



A p r i l 2 0 1 2 N e w s l e t t e r

## *Message From The Chair*

By: Terry Prescott

I do not know if this spell of nice weather so early after a reasonably mild winter is a positive sign that we are in for a much different year than we have had in the past few years or if this is just a tease, but either way I for one welcome it. As the new chair of NSCP I look forward to working with fellow board members and producers to strengthen our industry in what has been a challenging sector in agriculture. Over the course of the year I hope to meet many of you to listen and understand your collective viewpoints on how we can improve our industry over the long term and attract new young entrants for future sustainability.

A brief summary of the past few months in no particular order are:

- 1) Nappan Bull Sale – Wow! Strong demand and interest for many of the bulls and open heifers on offer was the order of the day. Surely this must be a sign of renewed interest in the industry by at least some of the industry leaders.
- 2) The new suite of agricultural funding programs is now available on line at AGPaI. There won't be any printed manuals this year but your provincial representative for your area will gladly assist you retrieving whatever information you may need to access the program. Many of the areas of funding that weren't available to producers last year due to funding issues have been restored. Two of the areas that should interest our sector are: a) For producers only wanting to access transportation assistance on lime and other soil amending products, you will not need a Nutrient Management Plan if you have a current soil analysis justifying the need for soil amendments for that particular field. b) Genetic Enhancement Program 2012 has been Enhanced! I am pleased to say the Dept. acted on many of the suggestions put forward by the NSCP board to reflect industry needs:
  - 1) Total applicant cap increased to \$5400 from \$3800
  - 2) Coverage for 30% of heifers retained for herd renewal up from 20%
  - 3) 75% of the cost of genetic evaluation now covered up from 50%
  - 4) 20 head minimum for accessing program has been removed provided small producers &/or new entrants meet other program requirements

Some producers believe this program is too onerous to enroll in – IT IS NOT!! For many it is much the same information you had been keeping just not in one organized location that can give you bench marking values for herd improvement. Please call Brad McCallum, Jonathan Wort, myself and or the very accommodating people at BIO if you need help or have questions. The Genetic Enhancement Program was modeled around the NB cattle producer's program to finally give our cattle producers assistance on retained/purchased breeding females and sire bulls for herd improvement and renewal. Similar to that enjoyed for many years by NB & PEI producers with a clearly defined reimbursement value for those enrolled that can be accessed any time throughout the year up to March 1<sup>st</sup>, 2013; unlike the NB program that had to be prorated due to the high uptake. In May, Jonathan Wort, Brad McCallum and Mike Burry will be hosting workshops throughout the province to help producers better understand and get the most out of the various information reports. Please make plans to attend if you desire to get the most out of this program for making import decisions for your operation.

3) Highlights of Feb. 25 AGM:

- a) Mike McMorris from bioBeef discussed how the poultry and dairy sectors have made huge strides in genetics over the past few decades and that if the beef industry embraces a similar mindset we could reap similar

gains which would improve profitability and sustainability in an increasingly competitive market place enjoyed by consumers

b) Linda MacDonald and her Dept. team released their findings to date on their Grass Fed Beef Project and Cape John Pasture Project work and outlined the further research work they plan to undertake this year to put firmer numbers around the protocols they are developing for grass fed beef. There will be an online budget tool for cost of production and several other pieces of information made available going forward that will be of interest and applicable to many producers, regardless of whether you have a desire to go the grass fed route of beef production or not. There will be a Field Day again at the Cape John Community Pasture for anyone interested in attending on June 8, hope to see many of you there for an information filled day!

c) Ted Devitt of OH Armstrong discussed his desire to seek federal inspection status for his beef kill facility, so in time to increase the number of NS beef slaughtered weekly from 30 head to 100 head, thereby displacing more out of province beef imported into NS. OH Armstrong and Brookside Abattoir are the only two Maritime entries left still qualifying for the federal meat hygiene funding program. Ted also discussed his strong desire to work with NS Cattle Producers to develop a NS Branded beef product to differentiate our product in the market place.

d) A few motions were brought to the floor that the board will work on through the course of the year.

In closing I would like to leave you with some words from a very prominent and successful NB Business family I once worked for. Michael McCain of Maple Leaf Foods would often tell many of us that worked for him that "Change is the only constant in this world and that those who embrace change usually succeed!" I ask each of you to embrace change and new ideas and work collectively with a positive attitude to achieve the vision some of us have to be a profitable, sustainable industry supplying NS consumers with readily available, high quality and affordable NS grown branded beef products at various restaurants and other market venues throughout the province year round in the not so distant future.

### *Notice of Special Meeting*

Notice is hereby given to members that the Nova Scotia Cattle Producers will hold a special producers' meeting on Tuesday May 29, 2012 at 2:00pm. The meeting will be held at the Holiday Inn located at 437 Prince Street. The intent of this meeting will be to increase the Provincial portion of levy from \$1.00 to \$2.00.

### *Test Station Sale a Huge Success*

By: Ken Thompson

The 39th annual breeding stock sale was held at the Maritime Beef Test Station on April 7 and featured 71 bulls and 23 heifers.

The top selling bull was a Simmental purchased by Gerald Eric Cochrane of Newport, Nova Scotia for \$6,900; the bull was consigned by Trevor and Paula Hiltz of Aylesford, Nova Scotia.

The top selling heifer was Charolais/Simmental cross consigned by Scott Dixon of Port Elgin, New Brunswick; she was purchased for \$1,725. **The average sale price of 71 bulls was \$2,874, up from \$2,569 in 2011; while 23 heifers averaged \$1,392, up from \$1,350 in 2011.** A complete summary of the sale can be found at [www.nscattle.ca/industry-news-events](http://www.nscattle.ca/industry-news-events).

### *2012-13 NSCP Board*

The NSCP Board consists of 9 elected members as well as one appointed member by the Dairy Farmers of Nova Scotia (DFNS). Each year NSCP members elect two Zone Representatives (alternate by year) as well as one Member At Large at the Annual Meeting. The Natural Products Marketing Council appoints and ex-officio member to the Board. Below is a list of current NSCP Board Members:

**Zone 1 (2015)** – Vacant

**Zone 2 (2013)** – Charlie MacKenzie

**Zone 3 and Treasurer (2014)** – Marilyn Carter

**Zone 4 (2015)** – Larry Weatherby

**Zone 5 (2013)** – Randy Neily

**Zone 6 (2014)** – Wayne MacKay

**At Large and Vice Chair(2013)** – Jim Fraser

**At Large and Chair (2014)** – Terry Prescott

**At Large and CCA Rep (2015)** - George Smith

**Past Chair** – John Tilley

**DFNS Rep** – Derick Canning

**NPMC Rep** – Henry Bowers

## *Advance Payments Program Open for 2012-13*

By: Beate Acker

The Advance Payments Program (APP) is a Canadian Federal Loan Guarantee Program available through Agriculture and Agri-Food Canada (Agri-Commodity Management Association Administrator).

It offers cattle producers the opportunity to receive 50% of the market value of the cattle inventory to be marketed between April 1st to September 30th of the following year, in advance of sale. It helps you with cash flow and provides you the flexibility to better market your product. You can access the first \$100,000.00 interest free to a maximum of \$400,000.00 at the interest rate of prime minus ¼%.

To qualify for this program, you must be enrolled in AgriStability (BRM); it provides security in addition to your sheep inventory. Enrolment of the 2011/2012 production year will be available beginning April 30, 2011.

To find out more, call 1-902-895-0581 or visit us at [www.agricommodity.ca](http://www.agricommodity.ca). There you will find this year's advance rates and other important program information, as well as the forms in order to submit your application.

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## *Genetics Program Open for 2012-13*

By: Brad McCallum

The Nova Scotia Department of Agriculture (NSDA) announced a continuation of the Genetic Enhancement Program for 2012-13. The objective of the program is to 'increase the competitive position of the targeted livestock commodities by investing in improved genetic material for Nova Scotia flocks / herds.

To be eligible for this program, producers must have a current farm registration, must be registered and submitting levy to the NSCP, be actively farming, and be enrolled and submitting data to a genetic evaluation program. There is also a section which provides an incentive for new producers (in their first five years of farm registration).

Full Program Guidelines and Applications are available by visiting [www.gov.ns.ca/agri](http://www.gov.ns.ca/agri) or [www.nscattle.ca/members/industry-programs](http://www.nscattle.ca/members/industry-programs). There are printed copies available at the office. If you have any questions, please feel free to contact the office.

The NSCP has organized five workshops to allow producers to become familiar with the genetic evaluation program bioBeef as well as to access and interpret reports from bioBeef. Workshops will be held at the following locations and times. To register for the workshops please call the office at 902-893-7455.

<b>Date</b>	<b>Time</b>	<b>Town</b>	<b>Facility</b>
<b>May 7</b>	7:00 pm	Oxford	Oxford Legion
<b>May 8</b>	1:00 pm	Truro	Admin Building at AgriTech Park
<b>May 8</b>	7:00 pm	Berwick	Berwick Lions Club
<b>May 9</b>	1:00 pm	Yarmouth	Rodd Grand Yarmouth
<b>May 9</b>	7:00 pm	Bridgewater	Best Western Bridgewater
<b>May 10</b>	2:00 pm	Inverness	Strathlorne Tree Nursery
<b>May 10</b>	7:00 pm	New Glasgow	Museum of Industry

## *Mark Your Calendar!*

There will be a Field Day at the Cape John Community Pasture on Friday June 8, 2012 starting at 10:00 am. The format will be very similar as last year- a tour of the ongoing work at the pasture in the morning followed by lunch and an information session regarding research being conducted at the pasture. Watch the NSCP and AgraPoint websites for more information as it becomes available.

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# Canada Beef Consumption up in 2011

By: [www.cattlenetwork.com](http://www.cattlenetwork.com)

Statistics Canada threw a curve ball on April 2 when per capita consumption for beef was released and showed an increase of 2.5 per cent at 20.7 kgs/capita. Supplies were down 3.7 per cent with lower production (-7.8%) not being offset by higher beef imports, which were up 19.5 per cent. Beef available for domestic consumption was ultimately supported by a decline in beef exports, which were down 17.6 per cent, leaving beef available for domestic consumption up 3.3 per cent. It is expected that the annual production will be revised next year, as the final slaughter numbers were released by the Canadian Beef Grading Agency on April 3. Final slaughter numbers put domestic production down 10 per cent. A revision to the domestic production number to match the current 2011 slaughter data would completely remove the increase in consumption and actually put per capita consumption down 1.4 per cent.



Not only was consumption higher, but retail beef prices were 2.5 per cent higher in 2011 consequently the beef demand index increased by 4.9 points. The demand index measures consumers' willingness to pay. With higher prices you would expect smaller consumption. Even using a 1.4 per cent decrease in per capita consumption beef demand was up 1.2 points in 2011, as consumers did not decrease their consumption as much as the increase in retail prices implied. Higher demand shows a remarkably resilient consumer in Canada and strong support for beef on the centre of the plate.

## Compared to other proteins

Pork consumption was down 3.9 per cent at 15.8 kgs/capita, while poultry consumption was down 0.2 per cent at 31.2 kgs/capita. Overall, total protein consumption was down 0.4 per cent from 2010 and is now 7.8 per cent below 2007 levels. Slightly larger beef supplies meant beef captured market share in 2011. Beef's portion of the protein market in 2011 was 34.3 per cent up 0.8 per cent from 2010, while pork lost 1 per cent and poultry gained 0.1 per cent.

While chicken surpassed beef in volume back in 2001, beef continues to lead in value with consumers willing to pay more for beef. Beef holds the largest market share in terms of consumer expenditures at 43 per cent compared to poultry at 34 per cent and pork at 23 per cent.

## Things you should know...

- The 2012-13 Genetic Enhancement Program is now open and accepting applications
- Atlantic Stockyards will have a used equipment sale on April 21<sup>st</sup> starting at 10:00 am
- Atlantic Stockyards will have a feeder sale on May 5<sup>th</sup> starting at 10:00 am
- NSCP will be hosting genetic workshops in may
- Farm Registration renewal is now due

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