



# QUARTERLY NEWSLETTER

APRIL 2023

---

## *Chair's Message – Dennis Hogan*

---



As the Chair of the PEI Cattle Producers Board, I want to take a moment to apologize for any inconvenience caused during the past few months as we were organizing ourselves. However, I am pleased to announce that everything is up to date, and we are looking forward to a fresh start. Recently, our office has undergone significant changes due to the departure of the former Executive Director, Amanda Tweedy, and Shalin, the assistant admin. We express our gratitude for their years of dedicated service and hard work in the office over the past decade.

Since then, we have struggled to find the perfect fit to replace them. However, the hiring of Sarah Jay as the new Administrative Lead in February 2023 has been a game-changer as she has already proven to be an incredible asset in the office. The change in administration has given the organization a renewed sense of confidence, paving the way for success in 2023 and beyond. We are looking to make a fresh start and have revamped our website. We are also looking to get back into quarterly updates. We feel that we have not done our best job of communicating, and we are looking to improve as we move ahead.

Currently, the board is working with the government to establish new funding programs. We feel that there is a demand out there for beef, and it is discouraging to see the numbers dropping in the industry. We hope that with some assistance, we can reverse this trend and grow the herd. The Atlantic beef plant is always looking for more cattle to fill the growing demand. We always like to hear from producers about any concerns or questions the board can help with. Don't hesitate to reach out. Thank you for your continued support as we move forward.



---

## *Department of Agriculture and Land Update – Les Halliday*

---

The Sustainable Canadian Agricultural Partnership (SCAP) is a new funding agreement that focuses on strengthening the competitiveness, innovation, and resilience of agriculture. The Canadian government, provincial government, and territorial government have signed a new 5-year agreement until 2028. Department staff are working on individual program details which will be released in due course. A major emphasis will be on projects that help to mitigate or adapt to climate change. Many concepts can be found in the [Prince Edward Island Livestock Strategy](#), which is a guiding document to support the development of PEI's livestock sectors. The Livestock Strategy will be implemented through collaboration with the livestock industry and its sectors, the PEI Department of Agriculture and Land (DAL), and other stakeholders.

The Fiona Agriculture Support Program is a work in progress. Staff are processing files and will be contacting clients for additional information if needed to complete the claims. If producers have questions, please email [Agr-FionaResponse@gov.pe.ca](mailto:Agr-FionaResponse@gov.pe.ca).

Department staff are also involved in providing assistance to the PEI Federation of Agriculture for the On-Farm Climate Action Fund to implement beneficial management practices (BMPs) that mitigate agricultural contributions to climate change. The Program provides financial assistance for the adoption of BMPs through project-based payments or per-acre payments in the following activity areas:

1. Expanding adoption of cover cropping
2. Improving nitrogen management practices
3. Improving grazing management (adopting rotational grazing)

Department staff are also involved in research projects, particularly in the evaluation of forage varieties through the Atlantic Forage Initiative Group. There is also a significant project in collaboration with Dalhousie University, AAFC and MBC to evaluate the use of feeding locally harvested seaweed to reduce methane production in beef and dairy cattle.

In closing, I would encourage producers to enroll in one of the Atlantic Beef School modules as they become available. For more information visit [the Maritime Beef Council website](#).





---

## Member Profile

---

### Spencer Hambly

North Milton, PEI



My farm is located in North Milton PEI where I farm with my wife Bailey, we run 75 cow/calf pairs and background around 100 feeders for a local producer. We run under the farm name Little H Cattle Co Inc.

#### **What inspired you to become a cattle producer, and how did you get started in this profession?**

I've always loved the cattle side of agriculture, I started off just in 4-H when I was young and bought a couple show cattle and the addiction took off from there for cattle. We buy a lot of cow herds and love buying cow herds from local fellow farmers that built their herd up their whole life but decide it's time to retire and we get the opportunity to add some of them cows into our herd as we want to grow bigger. We started pretty much from scratch with buying our own land and building our cow barns, to buying all our own equipment and cattle.

#### **What are some of the challenges you face as a cattle producer, and how do you overcome them?**

It's very expensive to build up a farm and herd and get into farming but it's very rewarding having purebred breeding stock to sell and quality feeders that people look forward to purchasing. The biggest challenge we face is to get the land to farm and to grow, with being young and getting into it and growing our farm brand, it's hard to find land for crops and pasture for our cows. With so many cow/calf producers gone out over the last few years on the island, I believe there's a big need for younger generations to get into it.

#### **What part of being a cattle producer do you love?**

There are a lot of long challenging days during calving season but when you have a great group of healthy calves jumping around and ready for market it all makes it worth it! Definitely need to be stubborn to be successful in this business it seems!

---

## Partner's Updates

---

### *Maritime Beef Council Update - Amy Higgins*

Greetings! We are just wrapping up our programming year and at the outset of a new one. The Maritime Beef Council is a collaborative effort with representatives from PEI, NS, and NB Cattle Producer organizations who sit on our board.

The project suite this past year involved such things as:

- Research Collaboration Day
- AAFC Forage Field Day
- Maritime Beef Conference
- Eastern Livestock Price Insurance Focus Groups
- Production Club (Calf Club & Feedlot Club)
- Maritime Beef Conference
- Atlantic Beef School Modules
- National Cow-Calf Cost of Production Network
- Verified Beef Production Club- Free Online Training codes
- Simply Verified Beef Podcast
- Collaborating on other forage efforts through OFCAF delivery agents (i.e. PEI Federation of Ag)

The project suite is funded through check off dollars which we had leveraged 12:1- there were \$44,000 in Checkoff contribution from the 3 cattle producer organizations which were parlayed into approximately \$555,000 in projects. There was additional funding that came from the three provincial governments as well as AAFC in the Price Insurance project. Not to mention industry contribution of purchasing tickets to some of the for-purchase events as well as our steady sponsors of the Maritime Beef Conference and other events.

---



### *Atlantic Beef Products Inc. Update - Russ Mallard*

#### **ABPI Annual Producer Appreciation and Awards Luncheon.**

Tuesday, April 25th, 11AM- 2 PM at Crapaud Curling Club  
Info, awards, and a hot roast beef dinner with all the trimmings.

Space is limited, so register early by calling Candace at 902-437-2727 or by email at [reception@abpi.ca](mailto:reception@abpi.ca)

This is a reminder that there have been important updates recently to the National Farm Animal Care Council The Code of Practice for the Care and Handling of Beef Cattle. The guidebook can be found at <https://www.nfacc.ca/codes-of-practice/beef-cattle>.

Also, another great resource for beef producers is the Beef Cattle Research Council Website. A significant portion of the Canadian Beef Check-Off goes towards the funding of cattle research to help improve efficiency and bottom-line profits for beef producers. Please visit <https://www.beefresearch.ca/> and explore how your Check Off dollars are working for you.