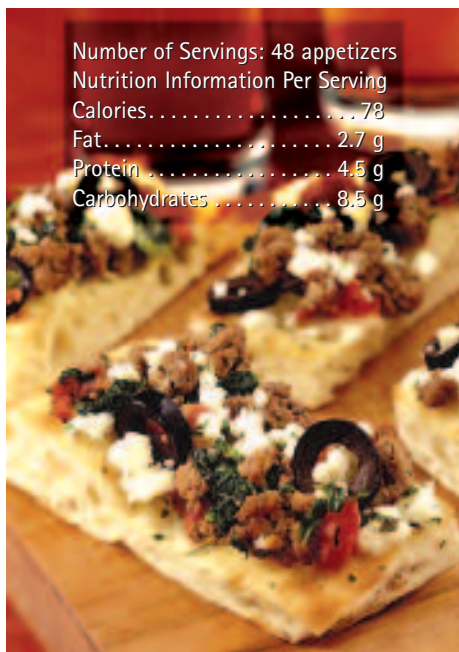


# Grade **EH** Beef Recipe of the Season: **Summer**

**Greek Beef Bruschetta** A new twist on a popular appetizer. Perfect for casual entertaining.



## INGREDIENTS

- 1 lb ..... 500 g ..... LEAN GROUND BEEF
- 1 tsp ..... 5 mL ..... lemon pepper, basil and garlic powder
- 1 package .... (10 oz/300 g) ..... frozen chopped spinach, thawed and squeezed dry
- 1 can ..... (14 oz/398 mL) ..... Italian seasoned diced tomatoes
- 1 cup ..... 125 mL ..... grated mozzarella cheese
- 2 ..... 12 inch/30 cm ..... flatbreads or pre-baked pizza crusts
- 1 cup ..... 300 mL ..... seasoned crumbled feta cheese (200 g package)
- 1 cup ..... 125 mL ..... sliced pitted ripe olives

Preparation Time: 10 minutes    Cooking Time: 5 minutes

## DIRECTIONS

1. Scramble-fry the beef and seasonings in a non-stick skillet until the beef is browned. Stir in the chopped spinach, canned tomatoes and Mozzarella cheese. Remove from the heat.
2. Lay pizza flatbreads on ungreased pizza pans. Spread beef mixture over flatbreads. Sprinkle with feta cheese and olives. Place under a preheated broiler 4 to 6 inches (10 to 15 cm) from the heat. Broil for 5 minutes or until hot and starting to brown on the edges.
3. Let stand for a few minutes before cutting into small wedges or triangles for appetizers.

## Yellow Rural Program Launched *By Jamie Boles, OCA Manager, Public Affairs*

What started out as an idea from an expert fly fisherman on the Grand River, has turned into a pilot project that has brought together the Ontario Cattlemen's Association, Ontario Pork, Ontario Sheep Marketing Agency and the Ontario Veal Association along with Trout Unlimited Canada.

Sometime last year, an expert fishing guide and TV celebrity by the name of Ian Colin James was fly fishing on the Grand River and noticed how many of the farms on the river were doing tremendous work in protecting the fish habitat. He also noticed how there was no recognition of their voluntary actions. One thing lead to another and with good will and some patience, a working group was formed to initiate what is now known as the pilot program "Yellow Fish Rural".

The Yellow Fish Rural (YFRural) program is a non-governmental volunteer initiative for farmers, designed by farmers to enhance the quality of water in the rural reaches of watersheds. Coordinated by

agricultural partners and Trout Unlimited Canada (TUC), the program seeks partnership, assistance and expertise of the agricultural community to actively improve the quality of various watersheds. Similar to the Yellow Fish Road program, the Yellow Fish Rural program strives for public awareness of watershed health, but in a rural setting rather than urban focused YFRoad program. Through the cooperation and insight of rural landowners, TUC's principle goal is to improve aquatic habitat of the cold water fishery in watersheds across Canada.

What many of our farmers have known, and what Ian James clearly understood was that when it comes to rural water quality - stewardship, education, awareness and recognition programs work better than regulations, legislation and permits ever will. Parties of all stripes and governments of all levels seem too ready to bring out the only tool they apparently have in their toolbox - the hammer. We are hoping that Yellow Fish Rural will be another tool for governments to consider as we all work towards a cleaner environment.

## the **ONTARIO STEAKHOLDER**

Since 1963, the Ontario Cattlemen's Association has been the unified voice of the province's 21,000 beef cattle producers. OCA advocates on behalf of its members in the areas of government lobbying, policy planning, industry development programs, promoting beef and developing domestic and export markets.



For more information on the Ontario beef industry, contact:  
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# the ONTARIO STEAKHOLDER

Summer 2006 Volume 2 Issue 3



CONNECTING ONTARIO'S BEEF FARMERS TO THE ELECTED MEMBERS WHO REPRESENT THEM.

The Ontario Cattlemen's Association (OCA) is a grassroots organization that provides leadership to all sectors of the industry. Now more than ever, it is important to maintain constant contact with our elected Members, both provincially and federally, to ensure that the concerns of our industry are heard, and that effective solutions can be explored and adopted. OCA hopes that you will come to recognize the *Ontario Steakholder* as your source of reliable information from the Ontario beef industry.

## OCA Holds Successful Spring Meetings with Ontario MPs and MPPs *Isabel Dopta, OCA Policy Advisor*



**Isabel Dopta**

Since the last edition of the Ontario Steakholder, OCA Directors and staff have visited Queen's Park (to host our annual barbecue) and Parliament Hill (to meet with federal elected members).

I am pleased to report that OCA's third annual Queen's Park barbecue was another hit with over 600 staff and MPPs in attendance.

For those who are less technically-inclined (like myself) we circulated cattle identification tags (used in the industry for age-verification/food safety purposes) to offer a demonstration of how the Canadian Cattle Identification Agency program works.

At Queen's Park we appreciated speaking with MPPs on a few matters. First, we reiterated our appreciation to the provincial government on announcements recently made - such as transitional support for deadstock collection, animal disease outbreak program funding, and inclusion of farm fed grains in the March support program for Ontario farmers.

We now look forward to working with the provincial government on a match to the recent federal announcement that will adjust the Canadian Agricultural Income Stabilization (CAIS) program inventory valuation method. And, we hope to collaborate with the province in addressing losses that Ontario cow/calf producers have suffered in 2004 and 2005 as a result of continued trade restrictions on cattle and beef products over 30 months of age.

In Ottawa, OCA Directors met with Ontario MPs to discuss national issues that impact on Ontario beef producers. Of course, the retroactive adjustment of inventory values in CAIS to the P1-P2 hybrid method will provide support to many Ontario beef producers. We are also glad to learn recently, that the Canadian Food Inspection Agency (CFIA) has officially lifted Bluetongue restrictions which will allow imports of all classes of cattle year round from the US. This has been a trade irritant with the US for a number of years and we appreciate the government resolving this long outstanding issue.

Further discussions in Ottawa included the importance of harmonized regulations between Canada and the US, and the delays in the vet drug approval process that put Canadian producers at a competitive disadvantage to their US counterparts. Finally, we again spoke about how important it is for Canada to gain more market access for beef products in foreign markets in the present WTO negotiations.



*Isabel Dopta (far left) and OCA Board Members Doug Kaufman and Dan Darling visit with Waterloo-Wellington MPP, Ted Arnott (far right).*

# INDUSTRY INSIDER



## Special Edition of Ontario Beef Magazine Focuses on Emergency Management

By OCA President, Ian McKillop



Ian McKillop, OCA President

occurred which highlight the need for our organization to develop an Emergency Management and Crisis Communications Plan (EMCCP). These events, although very different in nature, taught our industry how important it is to be prepared for a worst case scenario.



August 2006 edition, Ontario Beef

critical that we have at least our producer's names and farm locations in a database that can be readily accessible as soon as it's needed. Luckily, at our 2003 Annual General Meeting, the OCA membership voted in support of establishing such a producer database. Since then, much progress has been made which you can read more about in our August issue of OB.

The Walkerton tragedy put beef production practices under the media microscope and pointed out to us how important it is to keep detailed records relating to management protocols on our farms. As well, this incident showed us that it is critical for producers to be proactive on

If you are an Ontario MP or MPP you should already be receiving a copy of every edition of Ontario Beef (OB) magazine (if you're not an elected official but would like to be added to the subscription list, contact Lianne Appleby at the OCA office). As President of OCA, I am pleased that with the August edition, we are focusing on a subject that is becoming increasingly important in the livestock sector – that of Emergency Management. Since I became a member of the OCA Board in 1998, several major events have

You will remember that in May 2000, the Walkerton water crisis led to the deaths of seven people. One of the major issues identified during that tragedy was that we do not have an adequate grasp on information such as farm locations. Case in point: as part of the investigation into the tragedy, OCA staff found themselves driving up and down roads trying to identify farms that had cattle on them – and this is neither a timely nor an efficient way to find out where producers live. As part of an EMCCP, it is

environmental issues. Good records will also help in the investigation following an emergency and can serve to prove that a producer has practiced due diligence towards reducing risk.

In February 2001, there was a devastating outbreak of Foot and Mouth Disease (FMD) in the United Kingdom. The Ontario livestock industry learned some important lessons from the UK experience, that outbreak reminded us of the Boy Scout motto, "Be Prepared". That mindset is critical where there is a Foreign Animal Disease (FAD) outbreak.

First, as we found out during the Walkerton tragedy, it is absolutely essential to know where producers are. Especially in the event of a disease like FMD, which is highly contagious; the sooner the producers in an affected area can be notified, the less chance there is of the disease being spread to a different area of the province.

Then came the BSE issue in Canada. This crisis is different from the previous ones mentioned in that it was not an emergency but rather a trade issue that showed just how vulnerable our industry is. Are we ready if this happens again? Do we have a plan in place if we are forced to depopulate a portion of our herd? What roles do industry and government each play?

One common thread that runs through each of the crises mentioned is the need for cooperation among all the players involved. It is essential that industry groups and our various levels of government know what their respective roles and responsibilities are in the event of a crisis. The time to figure out who does what is now, not at the time of an emergency. Next February, OCA will be participating in an FAD simulation. The goal of the simulation is to gain a better understanding of who does what, as well as to find out the weaknesses that we have as an industry and what can be done to make us better prepared.

There have been events (other than disease-related ones) in the last few years that have made it essential for us to have an EMCCP in place. The ice storm in eastern Ontario; hurricane Katrina; the Red River floods – all created problems for livestock producers and highlighted the need to be prepared. While it is not possible to be prepared for every eventuality, there are a number of measures that, regardless of the nature of the emergency, should (and need to) be in place.

[I invite you to read the August issue of Ontario Beef to discover more about what is being done in the Ontario beef industry to prepare for an emergency.](#)

# SEEN & HERD



At OCA's Annual Beef Barbecue (which had a great turnout of over 600 people).



McKillop demonstrates RFID technology to The Honourable Leona Dombrowsky, Ontario Minister of Agriculture, Food and Rural Affairs.



OCA President is joined in carving Ontario Corn-Fed Beef tenderloin by Howard Hampton, Ontario NDP Leader (left) and John Tory, Ontario Leader of the Official Opposition (right).



During the OCA Visit to Parliament Hill, OCA President Ian McKillop and OCA Board Director Dianne Booker chatted with Toronto Centre MP, and Leader of the Official Opposition, Bill Graham.



OCA President Ian McKillop (centre) and OCA Executive Director Dave Stewart (right) speak with Dave Sweet, MP for Ancaster-Dundas-Flamborough-Westdale (left).



OCA Directors John Gillespie (centre) and John Newman (right) speak with Karen Redman, MP for Kitchener Centre.

## Regional Marketing Workshops Draw Innovative Farmers

The Ontario Cattlemen's Association recently initiated its Regional Marketing Program by holding its first Regional Marketing Workshops in Sudbury and Belleville. In Sudbury, attendance was a success with nearly 30 participants including producers from all around Northern Ontario, the Algoma region, Cochrane, and as far-reaching as Manitoulin. Local support was very strong with a showing of members of government including Sauté St Marie MP, Tony Martin (NDP) who attended with representatives from Algoma.

The Regional Marketing Program was instituted as a major component of the OCA's strategic plan for 2005-'08 and was designed in direct response to producers request for marketing support on a regional basis. The Sudbury workshop reviewed the needs and opportunities specific to Northern Ontario and provided a workshop manual that would assist the groups in building a successful foundation for moving their initiative forward. Insight into the regions' needs included the need for committed supply of animals as well as collaboration with regards to processing. It will be important to fully address these areas before initiating any marketing program for the region.

Jack Tindall, a contributing member to the Algoma Farm Fresh initiative, was very active in gathering support in the region as well as identifying possible options for developing supply for processing the animals on a regional basis.

The workshops highlight several marketing opportunities available to local producers and stress the need to differentiate their products, something that larger processors find difficult to accomplish. Several marketing positions and advertising



Regional Marketing Workshop

elements are reviewed as well as essential marketing tools and tactics. Each participating group is encouraged to complete their workshop workbook which would lead them through a detailed marketing process and underlines important considerations for success. With respect to follow-up, once these basics have been completed each group will then present their readiness to the consulting team by identifying a Steering Team who will collaborate on next steps to address needs on a group-by-group basis.

Feedback from the workshops was very positive and the process was widely applauded. "It is a very unique, hands-on approach that offers producers the support of their very own marketing team of experts," says Kerry Wright of Mallot Creek Strategies Inc., consultant for the Regional Marketing Program. "This helps ensure that innovative and hard-working producers have the necessary tools and resources to move ahead in a strategic direction - with advice and expertise at each step of the way."

The workshop attendants from Sudbury and Belleville are already moving forward with Steering Team follow-up conference calls and a review of their workbook findings in order to determine next steps. Mallot Creek has been busy following up with each group/producer since the workshops and have established specific next steps with many of them to date. **For information on attending, please contact Isabel Dopta: [isabel@cattle.guelph.on.ca](mailto:isabel@cattle.guelph.on.ca)**

## TENTATIVE SCHEDULE OF UPCOMING WORKSHOPS

- September 7: . . . . . Kemptville - Days Inn
- September 28: . . . . . Thunder Bay - Tavelodge
- October 5: . . . . . Bruce County - Dunkeld Restaurant
- October 12: . . . . . London - Four Points Sheraton