

Maritime Beef Sector Development and Expansion Strategy

Since 2007, there has been a reduction in cattle inventories in the Maritime Provinces. As of January 1, 2016, there were 42,300 cows and 6,200 replacement heifers in the Maritime Provinces (Statistics Canada, 2014). The Maritime beef industry is largely comprised of cow-calf operations that maintain replacement heifers and market feeder calves to other provinces, including Quebec and Ontario. The Atlantic Beef Products (ABP) plant in Albany, PEI is the only federally inspected plant within the Atlantic region. To have interprovincial distribution of beef products, the product must first be federally inspected, making ABP a critical component of the Maritime beef value chain. Improvements at ABP have led to increased throughput and sales of beef products. With the projected growth of ABP, the plant will be anticipating an increased requirement of 10,000 additional feeders per year.

Significant observations and conclusions from this review of industry challenges and opportunities include the following:

1. Atlantic Beef Products has stated a need for some additional 10,000-slaughter animals per year.
2. The Ontario Corn Fed Beef program requires an additional 215,000-animals to fully satisfy market growth.
3. The growth strategy was built around the assumption that 10,000-stocker animals would be destined for finished cattle markets in both Prince Edward Island and Ontario, creating an opportunity to grow the cow herd by 20,000-head, a roughly 44% increase over the current 45,000-cow herd.
4. The brood cow herd will need to see stimulated growth by 2,000-head per year over the next 10-years to meet market demand. It is estimated that 800-heifers could be retained from the local marketplace annually without placing significant pressure on farm gate cashflows. The remainder of the 1,200 replacement heifers needed to support growth will need to be sourced from outside the region.
5. To add value to stocker cattle prior to export from the region, an additional 3,000-head spaces of backgrounding capacity will be need to be added to regional feeding capacity.
6. An additional 4,000-head spaces of finishing capacity will need to be added to support the volume of fat cattle marketing targeted for Atlantic Beef Products and other regional processors.
7. The land base resources are currently available in the region to support significant cow herd expansion.
8. Feed grain and harvested forage resources are available to support the backgrounding and finishing sectors.
9. The industry will require a professional development strategy to support sector growth based on profitable management models.
10. The Nappan Research Station, the Maritime Beef Test Station and the research expertise available through Dalhousie University Faculty of Agriculture and Agriculture and Agri-Food Canada, are all valuable resources that could be developed as a hub for industry expansion.

Strategic Growth Opportunities				
Target Production Efficiency	Heifer Development	Cow-Calf Summer / Winter Calving	Background 600 to 925 2.7 lb/day @120 days	Finishing 925 to 1450 2.7 lb/day @180 days
Maritime Growth Opportunity	2,000 / year 1,200 import and 800 retained	45,000 current 20,000 growth over 10 years	6,000 required background spaces (new or existing)	9,100 current 10,000 growth 4,000 required finishing spaces (new or existing)

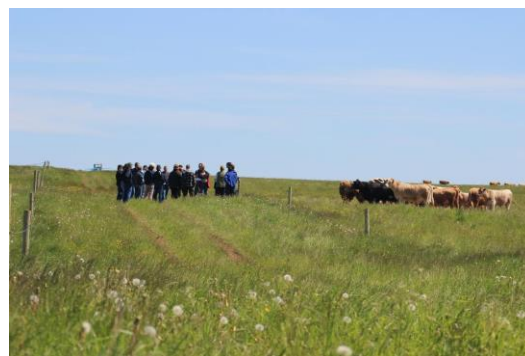
Maritime Beef School

The Maritime Beef School outlined in the course curriculum below cover all aspects of the beef production cycle, providing a holistic approach to farm management.

Course	Topic	Session
1	Herd Procurement & Replenishment	1
2	Feeding & Nutrition Management	1
3	Pasture Feeding Systems	2
4	Breeding Strategies, Breeding for the Target Market, Calving Seasons, Bull Management	2
5	Cattle Handling Systems & Housing	3
6	Herd Health Management	3
7	Marketing Strategies, Value Chain Management, Dairy Beef	4
8	Farm Business Management	4

Maritime Region Beef Sector Research Priorities

Project	Research Priority
1	Heifer Development Project
2	RFI Testing on Offspring
3	RFI Testing on Bulls
4	High quality forage production systems
5	Extended Grazing Season Concepts



Beef Development Program Guidelines

Theme	Program Name
Agronomy	Enhanced Grazing System, 4R Nutrient Management Strategy, Pasture Management Planning, Innovative Forage Technology
Herd Growth	Remote Pasture Handling, Safe Animal Handling, Animal Health and Welfare Infrastructure Upgrades to Meet Code of Practice, Market Driven Animal Health and Welfare Infrastructure Upgrades
Marketing and Processing	Provincial Processing Improvement Program, International Trade Certification Transition Program, Value Chain Coordination Program, Market Access
Traceability Implementation	Industry Traceability Coordination and Education, Traceability Technology Program
Farm Management	Electronic Farm Record Modernization Program, Cost of Production Model Development, Industry Financial Benchmarking Program, Coordinated Marketing Club Pilot Project, Price Insurance
Beef School	Development of Maritime Beef School, Maritime Beef School Implementation
Genetic Improvement	Elite Sire Program, Elite Female Program, Beef Genetic Veterinary Program, Genetic Evaluation Infrastructure Program

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