



OCA Weekly Update – July 10, 2009

Missed an Update? Looking for Something You Read in a Past Issue?

Visit <http://www.cattle.guelph.on.ca/weekly-updates/weekly-update.asp> to download archived OCA Weekly Updates as PDF files. They are posted by 5pm on the day of issue.

Ontario Beef "Little Rembrandts IV" Cover Art Contest

In 2006, *Ontario Beef* decided to do something a little different for our ongoing cover photo contest. We asked children involved to get involved and get creative. Two entries to our first "Little Rembrandts" contest were then selected for the cover of the October 2006 edition of *Ontario Beef*.

The contest was so popular (we received 25 entries from children across Ontario – some painted, some done in wax crayon, some in pencil crayon, some in ballpoint pen – even collages of pictures) that we ran it again for the October 2007 edition of the magazine.

Last year, we received 35 entries and in 2008 we received 25. We're hoping for lots more in 2009!!

You have plenty of time to warm up and get your fingers (or feet...or whatever!) in shape for creating something fantastic that can go on the cover of *Ontario Beef* this October.

As with last year, we're asking all kids, 12 and under (as of December 31, 2009) to draw, paint, colour or collage, pictures of their farm, their family, their favourite cow – whatever they'd like as long as it has a beef farm theme - and send it in to OCA.

We will run two categories: Under 7s, and 7-12 year-olds. Half of the circulation will be printed with the under 7 winner and the other half with the 7-12 winner. A panel of OCA staff judges will look at all entries and pick the best ones for the cover of the October edition of *Ontario Beef*.

The rules? Anything goes, but paper **MUST** be 8 1/2 by 11 inches (UNFOLDED) in size to work for the cover. The picture can be done in paint, crayon, pencil crayon, glitter - basically, if you can get it here in one piece, we'll consider it entered.

Attention Moms and Dads: All entries must be received by September 7, 2009. Late entries cannot be accepted – so mail it in plenty of time to avoid disappointing your little ones. Remember:

- Include a note on the name and age of your child
- Provide a title and caption for the picture
- All pictures need to be portrait orientation
- for consideration (vertical paper alignment)
- Provide information about why it is important
- to your little painter
- If possible, include a picture of your young
- artist(s) – not mandatory

- ONE ENTRY PER CHILD, PLEASE!

A prize will be awarded to the winner of the contest, but all entries will be acknowledged and mentioned. Depending on the number of entries, the October edition of *Ontario Beef* will feature all pictures. If the number of entries is overwhelming for one issue, pictures will continue to be printed in the December issue of *Ontario Beef*.

REMINDER: If your *Rembrandt-in-Training* will be using scissors, please supervise!!

Entries should be sent to:

ATTN: Editor

Ontario Beef "Little Rembrandts IV" Contest

c/o Ontario Cattlemen's Association

130 Malcolm Road

Guelph, ON

N1K 1B1

All entries become the property of the Ontario Cattlemen's Association

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PLEASE NOTE:

AUCTION MARKET SALES, COUNTY AND INDUSTRY EVENTS ARE POSTED AS A SERVICE TO MEMBERS

HOWEVER, PRIVATE TREATY OR PUREBRED SALES WILL ONLY BE POSTED IF PAID ADS IN ONTARIO BEEF MAGAZINE HAVE BEEN PURCHASED DURING THE 2009 CALENDAR YEAR.

- A) CCA supports Government of Canada's Request for WTO Dispute Settlement Panel

July 10, 2009 Calgary – The Canadian Cattlemen’s Association (CCA) fully supports, and welcomes, the announcement from the Honourable Stockwell Day, Minister of International Trade and the Asia-Pacific Gateway, and the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food, that Canada is requesting the creation of a World Trade Organization (WTO) dispute settlement body to address South Korea’s continued ban on importing Canadian beef.

In early April, Canada took the first formal step of WTO challenge against Korea. Consultations immediately began between the two countries but due to their lack of progress, the next step of creating a dispute settlement body is now being taken.

Canadian beef meets all the requirements for full market access, according to the World Organization for Animal Health (OIE) - yet Korea has continuously stalled restoration of Canada’s access.

The CCA commends the Government of Canada for taking this next step as it clearly shows the Government’s commitment to reopening major markets for Canadian beef and defending our producers. For more information on this issue, including other major trade initiatives recently undertaken by Canada’s beef and cattle industry and the Government of Canada, visit the CCA website at www.cattle.ca.

B) Verified Beef Production Now Recognized Program for Option 2 Growing Forward Funding

The Verified Beef Production (VBP) program has been added to the list of recognized on-farm food safety programs for Option 2 of the Food Safety and Traceability Initiative funding program under Growing Forward. Beef producers can access all 3 options under this funding program.

For a beef producer to qualify for funding under Option 2 (\$20,000) they must have an up-to-date VBP audit/certification of their operation. The present Corn-Fed audits are not VBP audits therefore do not qualify under Option 2. Attending a VBP training course does not qualify an operation as an audit/certification. Producers who are not certified under VBP can still apply for funding under Option 1 (\$20,000) and Option 3 (\$5,000).

Complete details on how to apply to the Food Safety and Traceability Initiative can be found at: www.ontario.ca/foodsafety

C) FPT Ministers of Agriculture Take Action to Strengthen Sector

July 10, 2009 | Niagara-on-the-Lake, Ontario

Canada’s federal, provincial and territorial Ministers of Agriculture held their annual meeting in Niagara-on-the-Lake this week to discuss issues affecting the sector and their ongoing support for farmers and the agricultural and agri-food sector across the country.

Ministers discussed developments in agricultural policy and global economic challenges, as well as domestic factors such as adverse climate conditions, and how these factors are affecting farmers’ sustainability and profitability. They stressed the importance of ongoing collaboration to ensure that agriculture policies and programs continue to respond and support the sector in addressing challenges and seizing opportunities.

Ministers discussed the situation of the pork industry and how current programming is responding. Proposals put forward by the Canadian Pork Council were also reviewed. Ministers are working with the industry to address the current challenges and move towards a sustainable and profitable industry.

Growing Forward programs are up and running in all provinces and territories addressing local needs and regional realities while contributing to our national objectives. These initiatives will help the sector during these tough economic times and contribute to a profitable and innovative industry. The Government of Canada and the provincial and territorial governments are cost-sharing on a 60:40 basis, \$1.3 billion in program

funding to support farmers and the agricultural sector across the country. The federal government is also investing \$1.05 billion in innovation, competitiveness, environment and food safety initiatives.

Ministers discussed the steps taken by governments to strengthen the Canadian food safety system to protect and enhance public health, maintain consumer confidence at home and ensure international competitiveness. Ministers agreed to take a national, science-based approach on food safety and directed officials to advance work in three key areas: enhanced surveillance, pathogen reduction in meat and poultry, and common meat hygiene standards. These actions will build on progress made by federal, provincial and territorial governments in upgrading and improving their systems. Ministers will take stock on progress at their next meeting.

*Ministers committed to move forward on a comprehensive national traceability system for livestock and poultry, which is critical for managing animal health and food safety issues, as well as expanding market access and driving efficiencies. They agreed that a mandatory comprehensive national system for livestock will be in place by 2011 and that implementation will be supported by national funding and regulatory framework. Ministers committed to engage key industry groups on the timing of implementation for each species. The Growing Forward policy framework and Agricultural Flexibility Fund will provide support for key elements of the national system. Ministers also discussed the need for traceability for all sectors.

Ministers acknowledged the positive steps taken to engage trading partners on key market access issues facing the livestock, beef, pork and other agricultural sectors.

Ministers expressed support for the Market Access Secretariat as a key initiative, including federal-provincial-territorial engagement and cooperation on market access priorities. Ministers committed to working together and with industry in identifying and taking full advantage of market access opportunities, and addressing bilateral and multilateral trade matters, including trade restrictions related to H1N1, U.S. country-of-origin labeling (COOL) and South Korea's treatment of Canadian beef exports. Ministers also reiterated support for advancing Canada's trade interests at the World Trade Organization (WTO) and in bilateral Free Trade Agreement negotiations, notably with the European Union, to benefit Canada's entire agricultural sector, including export-oriented and supply-managed industries.

Ministers discussed the business risk management (BRM) strategic review, which is being undertaken to assess current objectives and programs. Ministers directed officials to identify: potential objectives and principles for future BRM programs; the roles and responsibilities of industry and governments in managing risk; and the range of possible program design options. Ministers expect to review and decide on these matters in early 2010. Ministers also directed that an industry engagement strategy be developed for their consideration as soon as possible.

Ministers also discussed the issue of livestock insurance and directed officials to bring forward possible approaches, within existing fiscal capacity, to move forward on this for discussion at their next meeting.

Ministers discussed the roll out of the \$500 million Agricultural Flexibility Fund announced as part of the Government of Canada's 2009 Economic Action Plan to support partnering with the provinces, territories and industry on non-BRM measures that will reduce the cost of production, improve environmental sustainability, promote innovation and respond to market challenges. The federal Minister updated provincial and territorial colleagues and discussed potential programming. Provincial and territorial ministers welcomed the opportunity to work with the federal government on this initiative.

Ministers of Agriculture will hold their next annual meeting in Saskatoon, Saskatchewan, in July 2010.

* With the exception of Saskatchewan.

D) Harper Government Invests in New Livestock Traceability Initiative for Canadian Farmers and Consumers

NIAGARA-ON-THE-LAKE, Ontario, July 10, 2009 – The Harper Government is investing \$20 million to build a vital link in the traceability chain that tracks Canadian livestock from the grocery store back to the original farm gate.

Today, Federal Agriculture Minister Gerry Ritz along with Minister of National Revenue and Minister of State (Agriculture) Jean-Pierre Blackburn announced a new Livestock Auction Traceability Initiative at the conclusion of the annual federal-provincial-territorial meeting of agriculture ministers.

“Strengthening Canada’s traceability system will make it easier for individual Canadian producers to get credit and premium prices for the top quality meat products they provide to families in Canada and around the world,” said Minister Ritz. “A superior traceability system also helps protect the security of our food supply by allowing us to quickly and effectively track down a potential problem before it can spread. This will, in turn, help us open up new markets for Canadian livestock producers on the world stage.”

“Our Government is showing strong leadership by making key investments in traceability systems that will deliver real benefits to both livestock producers on the ground and to families at the local grocery store,” said Minister Blackburn. “We are pleased to see provinces such as Quebec and Alberta are implementing their own innovative traceability initiatives and we want to build on that success by helping all regions to build a national system.”

The investment will allow Canadian auction marts, assembly yards, fairs and exhibitions and privately managed community pastures to upgrade facilities to help in the identification and tracing of individual animals.

“Our Government is working closely with Canadian producers to make sure traceability systems work throughout the entire value chain,” said Minister Ritz. “This particular initiative responds to producers’ request to ensure that traceability respects the speed of commerce.”

The Government of Canada will deliver \$20 million through the Livestock Auction Traceability Initiative to upgrade handling systems in facilities to keep track of individual animals as they are mixed with other herds in auction marts and other facilities such as community pastures. Funding for this program will come from the \$500-million Agricultural Flexibility Fund, announced as part of the Economic Action Plan to help the sector adapt to pressures and improve its competitiveness.

This initiative will build upon federal-provincial-territorial *Growing Forward* investments to enhance Canada’s traceability capacity. The federal government is working with its provincial and territorial counterparts to find the best way to deliver this new initiative. As delivery arrangements are confirmed, application details will be made available.

E) National network of farm advisors offers profession services, education & networking

WINNIPEG, July 10 /CNW/ - Every farm business that has an eye on future profitability has professionals working for them.

Farmers are by definition multi-taskers taking care of everything from deciding what to produce and how best to do it, to managing the books, programming GPS devices, following local and international marketing trends, diversifying, managing risk and driving the kids to sports after school: CEO's of their own agri-business.

There is one word that if you took it heart -- and acted on it - would be of immense value to your business and your family: ADVICE.

Advice on many things such as ...how to save taxes, set up a family trust, what kind of insurance you need in a new partnership, how to protect the family farm in case of divorce, how to diversify investments off the farm, how to manage price and commodity risk, how to refinance your operation, help with creating a farm succession plan, how to manage farm employees, how to take your business to the next level of diversification... the list is endless. You need to delegate tasks to the professionals with the expertise to do the job right for you.

You deserve the best advice -- ethical with farm experience -- to help you make the right decisions for your farm business and for your family. You need to ensure that your advisors are also the best -- they should be certified and they need to understand farm business.

The Canadian Association of Farm Advisors (CAFA) Inc. was created to help you find these certified professionals.

CAFA is a national, non-profit professional organization dedicated to assisting farm families and businesses by increasing the skills and knowledge of farm advisors.

To become a Certified Agricultural Farm Advisor (CAFA), members need to meet certain standards of professionalism in areas such as ethics, experience and understanding the business of farming. A CAFA professional has met high membership standards and has passed a comprehensive qualifying test to earn the CAFA designation.

CAFA members include, among others: accountants, lenders, financial planners, agrologists, lawyers, human resource specialists, appraisers, family communication coaches, government staff and interested farmers - truly an umbrella organization for professionals who are in an advisory or consultative relationship with farm families and businesses.

Certified Agricultural Farm Advisors are all professionals with a commitment to the agricultural sector. Each has his/her own expertise and experience, which benefits farmers who hire no one but the best to help with planning and business needs.

CAFA is private sector led, managed and financed. National sponsors include Scotiabank, Farm Credit Canada and TD Canada Trust. Ontario sponsors include Allied Associates, Collins Barrow and Siskinds Law Firm with Pitblado Law Firm in Manitoba as a founding sponsor and The BC Dairy Directory in BC.

CAFA is pleased to announce its upcoming educational conference series for November, 2009:

- 6th Annual Ontario Provincial in Stratford, November 10
- 1st Annual Atlantic Regional Conference in Moncton, November 12
- 1st Annual Prairie-wide Conference in cooperation with the Western Farm Leadership Council and the Agricultural Producers Association of Saskatchewan November 18 & 19 in Saskatoon
- 1st Annual BC Provincial Conference on November 26 in Abbotsford.

CAFA conferences are always well received for the timely topics, professional speakers and the great networking opportunities they offer.

CAFA will be distributing a high quality magazine resource of its farm business management professionals across the country to many ag-organizations before Christmas. It will list all current CAFA members and have articles relating to the value of using professionals.

Agriculture is changing rapidly and you deserve a professional advisor who keeps pace with changes in the industry and can offer you timely recommendations.

Next time you are looking for advice, think CAFA Certified.

You can find the right CAFA professionals in your area by going to www.cafanet.com and looking under Farm Advisor Listing.

F) Feed-in-Tariff Program

The Ontario Power Authority is launching a new program in the next few weeks called the Feed-In-Tariff (FIT) Program.

The FIT Program will allow many Ontario residences to benefit from the sale of Biomass, Biogas, Water power, Wind or Solar.

This Program is limited to landowners in the province of Ontario. The FIT Program is not limited to farmers, but farmers will have advantages over residential land owners in many respects.

You can now receive up to 80.2 cents per kW/hr for electricity that you generate. Imagine for a moment if you install Solar on your farm, how easy it would be to farm the sun. You won't even have to get the tractor out of the barn.

You will receive revenue for the next 20 years from one of these renewable energy sources.

The FIT Program is for a limited time and may not be available again in the future.

For more information on the FIT Program, or how you can invest in this offer, please follow the below links www.powerauthority.on.ca or www.thewindfarmer.com

G) Keeping Track of OnTrace

GUELPH, ON - July 6, 2009 - Taking a page from our own traceability book we are pleased to announce these recent developments at OnTrace to help you keep track of our growing organization.

OnTrace will be moving to a new office on July 14, 2009. We've outgrown our current farmhouse space, the original home of traceability in Ontario, and will be moving to more compatible offices at 1030 Gordon Street, Suite 202, Guelph, ON N1G 4X5.

We have also, for your easy tracking, added a new toll free number 1-888-38-TRACE (8-7223). Please note that our existing telephone 519.766.9292 and fax 519.766.1313 numbers remain the same.

"Based on the traceability challenges in Ontario, the work to be done and the projects that are just over the horizon, flexibility and responsiveness are the essential characteristics of our young organization," said Brian Sterling, CEO, OnTrace. "In addition to continuing our advocacy of the importance of traceability to the health of the agri-industry in Ontario, we will also be promoting the practical solutions that OnTrace now offers. In order to improve our services to our customers and stakeholders, we have re-aligned our resources."

Nick Albu - Director of Technology - Nick will continue in his primary role as architect for the technology of the company and the Ontario Agri-food Premises Registry. Nick will also be creating the 'technology vision' for traceability solutions we develop while deepening the organization's knowledge of the technical components needed for "whole-chain" traceability. Nick will work closely with Sara Avoledo, our Customer Relations Manager, translating our customers' business needs into technology and traceability solutions.

Barry Walker - Director of Traceability Services - Barry's redefined role will be to manage the delivery of traceability services to our customers. Barry's consultative strengths will be used in the short term to meet the demands of numerous on-farm traceability projects that OnTrace is managing for customers. Barry's long-term objective is to extend our services and products to support whole-chain traceability.

Sara Avoledo - Customer Relations Manager - As one of OnTrace's most 'familiar faces' in the producer/processor community, Sara will utilize her marketing and communications expertise as well as a strong customer-relations capability to identify and propose solutions to our customers. Her objective will be to provide commercially viable solutions that our customers tell us they want and need.

Marianne Muth - Operations Assistant - Marianne, our new operations assistant will take over many of the day-to-day tasks that Sara previously did. In addition, Marianne will also administer the premises registry. This summer she will be helping us move the "Single Producer Signup" registration function to the OnTrace website to allow anyone to secure a Premise Identification Number (PID) through OnTrace's web service.

H) Growing Forward – Food Safety and Traceability Initiative Information Meetings

Additional information meetings have been scheduled and continue to be scheduled. Those closest to the region are listed below. Follow the links to find the list of provincial meetings and any updates.

Growing Forward supports the development and implementation of best practices in four key areas:

- environment and climate change
- food safety and traceability
- business development
- biosecurity.

Participants are encouraged to develop strategies across all these areas to meet their business goals through a variety of information sessions and workshops, as well as one-on-one training and technical assistance. In addition, an Innovation and Science Suite encourages and supports ongoing research and the commercialization of research.

The Food Safety and Traceability Initiative is a cost-share funding program, developed to assist agriculture and agri-food facilities improve food safety practices and traceability systems in their operations. Improvements to food safety and traceability will strengthen Ontario's ability to provide safe, high quality food and provide economic advantages to our farmers and food processors.

The FSTI was developed by the Food Safety Programs Branch and will be administered jointly with the Rural Community Development Branch. For more details about the FSTI please contact us by:

- phone: 1-888-479-3931
- website: www.ontario.ca/foodsafety
- email: fsti.omafra@ontario.ca

If you would like more information on Growing Forward, the Best Practice Suite and/or the Innovation and Science Suite, please contact us by:

- phone: 1-888-479-3931
- website: <http://www.omafra.gov.on.ca/english/about/growingforward/index.htm>
- email: growingforward@ontario.ca

Information sessions are being held for applicants interested in applying for funding under Option 1 of the program (see the attachment for more details). Applicants applying for Option 1 funding must attend an FSTI information session prior to submitting an application form. A certificate will be given to all participants that attend the information session. A copy of the certificate must be attached to your application form.

Sessions are being held throughout Ontario. Those close to this area are as follows:

Location: London Date: July 14, 2009

Session (9:00 a.m. – 3:00 p.m.): Food Safety and Traceability for the Food Processors and Agriculture Industry

Location: Owen Sound Date: August 4, 2009

Session (9:00 a.m. – 3:00 p.m.): Food Safety and Traceability for the Food Processors and Agriculture Industry

Complete list of information sessions at:

<http://www.omafra.gov.on.ca/english/food/foodsafety/grants/infosessions.htm>

I) Canadian Farm Business Management Council Hosts 2009 International Farm Succession Conference

The Canadian Farm Business Management Council is hosting a conference on farm succession for producers, consultants and industry stakeholders. The 2009 International Farm Succession Conference will take place August 26-28 at the Fairmont Le Château Frontenac in Quebec City. With expert speakers from Europe, the United States and Canada this event is sure to be a great learning experience for all. More information about the conference can be found on our website at <http://www.farmcentre.com/EventsAnnouncements/Events/SuccessionConference/2009/>

J) Ontario Forage Expo 2009

Wednesday July 15, 2009, at the farm of Fritz & Gise Trauttmansdorff,
Dunlea Farms, Jerseyville, Ontario

“Find the keys to making the best quality hay for all livestock
- Including the horse industry”

“Ontario Forage Expo” will be held in Wentworth County on Wednesday July 15th, on the farm of Fritz & Gise Trauttmansdorff, Dunlea Farms at 400 Field Road, Jerseyville. This major event will present a wide array of demonstrations and activities related to the forage industry. It is co-sponsored by the Ontario Forage Council and Wentworth & Brant County’s Soil & Crop Improvement Association.

- Watch the major equipment companies demonstrate forage machinery in side by side field trials
- Listen to Key note speakers on forage related topics
- Visit with forage and forage related trade show exhibitors

BBQ on site (Local group to be announced)

This promises to be a great day, with no admission charge for the farming community.
Bring your friends and neighbours - Everyone Welcome!

“Demonstrations start at 10:00 am”

For more information or an interview, contact:

Ray Robertson,
The Ontario Forage Council
1-877-892-8663
info@ontarioforagecouncil.com

K) 2009 OCA Cow/Calf Roadshow

September 8, 2009

- 12:00pm - Meet at the Glen House Resort for lunch
- 1pm - Board bus and depart to the farm of Kim and Charlie Sytsma - *Kim and Charlie Sytsma with their son Will, farm 1200 acres in Leeds County and have a cow/calf operation of 220 cows. Together they ran a bull test station for 13 years and a heifer development centre for five years.*
- 3:00pm - Board bus and depart to the farm of Alec MacGregor - *Alec is a provincial grazing mentor. We will be discussing how, why and most important the dollars of making pastures work for us. Alec owns a cow-calf*
- *operation of 60 cows on the edge of the Rideau River. Over the past year he has expanded his operation and is now marketing his cattle at Keady Livestock through the Georgian Bay Premium Charolais Calf Sale. Alec runs 240 acres and will tell us about his experiences with intensive rotational grazing.*
- 5:00pm - Depart for supper at Hobb’s Family Farm
- 7:00pm - Board the bus for a tour of Tackaberry’s antique collection
- 9:00pm - Depart for the Glen House Resort

- 10:00pm - Hospitality Suite

September 9, 2009

- 7:30am - Sponsor breakfast and networking at the Glen House Resort
- 8:30am Speaker Session - *This will be an opportunity to hear from a number of speakers ranging in topic*
- *from cow nutrition, genomics and how cow/calf producers fit into the Ontario*
- *Corn-Fed Beef Program.*
- 11:30pm - Lunch at the Glen House Resort
- 12:30pm - Board bus and depart for the farm of Dan O'Brien - *Dan operates a finishing facility in Greely Ontario focused on sourcing local Simmental genetics. With the use of his excellent tracking system he is able to identify carcass traits in his finished animals. He is fourth generation beef producer and his facilities are designed to maximize comfort and care of the cattle which are age and source-verified. O'Brien Farms supplies locally raised beef to consumers in the Ottawa and surrounding area.*
- 3:00pm - Conclusion of event - bus returns to the Glen House Resort

Please note this agenda is subject to change.

Registrations due by Wednesday August 12, 2009

Please note registration is limited to 100 serious producers so please register as soon as possible to ensure participation in the two-day event.

Each participant is required to fill out an INDIVIDUAL registration form

For registration information, contact LeaAnne Hodgins, Ontario Cattlemen's Association, 1-866-370-2333

L) Application Forms for Government of Canada Slaughter Improvement Program Now Available

OTTAWA, Ontario, July 3, 2009 - The Honourable Jean-Pierre Blackburn, Minister of National Revenue and Minister of State (Agriculture) is encouraging all potential applicants to apply for the new federal Slaughter Improvement Program (SIP). The three-year, \$50-million program is now accepting applications.

"The Slaughter Improvement Program - a commitment made in Canada's Economic Action Plan - is now up and running," said Minister Blackburn. "This program will make red meat packing and processing facilities more competitive and accessible to farmers across the country."

The program will make federal repayable contributions available to support investments made by the private sector and other levels of government in sound business plans aimed at reducing costs, increasing revenues and improving operations of red meat packing and processing operations in Canada. Investing in a stronger meat packing and processing industry in Canada benefits the entire value chain and leads to a more profitable and competitive industry and a stronger economy.

Meat processing is responsible for \$20.5 billion in annual sales for Canadian livestock farmers.

For information on how to apply for the program, visit www.agr.ca/slaughterhouse, email SIP@agr.gc.ca, or call 1-877-246-4682.

M) BIC Bits

New Canadian Beef Brand Exceeds Expectations

The new Canadian beef brand, launched this past January, is gaining momentum in the retail, foodservice and food processing sectors across the country.

Backed by extensive consumer research, BIC developed a meaningful brand positioning for Canadian beef, including a Canadian beef logo and tagline. To place this new brand mark at meat cases, and on menus and packaged products, BIC has been knocking on doors, selling the opportunities of a coordinated strategy. And in just a few short months, BIC generated interest from 78 key companies. As of June 30, 36 brand license agreements have been signed with retail, foodservice and processing operations, including Costco Canada, Sobeys, Boston Pizza, Canada Safeway and Expresco Foods.

“The response has been amazing, considering we are introducing a brand with unique positioning that must be married with a company’s own brand and messaging,” says Gillespie. “Within a very short time, retailers such as Costco and Sobeys have signed licensing agreements, solidified their internal communication strategies, and developed, printed and posted their materials.”

Costco stores across Canada now display the new Canadian beef logo on the wall above the fresh meat case and on all packages of sub primal and retail cuts. This commitment to Canadian AAA beef, and to the brand mark, makes a strong statement about the opportunities in promoting Canadian beef.

Similarly, Sobeys has been quick off the mark in using the Canadian beef brand on-pack. With more than 1,300 stores in 10 provinces and thousands of wholesale customers, Sobeys is the largest retailer on Canada’s East Coast, and a leading national grocery retailer and food distributor in Canada.

The retail sector isn’t the only area using the new Canadian beef brand logo – Canada’s foodservice sector has also had its early adopters of the brand. First off the mark was Panago Pizza, an upscale take-out restaurant with 165 establishments from Ontario to the West Coast. BIC staff assisted Panago with development of a steak pizza that was featured in their television advertising. The new Canadian beef brand was clearly visible on screen during NHL games earlier this year.

Meanwhile, Boston Pizza, a national chain with 300 locations in Canada, was interested in adding a burger to its menu. BIC assisted the chain by providing research that showed consumers prefer Canadian beef.

“We pitched a premium burger made with Canadian beef, and so now they offer a prime rib burger and the new Canadian beef brand mark is printed on the menu,” notes Gillespie. “Boston Pizza executives knew that a premium burger needed premium beef, and that identifying it as Canadian beef was the right business strategy.”

Other restaurants are also using the brand mark, including Casey’s Restaurants, a chain of 30 restaurants in Ontario and Quebec. Casey’s summer menu features a 16-ounce, Ontario corn-fed T-bone steak. Cage aux Sport, a Quebec-based sports bar chain with 48 outlets, branded their AAA Angus steak with the “Boeuf Canadien” logo.

Rounding out beef marketing, the processing sector has many Canadian beef brand licensing agreements in the works, but most remain confidential until after the products are launched. Yet two initiatives are already in the marketplace – Expresco Fire-Grilled, Fully Cooked, Sirloin Steak Strips, available at Costco; and Savoury Choice, a line of marinated, fresh beef products, sold at Walmart. Both products are made with 100 per cent Canadian beef and display the brand mark on their packages.

“These processors are close to the product and recognize quality,” notes Gillespie, adding that consumer focus groups assessing company’s prototype products reinforce the research presented in the branding tool kit.

Healthier eating is a national and global trend and some processing partners position their products to satisfy this trend. For these companies, using the brand mark not only identifies the product as Canadian beef, but provides additional benefits by aligning the product with BIC’s positioning and advertising.

“Canadians prefer to buy Canadian beef, and will pay a little more for the product,” says Gillespie. “Labelling a product with the new brand mark gives processors, retailers and foodservice providers a competitive edge in the domestic market.”

BIC’s efforts to maximize demand for Canadian beef and optimize the value of Canadian beef products is funded in part by cattle producers through the National Beef Cattle Check-Off.

**N) Young Farmer "Talk and Tour" on Wolfe Island
July 11th**

At the Finding a Future in Beef-Under 40 Meetings participants said they wanted a chance to Tour and Talk. So the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and the Ontario Cattlemen's Association (OCA) would like to invite you to attend an under 40 learning day on Wolfe Island July 11th, 2009.

The day will begin with a stop at Pykeview Farms, winners of the 2009 Young Farmer competition. Jason and Christina Pyke have developed a growing market for their bison meat, and continually challenge new marketing ideas.

Then off to lunch at the Island Grill (~ \$12.00) and presentations on "Getting Your Point Across" individually, in your commodity, and in the larger industry, by John Williamson. John is a well-known, outspoken advocate for Agriculture through OCA, OFA and various local venues. As well we will take a look at some of the new programs available through Growing Forward.

Following these presentations, we will visit Rob White, another young farmer on the island trying to balance life, work and working through succession planning to be part of the home beef operation.

If you have friends or know of anyone under or around the age of 40 who may be interested in this great networking opportunity, please let them know they are more than welcome to attend.

We will be taking the 10:30am ferry across to Wolfe Island and recommend you are there by at least 10:00am to ensure you find parking. We will have a bus on the Island so we can park our vehicles in Kingston and walk on the Ferry. Included in the package are the ferry schedule and a map of parking in downtown Kingston. We expect parking to be somewhat tight on a Saturday morning in July, so please come ahead of time. We strongly recommend people traveling from the same area to travel together. If you are interested in checking out the Kingston Farmer's Market ahead of time, it is a 5 minute walk from the ferry and opens at 6:00 a.m., and may give you some marketing ideas.

If you plan on attending we would appreciate it if you would give us a call so we can keep a fairly close tally on numbers for lunch and the bus. Or if you have any questions, the number for both is the same... 613-258-8295.

So hopefully you can find time to join us for "Tour and Talk" on Wolfe Island with your peer group.

**O) Beef Producers Bus tour & Barbeque Sponsored by Oxford County Cattle Men/Women
Saturday August 22nd 2009**

Bus departs from Gilbert Vankerbroeck's feedlot at 7:30 AM sharp

(located 3KMs south of Norwich on 59 HWY fire #772876)

- 8:45 *Mike Early – Hillcrest Farms.*
- 100 50/50 Purebred Angus cross Cows
- Calves marketed through the "Natural Beef Program"
- Bio Bulls on test for 12 years

10:30 *Brian Pelleboer – Stony Creek Feedlot*

- 175 Commercial cows
- Finishes 400 head, his own calves plus some out sourced.
- Coverall Manure Storage system
- Bio Bull test center

12:00 pm *Stop for lunch at Subway in Petrolia.*

1:00 pm *John Noorloos – Char Creek Farms*

- feed 2500/head a year – holds 1600 on farm
- Coverall Feedlot barn
- 800 acres. Grows Corn, Soybeans and 175 acres of Sugar Beets

3:00 pm *Mike Buis – Van Mar Farms*

- 350 Commercial Cows
- Markets calves to freezer trade, OLEX and feedlots.
- Alternative feeds and unique grazing program

6:00 pm *Steak dinner at the farm of Gilbert Vankerbroeck*

All of this for the “ Amazingly low one time payment of \$25.00”
To reserve a seat on the bus Contact
Sally Smith-Pelleboer 519-688-6053 ,,Gilbert Vankerbroeck 519-468-2325
Dwight Zehr 519-462-2876,,, Larry Smith 519-475-4750

P) Oxford County Cattlemen's Association Annual Beef Barbecue

August 6
5:30-8pm

Tavistock Memorial Hall
Tickets: Adults \$12, Children \$5
For more information or to order tickets, call John Kaufman at (519) 421-2327

Q) Durham Cattlemen's Association Annual Beef Barbecue

Friday July 10
6:30pm
Bowmanview Farms
1721 Reg. Rd. 3
Enniskillen
\$10.00 pp (under 12 Free)

R) Bruce County Cattlemen's Beef Barbecue

Wednesday, July 15, 2009
Chesley Community Centre
Dinner: 5:30-7:30
Entertainment and Dance: 8 pm
Music by: Tommy Gilham and the Gasoline Band
Ticket are advance only by July 11
Ticket price is \$20 each

For tickets call Steve Eby
(519) 396-5740

S) Middlesex Beef Producers' 52nd Annual Beef Barbecue

August 20

5-7pm

Poplar Hill Park, Poplar Hill, ON

Cost: \$14/adult in advance or \$16/adult at the gate

Enjoy a wonderful meal of BBQ beef, baked potato, coleslaw, corn on the cob, tomatoes, pickles, roll, tea, coffee, milk and ice cream. Preschool and elementary school age children eat for free when accompanied by an adult. This event goes Rain or Shine.

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This report prepared with the assistance of Dr. Doug Powell's team at Kansas State University. This service does not allow emails to be sent by responding to this email directly. If you have questions or comments, please contact Lianne Appleby at lianne@cattle.guelph.on.ca

A) Beef industry backs fight to end ban

Calgary Herald

Fri Jul 10 2009

Page: D3

Section: Calgary Business

Byline: Gina Teel

Source: Calgary Herald

Canada's cattle industry is rallying behind Ottawa's move to request the establishment of a World Trade Organization dispute settlement panel to tackle South Korea's six-year ban on Canadian beef.

Announced Thursday by federal Agriculture Minister Gerry Ritz and Stockwell Day, minister of international trade, the request comes after consultations in May with South Korea on the ban failed to resolve the issue.

The consultations followed repeated efforts by Canada over the years to resolve the ban enacted in May 2003, following the discovery of bovine spongiform encephalopathy (BSE) in Alberta.

In 2002, South Korea was Canada's fourth-largest beef export market, valued at \$50 million, though exports had reached as high as \$100 million.

The Canadian Cattlemen's Association supports Ottawa's request for a WTO panel.

John Masswohl, the association's director of government and international relations, said there's no scientific reason why South Korea continues to ban Canadian beef.

"It's even more galling to us that they've accepted U. S. beef and not Canadian beef, because we have the same risk profile, the same policies in place, and we even have an enhanced feed ban in place that we've had for two years, and the Americans are now just implementing theirs," he said.

Ted Haney, president of the Canada Beef Export Federation, said South Korea's continued ban on Canadian beef, while allowing the importation of American beef, "represents very specific discrimination against Canada, Canadian beef and our industry."

"Korea has not been able to demonstrate any merit for their decision regarding science or even the trade guidelines established by the World Organization for Animal Health," Haney said.

In 2007, the organization categorized Canada as a controlled-risk country for BSE, which allows for the safe trade in all beef and cattle under conditions that Canada can meet.

In a statement Thursday, Ritz said the international scientific community recognizes that Canadian beef is safe, and "we are confident a WTO dispute panel would rule in our favour."

Canadian ranchers produce beef that meets the highest safety and quality standards in the world, he said.

"This government has made it clear to South Korea that we will defend Canadian ranchers," Ritz said.

The WTO panel will be asked to determine whether South Korea's ban on Canadian beef is consistent with its international trade obligations under the WTO, the government said.

Canada views South Korea's ongoing ban as a violation of its WTO obligations, as it's not based on the relevant international standards or on science, and is discriminatory and restricts trade.

Beyond Korea, Canada continues to make progress in markets once closed to its beef, including the Philippines and Taiwan.

From January to May, Taiwan imported 1,079 tonnes of Canadian beef valued at \$4.1 million, a 65 per cent increase over the same period last.

Prior to May 2003, Canadian beef exports to Taiwan reached 4,123 tonnes annually, valued at \$21.5 million.

gteel@theherald.canwest.com

B) Pig farmers air their beef

The St. Catharines Standard

Thu Jul 9 2009

Page: A3

Section: News

Byline: TIFFANY MAYER, STANDARD STAFF;

Their signs did the talking for them.

Don't shut down my future in the pork industry.

Fairness for all farmers. We need help now. We are nearly bankrupt. Dozens of Ontario pork farmers who converged on Niagara-on-the-Lake Wednesday wielded placards emblazoned with those words in an effort to get the attention of Ontario Agriculture Minister Leona Dombrowsky and her federal counterpart, Gerry Ritz, meeting inside the Queen's Landing hotel for a federal and provincial agriculture ministers' summit.

The 60-strong group led by Beginning Farmers, an organization of young and new pork farmers, were protesting for the third time in as many weeks federal and provincial aid programs they say are flawed, leaving them on the brink of bankruptcy and the beleaguered industry on the verge of collapse.

"We're in tears. We're losing our farms," Tina Verhof, a Beginning Farmer from Bright, near Woodstock, said. "We're the future of the industry. If we go, the industry is gone."

Verhof, who with her husband, John, finished hogs on contract before buying pigs of their own in 2005, said producers are losing up to \$50 per hog and have had little relief since 2007, when the industry went into a tailspin.

That's when the loonie started taking off for the stratosphere, followed by feed prices driven up by the biofuel industry's hunger for grains and oilseeds, she said. Meanwhile, returns on hogs started shrinking. The province tried to help that year with a \$50-million payment for cattle, hog and horticulture producers. There were also federal programs intended to soften the blow, but Verhof said they did little for new producers who invested tens of thousands of dollars to enter an industry that appeared to be strong but began to languish soon after.

What her family thought would be a combined payment of \$250,000 to help them through wound up being a \$400 cheque, John, said.

The problem, they say, is that information used for payments was based on data from 2000- 2004, before many in Beginning Farmers began farming.

As a result, Verhof said retired or deceased farmers have received cheques.

Meanwhile, industry newcomers' problems have been compounded by the loss of markets because of new American country-of-origin labelling requirements and the recession. The swine flu misnomer for the H1N1 pandemic has also eroded consumer confidence at a time when farmers are desperate for their support.

"This is what crushed us," Verhof said. "Leona and Gerry have to fix their problems. It's like the perfect storm. It's never just one thing."

The group wants direct payments to farmers, not another loan program that farmers can't afford, she added. But Dombrowsky said she takes issue with some of the group's claims.

Producers came to her with a sense of urgency in 2007 when the \$50-million cattle, hog and horticulture payment was created, she said.

To get help to farmers quickly, Dombrowsky said her staff used numbers from the federal cost-of- production program to determine payments instead of an application process that would have delayed help. Money also had to be delivered in a "trade-friendly" way that wouldn't be confused with a subsidy and lead to complaints from trade partners.

Dombrowsky said she has asked for names of people who protesters believe wrongly received money. She's never gotten it.

Still, she said some of the help provided by governments, such as insurance programs, haven't helped everybody in the industry. "

That isn't working, obviously. We have farmers who are saying they're in serious trouble," Dombrowsky said. But she said she doesn't know what the solution is and any resolution will require the help of farmers.

"I don't know if it's fixable, but we need another instrument to deliver the kind of support to farmers when they experience challenges, that will actually work for them," Dombrowsky said.

In an e-mail, Ritz echoed Dombrowsky about the need for all to work together.

"We understand our pork producers are having a tough time and we'll continue to work shoulder-to-shoulder with them as they adjust to new market realities," he said.

But Dombrowsky isn't alone in her uncertainty about a fix.

John Colyn, a longtime Lincoln hog farmer who attended the rally to support his successors in the industry, also said the solution isn't obvious.

He said he doesn't know if the cheque the Verhofs are asking for will solve problems and has concerns about whether farmers can afford another loan program. New jobs aren't always an option either, he noted.

But what is clear is that something needs to be done, he added.

"Ontario -- Canada -- needs to address how it's going to position the pork industry in the future."

C) Rain has come, but drought-stricken producers say it's too little, too late

The Canadian Press

Tue Jul 7 2009

Section: National General News

Byline: BY LISA ARROWSMITH

EDMONTON _ Some areas of Alberta and Saskatchewan are finally getting rain, but it will probably be too little too late for many producers who have already suffered through a cold, dry spring.

Andrew Peden, 48, whose family has farmed an area east of Edmonton for the last 106 years, spent Tuesday morning showing a crop insurance adjuster his drought-damaged canola crop.

He's been forced to write off 365 hectares of canola after drought conditions and a cool spring prevented the proper growth of the plants.

"They've finally germinated, but it's way too late to make a viable canola crop now," he said from his farm near Minburn, Alta. "To try and get a crop now, you'd have to be frost-free until the end of October. What are the odds? Not likely."

The 161 hectares of peas planted likely won't grow tall enough to be harvested and his wheat yields will likely be poor this year, he said.

That only leaves payments from crop insurance to get him through the rest of the year.

"Crop insurance helps but it definitely doesn't provide a very good living. It covers the bills but that's about it."

Daniel Itenfisu, a soil moisture expert at Alberta Agriculture, said over the past few days, there has been between 20 and 45 millimetres of rain in some southern and central regions of the province.

But areas near the Saskatchewan boundary, including Lloydminster, Provost, Wainwright and Bonnyville have only received between 5 and 10 millimetres and remain quite dry.

What farmers really need across the province is a slow, steady and prolonged rain to restore moisture levels deep in the ground.

"The deep soil moisture is completely depleted. We need more precipitation, no doubt about that," Itenfisu said.

Rain also fell Tuesday in some areas of Saskatchewan, but it may be too late to help some of the hardest hit areas, said Greg Marshall, president of the Agricultural Producers Association of Saskatchewan.

In areas in the western part of the province, near Kindersley, crops are ruined. In other areas of the province, farmers are glad they're getting some moisture, he said.

"They're really welcoming the rain, it will help with development for sure, although yields will be down this year provincewide, I would think."

The rain may also help cattle producers if it makes the grass in their pastures grow.

Many livestock producers have been forced to feed their animals hay or other feed crops because it's been too dry.

"I think 49 per cent of our hay crop has been suffering," Marshall said.

Chad MacPherson, general manager of the Saskatchewan Stock Growers Association, said there may be some challenges ahead.

"There will be some major winter feed shortages," he said.

Even in areas where soil moisture has been average, hay crops have been hurt by frost and cool temperatures this spring so yields will be down significantly, MacPherson said.

Kevin Boon, with the Alberta Beef Producers, was thrilled with the soaking rain that fell on his farm near Tomahawk, west of Edmonton. Ranchers may get another chance to cut a hay crop later this year because of it, he said.

The moisture would really help cereal crops, which may end up being used for feed this winter.

Farmers growing such crops might consider putting them up for animal feed, if crop insurance officials were more lenient with them _ and his group is having discussions with those officials, he said.

This latest drought, poor growing conditions and the continuing fallout from the effects of mad cow disease has some producers on the brink of giving up, Boon said.

"We're going to see some of the smaller and some of the older producers saying, 'enough is enough', sell the herd and won't restock," he said.

It's also eating into the equity that producers have built up in their farms, which many planned to use as a retirement nest egg, Boon said.

"We're seeing the farmer having to be older and older in order to sustain because he doesn't have the resources to turn it over to kids or get out easily."

D) U.S. trade chief urges Japan to address beef, insurance issues

Kyodo News International

Mon Jul 6 2009

U.S. Trade Representative Ron Kirk on Monday urged Japan to address its partial ban on U.S. beef imports and to ensure equal competition conditions for U.S. insurers in the country, saying they are "two issues that remain of serious concern."

Kirk made the comments in a statement issued as the United States and Japan compiled their eighth report under the bilateral Regulatory Reform and Competition Policy Initiative, making clear that President Barack Obama will seek the total lifting of Japan's ban on U.S. beef imports just as his predecessor George W. Bush did.

Kirk welcomed progress made through the initiative in some areas that would help improve Japan's business environment and encourage new opportunities for growth.

But he noted, "Normalizing trade for U.S. beef and securing a level playing field for U.S. insurance providers are two issues that remain of serious concern. I look to Japan to ensure these concerns are addressed as quickly as possible."

Japan resumed imports of U.S. beef in July 2006 on condition that the meat is obtained from cattle aged 20 months or younger and that specified risk material is removed, due to fears of mad cow disease, formally known as bovine spongiform encephalopathy.

But the United States has called for a complete removal of the import restrictions.

As for the insurance issue, Washington is seeking "a level playing field" in Japan between Japan Post Insurance Co., a unit of the government-owned Japan Post Group, and private-sector insurers.

E) Effect of tenderizers combined with organic acids on Escherichia coli O157:H7 thermal resistance in non-intact beef

31.jul.09

International Journal of Food Microbiology, Volume 133, Issues 1-2, Pages 78-85

Yohan Yoon, Avik Mukherjee, Keith E. Belk, John A. Scanga, Gary C. Smith and John N. Sofos

[http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6T7K-4W7YXN1-](http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6T7K-4W7YXN1-5&_user=10&_coverDate=07%2F31%2F2009&_rdoc=10&_fmt=high&_orig=browse&_srch=doc-)

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Abstract

Non-intact beef products include beef cuts that have been ground, mechanically tenderized, restructured, or have been injected with solutions to enhance tenderness and/or flavor. This study examined the effects of tenderizing salts and organic acids on thermal inactivation of Escherichia coli O157:H7 in a ground beef model system simulating non-intact beef products. Ground beef (95% lean; 700 g batches) was mixed (2 min) with

nothing (C) or solutions (22 ml) of water (WA), calcium ascorbate (CaA, 0.86%; wt/wt), calcium chloride (CaC, 0.23%; wt/wt), acetic acid (AA, 0.3%; v/wt), citric acid (CA, 0.2%; wt/wt), NaCl (NA, 0.5%; wt/wt), and mixtures of CaA/NA, CaC/NA, AA/NA, CA/NA, CaA/CaC/NA, CaA/AA/NA, CaA/CA/NA, CaC/AA/NA and CaC/CA/NA. Samples (30 g) were extruded into test tubes, inoculated (7 log CFU/g) with E. coli O157:H7 (5-strain mixture), and stored (4 °C) overnight. Samples were then cooked to 60 °C or 65 °C, in a water bath, to simulate rare or medium-rare doneness of beef, respectively. Weight, fat and moisture losses, total bacterial (tryptic soy agar) and E. coli O157:H7 (modified eosin methylene blue agar, and modified sorbitol MacConkey agar) populations were determined after inoculation, storage, and cooking. Fat and moisture losses were not affected by treatment and temperature, while weight losses increased at 65 °C and in acid treated samples (60 °C). E. coli O157:H7 survivors were generally lower ($P < 0.05$) in acid treated than non-acid treated samples. Pathogen counts in samples treated with tenderizers (CaA, CaC) and NA were not different ($P \geq 0.05$) than those of control samples. Thus, inclusion of organic acids in beef tenderizing recipes may help in thermal inactivation of E. coli O157:H7 that may be transferred to the interior of non-intact products during their production.

F) CANADIAN label may not mean Canadian beef

02.jul.09

Globe and Mail

Carly Weeks

<http://www.theglobeandmail.com/life/health/canadian-label-may-not-mean-canadian-beef/article1204560/>

Canadians who heard news last week of a major recall involving beef products from the United States may have felt assured the steak in their freezers was safe.

But as they found out, it's wrong to assume beef and other meat products originate in Canada just because the country has its own meat-producing industries.

Earlier this week, the Canadian Food Inspection Agency announced a recall involving a variety of President's Choice beef products, including steaks, roasts and ground beef over fears of E. coli contamination. The products came from JBS Swift Beef Co., based in Colorado, and are part of a larger recall that has been linked to at least 18 illnesses in numerous states.

While news of a food recall is hardly surprising – in recent weeks, the CFIA has announced recalls on everything from pistachios to salad greens to food made with peanut products – many consumers were startled to find out some fresh meat products sold by Canadian companies actually originate in the U.S..

The recall is prompting new questions about sources of meat sold in Canadian grocery stores, and whether consumers have a right to know where the product originated.

Under current regulations, companies that sell fresh meat products, such as ground beef, aren't required to name the product's country of origin on the label, according to several industry experts.

G) Regulatory management and communication of risk associated with Escherichia coli O157:H7 in ground beef

06.jul.09

Foodborne Pathogens and Disease, Volume 6, Number 6

Charles Dodd, Douglas Powell

<http://www.liebertonline.com/doi/abs/10.1089/fpd.2008.0261>

Abstract

Foodborne illness outbreaks and ground beef recalls associated with Escherichia coli O157:H7 have generated substantial consumer risk awareness. Although this risk has been assessed and managed according to federal regulation, communication strategies may hamper stakeholder perception of regulatory efforts in the face of

continued E. coli O157:H7 outbreaks associated with ground beef. To mitigate the risk of E. coli O157:H7 contamination in ground beef, the beef industry employs preharvest and postharvest interventions, while the U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) provides regulatory oversight. Policy makers must understand and clearly express that regulation allocates, not assumes, responsibility. The FSIS role may be poorly communicated, leading consumers, retailers, and others in the farm-to-fork food safety system to misrepresent risks and creating unrealistic expectations of regulatory responsibility. To improve this risk communication, revisions may be needed in FSIS-related documents, Web pages, peer-reviewed publications, and recall announcements.

H) US: Food safety lawyer questions timeliness of JBS Swift Beef recall

08.jul.09

from a press release

<http://www.prweb.com/releases/2009/07/prweb2611124.htm>

Minneapolis, Minnesota -- National food safety lawyer Fred Pritzker issued the following statement, calling for the United States Department of Agriculture to investigate why it took so long for the public to be notified of a deadly threat of E. coli O157:H7 in beef produced April 21 by JBS Swift Beef Co. of Greeley, Colorado.

It was first announced June 28 by USDA's Food Safety and Inspection Service

[http://www.fsis.usda.gov/News_ & Events/Recall_034_2009_Expanded/index.asp](http://www.fsis.usda.gov/News_&_Events/Recall_034_2009_Expanded/index.asp) that an investigation into at least 18 matching E. coli illnesses was related to a large recall of beef by JBS Swift. The firm has recalled 421,000 pounds of cut beef produced April 21 and 22 because it may be contaminated with the same strain of E. coli O157:H7 that was causing the infections.

"It's disturbing and dangerous that more than two months went by before consumers received information of a possible link between tainted meat and an outbreak of potentially lethal E. coli illnesses," said Fred Pritzker, a national food safety lawyer whose firm, Pritzker Olsen, P.A., represents victims in practically every major outbreak of foodborne illness.

Pritzker said, "The FSIS is responsible for the safety of our meat supply and it should have been more aggressive in protecting consumers from a foodborne pathogen that is especially dangerous to small children, the elderly and others who have weakened immune systems."

According to a report by The Associated Press

<http://www.google.com/hostednews/ap/article/ALeqM5iMC6NXcYwx69vXhgNTnA9JVceahQD995V5K00>, FSIS

initially took a sample of beef from JBS Swift on May 21 that tested positive for the outbreak strain of E. coli.

"Because that beef did not enter the food supply, officials did not urge a recall," the story said.

The AP quoted an FSIS spokesman, who said that the agency urged the recall that took place a month later after it conducted a follow-up investigation, which included information about reported illnesses. Pritzker said the delay raises questions about a possible lack of thoroughness and urgency with regard to FSIS oversight in the case of this outbreak.

The Centers for Disease Control and Prevention (CDC) has characterized the outbreak as infecting at least 23 people in nine states. At least 12 victims were hospitalized, including two patients who suffered a severe complication known as HUS, or hemolytic uremic syndrome, a type of kidney failure.

I) Thermal inactivation of Escherichia coli O157:H7 in blade-tenderized beef steaks cooked on a commercial open-flame gas grill

09.jul.09

Journal of Food Protection®, Volume 72, Number 7, pp. 1404-1411(8)

Luchansky, John B.; Porto-Fett, Anna C.S.; Shoyer, Bradley; Phebus, Randall K.; Thippareddi, Harshavardhan; Call, Jeffrey E.

<http://www.ingentaconnect.com/content/iafp/jfp/2009/00000072/00000007/art00005>

Abstract:

Beef subprimals were inoculated on the lean side with ca. 4.0 log CFU/g of a cocktail of rifampin-resistant (Rifr) Escherichia coli O157:H7 strains and then passed once through a mechanical blade tenderizer with the lean side facing upward. Inoculated subprimals that were not tenderized served as controls. Two core samples were removed from each of three tenderized subprimals and cut into six consecutive segments starting from the inoculated side. A total of six cores were also obtained from control subprimals, but only segment 1 (topmost) was sampled. Levels of E. coli O157:H7 recovered from segment 1 were 3.81 log CFU/g for the control subprimals and 3.36 log CFU/g for tenderized subprimals. The percentage of cells recovered in segment 2 was ca. 25-fold lower than levels recovered from segment 1, but E. coli O157:H7 was recovered from all six segments of the cores obtained from tenderized subprimals. In phase II, lean-side-inoculated (ca. 4.0 log CFU/g), single-pass tenderized subprimals were cut into steaks of various thicknesses (1.91 cm [0.75 in.], 2.54 cm [1.0 in.], and 3.18 cm [1.25 in.]) that were subsequently cooked on a commercial open-flame gas grill to internal temperatures of 48.8°C (120°F), 54.4°C (130°F), and 60°C (140°F). In general, regardless of temperature or thickness, we observed about a 2.6- to 4.2-log CFU/g reduction in pathogen levels following cooking. These data validate that cooking on a commercial gas grill is effective at eliminating relatively low levels of the pathogen that may be distributed throughout a blade-tenderized steak.

J) INDIANA: More bovine TB discovered

09.jul.09

Palladium-Item

Pam Tharp

<http://www.pal-item.com/article/20090709/NEWS01/907090308/1008/More-bovine-TB-discovered>

More cases of bovine tuberculosis have been identified by the Indiana Board of Animal Health, a disease outbreak that will cost some counties money.

The Indiana Board of Animal Health announced this week that red deer on a Harrison County cervid farm tested positive for bovine TB. The deer were purchased from the northern Franklin County cervid farm where the disease was first found in cervids in May.

Last month, an elk on a Wayne County hobby farm tested positive for bovine TB. That animal also came from the Franklin County cervid farm.

Bovine TB is a chronic, infectious bacterial disease that affects primarily cattle but can be passed to any warm-blooded animal, including humans. Cervid is a category of animals that includes elk and various deer species. USDA's Animal and Plant Health Inspection Service is destroying the Franklin County cervid herd this week, said APHIS spokesperson Cindy Ragin. The 80-animal herd included elk and red, fallow and sika deer, she said.

K) CFIB Releases Monthly Business Barometer for Canadian Agriculture Sector: Ag Ministers must address significant challenges

Regina, July 9, 2009 – Today, the Canadian Federation of Independent Business (CFIB) released its first Monthly Agriculture Business Barometer for June 2009. The industries most pessimistic are agriculture with an index level of 47.9 (likely due to ongoing challenges in the livestock sector and drought conditions in parts of the West), natural resources at 46.0 and the transport sectors at 51.2. When compared to the national business confidence findings of 58.5 (almost two points below the May level), it is clear the agricultural sector continues to struggle. (Visit www.cfib.ca/agri/ for further details).

“CFIB’s Business Barometer reflects the number of challenges the Canadian agricultural sector is dealing with, whether it be in the livestock sector or producers facing severe drought,” said Marilyn Braun-Pollon, CFIB’s vice-president for Agri-business. “It is our hope this week’s meetings of federal, provincial and

territorial ministers of Agriculture will acknowledge these significant challenges and implement improvements to programs such as AgriStability, and announce plans to deal with the severe drought experienced by many producers.”

“Our agri-business members want to earn a profit from the marketplace, not the mailbox. These are really programs of last resort, but when producers do need them they must be transparent, accessible, predictable and timely. We hope the governments will deliver,” Braun-Pollon concluded.

CFIB’s index is a weighted average of response scores: 100 for stronger performances, 50 for consistent performances, and 0 for weaker performances. Further details can be found at:

www.cfib.ca/research/barometer/

CFIB is the business voice for agriculture, representing 6,500 independently owned and operated agri-businesses in the country.



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