



## OCA Weekly Update – January 23, 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.

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**A) Cattle and Pork Producers Given More Time to Repay Cash Advances**

Cattle and hog producers facing hard financial times now have until September 30, 2010, to repay cash advances under the Advance Payment Program (APP). The extension of the repayment deadline for livestock advances was announced today by Agriculture Minister Gerry Ritz. In addition, the first \$100,000 of each producer's advance will continue to be interest-free.

"Thousands of farmers across the country have taken advantage of APP loans and this extension will keep them in business and provide relief during the current credit crunch," said Minister Ritz. "This Government will continue to work with livestock producers and their organizations to address the issues facing the sector."

"This extension assists Canadian hog producers to cope with the current financial crisis," said Jurgen Preugschas, President of the Canadian Pork Council. "We are pleased that the Government recognizes the financial difficulties hog producers are experiencing in these tough economic times."

"This is the breathing room Canadian cattle producers need to put their bottom lines back into the black," said Brad Wildeman, President of the Canadian Cattlemen. "We are going to keep working with the Government as we continue to improve programs to make sure they work for Canadian producers."

The extension of the repayment deadline applies to regular and emergency loans taken by cattle and hog producers during the 2008-09 production period. The Stay of Default covers more than \$450 million in advances to the livestock sector.

Producers can still apply for APP emergency advances until March 31, 2009. Regular APP advances will continue to be available. Beginning in April, producers who meet eligibility criteria will be able to apply for 2009-10 regular advances.

Improving cash flow to producers through APP and Targeted Advance Payments under AgriStability are just two of a number of measures being taken in response to challenges facing Canadian livestock producers. Minister Ritz has also been working hard developing new marketing opportunities around the world to help Canadian farmers weather the current economic uncertainty and strengthen export markets.

## **B) Seeking Students for Unique Rural-Urban Community Leadership Program**

4-H Ontario and Me to We, a division of Free the Children, are seeking rural and urban high school students in grades 10 and 11 for the second annual Greenbelt Youth Forum.

The Forum, to be held at the YMCA Camp Cedar Glen near Bolton from April 16-20<sup>th</sup>, brings together rural and urban students from high schools within the Greenbelt. Through facilitated discussions, group work, workshops, guest speakers and tours, the students work together to explore a variety of issues such as environmental stewardship, resource preservation, land use planning, and local food.

Applications are available on the 4-H Ontario website at <http://www.4-hontario.ca/greenbelt.aspx> or by calling (519) 824-0101. Applications are due March 1, 2009. A \$75 fee applies and covers costs of rooms, food, resources and bus tours.

During the Forum, campers are divided into issue groups which examine issues such as water and energy conservation, local food, land preservation and community development. In 2008, the "Conserving Canucks" investigated issues surrounding environmental stewardship and green living while the "Food Fanatics" concentrated on land use and local food. Both groups spent one full day on bus tours where they visited a variety of sites including a composting facility, a gravel pit, a farmers' market, a food bank, an organic beef farm and a new dairy operation.

Following the four days, the campers are challenged to tackle a project within their community or school over the summer. The projects can be anything of interest to the youth. The results of these "*Bushel Basket of Change*" projects will be showcased at the 2009 Royal Agricultural Winter Fair where the youth will get together once again and celebrate their successes.

In its initial year, reflections from the campers showed that this initial endeavor was a complete success. Comments made by them included:

- “Thanks for making me think”
- “There are so many ideas in my head; I don’t know where to start”
- “This camp has been the most life-changing experience I have ever felt”
- “I’ve met some really passionate people who have truly inspired me”
- “This weekend changed the outlook of my life

A video of the 2008 camp, created by one of the 4-H members attending is available for viewing at <http://www.youtube.com/watch?v=aKm4erVOVIA>.

The program is a joint effort between 4-H Ontario and Me to We, with funding provided by the Friends of the Greenbelt Foundation.

Me to We is the top youth leadership training organization in the world, delivering innovative local and international training experiences to more than 350,000 youth every year.

The 4-H Ontario program builds leaders. Through a network of 1600 volunteers, and a dedicated staff and over 6200 youth, ages 10-21 years, are provided with “Learn to Do by Doing” experiential opportunities to develop their competence, confidence, connection, character and caring skills.

### **C) Training Opportunities**

*The Centre for Rural Leadership*, in partnership with Andy Sherwood and PROGRESSIVE TRAINING.CA, is offering a number of productivity training and time management workshops.

#### **1. Productivity Improvement Using Microsoft Outlook® (Back by Popular Demand)**

This day long workshop on productivity training and time management solutions will help you integrate communications, tasks, activities and planning using Microsoft Outlook®. This workshop will show you how to reconfigure your task pad enabling you to focus on your priorities, how to communicate more effectively and how to fulfill and coordinate your commitments, all of which will contribute to a measurable increase in productivity at work and at home.

Past participants have indicated that this fast paced, high-quality training workshop has fundamentally changed the way they do business, use Outlook, deal with email, day to day tasks and time management issues. They note that this ‘change’ is immediate and ongoing and easy to implement and keep using in both your work and personal environments.

The cost of this day long workshop is \$545.00 with refreshments and lunch included. The workshop will be offered from 9:00 a.m. to 4:00 p.m. in the ACC Farmers’ Financial Boardroom, Ontario AgriCentre, 100 Stone Road West, Guelph, on:

- Tuesday, February 24, 2009
- Tuesday, June 16, 2009

For more information and to register for this workshop please contact *The Centre for Rural Leadership* at 519-826-4204.

#### **2. Working Sm@rt with BlackBerry (New)**

This half day workshop on 'working smarter with Blackberry was created in conjunction with Research in Motion (RIM). Graduates of this workshop increase productivity and enhance on-the-job performance by knowing how to match the right process and skill set when using their BlackBerry devices.

The goal of this workshop is to learn how to apply Priority Management's workload management processes in a BlackBerry environment. In *Working Sm@rt with BlackBerry* participants will learn:

- Processes to manage email in a BlackBerry environment ;
- How to better use your BlackBerry with Outlook and get these tools "on the same page";
- When and why to use a BlackBerry... not just how; and
- How to make your BlackBerry a proactive tool.

While not required it is strongly recommended that participants participate in Working Sm@rt with Outlook prior to taking this course.

The cost of this half day workshop is \$395.00 with morning and mid morning refreshments included. The workshop will be offered from 9:00 a.m. to 12:00 noon in the ACC Farmers' Financial Boardroom, Ontario AgriCentre, 100 Stone Road West, Guelph, on:

- Wednesday, March 25, 2009

For more information and to register for this workshop please contact *The Centre for Rural Leadership* at 519-826-4204.

Farmers Markets Ontario (FMO), in cooperation with *The Centre for Rural Leadership*, is offering the following workshop series during January, February and March 2009, in various locations across Ontario. Designed with Farmers Markets members in mind, these workshops are also being made available and open to the broader rural community, rural and community organizations and leaders of all ages.

### 3. *Tips and Tools for Productive Meetings*

This three hour workshop will help participants:

- identify the characteristics of an effective meeting;
- apply elements of good meeting planning;
- understand each participant's role in the success of the meeting;
- conduct an effective and productive meeting
- become aware of resources, strategies and tools for effective meetings; and
- create agendas that produce action and results.

The cost of this three hour workshop is \$20.00 with a hot meal and workshop materials included. The workshops will be offered on:

- Saturday, January 10, 2009, 10:00 a.m. to 2:00 p.m. - Carp, ON
- Saturday, January 17, 2009, 10:00 a.m. to 2:00 p.m. - Port Hope, ON
- Saturday, January 24, 2009, 10:00 a.m. to 2:00 p.m. - Brampton, ON
- Saturday, January 31, 2009, 10:00 a.m. to 2:00 p.m. - London, ON
- Saturday, February 7, 2009, 1:00 p.m. to 5:00 p.m. - Thunder Bay, ON

For more information, specific workshop location and to register for a workshop please contact Farmers' Markets Ontario at 1-800-387-3276.

#### 4. *Create a Memorable Customer Experience!*

This three hour workshop will help participants:

- understand how to manage the customer experience, including first impressions and closing the sale;
- learn how to handle the difficult customer;
- understand and implement effective presentation methods for product and produce; and
- manage the role of public relations and event marketing to ensure individual vendor success.

The cost of this three hour workshop is \$20.00 with a hot meal and workshop materials included. The workshops will be offered on:

- Saturday, February 28, 2009, 10:00 a.m. to 2:00 p.m. - Carp, ON
- Saturday, March 7, 2009, 10:00 a.m. to 2:00 p.m. - Port Hope, ON
- Saturday, March 14, 2009, 10:00 a.m. to 2:00 p.m. - Brampton, ON
- Saturday, March 21, 2009, 10:00 a.m. to 2:00 p.m. - London, ON
- Saturday, March 28, 2009, 1:00 p.m. to 5:00 p.m. - Thunder Bay, ON

For more information, specific workshop location and to register for a workshop please contact Farmers' Markets Ontario at 1-800-387-3276.

#### 5. *Meet the Media: Getting Their Attention on Your Terms!*

This three hour workshop will help participants:

- gain an enhanced understanding of how the media works
- learn how to structure and produce a news release
- learn how to get the media interested in a story idea
- by providing basic instruction on how to write for the media and templates for future use.

The cost of this three hour workshop is \$20.00 with a hot meal and workshop materials included. The workshops will be offered on:

- Saturday, February 28, 2009, 10:00 a.m. to 2:00 p.m. - London, ON
- Saturday, March 7, 2009, 10:00 a.m. to 2:00 p.m. - Brampton, ON
- Saturday, March 14, 2009, 10:00 a.m. to 2:00 p.m. – Port Hope, ON
- Saturday, March 21, 2009, 1:00 p.m. to 5:00 p.m. – Thunder Bay, ON
- Saturday, March 28, 2009, 10:00 a.m. to 2:00 p.m. - Carp, ON

For more information, specific workshop location and to register for a workshop please contact Farmers' Markets Ontario at 1-800-387-3276.

**D) An Introduction to Organic Certification for Beef Producers**  
**Why do it? How do I do it? Who are the Certifiers?**

Tuesday January 27, 2009: 7:00 pm, Millbrook Lions Hall

What are the New Canadian Regulations all about? This session will be specifically geared to beef producers.

Sponsored by the Organic Council of Ontario (OCO) and Kawartha Heritage Conservancy.

There will be no charge to attend. Please register by contacting Carolyn Geer, 705-439-2692

[carolyn.geer@sympatico.ca](mailto:carolyn.geer@sympatico.ca)

**E) The Ecological Farmers Association of Ontario (EFAO) presents:**  
**Finding the Balance – Interpreting Soil Tests for Organic Farmers**

Saturday February 7, 2009: 9am – 4pm, Millbrook Lions Hall

While standard soil tests have been used primarily for inorganic fertilizer applications, organic farmers can get useful information from these reports. Bring along your soil tests and learn how to read them with organic production in mind.

Cost: \$50 for EFAO members, \$70 for non members.

Please register with the EFAO office, [Tel:1-877 822-0656](tel:1-877-822-0656), 519-822-8606 or email: [info@efao.ca](mailto:info@efao.ca)

**F) An Introduction to Organic Certification**

**Why do it? How do I do it? Who are the Certifiers? What are the New Canadian Regulations all about?**

Monday February 23, 2009: 7:00 pm, Millbrook Lions Hall

This session will be open to all commodities. Sponsored by the Ecological Farmers Association of Ontario (EFAO) and Kawartha Heritage Conservancy. There will be no charge to attend. Please register by contacting

Carolyn Geer, 705-439-2692 [carolyn.geer@sympatico.ca](mailto:carolyn.geer@sympatico.ca)

**G) OAC Public Lecture**

The Winter 2009 session of OAC's public lecture series begins on Friday, January 30, with this year's Stewart Lane Commemorative Lectureship, which features distinguished scholars and researchers in the areas of agricultural advancement and information speaking on issues pertinent to the sector's current challenges and future opportunities.

The 2009 Lane lecture will feature Dr. Michael Boehlje, Distinguished Professor in the Department of Agricultural Economics and the Center for Food and Agricultural Business (CAB) at Purdue University. As an educator, lecturer and industry consultant, Boehlje has devoted his career to helping farm and agribusiness managers as well as policy makers understand the pragmatic economic and financial consequences of their decisions.

Members of the university community and the general public are invited to attend this special presentation, as Dr. Boehlje shares his insights on innovation in today's agricultural industries.

Innovation in the Agricultural Industries: A Complex Adaptive System

Friday, January 30, 2009

3:00 p.m. - 4:30 p.m.

Lifetime Learning Centre, OVC 1715

University of Guelph

This event is open to the public: there is no charge for admission. OVC Lifetime Learning Centre is located just off Gordon Street between College Avenue and Stone Road: access via McGilvary Road.

A campus map is available at: <http://www.uoguelph.ca/campus/map/>

#### About the Speaker:

Michael Boehlje is a Distinguished Professor in the Department of Agricultural Economics and the Center for Food and Agricultural Business (CAB) at Purdue University. He previously held faculty and administrative positions at Iowa State University, University of Minnesota and Oklahoma State University. The fundamental focus of his work has been to integrate concepts of economics, finance, and strategy to solve farm and agribusiness management problems. Dr Boehlje is the author or co-author of four books and more than 450 articles. He is a Senior Associate of Centrec Consulting as well as a Fellow of both the American Agricultural Economics Association and the International Food and Agribusiness Management Association.

#### About the Series:

The OAC Public Lecture Series features distinguished speakers on topical issues related to agriculture, food, the environment and rural communities in Canada and around the world. The series promotes better understanding of the challenges and opportunities of rapid change and global connectivity.

For more information:

Paula Conley

OAC Dean's Office, University of Guelph

519 824 4120 ext 56513

[pconley@uoguelph.ca](mailto:pconley@uoguelph.ca)

### **H) 2009 Managing Excellence in Agriculture Conference Harness the Energy**

Turn opportunities into advantages.

Sheraton Fallsview Hotel and Conference Centre, Niagara Falls, Ontario

January 28 to 30, 2009

Assessing the future. Investing in renewable energy. Achieving work/life balance. Managing financial risk ? just a taste of the featured topics at the 2009 Managing Excellence in Agriculture Conference.

The speakers featured at each Managing Excellence In Agriculture Conference are among the best in our industry. This year is no exception. Here's are just three of the many speakers scheduled ? Brian Hayward sharing his outlook for 2009, Bernard Vincent from Toma & Bouma Management Consultants identifying and capturing market opportunities and Moe Agostino, Senior Risk Management Consultant discussing the potential of renewable energy.

Hurry! Space is limited.

Take advantage of early bird savings. Register at [www.farmcentre.com](http://www.farmcentre.com) before January 6, 2009. For further registration assistance, call 1-866-492-1171 or email [monique@confersense.ca](mailto:monique@confersense.ca)  
Detailed agenda online at [www.farmcentre.com](http://www.farmcentre.com)

### **I) Grow Your Opportunities - A Quest for New Farm Value - Red Meat Focus**

Join us as we explore case studies highlighting how innovative rural and farm businesses developed their value-added ideas. Follow a new product from conception to integration into the marketplace. Workshop leaders will include private and public sector entrepreneurs and advisors sharing lessons learned and best practices in an energetic and open learning environment. Workshops are limited to 25 participants.

Pre-registration is required.

Cost: \$75 for both days. Hot lunch is included.

- Brussels Community Centre - Two Saturdays - February 7 and 14
- Petersburg - Blue Moon Restaurant - Two Tuesdays - February 17 and 24
- Port Perry - North Durham Police Station - Saturday February 28 and Friday March 6

Funding and support provided by: Ontario Pork Industry Council; Ontario Cattlemen's Association; The Centre for Rural Leadership; Canadian Farm Business Management Council; Ontario Ministry of Agriculture, Food and Rural Affairs

To Register contact Denise Mouter at The Centre for Rural Leadership by calling 519-826-4204 or register online at [www.ruralleadership.ca](http://www.ruralleadership.ca) and click on "Program Calendar".

#### **J) OCA County and District Annual Meetings**

Throughout January, 2009  
(See OCA Web site for details)

#### **K) Lazy S Bull Power Sale**

January 31 2009  
At the Ranch Mayerthorpe, AB  
Black & Red Simmental, Angus & Beefmakers  
[www.lazysranch.ca](http://www.lazysranch.ca)  
(780) 785-3136

#### **L) Cedardale Farms Beef Information Meeting**

January 21, 2009  
7:00 p.m.  
Nestleton Community Hall (Hwy 7A, Nestleton)  
January 21, 2009

This is an open and free event hosted as an educational meeting for fellow beef producers. The following speakers will be joining us:  
Christoph Wand, OMAFRA Beef Cattle. Sheep & Goat Nutritionist: Feeding the pregnant cow for the last three months of gestation

Gary Grubb, Beef Nutritionist for Masterfeeds: Winter & Spring Beef Cow Nutrition and Management

Jack Kyle, OMAFRA Grazier Specialist: Summer Pasture Management

Contact: Ryan Nesbitt (905) 986-4608

#### **M) Canadian International Farm Show**

February 3-5, 2009

International Centre, Toronto, ON  
Visit [www.masterpromotions.ca/canadian-farm-show.asp](http://www.masterpromotions.ca/canadian-farm-show.asp)

The Canadian International Farm Show has a new focus, new ideas and a promising future. The show is now owned, managed and produced by Master Promotions Ltd, Canada's largest and leading producer of high quality industry focused trade shows.

Toronto's International Centre will be the venue for the largest indoor exhibition of farm products and equipment in Canada. They will come to see the latest AG technology and equipment displayed on over 400,000sq. feet, all on one indoor show floor!

Fresh ideas and a new look await you at one of the largest farm based equipment and technology show in the country, The Canadian International Farm Show.  
Have a great fall & winter and we will see you in February!

For more information please visit: [www.canadianfarmshow.ca](http://www.canadianfarmshow.ca), or call 1-888-454-7469, and show managers Mark Cusack [mcusack@mpltd.ca](mailto:mcusack@mpltd.ca) or Rob Etmanski [retmanski@mpltd.ca](mailto:retmanski@mpltd.ca), would be happy to assist!

**N) Willabar Ranch Ltd. Annual Long Yearling Black Angus Bull Sale**

February 17, 2009  
At the Ranch, Claresholm, AB  
[February 18-19](#)

**O) Innovative Farmers Conference 2009**

9-4pm  
Best Western Inn, London, On  
Cost: \$245 non-members, \$170 members  
Deadline: February 12

Sponsored by: Innovative Farmers Association of Ontario

Leading edge, two day conference focused on Farm Management, growing Crops and Equipment Management in reduced and notillage farm situations. speakers from Germany, US and Canada. R. Saik, S. Brownridge, S. Dutzi, M. Cleveland, P. Needham, V. Pierce, M. Hagny and A. Sherwood. Ontario farmer panel, round table sessions. CEU credits offered. registration fee includes breakfast, two lunches and banquet with several refreshment breaks.

Contact: Megan Newcombe (905) 729 3254  
February 24, 2009  
3:30-4:30pm

**P) Beef Improvement Ontario Annual General Meeting**

February 24, 2009  
3:30-4:30pm  
DoubleTree International Plaza Hotel, 655 Dixon Road, Toronto

Business Update and Financial Statement Review

**Q) Pfizer Cattlemen's College (in conjunction with OCA Annual General Meeting)**

February 24, 2009

7pm

DoubleTree International Plaza Hotel, 655 Dixon Road, Toronto

**R) Ontario Cattlemen's Association Annual General Meeting - "Close to Home"**

February 25-26, 2009

All Day

DoubleTree International Plaza Hotel, 655 Dixon Road, Toronto

Details to be posted as they become available. Please check back regularly.

**S) Northern Powerpac Bull and Heifer Sale**

April 11, 2009

2 pm

Temiskaming Livestock Exchange

New Liskeard, ON

For more information contact: Barry Potter

705-563-2752

**T) Ontario Charolais Association Annual Meeting**

March 14, 2009

12pm

Holiday Inn

200 Holiday Inn Drive

Cambridge, ON

**U) Wanted: Outstanding Women in Agriculture**

Farm Credit Canada (FCC) is seeking nominations for the 2009 Rosemary Davis Award, which honours Canadian women for their leadership and commitment to agriculture.

FCC is looking for five women who deserve recognition for their achievements. She could be an agriculture producer, agribusiness operator, teacher, veterinarian, researcher, community builder, visionary, volunteer or have some other valuable connection to agriculture.

Candidates are judged on how they demonstrate leadership, give back to their community and Canadian agriculture, display their passion for agriculture, as well as their vision for the future of the industry.

The Rosemary Davis award was created and named after a successful Canadian agribusiness owner and operator and the first female chair of the FCC Board of Directors.

The winners receive a free trip to Boston to the 2009 Simmons School of Management leadership conference in May.

Winners must be 21 years of age and actively involved in agriculture. Online applications have to be submitted before midnight Jan. 26, 2009 to the Farm Credit Canada website [www.FCCRosemaryDavisAward.ca](http://www.FCCRosemaryDavisAward.ca). Previous nominees who did not win last year can reapply. Call 1-888-332-3301 for more information.

## **V) BIC Bits**

### **BIC Consumer Web site Offerings Greatly Enhanced**

The Beef Information Centre (BIC) has re-launched its consumer website, at [www.beefinfo.org](http://www.beefinfo.org).

The new consumer site is the culmination of over six months of collaboration between various BIC teams working closely with a web design agency, communications group, health professionals, kitchen experts and many others.

The goal of the site is to target light beef consumers and provide them with information to modify their consumption behaviour. As such, the target demographic is women between the ages of 25 and 49 who make the majority of menu planning and purchasing decisions within the Canadian household. The content communicates helpful recipe, buying, preparing and inspiring information for all things related to Canadian beef.

Loaded with 14 essential nutrients, Canadian beef is a power-packed, nutrient-rich addition to any meal. This new site gives Canadians the information they have been asking for and the tools to ensure each meal they feed their family is not only nutritious, but delicious too.

The new website also provides great detail on the healthfulness and nutrition of Canadian beef. Indeed, the site contains a full section geared toward health professionals, and another section is aimed at food media. Targeting the media allows BIC to ensure the positive messages around Canadian beef are available to media with a simple few 'clicks', and allow BIC to reinforce the benefits of Canadian beef products.

Additional key features of the new site include the new beef brand logo and tag line; recipes prominently displayed on the home page; a recipe section that employs sophisticated database programming to display search results; cooking lessons that offer BIC videos and embeds videos from other sites; 'Beef 101' section that educates consumers with easy-to-understand categories and simple language; and 'Cool Stuff', a new section that promotes beef-related books, gifts and gadgets with a Canadian focus.

BIC encourages Canada's beef producers, their families and their friends to view the new and improved site, at [www.beefinfo.org](http://www.beefinfo.org).

This initial launch is focused on BIC's English site only. BIC's French language consumer website will launch later this spring.

## **W) Saunders/Andemar Charolais Bull Sale**

Please note change of sale date to

April 4, 2009

Lunch 11:30 pm, Sale time: 2 pm

Keady Livestock Market

Keady, ON

For a copy of the catalogue or more information contact:

Pete Neal 519 871 4703

Brent Saunders 519 372 6196

Darrell Saunders 519 373 6788

Jack McCoubrey 519 671 2776

See you in Keady!

## **X) Cedardale Charolais 6th Annual Bull and Select Female Sale**

April 18, 2009

1:00 pm  
17100 Cedardale Rd Nestleton, ON  
Offering 25 Yearling Bulls and 15 Open Purebred Heifers  
Viewing of Sale Offering starts at 11:00 am, Sale is at 1:00 pm  
Auctioneer: Ross Bailey (905) 985-0697  
Contact: Name Ryan Nesbitt (905) 986-4608  
[ryan@cedardalefarms.ca](mailto:ryan@cedardalefarms.ca)

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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](mailto:lianne@cattle.guelph.on.ca)

#### **A) Obama Administration Withdraws COOL for Regulatory Review**

The United States Department of Agriculture (USDA) announced that the Obama Administration plans to delay the effective date of the final mandatory Country-of-Origin Labeling (COOL) rule that was published in the Federal Register just last week. During this delay, the USDA plans to conduct a public comment period on the rule and possibly make revisions. The interim final rule remains in effect until the process is completed.

The Canadian Cattlemen's Association understands that this step is customary for an incoming United States (U.S.) Administration to put regulatory proposals on hold for their evaluation, but it is unusual to automatically re-open these for public comment, in conjunction with a delay. The decision comes at a time when the Canadian livestock and meat industry looked forward to market stabilization as a result of the final rule, and is disappointed that the new administration has chosen to delay its implementation and inject uncertainty into the market again.

The delay comes as a result of a U.S. Government-wide directive from new White House Chief of Staff, Rahm Emanuel, stating that all rules published in the Federal Register, but not in effect at the time President Obama took office, may be withdrawn for review. The final COOL rule, posted in the January 15<sup>th</sup> edition of the U.S. Federal Register, was to take effect on March 16, 2009. The general directive is intended to allow the Obama administration time to reconsider regulations initiated by the previous Bush Administration. Other regulations issued in the late days of the Bush administration face the same review process. In the USDA alone, these include regulations applicable to the grasslands and wetlands reserve programs, farm and ranchland protection program and other conservation programs.

The CCA has many questions and is seeking clarity on this latest COOL development. It will continue to work with the Government of Canada, and its industry partners including the Canadian Pork Council, to minimize the uncertainty this creates for the Canadian livestock and meat industries. The Canadian government is keenly aware of the confusion this creates for the industry on both sides of the border.

For in-depth information and the latest news on COOL, visit the CCA website at [www.cattle.ca](http://www.cattle.ca) and click on 'COOL Updates'.

## **B) Beef and pork farmers cheer U.S. ruling ; Export market expected to improve for Cdns.**

Brockville Recorder and Times

Thu 22 Jan 2009

Page: E2

Section: News

Byline: BY NICK GARDINER, STAFF WRITER

Dateline: ATHENS

Local producers are cheering this week's announcement exempting Canadian beef and pork from U.S. country-of-origin labelling (COOL) regulations.

"It's a good news story and hopefully we'll see more good news stories in the future," Athens-area beef producer Kim Sytsma told The Recorder and Times.

The U.S. market for Canadian producers shrank dramatically last fall when American feedlot owners were ordered to segregate livestock based on the country of origin. Similarly, U.S. packers were ordered to process Canadian beef and pork separately from product from south of the border.

Sytsma said Tuesday's final ruling by the U.S. government removes a major challenge facing Canadian producers.

"It looks like it gives packers in the U.S. a chance to bid on Canadian cattle again. Hopefully, they will bid on Canadian cattle."

With the lower Canadian dollar, lower cost of feed for producers and lower fuel prices, Canadian producers should be competitive with the massive U.S. livestock industry, said Sytsma.

She said producers in Ontario should also see less competition from the Alberta cattle industry, which was looking to market beef in eastern Canada to make up for diminished access to the U.S. before Tuesday's ruling.

"Alberta produces much more than Ontario and it usually goes south," said Sytsma, noting that export opportunity is available again to the western producers.

Sytsma said it shouldn't be long before Canadian producers are again shipping product to the U.S. because of the change in policy.

She said it's unclear if most American packers will begin accepting Canadian beef and pork again. But she feels it will be hard to resist product that it competitively priced.

"I hope it will be a big benefit."

Spencerville area pork and beef producer Geri Kamenz was similarly pleased with the decision to allow Canadian livestock into the U.S. without country-of-origin labelling.

"It really had a negative impact on the (Canadian) red-meat industry," said Kamenz.

"This goes a long way to recreating those market opportunities that we had before."

Kamenz expects the decision will have a "rapid impact on the market in Canada.

"It certainly sends a signal to the industry that that market will be available to us again."

Tuesday's announcement was welcomed by the federal government, which indicated it was putting a hold on a World Trade Organization complaint over the labelling issue.

Agriculture Minister Gerry Ritz said the U.S.'s final rule on the country-of-origin labelling has given Canadian cattle and pork exporters what they had been seeking.

Ritz said in a conference call from India that the new labelling requirements recognize the industry is integrated and should end discrimination against Canadian producers.

He said the \$4-billion Canadian industry had taken a hit since October but believes export levels and prices should soon return to normal.

Ritz didn't say how much the industry had lost during the interim.

Ritz said Canada will continue to monitor trade in the sector and ensure no unfair practices continue. In the meantime, Canada will shelve its complaint at the WTO but not completely withdraw it, he said.

### **C) Dire prediction for beef industry; Legislation and direct action needed: NFU;**

Pembroke Daily Observer (ON)

Thu 22 Jan 2009

Page: 3

Section: News

Byline: STEPHEN UHLER, STAFF WRITER;

Dateline: ADMASTON/BROMLEY TWP.

Canada's beef industry will be gone in 20 years unless action is taken soon to ensure the survival of the family farm.

The only viable way that will happen is to encourage the growth of a locally produced food economy, wrestle control of the meat packing industry from corporate conglomerates and take any and all other actions, which will help ensure farmers can get fair prices for their cattle.

That's according to Grant Robinson, coordinator of the Ontario National Farmers Union, who told the crowd of 25 packed inside the Barr Line Community Centre Monday night the entire industry is in crisis, with prices farmers get for their cattle at their lowest since the Great Depression.

"The reality is family farms make the whole beef industry work," he said. "Something's been broken in this generation, when you can go from having a herd which would be enough for a comfortable living to having the same size herd and barely be able to support your family," he said. "If we don't start to get realistic about this, we won't have a beef industry in 20 years."

The Renfrew County National Farmers Union played host to an information meeting to discuss the findings of the farm organization's extensive report on the state of the cattle industry.

Entitled "The Farm Crisis and the Cattle Sector: Toward a New Analysis and New Solutions," the study was completed in November, but is now being taken on a cross-Canada tour to stir up the grassroots, bringing it to the attention of the public, government officials and local politicians.

Darrin Qualman, the author and one of the NFU staff researchers, said he began this one-and-a-half years ago after many of their members came out to ask why prices hadn't rebounded in the wake of the BSE crisis of a few years ago.

Researching the matter, he came across some startling results.

"Prices have been fluctuating over the years, but between 1942 and 1989 the average price a farmer got for his cattle didn't go below \$174 per hundredweight," Mr. Qualman said.

But by 2008, this price had sank to \$90 per hundredweight, at times dipping to prices unseen since the Depression when it reached \$50.

This trend held true for all categories of cattle, and everyone assumed the industry still hadn't recovered from the "mad cow" crisis.

"I found to my surprise that wasn't it at all," he said.

After studying the prices, the NFU researcher discovered the first time prices dropped was in May 1989, when the price fell below \$130, and never recovered.

"Something happened then, something significant," Mr. Qualman said. "That was the free trade deal with the United States,"

It came into force that January, and the integration of Canadian and American markets began in earnest.

Gearing up for an export market, Canada increased beef production eight times over, a stunning achievement. The U. S., Mr. Qualman said, did not, and instead scaled back.

Added to this were several other factors, including the consolidation of the meat packing and preparation industry into the hands of two to three corporations, and their decision to set up their own feed lots and build up their own cattle supply.

"This gave them control over the markets they were buying and selling in," he said, in essence buying and selling to themselves while keeping the prices low on cattle..

The business end of the cattle sector also chewed away at the portion the farmer receives when his product goes to market.

What is paid at the grocery store is a lot less than what the producer of food receives.

"At one point, farmers got 24 or 25 per cent of the grocery store prices," Mr. Qualman said. "Now, they are lucky to be getting 16 per cent."

For some products, that margin is even lower, such as ground beef.

In 2008, farmers received 60 cents out of \$2.75 a pound.

The only way this can be addressed is through legislation and direct action.

Mr. Qualman said the NFU has 16 recommendations, which lists how farmers can wrest control of the food industry from the big companies and retailers.

He suggested a law banning packers and processors from owning cattle, and require them to go through independent auctions, break up the packer monopolies, examine and restrain retailer and wholesaler power, and push agriculture into a domestic focused one, including making possible farmer owned slaughterhouses and packaging facilities.

Mr. Qualman also said they should try and reduce their reliance on hormones and antibiotics, and test more regularly for BSE, as a way to open up the European and Asian markets by making Canadian beef more palatable to their regulators. Monday's meeting was a stop on a cross-country tour, as the NFU brings their message coast-to-coast.

Once Ontario is completed, stops in the Maritimes and the West are scheduled.

#### **D) CANADA-\$10 billion BSE law case.**

19.jan.09

Farming UK

[http://www.farminguk.com/news/Canada-\\$10-billion-BSE-law-case.10296.asp](http://www.farminguk.com/news/Canada-$10-billion-BSE-law-case.10296.asp)

The cattle producers of Ontario, have filed a class action law suit against the Canada government in relation the mad cow disease outbreak in 2005.

The claim is based on the negligence of the government, in allowing animal by products containing brain material be fed to cattle.

This all sounds quite simple, except the farmers will have to prove the link between by-products and BSE, which has never been proved to date in any part of the world beyond reasonable doubt, at best this is only an assumption.

The findings will be of interest, indeed they may throw more light into the interaction of the food chain in relation to BSE.

Remarkably farmers seem to have no qualms, about by products being fed to pigs and poultry, while they may argue that pigs and poultry are carnivorous, this would be clutching at straws from a legal point of view.

#### **E) US beef regains status as SOUTH KOREA's top imported meat**

19.jan.09

VOANews.com

Jason Strother

<http://www.voanews.com/english/2009-01-19-voa10.cfm>

Last year, anti-government protests in South Korea erupted after President Lee Myung Bak lifted a ban on imports of American beef. Demonstrators believed U.S. beef imports were tainted with mad cow disease. Consumption of U.S. beef subsequently declined during that period. But U.S. beef is now once again South Korea's top imported meat.

Throughout last summer, the streets of Seoul were jammed with tens of thousands of protesters. Some demonstrators carried candles but others became violent, clashing with riot police.

The rallies were spurred on by internet rumors and sensational reports that Koreans were going to be served American beef, tainted with mad cow disease. But by September, the demonstrations stopped and life in South Korea got back to normal.

Today, reaction to American beef is much different.

The A-Meat butcher shop franchise only sells imports from America. Managers say business is doing great. Between their 120 locations, they sell ten tons a day.

The butcher here says boneless short ribs are a customer favorite.

She says not that many people have questions about the meat, some ask how does it taste, but no one asks if it has mad cow disease.

Ahead of the Lunar New Year holiday, many supermarkets throughout South Korea are selling special gift sets of American steak.

One reason why U.S. beef has regained popularity here is because of its price. For example, one kilogram of American tenderloin costs 70 percent less than its Korean equivalent.

That is what brought customer Jin Soon Seong to A-Meat to do his shopping.

Jin says American meat is cheaper than other types, and there is no difference in the taste.

Even though the beef protests are a thing of the past, they have left a lasting impact.

Veteran Korean journalist Shim Jae Hoon says the demonstrations have tarnished Korea's image abroad.

"Korea is basically a trading nation, we derive much of our, at least a third of our gross national income from exports," Shim said. "By our rice we have demonstrated to the rest of the world that we are only interested in selling our products and not buying from others."

Shim believes President Lee Myung Bak's political opponents and left-leaning media manipulated the protests.

"Following the government's investigation into how media companies played this issue, then the objection against American beef imports disappeared," he said.

But President Lee's troubles are not over yet.

Earlier this month, violence broke out in the halls of the National Assembly. Opposition lawmakers fought with members of the governing party in hopes of blocking passage of a free trade agreement with the United States that the president endorses.

Their siege of the Parliament forced the bill to be shelved until later this year.

## **F) VIETNAM: Foot-and-mouth breaks out in Long An and Kon Tum**

20.jan.09

Thanh Nien News

Quang Duan

<http://www.thanhniennews.com/healthy/?catid=8&newsid=45533>

Bovine foot-and-mouth disease has broken out in the Central Highlands province of Kon Tum and southern Long An Province.

The deadly cattle disease, which had been eradicated nationwide, has recurred, the Animal Health Department under the Ministry of Agriculture and Rural Development said Monday.

Seventy-three cows in Nhut Ninh Hamlet, Tan Tru District, and Hiep Thanh Hamlet, Chau Thanh District in southern Long An Province have contracted the disease, local animal health authorities said.

The local women's union had unknowingly purchased cattle infected with foot-and-mouth cheaply from a cow trader to give to female union members experiencing financial hardship.

Foot-and-mouth disease has also broken out in the Central Highlands' Kon Tum Province's Ngoc Hoi and Dak Glei districts, threatening cattle from six local districts.

### **G) KANSAS: ISPAH: New Safe-Guard administration approval reduces stress on cattle, workers**

21.jan.09

Cattle Network

<http://www.cattlenetwork.com/Content.asp?ContentID=284431>

DE SOTO, Kan. -- Intervet/Schering-Plough Animal Health announces the availability of Safe-Guard (fenbendazole) 20% Pre-mix as the first anthelmintic approved by the Food and Drug Administration for administration via free-choice feeding of liquid supplement for the beef and dairy industry.

This formulation means Safe-Guard can be administered via a fixed molasses-based liquid feed supplement, allowing cattle to treat themselves. By eliminating the requirement for physically working cattle, you reduce stress on the animal and reduce the risk of injury to you and your employees. This new formulation of Safe-Guard provides a high level of protection against internal parasites, while eliminating the need to physically handle cattle.

"This new means to administer Safe-Guard is valuable to everyone from the largest ranchers to rural landowners," says Chet Fields, manager of product development for Westway Feed Products. "Large ranchers may have heavy parasite loads, and some had to work cattle three or four times a year to administer parasite control. Rural landowners may have a small number of cattle and may not have the facilities to work cattle to treat them for parasites. Administering Safe-Guard via liquid supplement helps both producers."

In addition to reducing stress on the cattle, free-choice administration saves producers in labor costs as well.

"Many ranchers use temporary laborers when they work cattle," says Fields. "In some cases, it can be challenging to find quality help on short notice for temporary work. When it comes to treating for parasites, this administration method of Safe-Guard eliminates that problem."

Producers who follow a strategic deworming program can see improvements, as seen in a recent research study conducted over 2 years<sup>1</sup>. In this study treated calves gained between 29 to 42 pounds, improved average daily gain 0.286 pounds per day and pregnancy rate increased 8 percent more than non-treated controls. All of this leads to a huge economic return by implementing a strategic deworming program.

Intervet/Schering Animal Health strives to bring beef and dairy producers new and innovative ways to treat cattle for internal parasites without having to physically handle them. The new free-choice liquid supplement feeding method allows producers to treat cattle when they actually need to be treated to maximize return on investment, not just when the cattle can be confined in a pen.

In order to gain the maximum benefit of deworming programs producers should follow a strategic deworming program and routinely monitor the success of it by conducting a Fecal Egg Count Reduction Test. This service can be provided to you by your local Intervet/Schering Plough Animal Health representative or contact your local veterinarian or animal health supplier.



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