



## OCA Weekly Update – February 12, 2010



**Ontario  
Cattlemen's  
Association**  
*Committed to Cattlemen*

**2010 ANNUAL GENERAL MEETING**

**PROGRESS STARTS WITH PARTNERSHIP**

*"Committed to Cattlemen"*

### 2010 OCA Annual General Meeting Agenda

February 24 and 25, 2010 - Doubletree International Plaza Hotel, 655 Dixon Road, Toronto, ON

7:30am - 9:00am *Registration (South Lobby)*

#### Wednesday, February 24, 2010 – Plaza AB Room

- 9:00am *Welcome and Convene*  
Adopt and Approve Agenda and Elect Scrutineers  
Approve Minutes of 2009 Annual Meeting  
2009 Audited Financial Statement - Curtis Royal, OCA Vice-President
- 9:30am Nominations/Election of Cow/Calf Rep. to 2010 OCA Board of Directors
- 9:45am Executive Director's Report - Dave Stewart, OCA Executive Director
- 10:00am Nominations/Election of Feedlot Rep. to 2010 Board of Directors
- 10:15am *Coffee Break – sponsored by Bio Agri Mix LP*
- 10:35am Nominations/Election of Southern Rep. to 2010 Board of Directors
- 10:40 am OFAC Update
- 10:50am Announcement re: CCA Nominations and Feedlot and Cow/Calf Committee Nominations
- 10:55am Nominations/Election of At-Large Rep. to 2010 OCA Board of Directors
- 11:10am President's Message - Gord Hardy, OCA President
- 11:25am Nominations/Election of balance of Cow/Calf Committee
- 11:30am Presentation of TESA Award – *sponsored by RBC Royal Bank*
- 11:40am Nominations/Election of balance of Feedlot Committee
- 11:55am Presentation of the Ontario Pasture Award – *sponsored by MAPLESEED*
- 12:15pm *Lunch - Plaza C Room*
- 12:15pm Board of Directors Meeting – Ottawa Room (election of President/Vice-President)**
- 1:15pm *Reconvene – Plaza AB Room*
- 1:15pm Nominations/Election of CCA Representatives

1:25pm Debate on Resolutions  
Announce Directors to CCA and Request Motion to Destroy Ballots  
Debate on Resolutions (cont'd)

2:30pm *Coffee Break - sponsored by Elanco Animal Health*

2:50pm Debate on Resolutions (cont'd)

**4:00pm Adjourn**

**5:30pm Cocktails - Plaza Foyer**

**6:30pm 2010 OCA ANNUAL BANQUET – Plaza AB Room**

***“It’s a Kinda Magic”***

After-Dinner Performer: ***Brian Michaels, Illusionist***

**Thursday, February 25, 2010 – Plaza AB Room**

**7:00am OCA Board of Directors ANNUAL MEETING - Ottawa Room**

**7:30am OCA Advisory Council and Board Meeting/Breakfast - Montreal AB Room**

**7:30am Voting Delegate Breakfast – Plaza C Room**

9:00am *Reconvene Annual Meeting – Plaza AB Room*

***Keynote Speaker: Peter Chapman – “Connecting with Our Customers: Trends in Retailing”***

9:45am CCA Update

10:15 am *Coffee Break – sponsored by: RBC Royal Bank*

**10:30am Panel Discussion: “The Power of Partnerships” - moderated by Dan Ferguson, OCA**

**11:30am Guest Speaker – Dr. Al Mussell, George Morris Centre – “Cost of Production”**

12:00pm *Lunch – Plaza C Room*

1:00pm Environmental Issues Update – Chris Attema, OCA

1:20pm Board Q and A

2:20pm Debate on Resolutions (cont'd)

***Adjourn (late afternoon)***

Doubletree International Plaza Hotel, 655 Dixon Road, Toronto

RESERVATIONS: 1-800-222-8733

Call by February 12<sup>th</sup> and ask for the “Ontario Cattlemen’s Association” block of rooms

### ***15<sup>th</sup> Annual Pfizer Cattlemen’s College***

*Sponsored by Pfizer Animal Health in conjunction with the 2010 OCA Annual General Meeting.*

Doubletree International Plaza Hotel, 655 Dixon Road, Toronto, Plaza C Room

7:00pm

- Welcome
- Greetings from Pfizer Animal Health Canada
- Julie Stitt, Beef Information Exchange Program - “The Value of Information Sharing in the Beef Industry”
- Dr. Derek Haley, Ontario Veterinary College, University of Guelph - “Strategies to Reduce Weaning Stress”

**\*\*Please note that the Cattlemen's College is an optional program for the 2010 OCA Annual General Meeting. There is no registration fee and no pre-registration is required for this event.**

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- O) Date Changes: OnTrace Producer Traceability Workshops**

**A) Cost of Production Calculator Available Online**

OMAFRA's cost-of-production calculator is now available online at <http://www.omafra.gov.on.ca/english/busdev/bear2000/Budgets/budgettools.htm>, and clicking "Livestock," then clicking your commodity. Cost-of-production calculators are also available for other commodities.

**B) Canadian Beef and the Vancouver Olympics**

Over the past week, rumours have circulated that imported beef is being served at the Vancouver Olympics. The Beef Information Centre reports that it is difficult to respond to such a broad assertion without more details, i.e) to what extent, at what venue, etc. What BIC does know is that Canadian beef will be served at various venues throughout the Olympic Games.

- According to VANOC, the Olympic and Paralympic Village dining hall will serve 3,000 Olympians and Paralympians 350,000 meals over 45 days, including 16,000 kg of Canadian beef.
- As the official restaurant of the Olympic Games and the only branded foodservice retailer, McDonald's Canada has three new Olympic venue restaurants: one in the Olympic Village in Vancouver, one in the Olympic Village in Whistler, and one in the Main Media Center in Vancouver. McDonald's Canada is committed to 100 per cent Canadian beef. Also, spectators will be able to share in the Olympic spirit and enjoy McDonald's quality and variety at any of the more than 40 McDonald's restaurants located in the Vancouver and Whistler areas.
- Sodexo is providing catering services for the Athlete's Villages at the 2010 Olympic and Paralympic Winter Games. Over the course of the Games, Sodexo will serve more than 500,000 meals. Sodexo is committed to utilizing 100 per cent Canadian beef in all of their business.

- Foodservice distributors Gordon Food Service and Sysco – both of which include Canadian beef in their product offerings – have outlined plans with their customers on continued sales and delivery of their food products to Vancouver/Whistler and areas.
- Finally, on February 11, federal agriculture minister Gerry Ritz hosted domestic and international media to a breakfast feast highlighting the safe, delicious and high-quality foods that Canadian farmers produce, including Canadian beef. Representatives from the Canadian Cattlemen’s Association were present at the event. Anita Stewart – a Canadian gastronome and author – was the Master of Ceremonies and using knowledge of the sector, she delivered key messages about the quality, diversity and distinctiveness of Canadian food, including Canadian beef. BIC provided Stewart with recipes and information about Canadian beef in preparation of this event.
- Overall, 80 per cent of beef utilized in Canada is Canadian sourced, while 20 per cent is imported.

This information is provided to you in the event you hear rumours circulating. Please forward as you see fit. If you have any questions, please contact Janet Kanters at the Beef Information Centre:

403-275-5890, [jkanters@beefinfo.org](mailto:jkanters@beefinfo.org)

### **C) Government of Canada Promotes Canada’s Safe, Top Quality Foods at the 2010 Olympic and Paralympic Winter Games**

Canada has the best food and the best athletes in the world, and the Government of Canada is showcasing both in Vancouver at the 2010 Olympic and Paralympic Winter Games. This morning, Agriculture Minister Gerry Ritz hosted domestic and international media to a breakfast feast highlighting the safe, delicious and high-quality foods that Canadian farmers produce. This event was part of the Government of Canada’s on-going work to expand and re-invigorate international markets.

“Our Government is proud to showcase the high quality food that our farmers produce because we know consumers at home and around the world want to buy it,” said Minister Ritz. “We will always maximize every opportunity to promote Canadian agriculture. We know that increased international trade will stimulate economic growth and deliver benefits to all Canadians.”

The breakfast brought together a team of top Canadian chefs from across the country, including Chef at Large Michael Smith, who each prepared distinct dishes featuring key Canadian export ingredients. The menu featured a variety of products including wheat, beef, pork, eggs, canola oil, maple syrup, lentils, soybeans, and ice wine.

Minister Ritz served up Canadian agriculture with farmer leaders from across the country, which included representatives from the Canola Council of Canada, Canadian Cattlemen’s Association, Canadian Beef Export Federation, Canadian Pork Council, Dairy Farmers of Canada, Canadian Horticulture Council and Vincor Canada.

“When our Canadian athletes step on to the podium, we know the safe, nutritious food Canadian farmers produce helped to get them there,” said Minister Ritz. “Our world-class athletes continue to prove that Canadian farmers produce food that truly is the choice of champions.”

In 2008 Canada exported \$42.8 billion worth of food and agriculture to 195 countries.

For more information about this morning’s *Savour Canada* event, including photos, and for recipes of the dishes prepared by the chefs, visit [www.eatCanadian.ca](http://www.eatCanadian.ca).

### **D) Op Ed: Canadian Food -- The Choice of Champions**

Canada has the best athletes and the best food in the world, and we’ll be showcasing both in Vancouver at the 2010 Olympic and Paralympic Winter Games. As Agriculture Minister, I’m proud to promote

our great agriculture products around the world. On February 11, I'll have the honour of hosting a special breakfast in Vancouver featuring talented and award-winning Canadian chefs who will showcase the very best of Canadian food to reporters from across Canada and around the world.

Canada is the world's fourth largest agricultural exporter. Our farmers are among the most knowledgeable and innovative in the world, producing a wide range of products to meet the tastes of consumers the world over. When Canadian athletes step on to the podium, we know the safe, nutritious food Canadian farmers produce helped to get them there.

Bringing new opportunities to Canadian farmers is a promise this Government has kept since the day we first took office, and it's one we continue to stand by today. Having grown up on a farm in Saskatchewan, bragging about Canadian agriculture comes easy to me. Since last January, I've led trade missions to more than a dozen key markets and wherever I go our message is clear: Canadian farmers grow the best food in the world and we're here to sell it.

International trade is key to Canada's Economic Action Plan because it's more than a short-term fix -- it is about making strategic investments that will pay dividends for the long term. The trade relationships our Government is building right now will deliver economic benefits in our communities for generations.

As part of Canada's Economic Action Plan, our \$32-million Canada Brand initiative is aggressively promoting Canadian agriculture in our most important markets around the world. The Canada Brand initiative is already re-invigorating our trade opportunities in key markets like Japan and Mexico. We'll continue to work closely with industry to identify new markets for this initiative.

The Government of Canada is proud to showcase to the world the excellent, safe and high-quality foods our farmers provide at the Vancouver 2010 Olympic and Paralympic Winter Games. Our farmers continue to prove that Canadian food truly is the choice of champions. Go Canada! Go!

*~ Gerry Ritz, PC, MP*

### **E) Farm Coalition Seeks Action from Ministers**

The Ontario Agriculture Sustainability Coalition (OASC) is extremely disappointed with the lack of progress made by agriculture Ministers at their Federal-Provincial-Territorial Ministers meeting (FPT) held in Toronto on February 5.

The ministers focused on the economic situation of the farm sector and announced more consultations on the challenges facing the sector.

"We are very disappointed that Ministers of Agriculture do not seem to understand the problem and clearly do not appreciate the urgency of the situation on our farms." said Bette Jean Crews, President of the Ontario Federation of Agriculture (OFA) and OASC member. "They need to realize that our local food supply is in jeopardy along with thousands of farming and processing jobs." added Brain Gilroy, President of the Ontario Fruit and Vegetable Growers' Association (and OASC member).

"OASC leaders have consulted with farmers and have designed workable solutions" said Henry Stevens, President of the Christian Farmers Federation of Ontario (and OASC member). "We now call on Ministers to show the leadership farmers expect and need."

Producers were surveyed and clearly indicated that AgriStability needs improvement to be bankable and predictable. The OASC has recommended amendments to AgriStability that will provide a much needed infusion to cash-strapped farm businesses. The coalition has also developed a comprehensive Business Risk Management Program for non-supply managed commodities that will help stabilize and sustain the industry.

"The OASC will continue to work with our farm family members and colleagues across Canada to convince Ministers of the need and urgency of the situation on the farm." said Wilma Jeffray, President of Ontario Pork (and OASC member) "The solutions are available and must be implemented now." she added.

## F) Celebrating Canada's Food Freedom Day

GrowCanada(R), a partnership of 11 of the country's leading agricultural organizations, celebrates the many people whose everyday efforts ensure that Canadians are able to mark Food Freedom Day so early in the year. Food Freedom Day, which this year falls on February 12, represents the time when the average Canadian will have earned enough money to pay for his or her own groceries for the full year.

Farmers who work the land, scientists who develop new innovations and many others all lend their specific skills and talents to Canada's vibrant agricultural sector so that Canadians have access to safe, nutritious and affordable foods using technologies that enhance sustainability.

"As farmers we take great pride in producing healthy and affordable food for Canadian consumers," said Doug Robertson, president of the Grain Growers of Canada. "Using the modern technologies we have today, the 80,000 farmers we represent are dedicated to growing our grain safely and sustainably."

"Pulses are a made-in-Canada success that contribute to two things - healthy people and a healthy planet," said Gordon Bacon, CEO of Pulse Canada. "Beans, peas, lentils and chickpeas are nutritious, an affordable part of a healthy diet and a key part of a sustainable food production system."

"Canola oil complements a wide range of foods to make heart-smart and budget-friendly meals. Canadian canola farmers are delivering great value to consumers by producing one of the healthiest cooking oils at an affordable price. This no doubt ensures that Food Freedom Day comes early in the year," said JoAnne Buth of the Canola Council of Canada.

"An estimated nine out of every 10 bites of food available in the world today begin with the planting of seeds," said Dave Sippell, president of the Canadian Seed Trade Association, which represents 130 companies involved in all aspects of the seed industry. "Seed driven innovation brings quality and health benefits to consumers, improves farmer productivity and profitability, and at the same time reduces agriculture's impact on the environment."

"Farmers are proud to work with their industry partners to provide Canadian consumers food for their families," said Laurent Pellerin, president of the Canadian Federation of Agriculture. "Through the past 50 years, Canadian agriculture has allowed consumers to stretch their food dollar even further, which has benefited the entire nation."

"Canadian agriculture is full of people who are committed to working hard for others and taking care of our precious natural resources. Pest control and plant biotechnology products are used by farmers because they increase yields significantly, enhance food quality and increase farm profits; in developed nations like Canada that is often taken for granted," said Lorne Hepworth, president of CropLife Canada, the trade association that represents Canada's plant science industry.

While Canada's urban population continues to grow, the fact remains that we all rely on the Canadian agricultural sector to provide our families with food. Food Freedom Day is a good way to recognize the importance of this sector and the ways in which it contributes to the health and well-being of all Canadians. GrowCanada(R) partners are committed to ensuring a vibrant, productive, and responsive agricultural sector that will meet the needs of this nation for decades to come.

### *GrowCanada(R) Food Freedom Day Background*

- Agriculture is one of Canada's top five industries and it accounts for more than eight per cent of our country's Gross Domestic Product.
- It takes nearly 2.1 million Canadians (one out of every eight jobs) - farmers, suppliers, processors, transporters, grocers and restaurant workers - to bring food to tables in Canada and around the world.
- The average farm in Canada produces enough food to feed 120 people every day. The farms two or three generations ago produced enough food for 10 people each day.

## *About GrowCanada(R)*

The GrowCanada(R) partnership was formed in 2006 to provide a national, value-chain driven vision to federal, provincial and territorial governments as they looked at renewing the national agricultural policy. The partners are: BIOTECanada, Canadian Canola Growers Association, Canadian Federation of Agriculture, Canadian Fertilizer Institute, Canadian Horticultural Council, Canadian Renewable Fuels Association, Canadian Seed Trade Association, Canola Council of Canada, CropLife Canada, Grain Growers of Canada, and Pulse Canada

For further information: Debbie Silva, Canadian Federation of Agriculture, (613) 236-3633 ext. 2322; Patty Townsend, Canadian Seed Trade Association, P: (613) 829-9527; Nadine Sisk, CropLife Canada, P: (613) 230-9881 ext 3224

## **G) Growing Forward News - OMAFRA**

### *Environment and Climate Change*

We are encouraging the adoption of environmentally sound practices to improve the quality of our soil, water, air and biodiversity. The [Canada-Ontario Environmental Farm Plan](#) (EFP) is an education and awareness program delivered by the [Ontario Soil and Crop Improvement Association](#). It helps producers assess their farm's environmental strengths and weaknesses.

Growing Forward offers cost-share opportunities to assist farmers in implementing environmental improvement projects identified in their EFP action plans. We will continue to support the agri-food processing sector with the development of environmental risk assessment initiatives.

Before producers can access cost-share funding under COFSP, they must participate in an EFP workshop and have a peer-reviewed Third Edition EFP Action Plan. To sign up for an EFP workshop in your area, or to learn more about the Environment and Climate Change program, please contact Cathy Dibble at 519-463-9737.

### *Food Safety and Traceability*

We are helping the sector respond to heightened consumer awareness of food safety by supporting the adoption of practices that enhance food safety on farms and in the food and beverage processing industry. We are also helping producers and processors respond to market demands, and improve product tracking, by supporting facility-level traceability systems.

### *Program Update*

Applications will be accepted after 9:00 a.m. on March 1, 2010. Applications received prior to this date and time will not be processed and will be returned to the applicant. Early submission is strongly encouraged as applications will be received and assessed on a first-come, first-served basis until all available funds are exhausted.

### *What's New for 2010*

- Increased cost-share funding maximum of \$25,000, with a cap of \$15,000 for either food safety or traceability expenditures to encourage the adoption of both food safety and traceability projects
- Increased participant numbers through a change in cost-share ratio to 50 percent
- [Premise Identification](#) is a program eligibility requirement that strengthens Ontario's agriculture and food processing sectors by supporting a strong agri-food traceability system

## How Does FSTI Work?

FSTI provides 50% reimbursement of eligible expenses up to a maximum of \$25,000 to:

- implement written food safety programs
- implement a working traceability system
- assist in the purchase and installation of equipment that improves food safety or traceability
- train staff to increase the adoption of food safety and traceability

Growing Forward FSTI proactively manages risks and responds to market demands by providing cost-share funding to individual producer and processing facilities to support the implementation of written food safety programs and working traceability systems.

For complete details on the FSTI, visit <http://www.omafra.gov.on.ca/english/food/foodsafety/grants/fsti.htm>

### *2010 FSTI Information Session Schedule*

All sessions will run from 9:30 am to approximately 1:30 pm EST. All sessions are Food Safety and Traceability for Food Processors and the Agriculture Industry. Note that some sessions have already occurred in Western Ontario.

To Register: A listing of scheduled sessions is provided below. To pre-register for one of these scheduled information sessions - or to request the scheduling of a session in your region - call toll free 1-888-479-3931 (1-888-GRWFD1).

<i>Date:</i> Tuesday, February 16, 2010	Location: Renfrew
<i>Date:</i> Wednesday, February 17, 2010	Location: Kemptville
<i>Date:</i> Friday, February 19, 2010	Location: Guelph with WebEx**
<i>Date:</i> Monday, February 22, 2010	Location: Mount Forest
<i>Date:</i> Tuesday, February 23, 2010	Location: Lindsay
<i>Date:</i> Wednesday, February 24, 2010	Location: Belleville

\*\* For the sessions offering participation via WebEx, a computer and internet connections is required. More information will be given upon registration.

## **H) Rural Summer Job Service**

The 2010 Rural Summer Jobs Service program will begin accepting applications on February 24 and will continue until April 16, 2010. Each eligible applicant has an equal opportunity regardless of when the application is submitted so long as it is received before the deadline. The online application form can be completed in 10 minutes and we will acknowledge your online application via email.

Paper applications can be obtained upon request by calling 1-888-588-4111 or visit [www.omafra.gov.on.ca/english/rural/rsj/rjs\\_index.htm](http://www.omafra.gov.on.ca/english/rural/rsj/rjs_index.htm).

## **I) Farm Innovation Program**

The Farm Innovation Program (FIP) is a \$12,000,000 program that is part of Growing Forward, a federal-provincial-territorial initiative. The FIP is one of the Innovation and Science Suite of programs for Growing Forward in Ontario. The FIP is aimed at boosting agricultural research, competitiveness, and

productivity in Ontario's agricultural sectors. The FIP is administered by the Agricultural Adaptation Council (AAC) on behalf of Agriculture, Agri-Food Canada (AAFC) and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The AAC have issued this Intake of Proposals to solicit project proposals for funding consideration under the FIP.

The overall goal of FIP is to increase the development, adaptation, assessment, and adoption of on-farm innovative technologies that help agricultural producers respond to changing demands. Approved projects will undertake research and innovation to:

- Increase awareness and access to credible, Ontario-based information on applicable innovative on-farm technologies in each sector.
- Provide industry-directed funding to agricultural commodity organizations and to individual farmers or groups of farmers for applied research projects and on-farm demonstrations that focus on innovative technologies for on-farm application.

Eligible recipients must be a Canadian legal entity and may include:

- Non-supply managed organizations designated by the Ontario Agricultural Commodity Council OACC . Applications must be submitted by the organization.
- Individual farmers or groups of farmers may access FIP funding but must apply in partnership/collaboration with a non-supply managed organization of OACC ([click here for a list of non-supply managed organizations of OACC](#)). **Applications must be submitted by the organization.**

For more information, visit <http://www.adaptcouncil.org/e/current-programs/fip.php>

#### **J) Grower Pesticide Safety Course**

If you are an Ontario farmer and want to buy and use Class 2 or 3 pesticides your farm, you must be a Certified Farmer. There must be at least one Certified Farmer for each farm operation. Click <http://www.opep.ca/growertraining/courses.cfm> for a list of courses and exam-only sessions offered across Ontario. You can pick up a manual from the Woodstock OMAFRA Resource Centre. To register for a Grower Pesticide Safety Course or GPSC Exam-Only Session call 1-800-652-8573, fax 519-674-1589  
E-mail: [opep@ridgetownc.uoguelph.ca](mailto:opep@ridgetownc.uoguelph.ca), or click [Register](#) to E-mail your request.

#### **K) Intensive Grazing School Sponsored by Ontario Forage Council (OFC)**

*Steve Kenyon  
Greener Pastures Grazing Management Ltd.  
Busby, Alberta*

*February 16<sup>th</sup> & 17<sup>th</sup> at Douro, Ontario  
February 18<sup>th</sup> & 19<sup>th</sup> at Markdale, Ontario*

This Intensive Grazing School by Steve Kenyon will focus on a number of areas, including economics, finances, human resources and cell design. Steve has a major focus on grazing principles to develop more sustainable pastures to maximize greater profitability on a per acre basis. Steve has a proven track record of delivering an amazing program and has a technique of passing on the knowledge he has demonstrated on his own ranch. Steve does a great job of localizing the information and techniques to encompass the local situation here in Ontario.

This course has been approved for Cost/Share Funding through the Growing Your Farm Profits (GYFP) Program. Contact your local GYFP Program Rep or the Ontario Forage Council (OFC) for details.

This Intensive Grazing Course will certainly provide a practical take-home message that can make a difference. *"Weaning a couple of extra calves off the pasture this year will more than compensate for the investment in this course".*

Registration will be limited, so please enroll early to avoid disappointment. To register or obtain more information, contact the OFC Office. 1-877-892-8663 or 519-986-1484

### **L) Better Business Decisions with BIO**

It's a fact that informed beef producers make intelligent decisions. The amount of information you need to know in order to run your business effectively continues to grow - and it can become overwhelming to manage this information effectively.

So let BIO help! Our new bioTrack system, developed with OCA support, lets you capture and use information on an animal – from pedigree to cooler - easily and the way you want to! bioTrack not only let's you manage data, it provides: easy and automatic age verification with linkage to the CCIA database every 6 hours; the ability to easily get information (within herd indexes or across herd EPD's) on your cows; help with sire selection; and feedlot health, management tools and carcass data . Another important benefit of bioTrack is that you don't have to worry about losing information if your computer crashes.

If you would like to learn more about bioTrack, please call Brittney Livingston at (519) 767-2665 Ext. 316 or Jamie O'Shea at (519) 400-8974. Ask for a free demonstration of bioTrack either by phone or in person and enjoy special introductory pricing.

### **M) Farm Credit Canada Forum – "Big Ideas for Your Future"**

March 9  
Woodbridge, ON  
The Royalton  
10:00am - 3:00pm

March 11  
Kingston, ON  
Kingston Gospel Temple  
10:00 am - 3:00pm

Cost: FREE  
Deadline: February 28, 2010  
Sponsored by: Farm Credit Canada

Join us for this special event. FCC Forums are an opportunity to learn, inspire big ideas and network with business owners and operators just like you. Peter Mansbridge, award-winning anchor and interviewer, is keynote speaker at this year's FCC Forum. Lunch is provided.

Contact: 1-800-332-3301

### **N) Profitable Pastures**

Profitable Pastures will be held in Elmwood March 29<sup>th</sup>, Elmvale March 30<sup>th</sup> and Cobden March 31<sup>st</sup>.  
Key Speakers: Duane McCartney recently retired from Agriculture Canada in Saskatchewan and Alberta &  
Bill Gallagher from Gallagher Animal Management Systems

Their vast experience will provide a practical take home message

Call 1-877-892-8663 to register by March 26th

Visa or Mastercard Pre-registration is necessary to ensure dinner. Conference registration is \$35 and includes a hot roast beef dinner. For more info visit [www.ontarioforagecouncil.com](http://www.ontarioforagecouncil.com)

CEU Accredited

**See attached flyer**

### **O) Date Changes: OnTrace Producer Traceability Workshops**

OnTrace has adjusted its Producer Traceability Workshop series dates for the remainder of the spring, so as not to interfere with spring planting season and to better serve their producer audience.

The new schedule has all workshops ending by the end of March 2010.

**Please see attached the revised ads**, one with location detail information and one with workshop detail information.

Please be aware that the Guelph and Kemptville sessions are very close to being at capacity, so please sign up without delay.

### **P) FIT Program**

*Posted as a Service Announcement to Producers*

Pioneer Solar is now offering to lease your roof space, or land for up to \$40,000. The new solar (FIT) program offered by the Ontario Government has made it possible for Pioneer to give farmers a guaranteed lease payments if their land, or roof space qualifies. You will be given a 20-year contract that is transferable.

The more lucrative way to go is to purchase the system. We have a turn- key solution for the 2.5kw to 10KW solar system.

Rate of return for 10KW is \$11,319 per year. Total earnings of \$226,380 over 20-year contract with OPA/ Ontario Government (at \$0.80 per kW).

Larger roof mounted systems:

<i>Size</i>	<i>Annual earnings</i>	<i>Total earnings (20 years)</i>
100kw	\$85,000	\$1,700,000
250kw	\$212,000	\$4,250,000

The system will pay for it's self in 5 to 6 years. These figures are based on the annual sunlight for Southern Ontario, given by the Ministry of Natural Resources Canada.

- A 25-year warranty on panels.
- Referral fee eligible.
- TD Bank financing.

Please contact Steve Fox at 1-888-314-3677, [steve.fox@bellnet.ca](mailto:steve.fox@bellnet.ca) or visit our Website at [www.pioneersolar.ca](http://www.pioneersolar.ca)

**News Index:**

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- B) Landowners leery of new rules for species at risk**
- C) Uncertain future for farmers**
- D) Ministers don't see any quick risk management changes**
- E) Ag Supporters Soured by Winemaker's Donation**
- F) Farmland acres, beef operations down in USDA report**
- G) Argentine Beef Eaters Cut Consumption as Prices Rise**

This report is prepared and distributed 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) Grand Valley has been helping farmers produce better food for 50 years**

Cambridge Reporter

Thu Feb 11 2010

Page: 01

Section: News

Byline: Rose Simone

CAMBRIDGE - Over the course of the last 50 years, farmers have adapted to the forces of an increasingly globalized food trade.

A Cambridge business, Grand Valley Fortifiers, celebrating its 50th anniversary this summer, has been adapting alongside them, helping them to find new markets with more nutritional pork, milk, cheese, poultry, eggs and beef.

"We hope, by doing what we are doing, that a well run family farm of a moderate size can have a profitable future," says Ian Ross, the company's president and chief executive.

The business was started by his father, Jim Ross, who, at the age of 74 is still active as chair of the company. Meanwhile, Ian, and his brother, Dave Ross, the company's marketing manager, continue the innovation that has kept Grand Valley in business for five decades.

It all started in 1960, when Jim Ross, a native of Preston, teamed up with a partner, Irvine Readhead, and converted an old barn on Clyde Road into a mill and opened Grand Valley Feed and Farm Supply. It provided farmers in 40-kilometre radius with feed, fertilizer, herbicides and pesticides. Three years later, Readhead sold his interest to Bill Miller. Miller left when the Clyde Road property was sold in 1970.

By that time, a new trend had emerged. Instead of having grains turned into feed at the mill, farmers were using small on-farm mills to manufacture their own feed. They were buying vitamin and mineral premix and soybean meal, and mixing that with their own milled grain.

Capitalizing on that trend, the company focused on premix. The name was changed to Grand Valley Fortifiers and in the early 1970s a premix plant was built on Main Street East, near Dundas Street. The plant has been expanded and improved several times since then. It also contains a retail store that sells bird seed, dog and cat food, prepared feeds for livestock and horses, as well as farm and garden items and pond supplies.

The company, which today employs about 100 people, also has offices on Savage Drive, and operates Farmer's Farmacy on Elgin Street, a supplier of pharmaceutical products and equipment for livestock producers. A subsidiary, Progressive Recycling in New Dundee, converts waste bakery products, like cereal, into a product farmers can add to feed.

The nutritional premix products for hogs, poultry, dairy and beef cattle are delivered to farmers across central and eastern Canada and the United States using a fleet of 13 trucks. There is also one dealership in Pennsylvania.

With the help of on-staff nutritionists, new products are constantly developed to create new markets. In today's competitive trade environment, "our farmers need to have more differentiated, value-added products that people around the world are willing to purchase at a premium," Ian says.

The company creates premixes for certified organic or antibiotic-free programs as well as "gate to plate" foods such as Omega-3 enriched eggs, pork, milk and cheese or selenium enriched pork and cheese.

The high Canadian dollar and low prices have had a devastating impact on hog producers, traditionally a substantial part of Grand Valley's customer base. "So we try to utilize the different feeding technologies to help them lower their cost of production, and drive new markets to give them more dollars per hog," Ian says.

With the cost of corn and soybeans rising due to demand from the alternative fuels market, the company also created a division to source other feedstock commodities that farmers could use to lower their production costs.

Meanwhile, the company is working with poorer farmers in places like Kazakhstan, Mozambique, Zimbabwe and Russia, to help them improve livestock production, while also bringing home ideas for how to reduce production costs here.

Ian praises Grand Valley's staff and long-term employees and notes that company is built on Christian principles. "We try to maintain a consistently honest reputation, which is a legacy and a heritage started by my father," he says.

Jim says the company's success is also built on its relationships with farmers. "They are more than our customers, they have become good friends."

## **B) Landowners leery of new rules for species at risk**

Posted By SIMCOE REFORMER

*Posted Feb 11, 2010*

PROPERTY RIGHTS: 'We're not sure how many of our rights are being eroded'

MONTE SONNENBERG

The Ministry of Natural Resources is rolling out details of what it means to be a landowner in Ontario with species at risk on your property.

Seminars on the legislation are being held at select locations across the province. The MNR has no open houses scheduled for Norfolk in the immediate future, but a species-at-risk biologist from the Aylmer office is expected to speak at a species-at-risk workshop at the Ministry of Agriculture & Food auditorium east of Simcoe next month.

Details of the legislation can't arrive soon enough. Local conservationists and woodlot managers say the new rules are causing a great deal of anxiety.

"It's a big concern right now," says Mark Sommerville of Simcoe, chair of the St. Williams Conservation Reserve Community Council and past president of the Norfolk Woodlot Owners Association. "We're not sure how many of our rights are being eroded. We don't know exactly what it means to have species at risk on your property and what that entails.

"I think the government has done an extremely poor job of promoting this. But it's here and no one is entirely sure how this going to affect us. I don't think people in government can tell you how this is going to affect us. I don't think the training is complete yet."

There are already reports of the MNR halting logging operations because of species at risk. Affected woodlots include those where logging has been an integral part of the property's long-term management.

Locally, the ministry has identified several animal and plant varieties as species at risk. Woodlot owners will not be allowed to log trees such as butternut and American chestnut because they are threatened. Land identified as habitat for the American badger and the Jefferson salamander will also be encumbered.

Cliff Evanitski, general manager of the Long Point Region Conservation Authority, has become increasingly alarmed the more he learns. He predicted landowners will be "shocked" when they realize how far-reaching

the legislation is. Evanitski is worried the rules will impair the conservation authority's ability to log its holdings. This has been a major source of revenue for the LPRCA since the mid-1990s.

"I'm going to take a report to the board to tell them that we might want to talk to (Minister of Natural Resources Linda Jeffrey) about this," Evanitski said. "The message we seem to be getting is 'You can't cut that much anymore.' You take that revenue stream away from us and it will be a challenge."

Steve Scheers, Norfolk's superintendent of forests and cemeteries, hopes the ministry doesn't adopt a confrontational approach to enforcement. Scheers feels that would be counterproductive.

"We don't want to burn bridges," he said. "We want to recognize the role of the private woodlot owner in the preservation of species at risk. If there is a badger on the land, it is there for a reason, and it doesn't have to do with the mismanagement of that land."

Sommerville isn't the first to warn that a ham-fisted approach to enforcement will prompt the quiet eradication of rare species wherever they are found.

"I think this is going to lead to shoot, shovel and shut up," he said. "That's what the government gets for acting in this manner. I don't know how they come up with these rules and regulations. They sure didn't consult with farmers and woodlot owners."

The Carolinian Canada Coalition is sponsoring the March 20 workshop at the OMAFRA auditorium. More details are available at [workshop@carolinian.org](mailto:workshop@carolinian.org) or by calling 519-426-7124.

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### **C) Uncertain future for farmers**

By GREG PEERENBOOM, QMI AGENCY

*The Kingston-Whig Standard*

Time is running out for many farms in the area and the province, say agricultural reps, after recent high-level talks failed to grow a new assistance program.

Apple Hill's Ian Howes is one of the many beef and cash crop farmers in the area who face an uncertain future.

"I would say I could only hand

le two more years of this," Howes said on Tuesday.

The "this" Howes was speaking about are "beef prices at an all-time low, and with costs that are high it makes margins negative."

Howes holds about 150 head of beef cattle and also farms about 400 acres of corn and soybeans.

The crop business made some money last year, but not nearly enough to cover losses from beef sales.

Problem is, there is always the threat of a bad growing season or -- like beef -- depressed prices which don't even cover the cost of planting and harvesting.

Beef, cash crop and pork sectors have experienced considerable woe in the past decade.

"A lot (beef operators) have gotten out of it -- big operations, too," Howes said, of the aftershocks from the mad cow disease crisis when Canadian beef was barred from its biggest export market, the U.S.

Prices for pork have also plummeted.

"(The province) has let (their) industry crumble."

It's why the Ontario Agriculture Sustainability Coalition is pleading with the Ontario Ministry of Agriculture to come up with a better assistance program.

That didn't happen after talks between Ontario Agriculture Minister Carol Mitchell and her provincial and federal counterparts.

"We are very disappointed that Ministers of Agriculture do not seem to understand the problem and clearly do not appreciate the urgency of the situation on our farms," said Bette Jean Crews, president of the Ontario Federation of Agriculture (OFA) and OASC member.

There are a full-time equivalent of 43,700 farm workers in Ontario working on about 57,000 farms. Related agri-food industries, such as processing plants and grocery stores employ about 740,000, pumping in \$28 billion into the Ontario economy.

"They need to realize that our local food supply is in jeopardy along with thousands of farming and processing jobs," added Brain Gilroy, president of the Ontario Fruit and Vegetable Growers' Association (an OASC member).

The current beef downturn is being blamed on less consumer purchasing power due to the recession, the rising value of the Canadian dollar, higher processing costs due to stricter regulations, and country of origin labelling in the U.S. which notifies American consumers which beef is U.S. raised or imported.

#### **D) Ministers don't see any quick risk management changes**

February 9: By Anne Howden Thompson - Despite sector challenges across the country Canada's agricultural ministers will not be implementing any immediate changes to the country's dysfunctional federal business risk management (BRM) programs.

When the country's agricultural ministers convened in Ontario last July there was general consensus amongst the ministers that the current suite of BRM tools were not adequately addressing the industry needs.

A review of the programs was ordered and the ministers were expected to review the findings and make some decisions at last Friday's meeting in Toronto.

But during the press conference following the meeting federal agriculture minister Gerry Ritz said the governments were undertaking a "frank" assessment of the BRM programs and reviewing them for farm gate friendliness, bankability and predictability, but he would not commit to any specifics, saying only that he and his colleagues had more homework to do.

When asked what that review had revealed Ritz would say only that progress was "incremental", downplaying the situation at the farm gate level.

"We are constantly bombarded with hypothetical bad news situations and stories. Having said that farmers are a very resilient group.

There will be a crop go in the ground, there will be calves born...that will continue," he said.

He also said there was "more freedom and flexibility in the Growing Forward suite than there ever was in the former ones before that" and challenged reporter concerns that AgriFlex was not working.

Ontario's newest agriculture minister Carol Mitchell was expected to present the Ontario Agriculture Sustainability Coalition's proposal to her colleagues at the meeting, but when asked by Ontario Farmer at the press conference if she had presented the proposal Mitchell did not commit. She said only that a consultation process would begin across the country with a specific focus on business risk management programs. Mitchell said the consultative process would give "concession farmers" the opportunity to participate and talk about their needs, saying this was an important component that was identified as needed by each of her ministerial colleagues.

"It is really important...that their voices are heard," said Mitchell.

But Bette Jean Crews, Ontario Federation of Agriculture (OFA) president and the spokesman for the coalition was disappointed with Mitchell's remarks. "I'm just hoping she didn't phrase the words right...because she had it going into that meeting. She knew what we wanted and she was committed to it, but that is not the way it sounded from what she said to you," said Crews.

"It is disappointing that governments don't understand the urgency of the situation. (They) continue to overestimate the bankability of current programs," she said.

Crews said the OFA and the coalition would be continuing their government lobby to press for much-needed BRM changes.

The ministers are not scheduled to convene again until early July in Saskatoon.

## E) Ag Supporters Soured by Winemaker's Donation

Posted: Feb 5, 2010 01:45 PM EST

Updated: Feb 5, 2010 11:42 PM EST

An Australian winemaker is being barraged with complaints from people in agricultural industry for it's support of a non-profit group.

Yellow Tail announced Thursday that it would be teaming up with the Humane Society of the United States with the [tails] for tails campaign. They will donate \$100,000 "targeted" to the HSUS' Animal Rescue Team.

"[yellow tail] embraces animals, as seen through our logo featuring the Yellow-footed Rock Wallaby," said Mark Lyle, Vice President of Marketing for W.J. Deutsch in a press release from the company. "Consequently we feel that The Humane Society of the U.S.'s initiative to help animals in danger through their noble Animal Rescue Team is an ideal mission to support."

As well meaning as the gesture may have been, ag supporters across the U.S. have cried foul. They claim that the HSUS is anti-ag, citing the group's efforts to lobby lawmakers to make changes to agricultural practices. The group's lobbying efforts for 2008 are outlined in their IRS Form 990 beginning on page 20.

Yellow Tail's Facebook page has been inundated with complaints, and a few comments of support. Many people commenting on the site say they will never again buy Yellow Tail products, some are calling on a boycott of local retailers that continue to carry the brand, and still others have snapped photos of themselves dumping their bottles of Yellow Tail wine down the toilet.

An anti-Yellow Tail group, Yellow Fail, has also emerged on Facebook.

Yellow Tail began sending the following message to consumers who email them for more information:

*Thank you very much for your email. We recognize that many consumers have commented on our donation to the Humane Society.*

*We've listened to your recent feedback and it was very helpful to us – in fact it prompted us to specifically choose the areas where we'd most like to celebrate animals. Here's what we've decided: We'll still honor our monetary commitment to the HSUS, but now we are specifically directing our \$100,000 donation to HSUS' Animal Rescue Team, which launch on-the-ground missions to rescue animals in peril. The HSUS Animal Rescue Team is a leading disaster response agency for animals, contributing millions of dollars to rebuild animal shelters destroyed in natural disasters, responding to floods, fires, and other disasters.*

*We may not always agree with 100 percent of what an organization represents, but rescuing animals displaced from natural disasters is a cause we support.*

*It is our policy to continually assess the impact of all of our charitable gifts and consumer feedback is extremely important to us. We hope that you will understand that this allocation of money is a direct result of hearing your concerns. We are listening, and we thank you for sharing your thoughts with us.*

NTV spoke with Faces of Ag's Trent Loos Friday on First at Five about this issue. In response to NTV's interview with Loos, the Humane Society sent the following statement in rebuttal:

The Humane Society of the United States is the nation's largest and most effective animal protection organization, and it bears no resemblance to the false portrait painted by Trent Loos, an anti-animal welfare activist. HSUS owns and operates the largest network of animal sanctuaries and wildlife rehabilitation centers in the country. We provide free veterinary services and other forms of direct care to tens of thousands of other animals in the United States and abroad every year. We spend a small portion of our annual budget on farm animal welfare and sport hunting programs, and in both arenas, we work to eliminate the worst forms of cruelty and abuse. We do not work to eliminate the use of meat, milk, and eggs, or all hunting, as Loos falsely charged. We are pleased to have many family farmers and responsible hunters as our allies in these anti-cruelty efforts. Readers can learn about our work by going to [www.humanesociety.org/animal\\_community/](http://www.humanesociety.org/animal_community/).

## **F) Farmland acres, beef operations down in USDA report**

Drovers news source | Friday, February 12, 2010

USDA's Farms, Land in Farm and Livestock Operations report shows 2.2 million farms in the United States with 920 million acres, including 757,000 beef operations.

The number of operations with cattle totaled 956,500 for 2008, down 1 percent from 2007. Beef cow operations in 2008, at 757,000, were also down 1 percent from last year. The number of milk cow operations for 2008 totaled 67,000, down 4 percent from 2007.

The three operation classes: cattle, beef cows, and milk cows, are classified into size groups independently. Therefore, it is possible to have more beef cow operations in a particular size group than cattle operations. As an example, an operator with 75 cattle and 40 beef cows would be classified in the 50-99 size group for cattle and 1-49 size group for beef cows.

The number of operations with hogs totaled 73,150 for 2008, down 3 percent from 2007. Places with 2,000 or more head accounted for 85.1 percent of the inventory.

The number of farms in the United States in 2008 is estimated at 2.2 million, 0.2 percent fewer than in 2007. Total land in farms, at 919.9 million acres, decreased 1.56 million acres, or 0.2 percent, from 2007. The average farm size was 418 acres, unchanged from the previous year. The decline in the number of farms and land in farms reflects a continuing consolidation in farming operations and diversion of agricultural land to nonagricultural uses.

Farm numbers declined slightly in the \$1,000-\$9,999, \$10,000-\$99,999, and \$100,000-\$249,999 sales classes.

Farm numbers rose slightly in the two largest sales classes. Because of strong commodity prices and rising value of sales many farms and ranches near the top of their sales class in 2007 may have moved into the next higher sales class in 2008 without expanding their operations

The largest percentage changes from 2007 occurred in the smallest and largest sales classes. Farm numbers declined 0.5 percent, to 1.22 million farms, in the \$1,000-\$9,999 sales class. Meanwhile, the number of farms in the \$500,000 and over sales class increased by 4.8 percent to 126,000 farms. The number of farms with less than \$100,000 in sales fell 0.6 percent from 2007 while the number of farms with \$100,000 or more in sales rose 1.6 percent.

The [full report](#) is available from USDA

## **G) Argentine Beef Eaters Cut Consumption as Prices Rise**

Eliana Raszewski, Bloomberg.com

Feb. 12 (Bloomberg) -- Argentines, the world's biggest beef eaters, will cut consumption of red meat by 25 percent this year as falling supplies cause prices to surge, said Miguel Schiarette, vice president of the Meat Industry Chamber.

"Producers are trying to recover the stock they lost in the past three years," Schiarette said in a telephone interview in Buenos Aires. "Rising prices prove how government policies have failed."

The South American country's cattle herd has shrunk 16 percent since 2007 as export restrictions and domestic price limits led ranchers to send breeding stock to slaughter, Schiarette said. Declining supplies and price increases of as much as 80 percent since Jan. 1 will result in per capita consumption dropping to an average of less than 60 kilos (132 pounds) this year from about 75 kilos in 2009, Schiarette said.

The rise in the cost of beef may spur faster inflation in a country where bouts of surging prices in the 1970s, 1980s and early 1990s contributed to runs on the currency, breakdowns of the financial system and recession. Consumer prices rose 2.2 percent in January from December and 16.3 percent from a year earlier, in part because of increases in beef and dairy goods, said Javier Paz, an economist at Buenos Aires-based research company Ecolatina. Beef has a 5.8 percent weighting in the index.

The National Statistics Institute is scheduled to release January consumer prices today at 2 p.m. New York time. The statistics agency will say that prices rose 1.1 percent in January from December, according to the median estimate of five economists surveyed by Bloomberg.

#### Accuracy Questioned

Economists and politicians including Vice President Julio Cobos have questioned the accuracy of the agency's reports, saying it has underreported price increases since former President Nestor Kirchner changed some personnel at the institute in 2007.

While Argentina reported a 7.7 percent inflation in 2009, Paz said prices rose 15.3 percent in that period.

For this year "inflation expectations are very high, at 25 percent," Paz said in a telephone interview.

Economy Minister Amado Boudou played down the risk of a surge in inflation in an interview published by Buenos Aires daily Pagina/12 on Feb. 8. Boudou described recent price increases as "realignments," the newspaper reported.

#### Export Permits

The government has slowed the issuance of beef export permits since December in a bid to stem price increases, newspaper La Nacion said today.

President Cristina Fernandez de Kirchner blamed the increase in beef prices on cattle ranchers who she said were taking advantage of recent rains, which improved pastures, to keep their animals from markets. This was causing prices to rise while their livestock gained weight.

"That way they earn more money," Fernandez said in a Feb. 9 speech in Buenos Aires.

Argentina, which was the world's largest beef exporter in the 1970s, slipped to fifth in 2009, according to the Buenos Aires-based Rural Society.

Last month, Fernandez said Argentines should eat more pork "because it has better fat than red meat" and "also improves sex." She made the comments in a Jan. 27 speech to pig breeders at which she announced subsidies for the pork industry.

Such changes in diet won't help household budgets, said Sandra Gonzalez, president of a consumer watchdog group known as Adecua.

"Besides the cultural custom, it's difficult to replace meat, because pork isn't cheaper, and chicken and fish prices have risen too," Gonzalez said in a telephone interview from her office in Buenos Aires.

For Camilo Bogarin, a 25 year-old painter in Buenos Aires, the traditional weekend cookout, which includes several cuts of beef and sausages, won't be the same.

"The Sunday barbecue is becoming more modest," said Bogarin. "Prices rise but my salary isn't rising at the same rate."

To contact the reporter on this story: Eliana Raszewski in Buenos Aires at [eraszewski@bloomberg.net](mailto:eraszewski@bloomberg.net)



If you would like to post your cattle industry news or event, send your information by Thursday at 4pm to [lianne@cattle.guelph.on.ca](mailto:lianne@cattle.guelph.on.ca) or submit through the OCA Web site: <http://www.cattle.guelph.on.ca/calendar/calendar.asp>.

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