



APRIL 2017 NEWSLETTER

Message From The Chair

As I write this, we are gearing up for quite a spring. So far we have had a decent spring and across the province many farmers have already got a good start on spreading manure, fixing fences and getting ready for the planning season. By the time you read this it is also very likely that we are all preparing for a Provincial election. The election will be key for the NSCP as the focus of our conversation with candidates will be on working together to continue to improve production and marketing conditions for our farmers.

For almost a year we have been working with our Maritime Beef Council partners to develop the Maritime Beef Sector Development and Expansion Strategy which is a ten year plan to take advantage of several existing and emerging opportunities for the cattle industry in the region. The overall goal of the strategy is to increase the regional beef herd by 20,000 cows in the next decade by professionalizing the industry, providing programming tools for stakeholders, developing a feed efficient beef herd and coordinating the value chain to improve marketing conditions. We have the opportunity to present the strategy to several politicians and bureaucrats in Ottawa and it has been received very positively. Through this year we will work on the implementation of this strategy.



I want to thank everyone who took the time to attend the Maritime Beef Conference and NSCP Annual General Meeting on March 17-18th. As anticipated the line-up of speakers were well received by all who attended and we are looking forward to hosting the conference in the future. This was our first time hosting this event and we are very pleased that this was the biggest conference to date. We recognize that there were some challenges with holding the annual meeting during the conference. In the future, we will ensure that if both events are held on the same weekend that the meeting portion is held either prior to or at the end of the conference.

As we look ahead to 2017 there are several initiatives NSCP will be working on at the provincial, regional and national level on behalf of the industry. Many of these initiatives are part of or complement the Maritime Beef Sector Development and Expansion Strategy including developing business risk management tools like cost of production, industry benchmarking and exploring a price insurance program under the next policy framework. We will also be working with stakeholders to investigate solutions to the processing capacity challenges across the province.

Included with this newsletter we have included your NSCP License. We were a bit delayed sending these this year as we work within the new regulations. To make this process go smoother in the future we encourage all producers, dealers and processors to ensure that they complete their annual reporting form and submit it to the office by January 31st.

In closing, we would like to thank George Smith, Ralph Thompson and Derick Canning for serving as directors of the Nova Scotia Cattle Producers. They have represented their Zones very well over their terms as Directors. The NSCP would like to welcome Leon Smith from Zone 3, Brian Trueman as a Director-at-Large and David Bekkers as the representative from the Dairy Farmers of Nova Scotia who will be joining the Board for the upcoming year.

If you have any questions, comments or concerns, please feel free to contact Brad at the office office@nscattle.ca or 902-893-7455.

Larry Weatherby

Larry Weatherby, Chair

NS Cattle Producers Special Meeting

On April 10, 2017 the NSCP received a fax petition with the signatures of 34 producers to request a special meeting. The heading of the petition reads as follows:

"On behalf of the Members of the Nova Scotia Cattle Producers signed below. Due to the incomplete and unprofessional manner in which the Nova Scotia Cattle Producers Annual Meeting was held. We are requesting under section 1(b) a special meeting be held."

As requested by the petition, there will be a NSCP Special Meeting held on Wednesday May 10, 2017 at the Onslow-Belmont Fire Hall in Lower Onslow (near Green Diamond) starting at 7:00 pm.

2017-18 NSCP Board of Directors

At the annual meeting of the Nova Scotia Cattle Producers on March 18, 2017 Brian Trueman was elected to the Board as a Director-at-Large, he will be joined by Leon Smith who was elected from Zone 3 and Wayne MacKay will remain the rep from Zone 6. The Executive has one change Larry Weatherby (Chair) and Curtis Moxsom (Vice Chair) will return and will be joined by new CCA Rep Victor Oulton. A complete list of the 2017-18 Board is as follows:

Zone 1 (2018) – Danford Murphy

Zone 2 (2019) – Alicia King

Zone 3 (2020) – Leon Smith

Zone 4 and Chair (2018) – Larry Weatherby

Zone 5 (2019) – Dean Manning

Zone 6 (2020) – Wayne MacKay

At Large and Vice Chair (2018) – Curtis Moxsom

At Large and CCA Rep (2019) – Victor Oulton

At Large (2020) – Brian Trueman

Past Chair – Terry Prescott

DFNS Rep – David Bekkers

NPMC Rep – Ian Blenkharn



The Nova Scotia Cattle Producers have partnered through the Maritime Beef Council to organize a group travel rate to the 2017 Canadian Western Agribition from November 21st to 26th, 2017.

The tour includes motor coach transportation, five night's accommodations, breakfast every morning, admission to Agribition, a ticket to the Rodeo, the farm tours, all taxes and gratuities. The price is \$929 per person (based on double occupancy). There is a single supplement available for an additional \$550. Flights are additional and are estimated at around \$850 from Halifax.

Tour Agenda

November 21 st	Arrive at the Regina Airport and check-in at the Wingate Hotel
November 22 nd	Self-guided tour of Agribition with 450 commercial and 450 livestock vendors
November 23 rd	Half day at Agribition and 2 afternoon farm tours
November 24 th	Continue to tour Agribition
November 25 th	Agribition and Rodeo

In order to secure the tour we require 25 participants. For more information, please contact: Ellen at 902-969-1632 or email maritimebeefcouncil@gmail.com

2017 Test Station Sale Results

The 44th annual breeding stock sale was held at the Maritime Beef Test Station on April 1, 2017 was once again one of the unofficial kick-off to spring in the Maritimes. In total there were 56 bulls and 40 heifers offered which averaged \$3,335 and \$1,763 respectively.

The top selling bull was an Angus purchased by Jonathan Sirois for \$6,200; the bull was consigned by MacKinnon Homestead Farm from Prince Edward Island. The top selling heifer was a Simmental consigned by Andre & Geraldine van Agten of New Brunswick; she was purchased for \$2,500 by Rheal Allain from New Brunswick.

For a complete summary, including individual lot sales, a summary of bulls and heifers by breed as well as historical prices, please visit www.maritimebeefteststation.com.

Animal Activism at Atlantic Stockyards

Cattle farmers in Nova Scotia are disheartened with the recent complaint launched against Atlantic Stockyard Ltd. located in Murray Siding, NS.

Codes of Practice are developed by stakeholders including farmers, veterinarians, animal welfare experts and transporters. The codes of practice identify industry best practices for livestock handling based on scientific information.

"It is a well-known fact that Canada has one of the safest food systems in the world; the system includes humane treatment of animals," says Chris van den Heuvel, President of Nova Scotia Federation of Agriculture.

The success of the Agriculture Industry in Nova Scotia can be correlated with the success of the livestock sectors in Nova Scotia. Products from cattle make up 28% of the total farm gate receipts for Nova Scotia.

"Cattle farmers care about the livestock they raise," says Larry Weatherby, Chair of Nova Scotia Cattle Producers. "Nova Scotia Cattle Producers work closely with industry to provide training opportunities for the humane handling of livestock based on our Code of Practice."

Atlantic Stockyard Ltd. is the only regular livestock public auction yard in Atlantic Canada with sales every week. Without this facility, farms in Atlantic Canada would have to transport their livestock to Quebec, Ontario or parts of the USA for sale. This would lead to substantial financial costs and cause many livestock farmers in the region to shut down. The domino effect that this would have on the supply chain as a whole would certainly be felt by consumers and the local economy with the lost jobs.

"Since its introduction in 2009 the Code of Conduct for the Care and Handling of Dairy Cattle has been adhered to throughout Canada. Starting this fall, all farms will undergo an animal assessment and validation of on-farm Animal Care under a mandatory program called proAction," says Gerrit Damsteegt, Chair of Dairy Farmers of Nova Scotia. "One of six sustainable pillars within proAction is Animal Care. Aside from the ethical reasons to treat animals well, a strong business case can be made that contented animals are more productive."

The three organizations encourage consumers to take an opportunity to educate themselves on the food system. Go beyond online search engines and social media – ask a farmer.

Note: Animal activism is on the rise in our region. If you have any questions on interacting with animal activists, please contact the office as we have resources, including speaking points available.

The Economics of Preg-Checking

CRS Fact Sheet sponsored by Merck Animal Health

As cow-calf margins tighten, producers are looking for ways to cut costs to support margins. It is time to scrutinize every cost. The first place typically looked at is around winter feed, which accounts for over 50 per cent of the total cost of keeping a cow. All cost cutting measures need to be examined to light of the impact on herd health, productivity and ultimately per unit cost of production. Any action that reduces reproductive efficiency can end up costing more than it saves.

Each year, a producer is faced with the decision of whether or not to preg-check; this decision can have a significant impact on the producer's bottom line. There are many factors that must be considered in the decision to preg-check including economics and herd fertility.

The Western Canadian Cow-Calf Survey (WCCCS) reported the conception rate for all females was 92.8 per cent in 2013 down from 95.6 per cent in the 1997/98 Alberta survey. There are more open cows now than 15 years ago. In general, cull cows make up between 15-30 per cent of cow/calf producer income. The management of cull cows is not an insignificant portion of the operation.

Go to <http://canfax.ca/FactSheets.aspx> for the full article.

2016-17 Advance Payments Program

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 beef inventory. To find out more, call 1-902-895-0581 or visit us at www.agricommodity.ca/app. 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.

Canadian Beef Industry Conference

REGISTRATION OPEN NOW

The 2nd Annual Canadian Beef Industry Conference
"Sharing Common Ground"
August 15-17 2017 at the BMO Conference Centre in Calgary, Alberta



The second annual Canadian Beef Industry Conference will be held August 15 – 17, 2017 at the BMO Conference Centre in Calgary, Alberta. The CBIC is a joint collaboration by the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen's Association (CCA). For more information, please visit: www.canadianbeefindustryconference.com/wordpress.

The Nova Scotia Cattle Producers are able to provide moderate funding for individuals who are interested in attending, based on a first-come-first-serve basis. We anticipate that we will be able to assist 3-4 producers who would like to attend. Please contact Brad at 902-893-7455 by May 31, 2017 if you are interested in attending for more information.

2017 Kings Mutual Producer of the Year- Rocky Knoll Farm Ltd



Rocky Knoll Farm Limited is a multi-generation farm, owned and operated by the Withrow Family, in Center Rawdon, Hants County.

In the mid-to-late 60's the farm switched from a vegetable, dairy and swine operation to a beef and vegetable farm, raising mostly purebred Herefords and Black Angus, as well as vegetables for their farm market business. As industry demands changed, so did the operation. A few exotic breeds were introduced to the herd, predominately Charolais and Simmental. Their

crossbred calves were mostly born in the winter months and marketed through the Maritime Cattle Market in the fall. As the herd grew in size, there was a need to expand the barn capacity and introduce a second calving period. At that time an additional barn was built to house about 70 of the cows that would calve in the fall.

And then 2003 struck and the industry was faced with the BSE crisis. Rocky Knoll Farm Limited, along with the rest of the industry, struggled to determine their future but decided to pursue their next logical step. They had been running a farm market business as well as farming; they had a location, a customer base, and beef to sell so it made sense to expand that part of the business. In June of 2005, a meat shop was opened, enabling the Withrows to sell their beef directly to the consumer.

Soon after, they realized that they needed a constant supply of finished beef, and introduced a third calving period. Today they calve out approximately 1/3 of their herd in the spring, 1/3 in the fall and 1/3 in the winter. The largest percentage of the calves born on the farm are finished onsite and marketed through the meat shop, some are sold through Atlantic Stockyards, in Truro. To enable a more marketable product, they have re-introduced Black Angus into their breeding program, along with Limousin. Most of their herd sires are purchased through the Nappan Bull Sale and other local producers. To compliment the business activity at the meat shop, and meet another industry need, they also offer custom butchering to local farmers as well.

Through diversification and new initiatives Rocky Knoll Farm Limited has been able to continue farming. This has allowed their four operating partners to work full time for our business, provide local employment, as well as contribute to other agricultural initiatives.



Cattle Producers Back in Ottawa for Spring Lobbying

From Canadian Cattlemen's Association

The CCA had a lively beginning to the spring session on Parliament Hill, including two recent provincial lobby days in March. Representatives from the Nova Scotia Cattle Producers (NSCP), New Brunswick Cattle Producers (NBCP), Prince Edward Island Cattle Producers (PEICP) and Alberta Beef Producers (ABP) met with Members of Parliament (MPs), Ministerial advisors and government officials to raise awareness about key issues impacting the beef cattle industry.

On March 7, Maritime cattle producers travelled to Ottawa for a number of meetings. Participants included Nathan Phinney (Chair, NBCP), Jeremy Stead (Vice Chair, PEICP), Larry Weatherby (Chair, NSCP) and Brad McCallum (NSCP General Manager).

The majority of time with Atlantic MPs was spent discussing the Maritime Beef Sector Development and Expansion Strategy. This comprehensive plan developed by the three Maritime beef cattle associations sets a goal of increasing the regional cow herd by 20,000-head to help satisfy strong market demand for finished cattle in Eastern Canada. A high emphasis is placed on utilizing the region's undersubscribed pastures while adopting innovative grazing techniques that have been proven to increase productivity. Well-managed pastures not only create opportunity for herd growth, but also provide significant soil carbon sequestration and wildlife habitat. Atlantic MPs were very receptive to the Maritime producers' plan and many of them offered to champion the strategy within numerous government initiatives such as the Atlantic Growth Strategy.

The group also discussed how the region could benefit from a forward-looking Next Policy Framework. Continued investments in beef and forage research, improving beef market access and implementing a price insurance program are all key initiatives that could contribute to growth and competitiveness in the region.

The Role of the Purebred Sector in the Beef Industry- Essay by Ella Wood

Purebred cattle are produced in the first phase of the beef industry. The purpose is to produce what is known as the seed stock cattle. Seed stock cattle represent the cattle that are to be used as the dams and sires of calves that will be grown for the market. Different breeds of cattle have different advantages, from growing purebred stockbreeders are able to improve and stress the advantages of a certain breed.

Purebred cow-calf production is all about marketing and showing the best purebred animals. The best bulls, cows and heifers are shown, raised and sold as breeding stock. Across the nation each year there are several shows that take place. Purebred cattle producers compete with one another and display their animals in the show ring. Educated judges select the best animals that represent the breed. In Canada well known beef shows take place at Farmfair International, Canadian Western Agribition, Canadian Bull Congress and the Royal Winter Fair.

Purebred breeders have herds of purebred breeding stock because they provide replacement bulls for cow calf operations. Cow calf operations will buy heifers or cows from purebred breeders to improve and strengthen their commercial herd. Purebred breeders will sell their animals to other purebred breeders. Purebred breeders are responsible for improving the genetic in the beef breeds. When selecting beef animals it is important to select animals that have desired traits. The purebred producer needs to produce what is in demand for the market place. Selection is based primarily on performance records, conformations and pedigrees. Decision-making can be complemented by show ring winnings. With raising purebred animals, there is a great deal of knowledge and skills required because it takes several years to develop a high-quality herd.

Cattle that are kept for selling as breeding animals can be shown at livestock shows and go through a feed-testing trials. The animals go through the feed testing phase to promote and determine the genetic quality in terms of feeding efficiently and conformation. By doing this, producers are able to promote their farm and cattle. Further promotion comes from the sale of bulls and heifers sold as yearling through futurity sales. Purebred producers advertise their sales in agriculture newspapers, classified ads, advertisements, magazines and in bull sale catalogs. The advertisements highlight an animal's EPDs, pedigree, and possibly their show winnings.

The cow calf operation is the second phase of producing purebred beef. Calves will be grown to send to the market. For the most part, calves are crossbred animals from purebred animals of different breeds. In Canada calves are usually born in spring. Calving planned for the spring because with the emerging spring grass the mother cows will have a nutritious source of food, which will help produce lots of milk for her offspring. Farmers prefer their herd to calf within a few weeks of one another. This is preferred because the farmer can keep a close eye on the herd because they have a time frame of when the cow is going to calf. With having a short calving season, calves will reach market weight at around the same time, allowing the farmer to sell a uniform group of calves. Calves are weaned at approximately 6 to 8 months and they are sent to a background operation or to a feedlot. Only 10 to 20% of calves are kept as replacement heifers. The producer focuses on producing the kind of animal's cattle buyer are looking for in respect to beef production.

Canadian purebred cattle from continental Europe and Britain, each with their own unique genotypes and phenotypes, under the Animal Pedigree Act breeds must be distinct or evolving the genetic makeup and physical description of the breeds as defined. Depending on the cattle operation there is usually one or more breeds, being purebred, fullblood or composite. The main breeds that are found in Canada on a cow- calf operations are Angus, Hereford, Charolais, Limousine, Simmental, Gelbvieh or Shorthorn.

Other operations may have smaller breeds like Scottish Highland and Low-line Angus. The purebred industry supplies primarily herd sires for the commercial cattle sector.

In conclusion, the purebred beef sector takes on a major role in the beef industry in Canada. Canadian Angus Breeders are very good examples of a thriving purebred breed. They have formed a strong association that has a voice on beef policy for traceability and trade. They have recognized the value of youth in an organization for the future growth of the industry and support these youths with leadership and skill training. The Canadian Angus have been leaders in marketing and branding beef that has had a positive recognition of Canadian beef in the market place. In years to come it will be very interesting to see the advancements in the beef sector possibility with traceability, feed efficiency and meat nutrition.

Tips to Make the Most of Your Vaccine Protocol

From Canadian Cattlemen's Association

Vaccines can seem costly, and it's not easy to see how or to what extent they pay off. But cost-of-production analyses show that low-cost/profitable operations don't cut corners when it comes to herd health. For example, the cost of a whole herd vaccination program for bovine viral diarrhoea (BVD) virus in a 150 head cow herd (includes 157 breeding stock and 150 calves) is estimated at \$8.20 per cow (assuming \$4 per vaccine dose). If that herd wasn't vaccinated and ended up with a persistently infected (PI) calf and 5% decreased conception due to BVD they would suffer a loss of \$45 per cow across the herd.

Kathy Larson, Economist at the Western Beef Development Centre, crunched those numbers during a recent Beef Cattle Research Council (BCRC) webinar, illustrating that effective vaccination protocols developed for a herd with a veterinarian pay off. Following Larson's explanation of the economics of vaccination, Dr. Nathan Erickson, Veterinarian at the Western College of Veterinary Medicine offered several tips on how to handle, store, and administer vaccines to control disease as effectively as possible, including:

- Do not store vaccines in the door of the fridge
- Do not wash syringes out with soap/disinfect
- Take extra care when handling modified live vaccines
- Give vaccines in the neck and avoid the ligament
- Talk to your veterinarian about when your animals are most at risk for diseases and ideal timing for vaccination

Learn more and find the webinar recording at <http://www.beefresearch.ca/blog/tips-to-make-the-most-of-your-vaccine-protocol>

Canadian Beef- What is the Brand?



At the core of Canada Beef's strategy is the need to unite the beef industry, leveraging the diversity of each province. By uniting under a single brand, our industry is greater than the sum of its parts. Canadian beef is the national and global brand of excellence. In order to create and sustain brand loyalty, the focus and mandate of Canada Beef is to drive brand and resulting go-to-market initiatives in alignment with strategic business development priorities. The end result will be increased consumer demand-pull, which in turn will enable commercial opportunities. As the national league, we are the brand. We respect the teams and players in our league and how each must work to differentiate and sustain their own priorities.

Selling beef is the work of the teams, building global public and consumer confidence and trust of Canadian beef is the work we do here at Canada Beef. We drive the demand for Canadian beef overall, without focusing on individual corporate objectives. When people see Canadian Beef, they think of our beautiful landscapes, the friendly, honest nature of Canadians and our commitment to do what is right. The brand represents our beef, the people that raise it and our reputation as a whole. It is what we stand for.

Promise:
Each and every day, Canadian beef is produced and delivered with pride and tradition. As exceptional as the land on which it's raised, Canadian beef is excellence without compromise. Consumers understand that Canada is the world's perfect place for raising beef.

Things You Should Know...

- NSCP Special Meeting May 10, 2017 Starting at 7:00 pm
- Canadian Beef Industry Conference August 15-17, 2017
- Nova Scotia Elite Beef Expo August 25-27, 2017 at the NS Provincial Exhibition

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