

Grade **EH** Beef Recipe of the Season: **Summer**

Grilled BBQ Beef Club Sandwich with Southwestern Mayonnaise



Servings: 10

INGREDIENTS

3 lb 1.4 kg tri tip or sirloin steak
 1 cup 250 mL barbecue sauce
 3 cups 750 mL onions, julienne
 3 cups 750 mL mushrooms, sliced
 10 pc 10 pc foccacia buns, sliced
 10 pc 10 pc leaf lettuce, cleaned
 20 20 slices beefsteak tomatoes
 20 oz 560 g provolone, 20 slices

Southwestern Mayo

5 pc 5 pc plum tomatoes, fresh, seeded
 1 tsp 5 mL honey, liquid
 2 cups 500 mL mayonnaise
 1 pc 1 pc smoked ancho pepper, seeded (*optional*)
 1 tsp 5 mL chilli powder
 2 tsp 10 mL tomato paste
 5 pc 5 pc garlic cloves, cleaned
 1 tsp 5 mL molasses

DIRECTIONS

1. Grill tri tip or sirloin, finish by roasting to medium rare and basting with barbecue sauce. Remove from heat and slice and reserve for service.
2. Combine Southwestern Mayo ingredients in a blender and process until smooth. Season to taste.
3. In a hot pan, sauté off the julienne onions and sliced mushrooms in olive oil until tender. Season to taste. Keep warm and reserve for service.
4. For service, toast the foccacia bun and spread with Southwest Mayo, layer the bun with the lettuce, tomato, provolone, sautéed onion and mushrooms and thinly sliced tri tip.
5. Serve with side portion of salad, fresh fruit or fries.

Impact of \$100 Million Increase in Beef Exports from Ontario

Value-added Gross Domestic Product	+ \$59.7 million
Gross Industrial Output	+ \$199.6 million
Employment	+ 890 Full Time jobs

(Preliminary Results)

the ONTARIO STEAKHOLDER

Since 1963, the Ontario Cattlemen's Association has been the unified voice of the province's 21,000 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.



For more information on the Ontario beef industry, contact:
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CONNECTING ONTARIO'S BEEF FARMERS TO THE ELECTED MEMBERS WHO REPRESENT THEM.

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.

The Beef Industry: Recognizing Priorities and Opportunities *Isabel Dopta, OCA Policy Advisor*



Isabel Dopta

Consumers have always shown great support for our product, but with barbecue season upon us, Ontario's beef producers will be doing more than just firing up the grill. This summer, as always, they will be timing their production to accommodate the summer peak in demand. In 2003, beef consumption increased 5% over the previous year. And, while that number slipped by 2 lbs per capita in 2004, Canadians were still consuming more beef than in 2002 -

the last normal year before BSE was discovered in the Canadian herd. This demonstrates that Canadians still have confidence in Canadian beef.

Despite this solid confidence, and that fact that Ontario is home to over 50% of the country's population, the province only meets about half of the beef consumption demand. That is an incredible opportunity. So, three years after the discovery of BSE in Canada, the 21,000 members of the Ontario Cattlemen's Association (OCA) are supporting the development of programs that target the demands of the marketplace by working to provide Ontario consumers with locally-produced beef. There are, in fact, a number of other opportunities presenting themselves to the beef industry.

First of all, Cargill Meat Solutions, Ontario's largest beef processor, has indicated a desire to expand plant production and the McGuinty government has committed to the ethanol industry in Ontario. Of particular interest is the concept that the production of ethanol from corn generates co-products that cattle can eat. And Ontario's cattle-feeding industry is already concentrated in the corn belt of this province - in excellent proximity to existing and proposed ethanol plants.

We also know, from the University of Guelph/University of Laurier/OCA project, that a \$100 million increase in beef sales from

Ontario would contribute significantly to the economy (see box on pg 4). Those figures are not just significant - they're numbers that can't be ignored. The beef industry is not just about larger farms supplying urban retailers, it is also about smaller operations that can work with local processors and independent retailers in creating brands that respond to local consumer demands. OCA has contracted Mallot Creek Strategies Inc. to do exactly this. Mallot Creek will work with local beef producers in developing value chains in smaller, regional markets across Ontario.

To highlight OCA's business, we are hosting our third annual Queen's Park BBQ June 7th (see inset). For those who have joined us for lunch at the last two events, you already understand that Ontario beef producers are dedicated to producing great beef; and OCA is dedicated to supporting our members. To do that, OCA needs to work with the evolving infrastructure in this province that will, by nature, lend itself to primary beef sector expansion. To make it all happen, OCA is calling on the provincial government to work with us on ensuring the environment is right for an economically strong beef industry.

Many of our producers are still recovering from losses back to the start of the BSE crisis and Canada has yet to reclaim full export trade with countries such as the United States. Strengthening the equity position of our producers and encouraging the next generation of beef farmers is our top priority.



INDUSTRY INSIDER



Review of the 2006 Annual General Meeting of



Ian McKillop delivers the 2006 President's Report

OCA's 2006 Annual General Meeting was held February 21-23 in Toronto, with attendance peaking at almost 500 voting delegates and industry representatives.

Speakers at the meeting, themed "Strength in Numbers" included: Glenn Brand of the Beef Information Centre, Jim Clark of the Ontario Cattle Feeders' Association, Dennis Laycraft and Stan Eby of the Canadian

Cattlemen's Association, Kelly Daynard of the Ontario Farm Animal Council, Chris Attema, Water Quality Specialist and Dr. Kee Jim of the Canada Beef Export Federation.

The Annual Banquet was attended by several politicians, both provincial and national. These included: Ontario Minister of Agriculture and Food, The Honourable Leona Dombrowsky, Carol Mitchell, MPP, Toby Barrett, MPP, Jim Brownell, MPP, Larry Miller, MP, and John Tory, MPP and Leader of the Official Opposition. Each took the opportunity to speak with producers, and expressed their hopes for a resolution to the BSE crisis and the border closure.

Jessica LeCroy, the US Consul General to Canada also attended the banquet, bringing with her greetings from US Secretary of Agriculture, Mike Johanns, US Ambassador, David Wilkins and the US Minister-Counselor of Agricultural Affairs, Gary Groves.

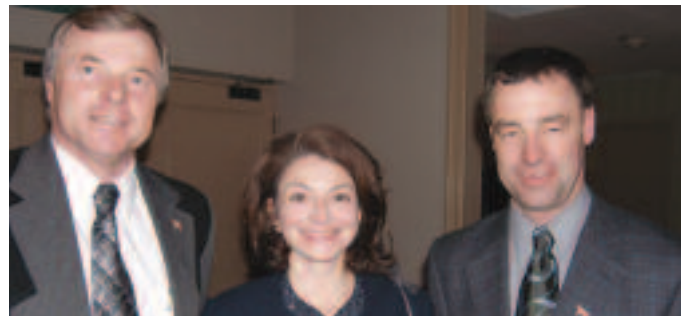
"This organization in particular has helped me to understand many of your issues which my staff and I have conveyed to Washington," she said. "And you have done it with the kind of professionalism, understanding, collegiality, and friendship that reflect so well the relationship that Canada and the US enjoy. It is essential that our markets continue working together because they are incredibly interdependent and it is crucial to continue working together. Canada is the number one trading partner for 39 of the American states."



Dave Stewart delivers the annual Executive Director's Report

In conclusion, and to a round of applause, LeCroy said "The US believes in a harmonized approach between our two countries, in dealing with BSE and for NAFTA. I am pleased to report, after having spoken with Washington and Ottawa today, that the next rule to allow animals and beef from animals over 30 months imported from Canada, is moving apace and that Secretary of Agriculture, Johanns has put the highest

priority on getting the rule published in the proposed form and we are hoping for it to be completed very soon. Your organization is very sophisticated and understanding of the incredibly complicated rule-making



Jessica LeCroy U.S. Consul General, spoke to delegates at the annual banquet of the Ontario Cattlemen's Association. She is pictured here with OCA Vice President, Gord Hardy (left) and President Ian McKillop, (right).



John Gillespie (left) and Dave Stewart (right) with Larry Miller, MP for Bruce-Grey-Owen Sound



The 2006-2007 OCA Board of Directors meets with The Honourable Leona Dombrowsky (centre).

the Ontario Cattlemen's Association



The Honourable Leona Dombrowsky, Ontario Minister of Agriculture, Food and Rural Affairs, met with the OCA Board before taking the stage after lunch.

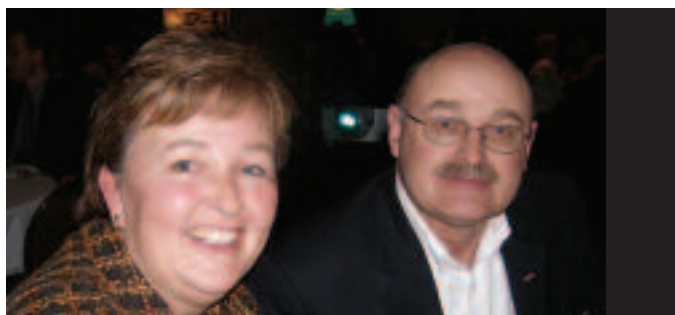


John Tory, MPP and Leader of the Official Opposition speaks with attendees of the OCA Annual Banquet.

procedure that we have in the United States, but we are doing everything we can." Resolutions covered such issues as compensation for cull cows, predation, age verification, CAIS, disease management, Northern slaughter facilities and checkoff on dairy cattle.



Toby Barrett (left), MPP for Haldimand-Norfolk-Brant, in conversation with entertainer Dan Needles at the OCA Annual Banquet.



Board Director John Gillespie with Huron-Bruce MPP, Carol Mitchell

The OCA Board of Directors re-elected Ian McKillop as 2006 President and also elected Gord Hardy as Vice-President for a second term. McKillop and his family operate a cow/calf to finishing farm near Dutton, while Hardy and his family operate a feedlot near Lucan. Following the 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.

This year's re-elections to the Board included Jim Martin (Manitoulin), representing producers from the North; Doug Kaufman (Oxford), Curtis Royal (Simcoe) and Dale Pallister (Grey), represent the feedlot sector. John Gillespie of Waterloo Region was re-elected as Director-at-Large. Cow/calf director, Ron Wooddisse stepped down this year and Dan Darling of Northumberland County was elected to the Board for 2006.

Continuing to serve out their terms are cow/calf Directors Ian McKillop of Elgin County and Kim Sytsma of Leeds County. Gord Hardy of Middlesex County serves as Director from the South and Jim Martin of Manitoulin Island as Director from the North. John Newman of the Ottawa District remains as Director from the East and Dianne Booker of Haldimand Region is Director representing backgrounder producers. Rounding out the Board of Directors is Director-at-Large Roger Griffiths of the District of Kenora.

The entire OCA Annual Report can be viewed on the OCA Web site at <http://www.cattle.guelph.on.ca/communications/annual-reports.html>