Nova Scotia Cattle Producers

January 2012 Newsletter

# Message From The Chair

By: John Tilley

The NSCP annual round of Zone Meetings are about to begin. This year's schedule is a little different as we are holding 3 meetings in two different weeks. Traditionally we have held 6 weeks of meetings with one Zone per week. We've also moved our Annual General Meeting forward to the last week in February. This date is a month earlier than before. The good news is that we will definitely not be competing with wild blueberry producers this year.

Very soon Brad and I will be coming to a community hall near you. There will be presentations about many issues and ideas in front of the industry:

- The NSCP annual policy initiatives review (our report card for producers),
- the genetics program (in particular the successful and growing commitment to the collection and registration of herd data),
- the latest update available on program proposals for the spring,
- the need for, and possibility of, a Federally inspected slaughter facility in Nova Scotia – a very exciting proposal,
- the year two status of the Cape John Project,
- the changes being proposed around traceability, trucking, and auction marts – how these will affect our Maritime industry,
- the critical importance of research to the future of the industry – including the Bull Test Station, and the Nappan Research Station.

The beef industry can only be improved from the bottom up. Bring your concerns and interests to a Nova Scotia Cattle Producers Zone Meeting near you. Nothing can be more grass roots than that. Translate your ideas and complaints into the resolutions that will guide the work of your Board for the year to come. Be there. Be heard!

The latest NSCP report to the Canadian Cattlemen's Association includes a section on the importance of the dairy industry in Nova Scotia. The NSCP always supports our dairying neighbours – particularly at the national level when that support is not as appreciated as it needs to be. The NSCP Annual General Meeting Report for the CCA contains the following:

> *There is a significant cull cow and veal industry supported by the dairy industry in this province. Our advocacy for improved market access and full traceability are important. The work done by the beef industry to insure access to American markets plays out for dairy producers in strong prices for cull cows. Improved equity is critical, for all producers – both dairy and beef. Nova Scotian beef producers are working hard to build the beef industry up –* ***not to tear the dairy industry down.***

Let's stop being importers of food. Let's recapture our traditional Nova Scotian market place. Let's build up – not tear down.

John Tilley

# NSCP Meeting Date Reminder!

There are lots of upcoming events and meetings to participate in from Zone Meetings to Annual Meetings to Producer Workshops and more. For more information and a complete agenda, please visit www.nscattle.ca.

Annual Zone Meetings have been booked as described below. This year is an election year in Zone 1 (William Cox) and Zone 4 (John Tilley), a Member-at-Large (David Lavers) will be elected at the AGM.

Members are reminded that they can attend any of the Zone Meetings but will only be able to vote (where applicable) in their Zone.

| Zone | Date | Time | Town | Location |
|---|---|---|---|---|
| 1 | January 23 | 7:00 pm | Baddeck | St. Michael's Parish Hall |
| 2 | January 24 | 7:00 pm | Sutherlands River | FH MacDonald Elem. School |
| 3 | January 25 | 7:00 pm | Nappan | Nappan Pavilion |
| 4 | February 6 | 7:00 pm | Stewiacke | St. Andrew's Hall |
| 5 | February 7 | 7:00 pm | Aylesford | Aylesford Fire Hall |
| 6 | February 8 | 7:00 pm | Bridgewater | Best Western Hotel |

***Storm dates will be the same evening the following week.***

**Zone Meetings in Zones 1, 5 and 6 will be coupled with information sessions with the Nova Scotia Department of Agriculture. Please see the website for additional details.**

***The 2012 NSCP Annual General Meeting will be held on Saturday February 25, 2012 at the Best Western Glengarry in Truro. Registration will start at 9:30am and the meeting will start at 10:00am.***

# Survey Reminder

Jessie Dowe

Hi everyone,

I'm a 4th year Animal Science student at Nova Scotia Agricultural College, and I've chosen Beef Cattle management in Atlantic Canada as the topic for my 4th year research project. A lot of research into this area has been underway in Western Canada for some time, but very little has been done here in Atlantic Canada. I'm hoping that this project will allow me to determine how the management practices of producers in Atlantic Canada affect the profitability of their operations, and provide a starting point for future research into management-related aspects of the beef industry in Atlantic Canada. Questions will focus on 5 main categories: Characterizing Farm Operations, Reproductive/Breeding Herd Management, Feeder Cattle Management, Dietary/Pasture Management, and Factors affecting Profitability.

I'm very eager to get this project underway, but I need a hand from producers like you to get things up and running. I've developed a web-based survey that has been made available to members of the Cattle Producers Associations in Atlantic Canada, which you can complete at your convenience. For confidentiality reasons, you won't be required to submit any personal identification information; there will be a question asking for your geographic region but you can remain completely anonymous while filling out this survey.

If you are willing to participate in the survey please visit http://nsnet.ca/student_survey/ to access the survey. The survey should take you 10 to 15 minutes to complete, and can be accessed using the passcode 3excr2ep. Please feel free to contact me with any questions or comments at dowej@nsac.ca. Your cooperation and helpfulness is greatly appreciated.

# Maritime Beef Producers Unite to Address Common Ground

**Amherst, NS, December 19, 2011** – The newly incorporated Maritime Beef Council held its first official meeting of the Board of Directors in Amherst, Nova Scotia, on December 19.

Jennifer MacDonald, Chair of the New Brunswick Cattle Producers, was elected as President with Jim Fraser, Nova Scotia Cattle Producers as Vice President. The Chairs of the Research Committee and the Programs and Policy Committee are Peter Verleun, and Brian Morrison, PEI Cattle Producers.

Producers and representatives of the Maritime beef industry initially met at Memramcook, New Brunswick about a year ago to start developing a strategic plan for the region's producers.

"The planning process recognized a lot of common ground for cooperation across the Maritimes" states John Tilley, Chair of the Nova Scotia Beef Producers. "While beef producer groups in each of the Maritime Provinces will continue to work on improving the sector for their Provincial members, a number of strategic initiatives were identified where a regional approach is both logical and efficient."

Five key priorities for the Maritime Beef Council were identified in the strategic plan including cooperating to improve: profitability for producers, connections to markets, collaboration within the Maritime beef industry, the Maritime industry's capacity, and the stature of the industry.

"The first initiative is to establish a research committee to identify producer priorities for research in the region" states Peter Verleun, Chair of the PEI Cattle Producers. "The committee will facilitate dialogue between producers and research institutions to enhance research efforts in the region.

"The Maritime Beef Council provides a formalized vehicle to work on regional projects and, where appropriate, to represent beef producers across the region with a united voice" says Jennifer MacDonald. "I am pleased that we have started this process, and look forward to working as a region to make our sector more viable in the future."

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# Letter to Producers from MBC President, Jennifer MacDonald

It's with excitement and a sense of accomplishment, that I announce the formalization of the Maritime Beef Council. After seeking approval of the three Maritime Cattle Associations and their respective Natural Products Councils, the group received the green light to submit an application for Federal Non-profit status. Once approval had been received, it opened the door for the first official meeting of the new Board of Directors of the Maritime Beef Council at Amherst, Nova Scotia, on December 19, 2011.

On behalf of the Maritime Beef Council, I want to connect with all beef producers in the region to provide you with an update on the newly incorporated Maritime Beef Council. My name is Jennifer MacDonald, Chair of the New Brunswick Cattle Producers, and I was elected as President with Jim Fraser, Nova Scotia Cattle Producers as Vice President. The Chairs of the Research Committee and the Programs and Policy Committee are Peter Verleun, and Brian Morrison, PEI Cattle Producers. Rinnie Bradley, Executive Director, PEI Cattle Producers agreed to act as the Secretary/Treasurer for the Council.

I am excited about the formalization of the Maritime Beef Council and the collaborative focus geared at enhancing regional initiatives. We will be working together on these initiatives, and have agreement from each provincial cattle producer organization to do so. This agreement was based on the planning process that took place in Memramcook about a year ago. At this meeting, approximately 30 representatives of the Maritime and Canadian beef industry developed a plan based on common ground for regional initiatives.

The plan identified 5 common goals for the Maritime Beef Council. These include cooperating to improve:

- profitability for producers
- connections to markets
- collaboration within the Maritime beef industry
- the Maritime industry's capacity
- the stature of the industry

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The Memramcook plan identified a number of actions to help us achieve these result including:

1. Establishing:
   - the Maritime Beef Council as an incorporated entity; and
   - a producer led research committee to identify and place priority on a list of research priorities to present to government research agencies involved in the beef industry.
2. Identifying:
   - strategic infrastructure that requires our support to maintain (example Nappan Station);
   - efficiencies and reductions in effort between the provincial beef producer organizations;
   - infrastructure needs of our industry; and
   - Cost of Production tools for producers.
3. Developing:
   - Maritime-wide certified production protocols.
4. Lobbying:
   - in support of strategic infrastructure (sale barns, research facilities, test stations, etc.);
   - for a common approach to beef development programming across the region; and
   - for regional cooperation on tagging and traceability.

The Maritime Beef Council has adopted the Memramcook Plan and its actions. We now need to work together on the strategic directions we have outlined.

The Bylaws of the new Maritime Beef Council require agreement by all three founding producer organizations in order to move forward on decisions. This decision making model appears to be working well and forms a strong foundation for regional initiatives. Formalizing the Maritime Beef Council as an incorporated structure provides a vehicle for this organization to lead Maritime-wide projects for the sector. We can now move forward with a strong base of support.

The Maritime Beef Council, with your support, can help bring about a better future for the beef sector in the region. I look forward to working with you, and on your behalf, in this important new venture. Please do not hesitate to contact me if you have any questions or require additional information about the Maritime Beef Council.

Yours sincerely,

Ms. Jennifer MacDonald
President, Maritime Beef Council
Email: jenimac@nb.sympatico.ca
Phone: (506)853-5354

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## You Should Know…

- You should have received a 2012 registration form with your December NSFA newsletter, please register ASAP.
- Zone meetings are coming up in the next couple of weeks followed by the AGM on February 25th.
- It's not too late to take advantage of the Genetic Enhancement Program, contact the NSDA or NSCP for info.
- Winter feeder sales at ASL are: January 19, February 16, March 15 all sales start at 1:00pm
- The annual Spring Test Station Sale will be Saturday April 7, 2012
- The Beef Interest Pay-down Program is now accepting applications for information please call Krista at 893-2293

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