, and continues to be, challenging. However, Atlantic beef producers have a local plant where they can ship cattle, they have a market for cattle and they know how the cattle are priced before shipment. They are also facing opportunities to produce for new products and new markets through the plant.

The Ontario Veal Association decided to become involved in value chains and hired a consultant to help them work with a food retailer in Ontario. The results for the retailer were increased sales and a higher value product for their customers. The results for producers were secure markets at a premium price - even during the BSE crisis. This did not

come without significant investment and changes in management at the farm. However, the results were good for the farmers.

The larger companies have been active in value chain management for some time now. Sainsbury, a large retailer in the UK, and Kraft decided to work together with the goal of increasing shareholders returns by being "First for Food". They wanted to provide the consumer outstanding quality, great service and competitive cost while increasing profit by working faster, simpler and together. And they did it, experiencing sales growth, stock reduction and operational cost savings. Walmart is a master of value chain management.

Active participation in value chains is certainly not "the answer" to solving the farm income crisis. However, for some who are interested in continuing to farm in a highly competitive system, while still being profitable, it's a viable option.

More Power in the Marketplace ...

Means being in tune with consumer trends - understanding them and knowing where they're headed.

The Farm Income Improvement Committee, together with Agriculture and Agri-Food Canada, is pleased to present Diane Wetherall, Senior Market Development Officer, who will talk about Consumer Trends to 2020.

Date: Tuesday, November 29, 2005

Location: Dutch Inn, Charlottetown
1:30 - 4:00 p.m.

OR Loyalist Inn, Summerside
7:30 - 10:00 p.m.

Information will also be presented on the progress to date of the Farm Income Improvement Committee, ADAPT's Value Chain Advisory Committee and information on upcoming sessions and workshops. The sessions are open to anyone in the agriculture and food industries - farmers, processors, distributors, retailers, and people that support these industries. Refreshments and an opportunity to network will close the session.

The session is provided at no charge, but space is limited. Please register in advance. To register or to request more information, contact Ronda Bellefontaine by phone at 629-1845 (toll free 1-877-629-1845) or e-mail at: rondab@peifa.ca.

Home Testing of Bulls

In recent weeks I have had a number of calls from producers enquiring about the guidelines for the Premium Sires Program as it relates to home tested bulls. The following guidelines apply to both home test and station tested bulls.

One point of clarification between the two maritime test stations: In the case of the PEI Bull Performance Centre (not testing this year), the breeding soundness exam and ultrasound are normally completed prior to the sale and the relevant test information submitted to the Department as required by the guidelines. For the Maritime Beef Testing Society at Nappan, the test information and ultrasound data are normally provided but the bulls are **NOT** subjected to a breeding soundness exam. The onus will be on the purchaser to have this completed in order for the bull to be eligible for the program.

Applicants will be eligible for assistance of \$350 for each bull which meets the following criteria:

- A bull is eligible for assistance once only in its lifetime.
- Eligible bulls must undergo a breeding soundness exam which includes an external and internal palpation of the sex organs performed by a qualified veterinarian and should include semen testing (taking into consideration the age of the bull). Bulls must pass the breeding soundness exam and be recommended for breeding purposes by the veterinarian. Proof of completion of the breeding soundness exam must accompany the application.
- Eligible bulls must be performance tested either on a supervised home test or at a test station. **For home test bulls, starting weights must be submitted to the Department within 30 days of the start of the test. (Ph 569-7639 or fax 368-5729).** Bulls must have a minimum adjusted yearling weight of 900 pounds.
- An applicant is eligible for a premium sire incentive per 40 breeding females (or less) every two years.
- Applicants will be eligible for assistance of \$450 for each bull which meets the above criteria plus the following:
- Eligible bulls must have completed an ultrasound test which includes a report on the backfat, ribeye area and marbling. The percentage intramuscular fat (marbling - Beef QOM) must be greater than 3.5%.

Beef Seminars

Dr Bill Sanders (Intervet Canada) will be presenting a couple of seminars for cow/calf and feedlot producers on :

“Opportunities to Improve your Bottom Line”.

Date : November 23, 2005

Where: Linkletter Inn, Summerside

1:30 - 3:00 pm

OR

Farm Centre, Charlottetown, Room 105

7:30 - 9:00 pm

Please pre-register with Rinnie at 368-2229 or Les at 569-7639 to help us plan seating, refreshments & photocopying etc.

Guidelines for Transporting Cattle, Sheep & Goats

The enclosed insert was prepared for the Ontario Farm Animal Council and is intended to help producers deal with the new regulations for transporting animals and it should be displayed close to your loading and handling facilities.

The flow chart is a guide to help you determine if an animal should be loaded or not.

If in doubt contact your local veterinarian or the CFIA (transportation emergencies) **1-877-818-2342**

Doc Sez.... Let's Get Back to Doing it Right

With the re-opening of the American border to the export of Canadian cattle under thirty months of age, beef cattle producers have breathed a collective sigh of relief. Prices have improved, there are more options available to us, and some optimism has returned to the industry. Now it's time to fix up many of the problems we have created for ourselves over the past two years, time to break the bad habits that we have got into with our herd management.

Calf Health Programs:

Manitoba has been getting a bad wrap for years regarding the health status of our beef calves – and some of it has been justly deserved. I'll accept a shortage of cash as a reason for failing to perform routine herd health procedures. I won't accept ignorance, laziness, or downright dishonesty. As a feedlot operator, I want calves from a herd with a proven health record, a herd where horns and testicles disappear right after birth, a herd whose owner is proud of the calves he sells.

Testicles – pretty straight forward, count to two and put 'em on the ground. No excuses for one belly nut, let alone two. Castrate early, castrate correctly. If you need help or training, give your local vet or livestock specialist a call. Some day we will find a way to penalize the guy who can't get this simple job done right.

Horns – either get into polled cattle, or get those horns off early. Don't sell me a horned calf, or a recently dehorned one. Saskatchewan has it right – maybe we need a horn tax, to make the producers smarten up.

Vaccinations – BVD continues to be a huge issue. The only sure fire way to control the disease is a well-designed and delivered pre-breeding vaccination program, followed up with a calf vaccination program. Other diseases – Blackleg, IBR, pneumonia, Hemophilosis, etcetera – all need preventative vaccinations as well. The calf should arrive at the feedlot needing a simple booster program on arrival.

Parasites – lice, warbles, and worms should be a thing of the past. Treat with a pour-on parasiticide and get rid of the problem while adding pounds to your calf crop.

Implants – I'm not going to debate the hormone issue here. You decide – but if you're in the game, implant properly, on a schedule, to get the best bang for your buck.

Weaning and adjustment period – get those calves off the cow early, adjust them to feed and water in the feedlot, get them well settled in long before winter. Stress is a killer – so minimize it by proper management through the fall season. Don't simply pass the problem on to the next person in the chain.

Cow Health:

We've all broken the rules in the last two years, extending the breeding season, keeping infertile cows around, not culling for feet, legs, udders, eyes, lumps and bumps. Time for a reality check – get rid of those

cows that are more of a liability than an asset, start the move back to a young, healthy, productive cow herd. Be ruthless – remember just how much it actually cost you to carry over some of those cows that you simply couldn't afford to sell at those rock bottom prices. Preg check the cows – get rid of the opens and the lates. They didn't make you any money last year; they'll lose you even more this year. Treat the herd for parasites, test your feed, and get started early on a fall/winter feeding program to gain some body condition before the real cold weather settles in.

Crystal Ball Gazing:

In other commodities, most notably the pork industry, there has been almost universal uptake of quality assurance programs. Why? Because the major purchasers of the products said – be able to verify your participation in the Canadian Quality Assurance program, or forget about selling to me. Now, CQA is bringing forward an animal care module that will put the same pressure on producers to verify their animal care practices.

What does this mean to the cattle producer?

Someday soon the feedlot and the slaughter plant will demand the same of you. Without verification of participation in a Beef Quality Starts Here program, verification that you are using acceptable animal care procedures on your farm and ranch, you may not be able to find much of a market for your calves.

The feedlot operator has had it with sick calves, dead calves, belly nuts, horns, no vaccinations, no parasite treatments. And the packer wants a pretty sound guarantee that the fat cattle he is buying will have no carcass non-conformities when they are hung up on the rail. These two segments of industry are done taking the loss for primary producers. The opportunity is here for the astute producer to follow all the best management practices, retain ownership of his cattle, and reap the rewards when the steer hits the rail. The opportunity is also there to hook into one of many beef value chains, follow your steer through to the consumer plate and reap even bigger rewards.

Conclusion:

Do it right and you'll make good money as this industry of ours rebounds. Do it wrong and you'll be left in the dust, maybe even out of business. The choice is yours.

Until next time...

Article by Dr. Allan Preston DVM, reprinted from the September 2005 issue of Cattle Country with permission from the Manitoba Cattle Producers Association.

Beef It Up For Kids



**IWK Health Centre
Foundation**

This campaign was designed by producers who wanted a chance to give back to their community for the consumer support they received throughout the BSE crisis, by utilizing commercial beef for the benefit of the IWK Children's Hospital in Halifax, Nova Scotia. It was initiated by producers who were seeing little financial return from their cull cows being sent to market, so, as an alternative, producers can arrange to send one or several of their cull cows to market with all proceeds going to charity. Almost everyone can relate a story of a relative or friend whose child received treatment at this wonderful facility. For this reason the PEICA choose this charity as the beneficiary for this fund-raising campaign.

If you would like more information or would like to make a donation, you can call directors Cameron MacDonald at 859-2005, Jamie Whalen at 651-2167, or Rinnie Bradley at the PEICA office at 368-2229. All animals must be sound and eligible for slaughter.

**IWK
TELETHON
for Children**

The IWK Health Foundation will issue individual charitable receipts to producers for their contribution.

We must have a minimum of 15 animals before we can proceed. When we reach a sufficient number you will be notified regarding time of pickup. We will accept donations until November 30th.

Please give us a call to arrange for pickup, and participate in our Beef It Up For Kids campaign. Thank-you in advance!

The Board of the PEI Cattlemen's Association

Recent Activities from the Beef Information Centre

*By: Janet Bryson,
Communications Manager Atlantic Region*

BIC recently held Commercial Beef symposiums as part of BIC's Commercial Beef Utilization Strategy – finding new and improved uses for beef from mature animals. The day long sessions were held in Ontario and Alberta and attracted 130 delegates including processors, retailers, food distributors, and government representatives. From the seminar attendee evaluations, 96% felt that based on the information presented, there could be additional opportunities in their companies to increase the use and/or enhance the value of Canadian cow beef. BIC's Commercial Beef Utilization Strategy is funded by multi-CARD (Canadian Adaption and Rural Development) Councils, the National Beef Industry Development Fund, and industry and government in-kind contributions.

BIC's Foodservice program has won this year's Pinnacle Award for Supplier of the Year, awarded by Foodservice and Hospitality Magazine. This prestigious award is presented for outstanding contributions made to the foodservice and hospitality industry and is in recognition of BIC's efforts in marketing Canadian beef, post BSE. The Foodservice team has continued to work with their stakeholders in the foodservice industry to ensure Canadian beef stays on the menu, a critical component in receiving this award.

With the fall chill in the air, Canadians are longing for their favourite comfort foods. So the Beef Information Centre has created a new resource, called *Comfort*. The booklet features beef meals that fit into people's busy schedules, while offering a new twist on some old comfort cooking favourites. Convenience is a driving force behind what consumers will purchase. The *Comfort* booklet shows consumers that beef can be a part of their busy lifestyles, and that traditional comfort foods can be convenient to prepare with non-traditional flavourings. It's a perfect resource for this time of the year. Free copies of *Comfort*, are available at the meat counter in participating stores on PEI, or may be ordered on line at www.beefinfo.org, or by calling the toll-free number 1-888-248-BEEF (2333).

The Occupational Health and Safety Act

This act comes into full effect for PEI farmers on January 1, 2007. The Farm Safety Code of Practice was developed to assist farmers to comply with the Act. The Code of Practice is not itself a law, however, standard industry practices are often used as a bench mark for determining acceptable performance levels should litigation occur as a result of a workplace incident. It is important that farmers realize that the Occupational Health and Safety Act is law.

Farmers and farm workers are not automatically covered by the Worker's Compensation Act. Coverage is optional and an application must be made. Farmers who get worker's compensation coverage are entitled to benefits such as:

- Disability insurance for work-related injuries
- Wage loss benefits
- Lump sum payments if permanently impaired, and
- Freedom from legal action by an injured worker

Marilyn Affleck, PEI Federation of Agriculture, Farm Health and Safety Coordinator, will be available to visit you to assist with implementation of the Farm Safety Code of Practice as it relates to your farm. Marilyn is also available to come to your farm organizations meeting to make a presentation. (902) 368 7289 marilyna@peifa.ca.

Other articles relating to the Code of Practice will be published in the next newsletter.

First Aid and Safety Training

**For farm workers,
Farm owner/operators
Family members**

To set a date and time, contact Paul Costain, Canadian Red Cross Instructor at (902) 367 0489.

Paul will train groups as small as 3 or 4 people. He can also go to meetings in the various regions and do first aid training - contact him to make the arrangements.

Upcoming Events Calendar



Beef Seminars - 2 choices

“Opportunities for improving your bottom line”

Dr. Bill Sanders (Intervet Canada)

November 23, 2005

Linkletter Hotel Summerside 1:30 pm

OR

Farm Centre, room 105, Charlottetown 7:30 pm

See page 5 for more details



FIIC Value Chain Workshop

Tuesday, November 29, 2005

Dutch Inn, Charlottetown

1:30 - 4:00 p.m.

OR

Loyalist Inn, Summerside

7:30 - 10:00 p.m.

See page 4 for more details



PEICA Annual General Meeting

Monday December 5

Farm Centre, Charlottetown,

Meet and Greet beginning at 7:00pm.

Business meeting beginning at 7:30pm.



PEI Soil & Crop AgroForestry Conference

Dec 6 & 7, 2005

Dutch Inn, Cornwall, PEI

AgroForestry on the farm - Exploring Potential

Opportunities

Michael Gill 902-628-6043



Ontario Cattle Feeders Convention

January 5 - 7, 2006

London, Ontario

contact: Les Halliday 569-7639

