



# the ONTARIO STEAKHOLDER

Summer 2007 Volume 3 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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## Growing the Ontario Cattle Industry Would be Good News for the Economy and for Voters

Ontario Cattlemen's Association Releases Economic Impact Analysis of the Ontario Beef Industry and Public Opinion Research on Voters' Attitudes Towards the Beef Industry



Ian McKillop  
OCA President

On May 29<sup>th</sup>, the Ontario Cattlemen's Association (OCA) released an economic impact analysis of the Ontario cattle and beef industry that shows that growth in the production of cattle could produce the same economic benefits for Ontario as an additional car assembly plant. OCA also released public opinion research that shows that voters would support a government that supports growing the production of beef in Ontario.

The economic impact analysis was conducted by the Department of Food, Agricultural and Resource Economics at the University of Guelph. The findings of the study show that cattle and beef production is an important part of the economy of Ontario and Canada and that an increase in the production or trade of cattle and beef would have a net positive impact on job creation and economic growth.

According to the study, the estimated value of beef production in Ontario, using 2005 values, is \$1.2 billion and the total economic impact of the beef sector in Ontario as measured by value-added gross domestic product, or GDP is slightly over \$736 million. The cattle and beef sector also generated over 11 thousand jobs in Ontario during that time.

The study shows that a 50% increase in the Ontario beef sector would generate over 6,000 new jobs for Ontarians, more jobs than

are generated by an auto plant. This increase is possible using existing infrastructure.

The economic impact study also showed what those of us in the cattle and beef industry already knew; the cattle and beef industries are major contributors to the Ontario economy. Any increase in investment in our industry generates jobs, both on and off the farm.

The public opinion research released in May was conducted by Innovative Research Group from January 12 to January 18, 2007. The study surveyed 600 adults, 18 years of age or older, who were asked about their opinions on issues impacting the Ontario beef industry and the agriculture sector in general.

### Key Findings:

1. Voters believe agriculture is a viable ongoing part of the economy and strongly believe in supporting the family farm.
2. Policy initiatives which help farmers have wide-spread support.
3. Voters are likely to support parties which are pro-agriculture.
4. Voters will reward governments that support farmers.

What we found was that 94% of voters believe it is important to protect the family farm. Three-fifths of those surveyed believe agriculture is a critical part of the economy. We also discovered that 81% of respondents support proposed government initiatives to encourage growth of value-added processing and almost three-quarters would support a government initiative to substantially increase beef production.

# SCENE & HERD



On May 29<sup>th</sup>, OCA held its fourth annual, very successful beef barbecue at Queen's Park. The OCA staff and Board held meetings with various MPPs during the morning. It is estimated that another 50 MPPs and their staff attended the barbecue – almost half of the Members of the Legislature.



OCA Vice-President, Gord Hardy (left), and Howard Hampton, MPP and Leader of the Ontario NDP Party, serve Ontario Corn-Fed Beef to attendees of the 2007 OCA Queen's Park barbecue.



OCA President, Ian McKillop (left), and John Tory, Leader of the Ontario PC party and Leader of the Official Opposition, serve Ontario Corn-Fed Beef to Laurie Scott, MPP for the riding of Haliburton-Victoria-Brock.



Ian McKillop (right), OCA President, and Gord Hardy (OCA Vice-President) are pictured here with The Honourable Leona Dombrowsky, Ontario Minister of Agriculture, Food and Rural Affairs during the June 21<sup>st</sup> Pick Ontario Freshness campaign launch at Queen's Park in Toronto. The event featured a mini-farmers market at which OCA gave away samples of Ontario Corn-Fed Beef jerky.

## County Cattlemen's Summer Barbecue Dates

**July 18**

**5-8pm**  
**Bruce County Cattlemen's Association**  
Chesley Arena Floor, Chesley, ON  
Contact: Mark Goetz, President  
(519) 367-5083 Email [dawnkg@wightman.ca](mailto:dawnkg@wightman.ca)

**July 22**

**Stormont County Cattlemen's Association**  
Cornwall, ON  
McMaze – 17049 Willy Allan Road  
Contact: Stuart Clark (613) 932-8334

Aug 1

5:30-7pm

**Lambton Cattlemen's Association**  
Alvinston Arena, Alvinston, ON

All-you-can-eat beef, Corn-on-the-Cob, Beans,  
Pie and more.

**TICKETS:** Adults: \$12 in advance, \$15 at the door  
Children 6-11: \$5.00 Children 5 and Under: Free  
*Musical entertainment*

Aug 9

5-7pm

**Oxford County Cattlemen's Association**  
Tavistock Memorial Hall, Tavistock, ON

To purchase tickets call John Kaufman at  
(519) 421-2327 or contact your local Director.

**TICKETS:** \$12.00 Adults, \$5.00 Children

Aug 5

5 – 8pm

**Peterborough Cattlemen's Association**

Ennismore, ON

Call Sam Wood for details and tickets:  
(705) 652-8913

Aug 16

5-7pm

**Middlesex Cattlemen's Association**  
50th Annual Beef BBQ

Poplar Hill Park, Poplar Hill, ON

Guest speaker: Dan Needles,  
Author of Wingfield Farm plays and books.  
For more information about tickets email:  
beefbbq@hotmail.com or call (519) 227-0001

**TICKETS:** Adults: Advance tickets \$12; at the gate  
\$15 Pre-school and Elementary school children eat  
FREE when accompanied by an adult.

# Herd it Before???

**Backgrounding:** After weaning, calves are over-wintered on hay-based diets until their weight increases to about 900 pounds. This process is known as backgrounding. During this phase, beef producers take care to provide feeding and bedding areas that are sheltered from the elements and keep the animals comfortable and protected.

**Breeding stock:** Sexually mature male and female livestock that are retained to produce offspring.

**Bull:** An uncastrated male bovine.

**Calf crop:** The number or percentage of calves produced in a herd within a given year relative to the number of cows and heifers exposed to breeding.

**Cow-Calf Farm:** Beef production begins with cow-calf operations which raise calves for the industry. Cows are selected for their mothering ability, beef quality traits and other desirable traits. Mating takes place in early summer with peak calving taking place the following spring after the end of harsh weather. On most farms, the entire cow-calf process takes place exclusively outside on open pasture where the cattle graze and calves nurse until they reach a weight of approximately 500 to 600 pounds. At

this stage, calves are weaned from their mothers and over-winter outdoors on a forage-based diet. Sometimes this occurs on the cow-calf farm, or it may take place at another specialized farm known as a backgrounding operation.

**Crossbreeding:** The mating of animals of different breeds, such as breeding a Hereford cow with an Angus bull.

**Cull:** Sale from a breeding herd, of older, less productive animals.

**Fed (or fat) cattle:** Cattle that have been finished, usually in the feedlot, and are ready for slaughter.

**Feeder cattle:** Cattle past the calf stage that have weight increased making them salable as feedlot replacements.

**Feedlot:** The only intensive part of conventional beef production takes place at the feedlot where cattle are brought to a finished weight. Beef production on a feedlot begins with a diet made up of forages and progressively moves to about 90 per cent grain. The main reason grain is fed to cattle is to produce tender, marbled beef. Cattle will typically spend 60 to 120 days on a feedlot before they are sold to processors. This may be under a roof or outdoors.

**Heifer:** A young female bovine.

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Please check the OCA Web site for County Cattlemen contacts,  
to learn more about the beef industry in your riding.

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



## SOUTHERN-STYLE SIRLOIN STEAK & FRITES WITH CORN & BLACK BEAN SALSA

### INGREDIENTS *Servings: 10*

10 pc x 7 oz . . . . .	10 pc x 200 g . . . . .	Marinated Ball Tip or Centre Cut Top Sirloin Steaks
24 oz . . . . .	682 g . . . . .	canned roasted red peppers
8 oz . . . . .	250 mL . . . . .	canned chipotle peppers
3 . . . . .	3 . . . . .	garlic cloves
1 . . . . .	1 . . . . .	onion, whole
3 c . . . . .	750 mL . . . . .	vegetable oil
1/2 c . . . . .	125 mL . . . . .	red pepper, diced
1/2 c . . . . .	125 mL . . . . .	red onion, diced
3 c . . . . .	750 mL . . . . .	corn niblets, cooked
1 c . . . . .	250 mL . . . . .	black beans, cooked
2 oz . . . . .	60 mL . . . . .	white vinegar
2 oz . . . . .	60 mL . . . . .	olive oil
bunch . . . . .	bunch . . . . .	coriander, chopped
to taste . . . . .	to taste . . . . .	salt and pepper
2.2 lb . . . . .	1 kg . . . . .	Yukon gold potatoes, peeled
1 1/4 lb . . . . .	570 g . . . . .	broccoli, blanched, portioned
5 oz . . . . .	140 g . . . . .	butter
10 pc . . . . .	10 pc . . . . .	beefsteak tomatoes, halved

### INSTRUCTIONS

1. In a food processor, blend roasted peppers, chipotles, garlic, onion and vegetable oil into a paste and marinate centre cut ball tip or top sirloins for a minimum of 8 - 12 hours in the refrigerator.
2. Saute red peppers and red onion until tender, remove from heat and add the corn, black beans, vinegar, olive oil and coriander; mix well. Add salt and pepper to taste and reserve at room temperature.
3. Julienne Yukon gold potatoes into matchstick sized frites. Reserve for service.
4. Service: Remove ball tip or top sirloin from marinade and cook to desired doneness, deep fry frites until golden brown. Saute broccoli in butter and season with salt and pepper, season tomatoes and grill until heated through but still firm.
5. Assemble on plate and top steak with salsa.

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**Polled:** Naturally hornless cattle; having no horns.

**Steer:** A male bovine castrated early in life, usually as a calf.

**Stocker (or stocker cattle):** Heifers and/or steers that are being grown on pasture or other forage for later sale as feedlot replacements.

**Total Mixed Ration (TMR):** A diet where all the feed ingredients are blended together to ensure every bit is nutritionally balanced.

**Trace-back programs:** Developed by the cattle industry in conjunction with the Canadian Food Inspection Agency (CFIA) the

Canadian Cattle Identification Program began January 1, 2001. As of that date, beef and dairy cattle were individually identified with an approved ear tag with a number unique to that animal which will carry through to slaughter and carcass inspection. The tag will allow the CFIA to trace back animals that have moved beyond their 'herd of origin' to ensure that reportable diseases and major food safety defects are contained and eliminated.

**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:**  
Lianne Appleby, OCA Communications Manager

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