



**OCA Weekly Update – February 15, 2008**

**Missed an Update? Looking for Something You Read in a Past Issue?**

Visit <http://www.cattle.guelph.on.ca/weekly-updates/weekly-update.asp> to download archived OCA Weekly Updates as PDF files. They are posted by 5pm on the day of issue.

**In Brief:**

**Message from the Honourable Gerry Ritz,  
Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board**

OTTAWA, Ontario, February 14, 2008 – The government of Canada prides itself in getting results for farmers. Since becoming Agriculture Minister, I have been working closely with my provincial and territorial colleagues on a new vision for the future of agriculture in Canada called Growing Forward. In a short time, governments along with stakeholders from across the value chain have made remarkable progress in shaping the new Growing Forward policy and programs.

Growing Forward is all about building a better future for agriculture. With governments of the provinces and territories, we've been able to make some important strides: a national action plan to help the livestock sector and a new suite of business risk management (BRM) programs that are simpler, predictable and bankable for farmers. We promised to replace the Canadian Agricultural Income Stabilization (CAIS) Program and these new programs deliver on that promise.

This Government recognizes the views and voices of farmers and they'll continue to be heard as Growing Forward evolves over the coming year. We heard from stakeholders in Ottawa on February 13th and many provinces and territories are talking in their communities to make sure we continue to deliver programs that deliver for farmers.

While we continue to develop new programs under Growing Forward, we have also reassured farm families by continuing current programs for up to a year, starting April 1, 2008. That gives farmers the security of knowing that the transition from current programs to Growing Forward programs will move smoothly. Farmers will be notified before any program changes so they can plan ahead.

These are exciting times, as governments and industry are working together to develop a new vision for Canadian farmers.

**Farmers Urge Government to Invest in Agriculture for the Economy**

(OTTAWA) – The Canadian Federation of Agriculture (CFA) is urging the government to make an investment in agriculture in the federal budget it presents February 26.

"Farmers are good businesspeople and they understand with the current economic warning signs a wise government must be prudent with its spending," said Bob Friesen, CFA President. "But prudent spending does not mean no spending. It means making an adequate investment in the sustainability and growth of industry sectors that make a significant contribution to the economy. Sectors like agriculture."

The CFA is making a number of budget recommendations that would help Canadian agriculture grow and continue to contribute to the economy, especially if there are lean years ahead. Those recommendations include:

1) Allocating funds and providing legislation to support to support the Canadian livestock industry through the financial crisis it is currently facing. The pork sector alone generates \$2.5 billion in export

dollars, billions more in domestic GDP, and employs tens of thousands of Canadians. If Canada does enter a period of economic slowdown it cannot afford to lose an industry making that kind of economic contribution.

2) Establishing a Cooperative Investment Plan (CIP). The CIP plan gives Co-op members and employees a tax deduction if they choose to invest capital into their cooperative. Across Canada there are more than 1,300 agricultural cooperatives, employing 36,000 people, generating over \$19 billion/yr in revenue and channelling some \$1.6 billion producer re-investment in the industry and rural communities. However with little to no access to outside capital and the inability for coop share capital to appreciate, cooperatives face disadvantages compared to private firms in raising capital. Quebec has had a provincial CIP-type program in place for two decades. The Quebec program plan has generated just under \$400 million in new investments over a ten year period. A federal CIP program is estimated to cost the federal government \$17-20 million per year and over several years will generate hundreds of millions of dollars in cooperative investment in rural communities.

3) Commit to working with industry to establish a 'Grown in Canada' food label system, backed with dollars earmarked for a national domestic marketing campaign to promote the label, and Canadian-grown foods, to Canadian consumers. A 'Grown in Canada' label will boost the agricultural economy by helping consumers clearly identify and choose Canadian-grown foods, keeping consumers' food dollars here at home and increasing the demand for Canadian produce, which will benefit farm profitability.

4) Committing adequate funding to ensure the programs currently being developed under the 'Growing Forward' policy framework are a success.

"These measures we have outlined represent sound investments that will generate a beneficial return for Canada, whatever the fiscal future may bring," Friesen concluded. "Implementing these measures would also be a tangible demonstration the government is taking seriously the Minister of Agriculture's philosophy of 'farmers first'."

#### **Provincial Funding Announcement: December 14, 2007**

Specific information for producers on the new Ontario Cattle, Hog and Horticulture Payment is available by calling Agricorp at 1-877-838-5144.

*A PDF is also posted on the OCA Web Site at*

<http://www.cattle.guelph.on.ca/PDFs/2008/InfoSheet-Dec.14Announcement.pdf>

#### **Changes to Regulation 54 of the Beef Cattle Marketing Act Came into Effect on January 1, 2008**

Please note that due to GST reduction from 6% to 5% on January 1, 2008 and changes to regulations of the Beef Cattle Marketing Act (check-off increased to \$3.00/head on January 1, 2008), OCA has developed revised check-off forms which will be applicable to all transactions made on or after January 1, 2008.

- OCA Check-off Deduction Remittance Report for Individuals
- OCA Check-off Deduction Remittance Report for Licensed Dealers

The new check-off forms, as well as more detailed information, are now available at <http://www.cattle.guelph.on.ca/Checkoff2008/index.asp>, as PDF files.

#### **Canadian Farm Business Management Council Agriwebinar Series**

The Canadian Farm Business Management Council is again this year promoting their Agriwebinar series. All sessions are free. In order to view the webinars you must register, but only once for all of them. For more information and to register go to <http://www.agriwebinar.com/>

2007/2008 CFBMC Agriwebinar Schedule - Each Monday at noon EST

February 18  
Don Jonovic *Family Business Management Services, Ohio*  
Surviving Family Farming Whitewater

February 25  
Mara Jernigan *Fairburn Farm, BC*  
Slow Food: Good, Clean and Fair

March 3  
Paul Paquin *Institut des nutraceutiques et des aliments fonctionnels, Université Laval*  
Dairy Ingredients Issues

### **Oxford Steps to Leadership 2008 – It's Back**

Who?

Any community-minded resident of Oxford County. Maximum of 25 participants will be accepted, including up to 5 students age 15-19 years.

Why?

To encourage the personal development of Oxford County residents; to expand the leadership skills of community-minded individuals; and to initiate organizational and community involvement in Oxford County.

Where?

Each session will be in a different location throughout Oxford County. The program will include a 1-day workshop and a 1-day educational bus tour throughout the County.

On people's list of fears, it's number one! Learn tools and techniques to speak effectively in a large or small group setting including tips for thanking and introducing guest speakers. This session will also give you the tools to write an effective media release to communicate with the media.

Find out more about Oxford County and its many assets. Economic, agriculture, agri-business, historical and cultural aspects will be highlighted on this tour.

Monday, February 4<sup>th</sup>, 2007—7:00 p.m. – 10:00 p.m. - *Tavistock*  
"Asset Mapping"

A planning and goal setting session where you will have a chance to set some realistic goals. Learn more about Oxford County's diversity—the area, the people and their values and cultures.

Monday, February 11<sup>th</sup>, 2007—7:00 p.m. – 10:00 p.m. – *Norwich Museum, Norwich*

"Team Building & Group Dynamics" - Have fun while getting the job done is the theme for this session. Methods on how to keep groups working in a positive and innovative direction will be addressed.

"Effective Organizations" - Learn ways to make meetings more productive and how you can help create an organization that can make a difference.

Find out how to run your organization smoothly while dealing with community issues.

Saturday, February 23<sup>rd</sup>, 2007 – 9:30 a.m. – 4:00 p.m. "1-Day Workshop" - *Mt. Elgin Community Centre, Mt. Elgin*

“Responsibilities and Liabilities of Directors” - What is your responsibility and liability as a board member? Responsible procedures for organizations and individuals elected to a board will be discussed using case study examples.

“Stress & Time Management and Conflict Resolution” Time management tips that will help you meet your goals successfully and not stress you out! Learn how organizations and individuals can resolve conflicts effectively.

“Marketing & Fundraising for your Organization” - Learn ways to market your organization to create community awareness and build sustainability. Fundraising is often necessary—learn the essential features for any successful activity.

Monday, March 3<sup>rd</sup>, 2007—7:00 p.m. – 10:00 p.m. – *Fusion Youth Centre, Ingersoll*  
“Working with the Media”

Print, radio and TV—learn to utilize the press to your advantage. In addition, learn ways to achieve clear writing.

Monday, March 17<sup>th</sup>, 2007—7:00 p.m. – 10:00 p.m. – *County Building, Woodstock*  
“Community Issues and the Political Process”

Group discussion on local and organization issues and how to deal with them. What is the process and how do you effectively lobby for change? How do you foster greater involvement in the democratic process to the benefit of individuals and the community?

Monday, March 31<sup>st</sup>, 2007—7:00 p.m. – 10:00 p.m. – *North Blenheim Insurance, Bright*  
“Ironing Out Community Issues”

Learn some effective problem solving techniques that will help you formulate an action plan for your community.

Monday, April 7<sup>th</sup>, 2007—7:00 p.m. – 10:00 p.m. – *Ingersoll Creative Arts Centre, Ingersoll*  
“The Challenge - Shaping Our Future”

Where will you go from here? Organizations that will be successful in the future need to think creatively and be willing to adapt to change. A motivational speaker will put the program into perspective and challenge participants to strive for excellence. Graduation ceremony will follow.

How?

For more information or to obtain an application form, contact: Brenda West or Patti Arts, Program Coordinators, Ministry of Agriculture, Food & Rural Affairs (519) 537-6621. [brenda.west@ontario.ca](mailto:brenda.west@ontario.ca) or [patti.arts@ontario.ca](mailto:patti.arts@ontario.ca)

Cost?

(Including all resource materials)

\$200.00 per participant (Due November 30<sup>th</sup>, 2007 or \$250.00 after November 30<sup>th</sup>, 2007)

Student (age 15-19) \$100.00 (Due November 30<sup>th</sup>, 2007) or \$150.00 (after November 30<sup>th</sup>, 2007)

Note: If financial constraints are a concern, please contact us.

Participation in Steps to Leadership Will:

- Build self-confidence and leadership skills
- Allow you to learn from other local leaders
- Help you and/or your organization become more effective and

- Involve you in the planning of your local community

Don't Sit Back! Get Involved! Registration is limited, so APPLY NOW!

### **Growing Your Opportunities, Traction and AgriBusiness ecampus**

Growing your Opportunities:

This workshop is for Farm and rural based entrepreneurs who want to learn how to tap into new value added opportunities from idea to market.

Over The Two Days You Will:

- Learn how to identify, find and evaluate new value added ideas
- Learn how to put your ideas into action using the seven step value added development process
- Learn how to connect with the right market channels
- Learn how to find innovative ways to market your products and services
- Learn how to build a business that can support your new idea
- Learn how to create a dynamite, but simple business plan
- Learn how to finance the different stages of your new ventures
- Learn how to save time and money in the development process
- Learn how to price your products properly
- Learn how to manage your risk
- Explore case studies of how innovative rural and farm businesses that have developed their value added ideas and opportunities
- Follow a new product from conception to integration into the marketplace

Growing your Opportunities  
Orangeville

Day 1: Sat. Feb. 23

Day 2: Sat. Mar. 1

\$75 per person (includes \$3.57 GST)

Growing your Opportunities  
Hanover

Day 1: Mon. Feb. 25

Day 2: Mon. Mar. 3

\$75 per person (includes \$3.57 GST)

Growing your Opportunities  
Clinton

Day 1: Tues. Feb. 26

Day 2: Tues. Mar. 4

\$75 per person (includes \$3.57 GST)

Growing your Opportunities

Port Hope

Day 1: Thurs. Feb. 28

Day 2: Thurs. Mar. 6

\$75 per person (includes \$3.57 GST)

Growing your Opportunities

Napanee Area  
Day 1: Mon. Mar. 17  
Day 2: Fri. Mar. 28  
\$75 per person (includes \$3.57 GST)

Growing your Opportunities

Tillsonburg  
Day 1: Wed. Mar. 19  
Day 2: Wed. Mar. 26  
\$75 per person (includes \$3.57 GST)

Traction

Traction: Skills to Grow is a program developed by Guelph-based Juice Inc. The program has been well received by farmers and producers within the agricultural community, who are attending with their spouses and family members to ensure they are aligned in the planning of their farm's future. Traction participants, ranging in age from their early 20s to their late 60s from various commodity groups, have consistently rated the program a 4.9 on a five-point scale. Uniquely designed in conjunction with producers, advisors and industry leaders, Traction provides a pragmatic and process-based approach to four main areas:

- Taking stock
- Innovation
- Communication
- Goal Setting
- Planning

What participants are saying:

- "Seeing the real life examples helped me to see how understanding the other person's point of view can solve problems that otherwise seemed impossible to solve."
- "This gave me a whole new way of approaching problems and relationships".
- "Problems just don't seem to be overwhelming after taking this course. Our family left with tools to help us keep unstuck and moving ahead more smoothly."
- "Being successful as a farmer requires ongoing development of not only your industry knowledge but your communication skills. This high energy program gave me new tools to take home that will keep the ideas flowing."

Traction

Ancaster  
Thurs.-Fri., Feb 17-18  
\$895 + tax

Traction

Hanover  
Wed.-Thurs., Feb. 21-22  
\$895 + tax

AgriBusiness eCampus Project  
<http://agribusinessecampus-com.rkd.ca/default.aspx>  
Your Home – offered by the University of Guelph, Kemptville Campus  
Launch date – early February

variable

### AgriBusiness eCampus Project

The AgriBusiness eCampus (ABeC) is a web-based and face-to-face learning centre offering a range of topics to assist farmers in managing their farm business in today's increasingly complex environment. The ABeC offers a "one-stop-shop" for practical, real-world business solutions through life-long learning in agribusiness management and entrepreneurship.

Our eCourses are designed by top experts in the agribusiness field with you in mind. Our focus is on developing skills that are immediately applicable to you and your farm business. Courses are self-paced and self-assessed, allowing you to fit your learning around other farm and family commitments. Courses provide you with networking opportunities through question and answer sessions and streamed discussion with industry experts and peers. Course facilitators are always just a phone call or click away to answer your questions and assist you with any course-related or technical problems.

Courses are currently being offered in: Strategic and Business Planning, Succession Planning, Domestic and Global Marketing, Commodity Marketing, and Human Resources.

### **KVD Ends in 2008 for All Classes of Wheat**

OTTAWA, Ontario, February 11, 2008 – The Honourable Gerry Ritz, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, today announced the full removal of kernel visual distinguishability (KVD) as a variety registration screening criterion for all classes of Western Canadian wheat as of August 1, 2008.

"Canadian farmers need access to the best crop science and varieties to be successful and the Government of Canada is working to give producers every advantage," said Minister Ritz. "Moving beyond KVD will allow Canadian farmers to harness the potential of new crop varieties tailored to livestock nutrition and biofuel production."

"This Government is committed to working with farmers, handlers, and processors to maintain the highest level of quality assurance and competitiveness."

The Canadian Grain Commission (CGC) announced in June 2006 that KVD would end for the minor classes of wheat by August 1, 2008. Today's announcement extends the removal of KVD in 2008 to all classes of Western Canadian wheat, including Canada Western Red Spring and Canada Western Amber Durum.

Removing the KVD requirements for wheat registration and segregation will allow for the development and registration of new high-yielding varieties of wheat suitable for other uses such as feed and biofuels, without requiring that they look different than milling wheats. Canada's variety registration system will continue to include stringent quality, agronomic and disease-resistance requirements to uphold Canada's reputation for quality wheat.

The CGC is working collaboratively with industry and producers to ensure continued quality assurance in a post-KVD environment. To assist in this process, government and industry are working together to develop technologies to assist in rapidly identifying varieties of wheat.

### **Removal of KVD is a positive step for agriculture**

*For Immediate Release: February 11, 2008*

Calgary, AB – The Canadian Cattlemen's Association (CCA) supports the announcement by the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food to fully remove kernel visual distinguishability (KVD) as a requirement for western wheat variety registration.

"Wheat producers have been significantly impacted by the restrictions KVD has imposed on them. KVD has also impacted the livestock sector by limiting the development and registration of new, higher-yielding varieties that are suitable for feed and biofuels at a time when the cost of feed is at an all-time high," states Hugh Lynch-Staunton, president of the CCA.

The CCA has advocated for the removal of this system for some time and recently completed a report titled *Feed grains and forage research and commercialization in Canada* (available on the CCA website

www.cattle.ca) to investigate the current situation of feed grains and forage research and commercialization in Canada and factors that hinder competitiveness. The report indicated that the removal of KVD could significantly benefit the Canadian beef industry.

The report also indicated that the full removal of KVD would increase farm revenue by \$60 to \$200 million per year. In addition, plant breeders estimate that the value lost in existing varieties due to KVD restrictions is over \$3.75 per tonne of production – equating to over \$86 million per year.

“We applaud the decision by the federal government to remove KVD,” says Lynch-Staunton. “This will give grain producers more choice in the variety of wheat they grow and these new varieties will provide benefits and options to the livestock sector. Until now, Canada was the only wheat-producing country that used KVD as a segregation tool and it is time we found an alternative if we are to remain competitive in the global market.”

### **University of Guelph Beef Cattle Transportation Study: Assistance of Beef Producers Requested**

The Canadian Food Inspection Agency (CFIA) is currently assessing how cattle are transported in Canada with intentions of changing the laws and regulations that govern the industry. Changes proposed by CFIA may increase trucking costs for beef producers. In an effort to better understand current transportation conditions for the movement of cattle in Canada, the Ontario Cattlemen's Association is funding a University of Guelph research study to examine how current transportation conditions (space/loading densities and travel time) impact animal welfare, health, and performance for weaned calves and yearlings (500-900 lbs). The objectives of this research are to determine if current procedures for transporting cattle ensure animal welfare and how they impact health and performance after arrival. The ultimate goal of this work is to ensure animal welfare while increasing the demand for Ontario grown beef.

The help of beef producers is needed in this study to collect data on cattle loads that are received at feedlots and to follow their health for approximately 8 weeks after arrival. Surveys have been constructed to collect data from producers and truckers on the same loads of cattle during transit and following arrival. The more information that can be collected on how cattle are transported in Canada will provide CFIA with industry data that will support current trucking regulations without the need for the proposed costly changes. Please consider participating in this research study to provide valuable information on the Ontario Beef industry. If you would like to participate in this benchmark study or desire more information, please contact one of the University of Guelph researchers involved in this study by telephone or e-mail: *Matt Thrower* (519- 827-1346 or e-mail [mthrower@uoguelph.ca](mailto:mthrower@uoguelph.ca)); *Ken Bateman* (519-824-4120, Ext 5-4006; [kbateman@ovc.uoguelph.ca](mailto:kbateman@ovc.uoguelph.ca)), *Ira Mandell* (519-824-4120, Ext 5-3337; [imandell@uoguelph.ca](mailto:imandell@uoguelph.ca)), *Tina Widowski* (519-824-4120, Ext 5-2408; [twidowsk@uoguelph.ca](mailto:twidowsk@uoguelph.ca))

### **CKNX Radio's Farm Advisory Board Looking For a FAB Contributor**

The CKNX Radio Farm Advisory Board feels fabulous contributions to agriculture and the rural community deserve a ‘fab’ award. The Board is looking for nominations for the Board's annual FAB Award recognizing the contributions of an individual or group from Midwestern Ontario to the well-being of agriculture and the rural community. This is the 10<sup>th</sup> year for the Award. Past recipients have included the Grown in Grey Committee, Ken Kelly, Willy and Clara Keller, Jack Stafford, the Listowel Junior Farmers, Bill Goetz, Doctor Ken Bridge, Florence Pullen and the most recent recipient, Larry Skinner from the Listowel area.

The deadline for nominations for the FAB Award is February 29<sup>th</sup> of 2008. If you're interested in nominating someone, application forms and additional information are available from the Farm Advisory Board section on the AM 920 website [[www.am920.ca](http://www.am920.ca)] or from CKNX Radio. Call 519-357-1310, extension 270 for Farm Editor Andrew Campbell or e-mail your request to [farm@cknradio.com](mailto:farm@cknradio.com). Application forms can also be distributed on request by regular mail from CKNX Radio, 215 Carling Terrace, Wingham, Ontario, N0G 2W0 or by fax at 519-357-3860.

The FAB Award is one of two annual awards the CKNX Radio Farm Advisory Board administers. The other is the FAB Bursary - a \$1,000 bursary awarded to a Midwestern Ontario student entering his or her second year of an agriculture-related post-secondary education program. Both of these awards are

designed to recognize past accomplishments and encourage future contributions to agriculture and the rural community - both major ingredients in the fibre which makes up the heart of Midwestern Ontario.

The CKNX Radio Farm Advisory Board is a group of farm and agri-business people from across Midwestern Ontario who help the radio station maintain and build upon it's strong agricultural information programming.

Contact:

CKNX Radio Farm Editor Andrew Campbell – 519-357-1310, ext. 270  
acampbell@cknradio.com

CKNX Radio News Director Ray Baynton - 519-357-1310, ext 243  
rbaynton@cknradio.com

## **BIC Bits**

### Meatball Mania Online

The Beef Information Centre (BIC) has launched two new ground beef online cooking lessons for consumers. Featuring recipes and step-by-step cooking instructions, the cooking lessons are part of BIC's strategy to market over-30-month beef by improving the image and perception of ground beef's overall healthfulness, safety and convenience.

Recent research shows that ground beef accounts for more than half of all beef-eating occasions. However, consumer perception of the healthfulness of ground beef is rated significantly lower versus beef overall among all eaters of beef. Maintaining consumer confidence in ground beef will be critical in maintaining demand.

The new web content was developed as a support piece to the spring print edition of the 'Make it Beef' mini-magazine that will be distributed in February and March through Readers Digest and in-store with A&P and Safeway.

Both print and online elements leverage the Heart and Stroke Foundations' HealthCheck™ program. Health Check™ is a powerful promotional tool for ground beef. The program easily identifies foods that are healthy choices based on *Eating Well with Canada's Food Guide* with a distinctive Health Check™ logo.

"Consumers want to know that lean ground beef is a healthy choice," says Joyce Parslow, consumer culinary services manager for BIC. "Creating resources that respond to consumers concerns over the healthfulness of beef and leveraging Health Check™ helps consumers easily identify that lean and extra lean ground beef are part of healthy eating."

BIC continues to focus on driving more value back to the producer by promoting premium ground beef in our messaging. This strategy will increase the value in the ground beef segment and ultimately increase cut out values. Source ground beef (or beef ground from a single muscle cut) has grown significantly in dollar share in the past year, but still represents a very small percentage overall. Opportunity exists to grow this category.

Both new online cooking lessons, Marvellous Meat Loaves and Mastering Meatballs, focus on the promotion of ground beef using features on Health Check™ and source grinds. To access these and other cooking lessons, visit [www.beefinfo.org](http://www.beefinfo.org) and click on cooking lessons from the home page.

## **2008 OCA Annual General Meeting "Meeting Our Challenges"**

February 20 and 21, 2008  
Doubletree International Plaza Hotel  
655 Dixon Road, Toronto  
Reservations: 1-800-222-8733

Call by February 8th and ask for the "Ontario Cattlemen's Association" block of rooms

Agenda Highlights

Wednesday, February 20

\*\*Registration 7:30am - 10am\*\*

Convene 10am

- Election of reps (4) to Board of Directors: Cow Calf / Feedlot / Backgrounder / Eastern Region
- Election of reps to Feedlot and Cow Calf Committees
- Election of Directors to CCA
- Presentation of Environmental Stewardship Award

Guest Speakers:

- Hon. Leona Dombrowsky - Ontario Minister of Agriculture, Food & Rural Affairs  
*(to be confirmed)*
- Hon. Gerry Ritz - Minister of Agriculture & Agri-food Canada *(to be confirmed)*

Reports from:

- OCA President and Executive Director
- Ontario Corn Fed Beef program
- Canada Beef Export Federation
- Canadian Cattlemen's Association
- Beef Information Centre
- CCIA
- CanFax (market update / outlook)

7:00pm Annual Banquet  
with after-dinner Entertainment by Award-Winning Comedian, Derek Edwards

Thursday, February 21

Convene 9am

- Proposed Amendments to OCA Constitution
- Debate on Resolutions
- Presentation of Pasture Award
- Guest Speaker: Ted Schroeder , Kansas State University "*Meeting Our Challenges through Vertical Coordination*"
- Panel Discussion - "*Meeting Our Challenges*"
  - Participants (confirmed): Mike Buis, producer/OCA Advisory Councillor, Kent County  
Jim Oehmke, CEO, George Morris Centre  
one more participant to be confirmed

Moderator: Dan Ferguson, OCA Verified Beef Production - Quality Starts Here Coordinator

*Spousal Program*

Wednesday, February 20 - 2:00pm

*Presentation by:*

Anita Stewart, Author and Culinary Activist - "*The Power of Women in Agriculture*"

sponsored by: Daco Animal Nutrition

Thursday, February 21

Shopping trip to *Square One* shopping centre

**Cattlemen's College®**

Tuesday, February 19 - 7:00pm  
Plaza C - Doubletree International Plaza Hotel, Toronto  
Sponsored by: Pfizer Animal Health  
in conjunction with the OCA 2008 Annual Meeting

Program:

Stan Jacobs, General Manager, Douglas Lake Ranch, British Columbia: "Herd Protocols and Marketing Cattle in an Ever-Changing Environment"

Dr. Maury Bredahl and Mike von Massow - University of Guelph, Dale Kaliel - Alberta Department of Agriculture and Food: "Benchmarking for Improved Performance"

Gord Colliar, Pfizer Animal Health: "Cowboy Humour"

**BIO AGM**

February 19<sup>th</sup>, 2008  
1pm

The DoubleTree International Plaza Hotel & Conference Centre  
550 Dixon Rd, International Room C  
Toronto, Ontario

**Innovative Farmers Association of Ontario Conference 2008**

February 19 and 20, 2008  
9 am to 8 pm day one 9 to 3:30 day 2  
Best Western Lamplighter Inn, London ON  
\$235 for non memb includes most meals and banquet

Speakers, John Phipps of Farm Report & John's World, Alistair Polson, New Zealand, Moe Russell, Iowa, Terry Schneider, Illinois, Larry Brown, Ohio, Shawn McRae, Glengarry, George Cornelissen, Martin Van Raay Topics: Irrigation with Drainage Tiles, Manure in No-Till, Great Lakes NO-tillers, Trends in Agriculture, Conservation Tillage, Cover Crops, Getting/Retaining good Help, Planter/Drill modifications, Fertilizer Matreials and Placement, Guidance and Auto Steer Systems.

Contact: Lorraine House (519) 769-2443

**The Ontario Co-operative Association invites you to a  
Co-operative Development Toolkit Workshop**

- Learn more about co-ops
- Connect with local business resources
- Discover why the co-op model works

Due to February winter conditions this workshop has been rescheduled for Wednesday March 26, 2008. All of the other details remain the same: same location, the W.I.S.H Centre, Chatham and same time: 1 to 4pm. Please see the attached invitation for more information about the workshop. This workshop is FREE. However, we ask that you pre-register to allow us to adequately prepare. To register

or if you have questions please call 1.888.745.5521 ext. 31 or reply to this email to indicate your attendance.

Using the following link, <http://maps.google.com/> you can type in your beginning address and then the end address: 177 King Street East, Chatham, ON to get directions to the workshop.

Tanya Gracie  
Ontario Co-operative Association  
tgracie@ontario.coop  
1-888-745-5521 ext. 31

*The On Co-op Co-operative Development roadshow/workshop is coming to a city near you. Visit [www.ontario.coop/Toolkit](http://www.ontario.coop/Toolkit) to learn more.*

### **Willabar Ranch Long Yearling Black Angus Bull Sale**

March 18

at the ranch  
Claresholm, AB  
Contact: (403) 625-2060

### **Saunders Andemar 3<sup>rd</sup> Annual Purebred Charolais Bull Sale**

March 8<sup>th</sup> 2008 at 2pm  
Keady Livestock Market.  
Be our guest for lunch 11:30am sale day  
Contact: Brent: (519) 986 4165 or Pete: (519) 871 4703

### **Northern Powerpac Bull and Heifer Sale**

2 p.m. Saturday, April 12, 2008  
Temiskaming Livestock Exchange  
New Liskeard, Ontario

### **Your Source For Success Bull Sale**

Red/Black Simmentals & Polled Herefords  
March 29, 2008 @ 2:00pm  
at the farm, Indian River, ON (Just East of Peterborough)  
Join us for lunch!  
for more info contact Billy Elmhirst  
Tel: 705-295-2708 Cell: 705-761-0896  
Email: [ircc@nexicom.net](mailto:ircc@nexicom.net)  
website: [www.indianrivercattlecompany.com](http://www.indianrivercattlecompany.com)

Also I am the secretary for the Ontario Simmental Association and our Annual Meeting is coming up, could it get listed also?

### **Ontario Simmental Association Annual Meeting**

March 1, 2008 @ 1:00pm  
Otonabee Best Western Inn  
Peterborough, ON  
Everyone welcome!  
Please book your supper tickets ASAP.

More info at [www.ontariosimmentalassociation.com](http://www.ontariosimmentalassociation.com)

#### News Index:

- A) CALIFORNIA: Families sue raw milk producer over E. coli outbreak**
- B) UK: Badger-to-cattle interaction puts badger in the centre of TB spotlight**
- C) E coli cattle vaccine nearing US approval**
- D) CALIFORNIA: Downer cow meat recall is perfect storm for new Ag Secretary Shafer**
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#### **A) CALIFORNIA: Families sue raw milk producer over E. coli outbreak**

08.feb.08

Associated Press

[http://www.mercurynews.com/news/ci\\_8207621?nclick\\_check=1](http://www.mercurynews.com/news/ci_8207621?nclick_check=1)

FRESNO, Calif. -- The families of two children sickened by E. coli were cited as filing lawsuits Thursday in Fresno County Superior Court that accuse Organic Pastures Dairy Co. of shipping raw milk tainted with the bacteria to stores in September 2006. That's when at least five children fell ill after consuming the dairy's products.

The story says that testing at Organic Pastures did not detect the strain of E. coli that sickened some of the children, but a government report last February said the dairy was likely responsible.

The lawsuits, filed by the families of 11-year-old Laura Herzog of Rancho Cucamonga and nine-year-old Chris Martin of Murrieta, allege Martin has incurred more than \$450,000, and Herzog more than \$250,000 in hospital bills.

The dairy's owner Mark McAfee was traveling and not immediately available for comment.

#### **B) UK: Badger-to-cattle interaction puts badger in the centre of TB spotlight**

14.feb.08

Farmers Weekly Interactive

Andrew Watts

<http://www.fwi.co.uk/Articles/2008/02/14/109410/badger-to-cattle-interaction-puts-badger-in-the-centre-of-tb-spotlight.html>

An independent report has, according to this concluded that the majority of bovine tuberculosis spread in high-risk areas is a result of badger-to-cattle interaction, adding to the mounting pressure on DEFRA to approve calls for a badger cull to tackle the disease.

The report, published in the Proceedings of the Royal Society, investigated the role cattle movements play in spreading the disease based on movement data for 2004.

The analysis suggests cattle movements are directly responsible for 16% of herd infections, a further 9% of breakdowns are unexplained and possibly due to unrecorded movements across several sites belonging to a single holding.

Cattle movements are therefore responsible for between one-in-four and one-in-six breakdowns. The remaining 75% is attributed to "local effects" within high-risk areas with specific reference to badgers, the main wildlife reservoir.

This leads the authors to suggest that the current policy is not sufficient to reduce the level of disease, but, at best, contain it. However, to stem the geographical spread of these areas the testing regime should be amended to focus more on those areas on the periphery of a high-risk area.

Badger Trust spokesman Trevor Lawson urged DEFRA secretary Hilary Benn not to be swayed by the latest report, saying more research should be devoted to the role of unrecorded movements.

"If recorded cattle movements cause 16% of known TB outbreaks, it must be the case that the millions of unrecorded cattle movements between scattered fields on the same holding are also causing outbreaks."

### **C) E coli cattle vaccine nearing US approval**

07.feb.08

CIDRAP News

<http://www.cidrap.umn.edu/cidrap/content/fs/food/news/feb0708colibr.html>

The US Department of Agriculture (USDA) recently signaled that a Canadian company is in a good position to secure the conditional license it needs to market an Escherichia coli O157:H7 vaccine for cattle that could reduce contamination levels in food.

Bioniche Life Sciences, based in Belleville, Ont., said it received a notice that the latest data for its vaccine meets the USDA's "expectation of efficacy" standard, allowing the company to seek a conditional license, according to a Feb 5 press release from the company. To get the preliminary license, the company must develop a plan to collect enough data to move the vaccine toward full licensure, the Bioniche statement said.

As soon as Bioniche receives the conditional license, it can sell the vaccine in the United States if at least one step in the manufacturing process takes place on US soil and the company doesn't use a trademark name for the vaccine, Bioniche said.

"This is a large step forward for the E coli O157:H7 vaccine," Graeme McRae, president and chief executive officer of Bioniche, said in the press release. "The granting of a US conditional license will permit US beef and dairy producers access to a scientifically validated means to reduce the risk of E coli O157:H7 contamination."

The organism doesn't sicken cattle but can be lethal to humans, producing a toxin that causes diarrhea, often bloody, and abdominal cramps, but typically no fever. Patients with E coli O157:H7 illness usually recover in 5 to 10 days, but 2% to 7% develop hemolytic uremic syndrome, a potentially fatal form of kidney failure.

Bioniche says its vaccine prevents the E coli O157:H7 organism from attaching to the intestines of vaccinated cattle, reducing replication within the animal and shedding to the environment.

Recent foodborne outbreaks of E coli O157:H7 have sickened hundreds of patients. In 2006, for example, investigators said a nationwide outbreak linked to fresh spinach could have been caused by contamination from cattle grazing near the spinach fields. In 2007, beef producers issued several recalls because of E coli O157:H7 contamination in ground beef.

Rick Culbert, president of Bioniche Food Safety, estimated in the press release that there are 97 million cattle in the United States, many of which shed E coli O157:H7.

Before Bioniche starts providing vaccine to US cattle producers it is required to produce three validated production lots that will be filled in the United States, according to the press release.

In January 2007, the Canadian Food Inspection Agency gave preliminary approval for field use of the vaccine in Canada, a step similar to granting a conditional license in the United States.

The company has not released any information about the projected price of the vaccine, but the company previously told CIDRAP News that a course of the vaccine is expected to cost less than \$10 per head of cattle.

Under development for 8 years, the Bioniche vaccine is world's first to reduce E coli O157:H7 shedding in cattle, the company said in the press release. Researchers at the University of Nebraska-Lincoln have tested the vaccine and published their findings in the November 2007 issue of the Journal of Food Protection.

In their clinical trial of the vaccine, researchers randomly assigned 608 steers to 60 pens where animals received different vaccine dosages or received a placebo or no vaccine. To assess a possible herd immunity effect, researchers configured the treatment pens to include animals that received the vaccine and some that didn't. In the vaccine groups, cattle received one, two, or three doses.

Vaccine efficacy was 68% in the one-dose group, 66% in the two-dose group, and 73% in the three-dose group, according the study. Researchers also found that unvaccinated cattle that were housed with vaccinated animals were 59% less likely to shed E coli O157:H7 than the cattle in placebo-treated animal pens.

The report said the differences in the dosing results were not statistically significant and that more study is needed to determine optimal dosing. Researchers also concluded that vaccinating the majority of cattle

in a pen offered herd protection and that the vaccine didn't appear to affect cattle growth or carcass quality.

#### **D) CALIFORNIA: Downer cow meat recall is perfect storm for new Ag Secretary Shafer**

10.feb.08

OpEdNews.com

Martha Rosenberg

[http://www.opednews.com/articles/genera\\_martha\\_r\\_080210\\_downer\\_cow\\_meat\\_reca.htm](http://www.opednews.com/articles/genera_martha_r_080210_downer_cow_meat_reca.htm)

Ed Schafer, the new Agriculture Secretary, has the perfect storm on his hands after workers at Hallmark/Westland, a beef supplier to USDA in California, were videotaped tormenting crippled cows (www.hsus.org) presumably to get around "downer" rules that say cows must walk from one pen to the next and back to prove they are not too sick to slaughter.

USDA may order the meat throw out.

Schafer can't blame the conditions leading to the impounded meat--which is considered dangerous because downers can carry mad cow disease--on iffy overseas regulation. The videotaped mistreatment "occurred under the noses of eight on-site USDA inspectors," says the Los Angeles Times.

And, according to one activist it was a cakewalk.

"It would take two or three of us to get the cow to stand in front of the inspector, on wobbly legs, and he would say 'That's fine,' " says the activist who videotaped the slaughterhouse conditions during his six week presence at the plant.

Hallmark/Westland was cited for excessive electric prodding of animals in 2005 and e Coli risks in 2002, USDA officials admitted when questioned by reporters.

Farm Sanctuary, a separate animal welfare group, says it videotaped Hallmark/Westland using forklifts to move animals a full fifteen years ago.

And there's another reason the recall is the perfect storm. It horrifies on both health and humane grounds.

The 27 million pounds of meat Hallmark/Westland distributed to the National School Lunch Program and other USDA programs exceeds the 21.7 million pounds of e Coli contaminated meat New Jersey based Topps Meat Company distributed before it went out of business in 2007.

But unlike people who ate Topps meat, people who ate Hallmark/Westland meat are still in danger because of mad cow's long incubation period.

E coli can shut down a meat company but mad cow disease can wipe out the entire cattle industry within a matter of weeks. That's why when someone in the US comes down with what could be mad cow disease, health officials are quick to call the condition "spontaneous" or "hereditary" to forestall panic.

A spokesman for the Wesley Medical Center in Wichita where a 53-year-old Kansas man died of Creutzfeldt-Jakob Disease (CJD) in January said his doctor said it was "not the mad cow version," says Reuters--prior to lab tests that could confirm his diagnosis. And even though the unnamed man had worked in a slaughterhouse and hunted elk.

Health officials also call recent Creutzfeldt-Jakob Disease clusters in Idaho and Indiana a coincidence.

Then there are the humane questions that dwell in a system that makes a sick or dying animal get up and walk to slaughter so no one loses forty dollars on its carcass.

With his predecessor Mike Johanns running for the Senate in Nebraska and ex Secretary Ann Veneman safely at UNICEF, Schafer, former North Dakota Governor, no doubt resents the mess he's inherited and has resorted to swiftboating.

"The Humane Society, since late October, has been willing to let animals suffer out there," rather than notify USDA he said in front of a cattle group in Reno last week, ignoring the fact that eight inspectors were on-site

But the Los Angeles Times isn't buying it.

"The U.S. Department of Agriculture has 7,800 pairs of eyes scrutinizing 6,200 slaughterhouses and food processors across the nation, But in the end, it took an undercover operation by an animal rights group to reveal that beef from ill and abused cattle had entered the human food supply," it wrote.

#### **E) OLORADO: Possible new FMD vaccine created: 2001 outbreak affected nearly 4 million animals, cost U.K. \$16 billion**

09.feb.08

Journal-Advocate

Michael Fisher: Golden Plains Extension livestock agent

<http://www.journal-advocate.com/articles/2008/02/08/news/agriculture/ag1.txt>

The United States has, according to this story, not experienced an outbreak of foot and mouth disease (FMD) since 1929. Yet, we have watched as the disease has wreaked havoc in other countries. Many of these have been places that we conduct regular trade with and have symbiotic travel agreements with. Saudi Arabia, Argentina, the Netherlands, Kuwait, Uruguay, Malaysia and Kazakhstan are but a few of the countries that have experienced FMD cases in the past 10 years.

The outbreak that has probably left the largest impression upon current American livestock producers in recent years was probably the 2001 epidemic in Great Britain. Nearly 4 million animals (597,000 cattle, 3,219,000 sheep, 142,000 pigs, 2,000 goats, 1,000 deer, and 1,000 other animals) were euthanized and incinerated in an effort to halt the spread of the disease. In the fight against the spread of diseases this is known as the "stamping out" technique.

In addition to these losses impacting the livestock industry, the U.K.'s overall economy was hampered due to trade and travel restrictions, as well as a massive cleanup and sanitation effort. It is estimated that the crisis cost \$16 billion.

The story goes on to say that the February 2008 edition of Agricultural Research is reporting that a joint research project has developed a new vaccine for protecting cattle, deer, sheep and swine from FMD. The partnership between USDA-ARS, the Department of Homeland Security, and a biopharmaceutical company (GenVec, Inc.) has yielded a product that is carried in a non-replicating adenovirus. The new vaccine is made without the use of infectious FMD and can be made in current vaccine labs.

This new medicine, which is both the first U.S.-produced and the first molecular-based FMD vaccine, is currently effective against two of the seven serotypes of the disease. Scientists are hoping to expand its effectiveness to more of the serotypes.

Researchers say the new vaccine is fast acting, and treated cattle are protected within seven days following treatment. Current studies have shown that cattle maintain this protection at least 21 days but scientists believe that further research will show treated animals to be safe for a period of six months following a vaccination.

If this new vaccine can be made effective to more serotypes and economically produced on a commercial basis, it may be possible to use it as a "ring vaccination" in a future outbreak to prevent wide spread livestock eradication and the economic crisis that follows FMD around the globe. A ring vaccination is the procedure of vaccinating those animals in a surrounding radius of the contamination zone. These vaccinated animals hopefully create a buffer, beyond which the disease can not spread.

Hopefully, discoveries such as this one can one day make foot and mouth disease a thing of the past and protect both our livestock and our economy from such disasters.

## **F) INDIA: Foot and mouth disease scare**

10.feb.08

ENS

<http://www.newindpress.com/NewsItems.asp?ID=IEQ20080209160421&Page=Q&Title=ORISSA&Topic=0>

KENDRAPARA -- The death of over 55 cattle and goats within two weeks in the coastal district of Kendrapara has, according to this story, put the district veterinary officials on high alert.

If reports are to be believed, the culprit is the the foot and mouth disease which has reportedly struck the coastal district as well as its nearby areas.

Little, however, has been done to check the disease first detected in December last. It was only when the disease spread to many villages did the authority wake up to announce a contingency plan to check the spread of the disease.

More than 1.5 lakh cattle heads have now already been vaccinated in Rajnagar, Pattamundai, Aul and Rajkanika areas, Chief District Veterinary Officer Dr G C Sar was cited as saying.

However, the disease, so far, has been confined to rural areas and has particularly reached an alarming stage in some villages under Pattamundai and Rajnagar blocks. The CDVO has recently convened a meeting and reviewed the steps taken to fight the disease.

"The officials of ADRI sent the blood samples to the Orissa Veterinary College (OVC) for further examination. But the scientists of OVC have recently informed us that that the cattle are suffering due to

plant poisoning or soil and mineral deficiency," Dr Sar was further quoted as saying. Meanwhile, the farmers are a worried lot and have urged the authorities to take immediate action.

### **G) UK: Bluetongue outbreak to restrict livestock movement**

09.feb.08

Bucks Free Press

Andy Carswell

[http://www.bucksfreepress.co.uk/news/localnews/display.var.2032314.0.bluetongue\\_outbreak\\_to\\_restrict\\_livestock\\_movement.php](http://www.bucksfreepress.co.uk/news/localnews/display.var.2032314.0.bluetongue_outbreak_to_restrict_livestock_movement.php)

ANIMAL movements are, according to this story, to be restricted in South Bucks following a confirmed outbreak of the Bluetongue virus.

A 20 kilometre protection zone has been put in place around a farm in north-west London where officials from the Department for Environment, Food and Rural Affairs (Defra) made the discovery yesterday.

This includes Buckinghamshire Defra said. Media reports suggest the farm is near Watford.

Livestock within the protection zone may not leave the area, and there will also be restrictions on animal movements within the protection zone in a bid to contain the disease.



### **Got News?**

If you would like to post your cattle industry news or event, send your information by Thursday at 4pm to [lianne@cattle.guelph.on.ca](mailto:lianne@cattle.guelph.on.ca) or submit through the OCA Web site: <http://www.cattle.guelph.on.ca/calendar/calendar.asp>.

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