



# the ONTARIO STEAKHOLDER

Spring 2008 Volume 4 Issue 2



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CONNECTING ONTARIO'S BEEF FARMERS TO THE ELECTED MEMBERS WHO REPRESENT THEM.

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The Ontario Cattlemen's Association (OCA) is a grassroots organization that provides leadership to all sectors of the industry. Now more than ever, it is important to maintain constant contact with our elected Members, both provincially and federally, to ensure that the concerns of our industry are heard, and that effective solutions can be explored and adopted. OCA hopes that you will come to recognize the *Ontario Steakholder* as your source of reliable information from the Ontario beef industry.

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## OCA Board Dedicated to Creating a Better Industry – *With YOUR Help*



**Gord Hardy**  
OCA President

In February, when I was chosen by the OCA Board of Directors to be their leader, it was a very proud moment for me. I returned back to our Annual General Meeting (AGM) after the lunchtime vote, and I think I was still in shock that I would be the spokesperson for the great industry we have here in Ontario. I opened up my day book to look at my appointments for meetings, and there was a quote for that week by

John Quincy Adams. It said "If your actions inspire others to dream more, learn more, do more and become more, you are a leader". The new OCA Board of Directors has made the decision to be leaders.

This year, at our AGM, we welcomed three new Board members: Rick Hobbs, Hank Hiddink, and Bill Herron. This will be a very busy Spring for them as they adjust to the heavy work load at the Board level. Like the other nine Board members, they must balance their very busy schedules for OCA, plus all the work associated with keeping their own beef operations functioning properly as well as trying to maintain a wholesome family life. There is a lot of concern with the state of our industry and our very livelihood. But each member of the OCA Board is very committed to working with our elected Members to find solutions and we are all working with government on many issues that affect our industry.

Again this year, we will be hosting our (5th) annual beef barbecue at Queen's Park. We hope to see you all out to that as it is a great forum for meeting and mingling with beef producers and learning more about our issues. Our Queen's Park barbecue is just one way that we are working to bring our messages to you.

In 2008, Board priorities will be focused on profitability and bringing attention to the Ontario consumer to eat and ask for local and Ontario product - allowing us to replace other beef products in our stores and restaurants with Ontario beef! We will be lobbying and working with you to improve and create good programs that will help move our industry forward.

There is no doubt in my mind that the beef industry is in one of the most difficult times it has ever faced. I believe that we are starting to see our changed industry come out of this black cloud we have had hanging over us. We cannot and will not go back to the years before BSE. Our focus has to be on survivors and the fact that we were raising cattle, and now we are producing a food: beef - of the highest quality in the world. Beef producers want to sell it and stand behind it and be proud of what we do, and do it together. But we need *your* help.

# INDUSTRY INSIDER



## Long-term Strategy for Young Beef Farmers



Jen Snively  
OCA Policy Advisor

Over the summer of 2007, Ipsos-Reid conducted a study for the Ontario Cattlemen's Association (OCA) and Ontario Pork (OP) using funding from the Agricultural Adaptation Council's Canada-Ontario Research and Development (CORD) IV program. Focus groups were held with young and more experienced beef and pork farmers to find out what they need and how OCA and OP could help. The results were not surprising. First, young farmers are looking for training on financial management, farm/herd management, leadership and succession planning. This training

must be implemented efficiently and be made as conveniently as possible. Second, since OCA and OP meetings and activities have traditionally been attended by older generations of farmers, OCA and OP need to build awareness of programs and services specifically to young farmers.

In response to the second Ipsos-Reid survey result, OCA developed a "Programs and Services for Ontario Beef Farmers" booklet for distribution to Ontario beef farmers. The document can be downloaded from our website at [www.cattle.guelph.on.ca/PDFs/ProgramsandServicesforBeefFarmers.pdf](http://www.cattle.guelph.on.ca/PDFs/ProgramsandServicesforBeefFarmers.pdf)

In response to the first recommendation, OCA in partnership with staff from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) held a pilot workshop in Port Perry in February 2008 called "Finding a Future in Beef". The workshop was open to anyone involved in the beef industry under the age of 40 in the East-Central area of Ontario. This included farmers, veterinarians, abattoir or processor owners and auction market owners. The aim of the workshop was to provide beef farmers and others involved in the beef industry an opportunity to network and discuss their needs and challenges. Betty Green, owner of a 1000 cow herd family farm in Manitoba spoke to the group about succession planning and the need to adapt to survive in agriculture. Participants also provided input to the facilitators about the types of resources and education vehicles young farmers need.

## Snapshots from the 2008 OCA Annual General Meeting

### Hardy Elected as 2008 OCA President

More than 500 beef farmers from across Ontario congregated in Toronto in February for the OCA Annual General Meeting. Guest speakers included Ontario Minister of Agriculture Food and Rural Affairs, The Honourable Leona Dombrowsky and Mr. John Nay, US Consul General to Canada. Major topics of discussion included the need for longer-term funding to beef producers who are currently suffering crippling pricing lows.

The pilot was a great success with more than 60 participants attending the workshop. Results did not differ significantly from the Ipsos-Reid study. It was identified that young farmers need training in succession planning, financial management, marketing, balancing family/work/farm, production skills as well as leadership and communication skills. Participants had an easy time listing the many challenges they face but it was very encouraging to see that they also listed many opportunities available.

We recognize that in this diverse province, difference areas have difference needs. Over the fall of 2008 we plan to work with OMAFRA and the Center for Rural Leadership to hold workshops like the one in Port Perry in three to four other locations of the province. We will work with each group to cater to their special needs to ensure they receive the information and training that is important to them. The ultimate goal is to establish a networking and training resource for the beef industry at a one-stop shop. At the local level, this may mean monthly meetings or the development of a value-chain. At the provincial level it may mean an online forum for information transfer or an annual province-wide meeting. We understand that OMAFRA has many training resources available such as succession planning and financial management, and we look forward to working with OMAFRA staff to tailor these resources to different areas of the province.

We acknowledge the government's commitment to young farmers in their election platform as a great opportunity for government and industry to work together to provide support and guidance to the future beef farmers of this province. As the beef industry continues to face challenges in upcoming months it is only through collaboration and communication that industry and government can ensure there will be another successful generation of beef farmers in Ontario.

For more information contact Jen Snively at (519) 824-0334 or [jennifer@cattle.guelph.on.ca](mailto:jennifer@cattle.guelph.on.ca)



Newly-elected President, Gord Hardy, and Vice-President, Curtis Royal, speak to Blair Andrews of the Ag Radio Network



Outgoing OCA President, Ian McKillop delivered an inspiring Address on the first day of the AGM. During the banquet he received a standing ovation for his dedication and service to the industry

The financial crisis is due to a number of factors including: changes in government regulations; impact of the ethanol industry; trade complications, and the rapid rise of the Canadian dollar.

This year's AGM also included a special panel discussion entitled "Meeting Our Challenges". Panelists included Alistair Polson of Wanganui, New Zealand; Mike Buis, former OCA President and Advisory Councillor from Kent County; and Jim Oehmke of the George Morris Centre. Given the financial crisis in the beef industry, they spoke about what they are doing to face challenges personally, and challenges and opportunities in the global economy.

Leading the 2008 Board of Directors is President, Gord Hardy of Middlesex County. Along with his family, Hardy operates a feedlot near Lucan. "I'd like to thank the beef producers of this province for their confidence and faith," says Hardy. "I know that times are tough for all of us. But, we are in this together and my commitment to all of them is that the 2008 OCA Board will work hard on their behalf with government to create solutions and help meet our challenges in the immediate future." "I look forward to working closely with Gord in meeting the needs of producers of the next year," says Curtis Royal, Feedlot Director from Simcoe County, who begins his first term as Vice-President. "I don't expect it will be easy and I know there are a lot of tough decisions ahead for the OCA Board. But I also know that OCA's Board is dedicated, and, along with the OCA staff, we are in a good position to achieve some great things." Ian McKillop, former President stepped down this year, as did John Newman, who was Director for Eastern Ontario.

Re-elected to the Board was Doug Kaufman representing Feedlot producers. Doug and his family live and operate their farm in Oxford County. New to the Board are Rick Hobbs (cow/calf) from Ottawa District, Bill Herron (backgrounder) from Grey County, and Hank Hiddink (Eastern) from



Dave Stewart delivers the annual Executive Director's Report



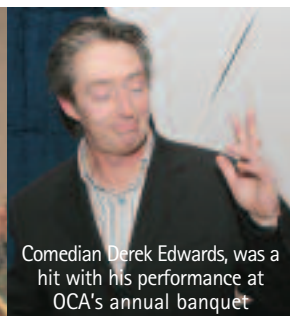
The 2008 OCA Board of Directors: Standing (left to right): Bill Herron, Backgrounder Director; Dan Darling, Cow/calf Director; Bob Gordanier, Director-at-Large; Hank Hiddink, Eastern Director; Kim Sytsma, Cow/calf Director; Jim Martin, Northern Director; Paul Sharpe, Feedlot Director; Rick Hobbs, Cow/calf Director; and Curtis Royal, Vice-President (Feedlot Director). Seated (left to right): John Gillespie, Director-at-Large; Gord Hardy, President (Southern Director); Doug Kaufman, Feedlot Director.

Prince Edward County. Continuing to serve out their terms are cow/calf producers Kim Sytsma of Leeds County and Dan Darling of Northumberland; Feedlot Directors, Curtis Royal of Simcoe County and Paul Sharpe of Wellington County. Gord Hardy of Middlesex County continues to serve as Director from the South and Jim Martin of Manitoulin Island as Director from the North. Rounding out the Board of Directors are Directors-at-Large Bob Gordanier of Wellington County and John Gillespie of Waterloo County.

Following a 2003 restructuring of the organization, OCA's Board of Directors consists of 12 elected officials – three from the cow/calf sector, three from the feedlot sector, one from the backgrounder sector; three representing geographic regions of Ontario and two elected on an At-Large basis. Directors are elected for three-year terms on a rotating basis. Each year, voting delegates to the AGM elect three members to the Board.



Delegates at the conference



Comedian Derek Edwards, was a hit with his performance at OCA's annual banquet



Delegates at the conference

# Grade **EH** Beef Recipe of the Season: **Spring**



Good source of iron (21% DV) and excellent source of zinc (76% DV).

**NUTRITION INFORMATION PER SERVING**  
(based on 100 g roast + 2/3 cup veg):

Calories . . . . .	240	Carbohydrates. . . . .	10g
Fat . . . . .	10g	Fibre. . . . .	2g
Protein. . . . .	29g	Sodium. . . . .	160mg



Excellent source of iron (33% DV) and zinc (73% DV).

**NUTRITION INFORMATION PER SERVING**  
(based on 100 g roast + 2/3 cup veg):

Calories . . . . .	470	Carbohydrates. . . . .	52g
Fat . . . . .	15g	Fibre. . . . .	4g
Protein. . . . .	31g	Sodium. . . . .	475mg

## SLOW-ROASTED BEEF WITH ROASTED RATATOUILLE

Preparation Time: 20 minutes Cooking Time: Approx. 1-1/2 hours

To simplify, this recipe takes advantage of roasting both the vegetables and the meat at the same time. Make up a big batch of steamed rice or couscous to go with the roast meal, reserving approx. 2 cups (500 mL) of the cooked rice to use in the Mediterranean Wrap recipe the next day.

### INGREDIENTS *Makes 6 servings*

(with leftovers for making Mediterranean Wraps).

- 2 tsp . . . (10 mL) . . . olive oil
- 3 lb . . . (1.5 kg) . . . Beef Sirloin Tip or Inside Round Oven Roast Pepper
- 1 tbsp . . (15 mL) . . . basil pesto

#### Roasted Ratatouille:

- 3 . . . . . plum tomatoes, cored and quartered
- 8 oz . . . (250 g) . . . zucchini (about 2), cut into 1/2-inch (1 cm) slices
- 1 . . . . . small Spanish onion, cut into 12 wedges
- 1 . . . . . baby eggplant, cut into chunks
- 1 . . . . . red and yellow pepper, seeded and cut into chunks
- 4 oz . . . (125 g) . . . cremini mushrooms, quartered
- 6 . . . . . cloves garlic
- 3 tbsp . . (45 mL) . . . basil pesto
- 1 tbsp . . (15 mL) . . . balsamic vinegar
- 1 tsp . . . (5 mL) . . . liquid honey
- 1/4 cup . . (50 mL) . . . pitted Kalamata olives (optional)

#### Mediterranean Wraps: *Makes 6 wraps*

Combine 2 cups (500 mL) EACH remaining Roasted Ratatouille vegetables and cooked rice or whole wheat couscous. Flavour with 3 tbsp (45 mL) bottled sun-dried tomato vinaigrette dressing; set aside. Spread each of 6 large spinach tortillas (warmed) with 1 tsp (5 mL) pesto. Layer each with 1/2 cup (125 mL) EACH shaved roast beef, baby spinach leaves and vegetable/rice mixture. Roll up and cut on diagonal to serve.

### INSTRUCTIONS

- 1. Roasted Ratatouille:** In large bowl, combine tomatoes, zucchini, onion, eggplant, peppers, mushrooms, garlic and pesto; toss to coat. Spread on foil lined jelly roll pan lightly coated with vegetable cooking spray; set aside.
- 2.** Heat oil in heavy sauté pan or oven-proof skillet over medium-high heat. Season beef with pepper as desired; brown all over, turning with tongs, about 10 minutes. Spread pesto all over roast; place on rack in sauté pan. Insert oven-safe meat thermometer into centre of roast. Cook beef and vegetables, uncovered, in 275°F (140°C) oven until thermometer reads 140°F (60°C) for medium-rare, about 1 hour and 30 minutes.
- 3.** Remove roast to cutting board. Tent with foil and let stand for 5 minutes to allow temperature to rise an additional 5°F (3°C). Lift foil and vegetables from pan and use rubber spatula to scrape vegetables into large bowl; toss with vinegar, honey, and olives (if using). Set aside 2 cups/500 mL of vegetables for Mediterranean Wrap recipe, if desired. Thinly carve roast across the grain.

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Since 1963, the Ontario Cattlemen's Association (OCA) has been the unified voice of the province's 19,000 beef cattle producers. OCA advocates on behalf of its members in the areas of government lobbying, policy planning, industry development programs, promoting beef and developing domestic and export markets.



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