



the ONTARIO STEAKHOLDER

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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.

Province Shows Commitment To Helping Ontario Beef Sector Adjust to Enhanced Feed Ban

The Ontario Cattlemen's Association (OCA) thanks the McGuinty government for releasing funds that will help the Ontario processing sector comply with Canada's enhanced feed ban, as announced on April 9th by The Honourable Leona Dombrowsky, Minister of Agriculture, Food and Rural Affairs. On February 15, 2007, the Canadian Cattlemen's Association (CCA) made a presentation to the Standing Committee on Agriculture and Agri-Food, asking for support for the creation of transition measures to ensure the timely and non-disruptive implementation of the enhancements to Canada's feed policy. The \$6 million announced today shows that the provincial government was able to respond to some of the industry's concerns.

Canada's enhanced feed ban – calling for elimination of Specified Risk Materials (SRMs), from all animal feeds, pet foods and fertilizers – was announced last June by the Canadian Food Inspection Agency. Canada's beef industry endorsed the motives for the enhancement, which will significantly accelerate Canada's progress toward eradicating Bovine Spongiform Encephalopathy (BSE) from the Canada's cattle herd, by preventing more than 99% of any potential BSE infectivity from entering the Canadian feed system. However, the requirements of the strengthened feed control measures, due to come into place on July 12th of this year, were of great concern the industry.

"The feed ban and its enhancement will speed the eradication of BSE from Canada's herd, and expedite normalized trade with international customers. While it is important to take these steps, it is vital to ensure

that implementation of the feed ban enhancement goes smoothly," says Gord Hardy, OCA Vice-President. "Canada's cattle producers compete in the North American market and are part of an integrated chain. Large operations are better able to adapt to changes like this. Small operations have more challenges."

Today, Canada is the largest exporter of grain-fed cattle and beef products in the world. The industry can compete providing there is a level playing field. While the beef industry supports enhancing the feed ban, it does place higher costs on Canadian processors and cattle producers than our US competitors. It is vital that we do not put our industry in crisis again, but the enhanced feed ban, without further transition measures has the potential to do just that.

"We are extremely grateful to Minister Dombrowsky and the McGuinty government. Ontario beef farmers have been through a tough crisis which has created many difficult issues for the industry," concludes Hardy. "This funding will help packing plants to focus where they need to in order to be ready to cope with infrastructure requirements in-house that are a direct result of the enhanced feed ban and its requirements at the processing level."

In the Canadian beef industry, each sector relies on the strength and abilities of the next, and while all sectors were supportive of the enhanced feed ban, the swift implementation mandated would be near impossible without significant financial support, such as that shown by the province.

INDUSTRY INSIDER



Review of the 2007 Annual General Meeting of the Ontario Cattlemen's Association

OCA's 2007 Annual General Meeting was held February 20-22 in Toronto, with attendance peaking at almost 500 voting delegates and industry representatives.

Speakers at the meeting, themed "Your Future. Our Focus" included: The Honourable Leona Dombrowsky, Ontario's Minister of Agriculture, Food and Rural Affairs; John Tory, Leader of Progressive Conservative Party of Ontario; Howard Hampton, Leader of New Democratic Party of Ontario, Dennis Laycraft and John Masswohl of the Canadian Cattlemen's Association, Kerry Wright, Mallot Creek Group, John Groenewegen, JRG Consulting, Greg Lyle, Managing Director of Innovative Research Group, Glenn Brand of the Beef Information Centre, Kelly Daynard of the Ontario Farm Animal Council, and Chris Attema, Water Quality Specialist.

This year's AGM also included a special panel discussion entitled "Managing Today for a Successful Tomorrow", which included Dr. Steve Miller of the University of Guelph, Mary Vacca of Holly Park Meat Packers, and OCA Directors Curtis Royal, representing feedlot, and Dan Darling representing the cow/calf sector. After nearly four years of struggling through the BSE crisis, panelists spoke of their successful operations and how their actions today will ensure a viable beef industry tomorrow.

Resolutions covered such issues as SRM disposal, deadstock collection, traceability, Nutrient Management Act funding, and emergency planning. Following the 2003 restructuring of the organization, OCA's Board of Directors consists of 12 elected officials – three from the cow/calf sector, three from the feedlot sector, one from the backgrounder sector; three representing geographic regions of Ontario and two elected on an At-Large basis. Directors are elected for three-year terms on a rotating basis. Each year, voting delegates to the AGM elect three members to the Board.

The OCA Board of Directors re-elected Ian McKillop, Director from Elgin County as 2007 President. The OCA Board of Directors, representing 49 County and District Cattlemen's Associations across Ontario, also elected Gord Hardy as Vice-President, for a third term. McKillop and his family operate a cow/calf to finish farm near Dutton, while Hardy operates a feedlot near Lucan.

Dale Pallister (feedlot) stepped down this year, as did Roger Griffiths (At-Large). Thus, new to the Board this year are Paul Sharpe of Wellington County, who will represent the feedlot sector and Bob Gordanier of Dufferin County, who was elected as Director-At-Large. This year's re-elections to the Board included: Gord Hardy of Middlesex County as Director from the South and Kim Sytsma of Leeds County who will continue to represent the cow/calf sector. Continuing on the board are: Ian McKillop of Elgin County (cow/calf); John Gillespie of Waterloo Region as Director-at-Large; Jim Martin of Manitoulin Island as Director from the North; Dan Darling (cow/calf) of Northumberland County, John Newman of the Ottawa District remains as Director from the East and Dianne Booker of Haldimand Region is Director representing backgrounder producers. Rounding out the Board of Directors are Doug Kaufman (Oxford) and Curtis Royal (Simcoe), representing the feedlot sector.

The entire OCA Annual Report can be viewed on the OCA Web site at <http://www.cattle.guelph.on.ca/communications/annual-reports.html>



The 2007 OCA Board of Directors includes: Standing (left to right): Dan Darling, Cow/calf Director; Paul Sharpe, Feedlot Director; Gordy Hardy, Vice-President (Southern Director); Bob Gordanier, Director-at-Large; John Gillespie, Director-at-Large; Jim Martin, Northern Director; Kim Sytsma, Cow/calf Director; Doug Kaufman, Feedlot Director; and Curtis Royal, Feedlot Director. Seated (left to right): John Newman, Eastern Director; Ian McKillop, President (Cow/calf Director); and Dianne Booker, Backgrounder Director.



1. Nearly 250 voting delegates attended the OCA AGM. Total attendance topped 500 2. The Honourable Leona Dombrowsky, Ontario Minister of Agriculture, Food and Rural Affairs. In her speech, the Minister said "I am here today to tell you that Ontario will participate in a Federal-Provincial program that will help the processing industry adjust to the new federal SRM regulations. My ministry staff have been working closely with all stakeholders to help develop realistic solutions to the challenges posed by the regulations and deal with the aggressive timelines for implementation." 3. Ian McKillop delivers the 2007 President's Address 4. Howard Hampton, Leader of the Ontario NDP Party, speaks to delegates at the 2007 OCA AGM 5. John Tory, Leader of the Progressive Conservative Party of Ontario and Leader of the Official Opposition, speaks to the 2007 OCA AGM delegates 6. Jeffrey Simpson, National Affairs Columnist for the Globe and Mail, was the After-Dinner speaker at the OCA Annual Banquet 7. A special panel discussion entitled "Managing Today for a Successful Tomorrow" was held on the second day of the OCA AGM. Pictured left to right are Curtis Royal (feedlot operator), Mary Vacca of Holly Park Meat Packers, and Dr. Steve Miller of the University of Guelph

Cattlemen Pleased that Ontario's Government is Showing Commitment to Promoting Ontario Beef Products

On April 2, the Ontario Cattlemen's Association (OCA) thanked the McGuinty government for its investment in branding Ontario agriculture, specifically Ontario beef, as announced on March 29th, by The Honourable Leona Dombrowsky, Ontario Minister of Agriculture, Food and Rural Affairs. The announcement will provide an immediate infusion of \$200,000 into promotion of Ontario products, which is a welcome show of support by the McGuinty government.

In a letter to OCA, Minister Dombrowsky stated that the Ontario Ministry of Agriculture, Food and Rural Affairs recognizes the contributions of the Ontario Cattlemen's Association to enhance the provinces economic advantage through [its] branding initiatives, and that OMAFRA is pleased to assist OCA in continuing to serve the people of Ontario.

"We appreciate this support from the Ministry," says Ian McKillop, OCA President. "The money will enable the regional marketing initiatives to expand to the next stage – something we are excited about. OCA is dedicated to responding to our grassroots requests and we are glad to be able to move the regional marketing initiatives forward."

Since mid-2006, based on input by grassroots producers who asked for help in marketing local beef products, OCA has been holding regional marketing workshops throughout the province. The workshops, hosted by OCA and Mallot Creek Strategies, were presented to farmers and farm groups who are interested in, or already are engaged in, selling their beef products through local avenues such as farmers markets – or even at the farm gate.

Minister Dombrowsky also committed an additional \$200,000 to continue market development activities for Ontario Corn-Fed Beef.

"This funding shows a true commitment by the McGuinty Government and a willingness to work with industry," says Curtis Royal, President of the Ontario Cattle Feeders Association (OCFA). "It will help with delivery of the branded Ontario Corn-Fed Beef program."

"Both OCA and OCFA appreciate the strong working relationship that has been established with Minister Dombrowsky, and indeed the McGuinty government, says McKillop in conclusion. "The Minister has shown great support of the Ontario beef industry in the past and this announcement is further proof of that."

Grade **EH** Beef Recipe of the Season: **Winter**



INGREDIENTS *Servings: 15 - 8 oz portions*

1/2 lb 225 g red kidney beans or cranberry beans*
2 lb 1 kg stew beef or diced sirloin**
1 tbsp 15 mL onions, minced
1 tbsp 15 mL garlic, minced
1 tbsp 15 mL Lea and Perrins Worcestershire sauce
1 c 250 mL onion (1/2)
1 c 250 mL celery (1/2)
1 c 250 mL carrot (1/2)
1 c 250 mL green pepper, chopped
1 c 250 mL yellow pepper, chopped (optional)
1 c 250 mL red pepper, chopped
2 tbsp 30 mL crushed dried chilies
2 tsp 10 mL dried thyme
1 c 250 mL ED Smith Chili Style Sauce
3 c 750 mL ED Smith Saucemakers Cajun sauce
2 c 500 mL beef stock
3 c 750 mL chopped plum tomatoes (tinned)

TIPS

* Any type of bean you prefer can be used, whether it is canned or dried. Black beans are not recommended as they will affect the colour.
 ** Ground beef can be substituted for the stew beef.

DIRECTIONS

1. Soak the kidney beans overnight in water, then drain and place in a large pot ensuring beans are well covered with water. Cook until tender.
2. Add beef, minced onion, garlic and worchestershire sauce to a hot, heavy saucepan. Brown beef and remove.
3. Saute remaining vegetables. Return beef to pan, add seasoning, sauces, stock and tomatoes - bring to boil. Reduce to simmer.
4. Simmer for approximately 3-4 hours adding beans during the last 45 min. of cooking. Chili can also be finished in the oven at 350°F (180°C) covered for 3-4 hours. Garnish with sour cream and shredded cheddar.

Phase I of Youth Strategy in the Works

In March, the Agricultural Adaptation Council approved Canada Ontario Research and Development (CORD) IV funding for the first phase of a more comprehensive youth strategy for the agricultural sector. The project, entitled Young Farmer Needs, will undertake research to identify obstacles preventing young farmers from becoming involved with their local or provincial commodity boards and to determine what these young farmers need to become leaders in agriculture. The research, led by Ipsos-Reid and administered by the Ontario Cattlemen's Association, will be conducted through focus group testing, and will conclude with a final report that will include recommendations for next steps.

The focus of the comprehensive youth strategy is ultimately based on two broad objectives a) getting youth with no knowledge of farming into the industry, and b) giving youth already involved in farming better skills and more funding options to continue farming in the future.

In Ontario, not only is the average age of a farmer nearly 50 years old,

but young people face unique challenges that prevent them from farming. For example, urban pressure distorts land value, strict environmental regulations, and a lack of financial support from governments. Ensuring a sustainable agriculture industry in Canada requires investment into programs that will encourage young people to choose agriculture as a career. Agricultural leadership programs, financial support and information transfer are examples of ways to ensure there will be another successful generation of farmers behind the current generation. Implementing a long-term strategy to encourage young people to start or continue farming will ensure that the farmers of the future are equipped with the right skills to maintain and increase Ontario's economic competitiveness in the agri-food sector.

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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.



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