



## OCA Weekly Update – October 24, 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.

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### A) Ontario Young Farmers' Forum "Finding Stable Ground in Turbulent Times"

Sunday November 23rd - Monday November 24th, 2008  
Doubletree by Hilton, Toronto Airport

*Open to all young farmers and people involved in agriculture age 18-40*

- ~Sowing Success – Strategic Planning in Turbulent Times~
- ~Young Farmers Finding Stable Ground~
- ~Young Farmers – Our Role in Canada's Future~
- ~Speaking Out: Finding Your Ground~
- ~Farm Succession – Issues of Family~
- ~Making Minds Meet – Your Farm & the Bank!~
- ~Planning for Success – Developing your Farm Business~
- ~What Young Farmers need to Succeed~

...And have a great laugh at Yuk Yuk's Dinner & Comedy show Harvest Celebration Banquet Included!

Visit [www.oyff.ca](http://www.oyff.ca) for more info and your Registration Form!

Early Bird Registration \$130.00, Friday October 10, 2008. Final Registration \$150.00, Monday November 10, 2008.

Both prices include all OYFF sessions, meals from Dinner Sunday to Dinner Monday, and evening entertainment. Registration fees do not include accommodation.

**OCA will help offset expenses incurred by young beef farmers who attend the Young Farmers' Forum this year. Up to \$700 will be applied towards registration, accommodation and travel for young beef producers, to be pro-rated, depending on the number attending. Attendance of beef producers to this event in past years has been low and we hope that with some help to cover the costs, more young beef farmers will attend. Contact Jen Snively at OCA at 1-866-370-2333 for more information.**

For more information contact the Junior Farmers' Association of Ontario at 519-780-JFAO (5326) e-mail [info@oyff.ca](mailto:info@oyff.ca) or go to [www.oyff.ca](http://www.oyff.ca)

### **B) Forage Focus Conference**

December 2 at Winchester in the Community Centre and December 3 in the Shakespeare Optimist Hall in Shakespeare.<sup>ndrd</sup>

The keynote speaker will be Limin Kung from the University of Delaware.

We will also have on the agenda and Ian MacDonald from OMAFRA and Fritz Trauttmansdorff.

For more information please check out the new OFC Web site [www.ontarioforagecouncil.com](http://www.ontarioforagecouncil.com)

### **C) Buy/Sell Hay Listing Service**

Ontario Forage Council Introduces

<http://www.ontariohaylistings.ca>

A Free Hay Listings Service for People Looking to Buy and Sell Hay and Straw

For more information, comments or questions, call 1-877-892-8663 or email

[info@ontariohaylistings.ca](mailto:info@ontariohaylistings.ca)

### **D) Traction: Driving Decisions – A 2-day Workshop**

Message from the President

The reality of Agriculture today is constant change and uncertainty. Local focus, globalization, off farm income and diversification - these are just a few of the many decisions producers are facing. So how do you make the best decisions for your family and your farm? Traction is a 2 day workshop that will teach you a solid method of how to look at all the things that can affect and impact any decision, idea or challenge that today's farming business is continually facing. Traction provides a pragmatic and repeatable process that you can use as you confront the many decisions your family will encounter. It will help you remove the road blocks that get in the way, open up new possibilities and gain the clarity and momentum you need to drive your business forward.

Decision Making Solutions for Producers: *In this 2 day workshop you will learn about:*

Taking Stock

Participants take part in a self-assessment process that highlights their business and personal strengths. They discuss the implications to their farming business and the relationships with their family members and people within the value chain

## Innovation

By working through an innovation process, participants generate new, more and better ideas, and they learn how to turn problems into opportunities.

## Communication

An approach to conversation that helps people gain more clarity, diffuse emotion and negotiate more easily enables participants' to approach succession, family and supply chain discussions more effectively, and with less tension.

## Goal Setting and Planning

Participants learn how to use a tool that allows them to take a situation, idea or problem to create realistic goals and plans. This tool helps them to create focus so they can break down seemingly large and unattainable goals, into smaller, manageable next steps.

## Networking and Cross-Pollination

In addition to the formalized learning within the program, participants connect in an informal way, providing opportunities for producers and their spouses from all generations and sectors to get new perspectives and ideas, insight and wisdom from each other.

## Program Questions and Answers

Does this program qualify for funding under the Canadian Agricultural Skills Service program?

Yes, Traction qualifies as skills training that can be included in your Individual Learning Plan through the Canadian Agricultural Skills Service (CASS) program. Completion and submission of your Individual Learning Plan meets your Options program requirement.

What will I get from the Traction Workshop?

New business ideas  
Alternative markets  
Different ways of approaching your current market  
A solid assessment of your skills and strengths  
A simple, systematic goal-setting process  
Time-proven negotiation skills  
A Traction Toolkit that shows you where to go to get what you need

What is the "CASS" program?

The Canadian Agricultural Skills Service (CASS) program provides farmers and their spouses with opportunities to access skills assessment services designed to enable participants to set farm and personal goals that can lead to improved farm profitability and net family income. As a qualified CASS participant, you will receive professional assistance to develop your Individual Learning Plan (ILP). Depending on your net family income, you may also receive financial assistance to complete the activities in your Plan.

How do I qualify for CASS funding?

*CASS eligibility is based on two levels of requirements.* 1. You can qualify as an active agricultural producer if you have an annual gross farm income of at least \$10,000. Even if you are a beginning farmer, you can qualify by showing you have a solid plan to farm and can show that you will have at least \$10,000 in annual gross farm sales within six years of start-up. 2. If you are an established farmer, your eligibility for CASS is determined on the basis of your average net family income during the previous three years. If you are a beginning farmer, your eligibility for CASS is determined on the basis of your net family income for the previous year only. Using the above guidelines, if your total net family income was no more than \$45,000, you may qualify for the full range of CASS benefits. Beginning farmers are given

the opportunity to work with a Skills Assessment Advisor to develop an ILP at any income level, even if your net family income may be too high to receive financial benefits.

For more information about your eligibility, call 1-877-830-0200 or visit the CASS Web site at [www.ontario.ca/cass](http://www.ontario.ca/cass)

Dates:

Dec. 4 - 5 '08 Belleville

Jan. 19-20 '09 Ancaster

Jan. 22-23 '09 Orangeville

TRACTION: Juice Inc. 5420 Hwy 6 N Suite 201 Guelph, ON Toll Free: 1(888)822.5479

### **E) In Search of Outstanding Young Farmers**

The definition of outstanding: *"having a quality that thrusts itself into attention; distinguished from others in excellence;*

We're searching for outstanding young farmers in Ontario and want your help. We're sure you know some successful farmers - people who contribute to the community, who seek new opportunities, and who generally are assets to Ontario's agri-food industry.

Please tell us about them by completing the attached form. We want you to nominate them for the title of the 2009 Ontario Outstanding Young Farmer. This award will be presented at the Regional Conference to be held next March in London, Ontario.

Anyone can nominate a young farmer/farm couple for the award. You can even nominate yourself. The eligibility requirements are simply:

- Must be between the ages of 18 and 39
- Must operate a farm
- Must derive a minimum of 2/3 of their income from farming

The process is also easy.

1. Nominations are submitted by December 1, 2008.
2. Nominees are contacted and complete an application form. Application forms are due January 15, 2009.
3. A preliminary judging committee consisting of OOYF Alumni reviews the submitted application forms and contacts the top candidates. Their decision is based upon items such as the nominees progress in their agricultural career; adoption of soil, water, and energy conservation practices; financial and management practices and contribution to the well-being of the community, province, and nation.
4. The top candidates then participate in an interview and presentation process at the regional event to be held in March 9-11, 2009 in London. The winner will be announced at the final banquet.
5. The provincial winner will then compete in the National competition which is designed to recognize young farmers that exemplify excellence in their profession. The National competition for 2009 will be held in Ottawa in December.

If you know an outstanding young farmer, please nominate them! It is time to recognize their outstanding contribution to the agricultural industry. Simply fill in the attached application form and send by email, fax or regular mail to:

Karen Daynard, OOYF Coordinator  
6904 Paisley Road West  
R.R. #7  
Guelph, ON

N1H 6J4

Phone: (519) 836-2583

Fax: (519) 836-1733

Email: [kdaynard@sympatico.ca](mailto:kdaynard@sympatico.ca)

More information about Canada's Outstanding Young Farmers can be found on the website

<http://www.oymcanada.com>.

## **F) Livestock Transport Training Coordinator**

Do you have a keen interest in improving farm animal welfare? Would you enjoy the challenge of training and communicating with transporters across Ontario?

The Ontario Farm Animal Council is looking for a Livestock Transport Training Coordinator. The Coordinator's primary focus will be to oversee the development and offering of transport training courses such as TQA and Canadian Livestock Transporter (CLT) training in Ontario. Training can be expanded to other relevant groups who work with farm animals as well. The Coordinator will also work with several committees and groups relevant to issues involving livestock transportation, humane handling and emergencies.

### Qualifications

About the ideal candidate:

- You have a minimum of five years experience related to livestock and/or transporting livestock in Canada; working knowledge of transporter training programs such as TQA or CLT an asset.
- You are a solid presenter; experience in adult education or training an asset.
- You successfully manage projects; work independently, on deadline and within budget.
- You will prove to be a valuable member of several dynamic teams and working groups; working well with a variety of service providers and partners.

### Terms & Conditions

- This is a three year contract position valid from November 2008-November 2011, working up to four days a week on a flexible schedule.
- This position will primarily be based out of a home office, with some work in the OFAC office in Guelph.
- This position will require extensive travel, primarily in Ontario. You will need a valid driver's license and vehicle.

Please apply in writing, including salary expectations, by October 28, 2008 to:

Crystal Mackay, Executive Director  
Ontario Farm Animal Council (OFAC)  
100 Stone Rd. Suite 106, Guelph ON N1G 5L3  
Email: [cmackay@ofac.org](mailto:cmackay@ofac.org)

About OFAC:

The Ontario Farm Animal Council is a non-profit education organization representing over 40,000 livestock and poultry farmers and associated businesses. OFAC is the voice of animal agriculture on topics such as animal care, food safety and the environment. For more information visit [www.ofac.org](http://www.ofac.org) or [www.farmissues.com](http://www.farmissues.com)  
[jackie.northey@farmon.com](mailto:jackie.northey@farmon.com)

## **G) Finding a Future in Beef**

**Are you under the age of 40 and involved in the Ontario beef industry?**

If so, you are invited to attend any one of the following workshops where the opportunities, challenges and needs of young beef producers will be discussed.

Sudbury

Saturday November 1<sup>st</sup>, 2008

Noon – 4pm

Location: Holiday Inn

1696 Regent Street, Sudbury

\$20.00, lunch included

Smith Falls

Sunday November 2<sup>nd</sup>, 2008

4pm – 8pm

Location: Civitan Hall

Hwy 15 N., Smith Falls

\$20.00, dinner included

Elmwood

Tuesday November 4<sup>th</sup>, 2008

6pm – 10pm

Location: Elmwood Community Centre (basement) Bruce Road 10, Fire #38, Elmwood

\$20.00, dinner included

Alvinston

Wednesday November 5<sup>th</sup>, 2008

6pm – 10pm

Location: Alvinston Community Centre

3310 Walnut St., Alvinston

\$20.00, dinner included

Tentative Agenda:

- Dinner/lunch and networking opportunity
- A Successful Farm Model: Adapting to Change for Survival, Betty Green, owner of a 1000 cow herd family farm. Betty is also involved with the West Hawk Lake Zoning Initiative and the Quality Starts Here-Verified Beef Production program in Manitoba.
- Planning for the Future: A facilitated discussion on opportunities, challenges and needs of Ontario beef producers.

Who should attend?

Anyone involved in the beef industry **under the age of 40**. This includes beef farmers, veterinarians, abattoir or processor owners, and auction mart owners.

Why should you attend?

If you would like an opportunity to network with other farmers and individuals involved in the beef industry, then this workshop is for you. Not only will you meet people with similar interests, but through the round table discussions you will have an opportunity to discuss your similar needs and challenges. You will be able to provide input to the facilitators about the types of resources and educational vehicles young farmers need.

To register contact:

Agricultural Information Contact Centre 1-877-424-1300

For more information contact:

Jen Snively, Ontario Cattlemen's Association, 1-866-370-2333

Nancy Noecker, OMAFRA, 613-258-8476  
Marilyn Bidgood, OMAFRA, 705-725-7293  
Eric Lawlor, OMAFRA, 613-475-5903

*Funding support for this initiative provided by the Government of Ontario*

## **H) BIC Bits**

### **Link at Trade Event Springboards BIC to New Sales Opportunity**

The Beef Information Centre (BIC) was given centre stage late last month when they delivered the key educational session during the Vermont Food Industry Convention & Expo. BIC was invited to the show by the Vermont Grocers Association (VGA), after executives of that organization spoke with BIC representatives at SIAL Montréal, an international annual food tradeshow for the North American market.

According to Jeff Trafford, BIC's director of US marketing services, smaller, independent grocers are always looking for an advantage to help them survive as the growing multi-nationals continue to gain market share.

"In Montreal, we discussed the Canadian Beef Advantage with a few of the executive of VGA, and that's where the invitation to the Vermont Food Industry Convention & Expo came from," said Trafford. "The VGA executive indicated they felt it was important to give their general membership some of the same exposure to BIC's resources and educational opportunities that they witnessed at SIAL."

The annual VGA gathering in Burlington, Vermont, was an excellent opportunity for BIC to discuss the Canadian Beef Advantage to a large number of stakeholders at one time. Indeed, 1,130 delegates from retail, foodservice and vendor sectors took part in the convention, the greatest attendance ever recorded for that particular show.

Trafford conducted a fast-paced and interactive seminar that explored the US country of origin labeling (COOL) legislation, expanding on what it will mean for the retailer and imparting COOL-based solutions. In addition, Trafford conducted live cutting and merchandising demonstrations that spotlighted what today's consumer is demanding when it comes to beef.

"BIC welcomed this chance to get in front of a state-wide organization that is committed to the success of independent operator members," said Trafford.

Comprised of single unit and multi-unit chains, the Vermont Grocers Association owners and operators have tremendous interest in offering their consumers quality and service that stands apart from the big box stores they compete against.

"The Canadian Beef Advantage [which identifies quality attributes such as food safety systems, grading systems and herd genetics] coupled with consumer-driven creative cut concepts clearly demonstrates there are viable options for independent retailers to meet and exceed their customer expectations in the beef category," noted Trafford.

## **I) Verified Beef Production Workshops in Ontario**

There are a number of Verified Beef Production workshops happening across Ontario in the next couple of months. Please visit [www.qualitystartshere.on.ca](http://www.qualitystartshere.on.ca) or watch the Ontario Farmer for a complete up-to-date listing of workshops in your area. Completion of the 2-hour workshop is a mandatory requirement for the Age Verification Program which puts money back in your pocket! Contact the OCA office for further information.

## **J) Mapleseed Pasture Award**

The Ontario Cattlemen's Association is pleased to partner with Mapleseed and the Ontario Forage Council in sponsoring the "Mapleseed Pasture Award 2009." This is an excellent opportunity to recognize individual producers who are doing an outstanding job of pasture management. It is also a way of providing some motivation at a time when the beef industry is in need of a little encouragement.

MAPLESEED contributes a cash award of \$750 to the winner, \$250 to cover their accommodation plus a 25kg bag of their choice of a MAPLESEED Forage Mix. Their will also be 2 honorary prizewinners

each winning \$250 and a 25kg bag of Forage Mix. The winners will be announced at the Annual Meeting of the Ontario Cattleman's Association in Toronto, which will take place in February 2009.

If you have any questions, please feel free to contact either the Ontario Forage Council office at 877-892-8663 or (519) 986-1484. To submit a nomination for this award, complete the application form below. Feel free to include pictures and or diagrams (for more, go to <http://www.cattle.guelph.on.ca/programs/OntPastureApp.asp>).

*Application Deadline: November 21, 2008.*

Send completed applications c/o Ontario Forage Council, Box 463, Markdale, ON, N0C 1H0  
*Consider nominating someone from your area for the Mapleseed Pasture Award. Nominations can be made by individuals, groups or organizations.*

### **K) The Environmental Stewardship Award (TESA)**

This marks the fourteenth year of the award, which recognizes the outstanding environmental stewardship of an Ontario cattleman. Special consideration will be given to producers who have taken innovative approaches to environmentally sustainable cattle production.

Any Ontario cattle producer or cattle farming operation can be nominated for this award by him or herself, another producer, interested individual(s) or the local cattlemen's association. TESA nominations should include:

- An outline of the goals set (long and short term) for the farm
- An explanation of the implementation of the goals
- A description of the accomplishments including benefits to the environment and to the cattle producing operation
- An indication of experience and willingness to speak on behalf of cattle producers to the public on environmental issues
- Demonstration of links with community or other groups
- An overview of the cost effectiveness/innovation of environmental solutions and management changes.
- Photographs are encouraged as part of the nomination. One independent letter of recommendation should be included.

The nomination deadline is *November 28, 2008.*

Applications can be found on the OCA Web site at

[http://www.cattle.guelph.on.ca/programs/TESA\\_application.asp](http://www.cattle.guelph.on.ca/programs/TESA_application.asp)

Submit nominations to TESA, c/o The Ontario Cattlemen's Association, 130 Malcolm Road, Guelph, ON, N1K 1B1 or submit via email to [ontbeef@cattle.guelph.on.ca](mailto:ontbeef@cattle.guelph.on.ca)

### **L) Hastings County Cattlemen's Association Beef Dinner and Dance**

Saturday, October 25, 2008 Stirling Lions Hall Roast Beef Dinner - 6:30 P.M.

Music by: Guy Holloway and the Lonesome Road Band Intermissions - Grant Ketcheson, Comedian

Tickets - \$25.00 per person

Door Prizes

For tickets call 613-969-3441, or any member of the Hastings County Cattlemen's Association

### **M) Royal Agricultural Winter Fair**

November 7-16

Visit [www.royalfair.org](http://www.royalfair.org) for details.

### **N) Lazy S Bull Power 2009**

Saturday, January 31, 2009

At the Ranch Mayerthorpe, AB

Black & Red Simmental, Angus & Beefmakers  
[www.lazysranch.ca](http://www.lazysranch.ca)  
780-785-3136

**O) Willabar Ranch Ltd. Annual Long Yearling Black Angus Bull Sale**

February 17, 2009  
at the Ranch, Claresholm, AB

**P) Pfizer Cattlemen's College (in conjunction with OCA Annual General Meeting)**

February 24 2009  
7pm  
DoubleTree International Plaza Hotel, 655 Dixon Road, Toronto

**Q) Ontario Cattlemen's Association Annual General Meeting**

February 25-26 2009  
All Day

DoubleTree International Plaza Hotel, 655 Dixon Road, Toronto  
Details to be posted at [www.cattle.guelph.on.ca](http://www.cattle.guelph.on.ca) as they become available. Please check back regularly

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This report prepared with the assistance of Dr. Doug Powell's team at Kansas State University. This service does not allow emails to be sent by responding to this email directly. If you have questions or comments, please contact Lianne Appleby at [lianne@cattle.guelph.on.ca](mailto:lianne@cattle.guelph.on.ca)

**A) VERMONT: Officials test beef for E. coli at Addison plant**

18.oct.08

Rutland Herald  
Gordon Dritschilo

<http://www.rutlandherald.com/apps/pbcs.dll/article?AID=/20081018/NEWS01/810180360/1002/NEWS01>  
Even though tests of suspicious ground beef found no E. coli, federal officials said they are sure they found the source of an outbreak in Vermont.

When Vermont Livestock Slaughter & Processing in Ferrisburg recalled more than 2,000 pounds of ground beef Thursday, owner Carl Cushing said that none of the government's tests found any E. coli in his meat, but that he would cooperate in the interest of safety.

Laura Reiser, a spokeswoman for the U.S. Department of Agriculture's Food Safety and Inspection Service, confirmed Friday that tests of Cushing's beef came back negative, but said that did not mean there was no E. coli.

Reiser explained that testing is performed by taking a random sample from a batch of meat and testing it. However, she said E. coli can have a local presence in a batch of meat and thus remain undetected. "Even if a test is negative, it's possible that the E. coli wasn't in the part that was (tested)," she said.

Ten people tested positive for E. coli in Vermont in the last several days. Reiser said that state investigators took a food history from each, and the one common link was that they had all eaten ground beef that passed through the Ferrisburg slaughterhouse.

State officials said the meat was packaged in 5-pound bags, two bags to a box, and sold to restaurants and institutions in Vermont and Plattsburg, N.Y. None of the suspect meat was sold to grocery stores, according to state officials.

Reiser said federal and state officials would continue to conduct tests as well as review the procedures at Vermont Livestock Slaughter & Processing.

E. coli is a bacterium found in the intestines of animals. While most strains are harmless, some can cause food poisoning severe enough to result in kidney failure. State officials said that while one child was hospitalized, all those infected during the outbreak are recovering.

Reiser said E. coli infections in ground meat is particularly troubling because the grinding process can spread the bacteria through the product to where it is not easily killed by the heat of cooking. Food safety advocates recommend cooking ground meat to an internal temperature of 160 degrees.

## **B) WASHINGTON: Poll: Fish, beef top Americans' concerns about food safety**

20.oct.08

Miami Herald

Steven Thomma, McClatchy Newspapers

<http://www.miamiherald.com/news/politics/AP/story/733719.html>

WASHINGTON -- What's the scariest food in your kitchen? Fish. The second scariest? Beef.

What food looks safest? Cheese.

Those are among the findings of a new Ipsos/McClatchy online poll about food safety.

The online survey of 1,011 adults, taken last Tuesday through Thursday, isn't a scientific random sample, doesn't statistically mirror the population and thus has no margin of error. Rather, the sample resembles a giant focus group to help see what people are thinking about a particular issue.

Nearly one out of four of those polled, 24 percent, listed fish and seafood when they were asked which food they're most concerned about when it comes to food safety.

The rest of the list:

-Beef, which 23 percent rated the top food-safety concern.

-Vegetables, 20 percent.

-Chicken, 18 percent.

-Fruits, 5 percent.

-Pork, 5 percent.

-Milk, 4 percent.

-Cheese, 1 percent.

On the subject of food safety - which grabs headlines periodically when certain foods are recalled or found tainted - Americans give reasonably high marks to the institutions and industries that are entrusted with safeguarding what comes into their kitchens.

Only 11 percent gave U.S. food-safety efforts a grade of A, but 43 percent gave them a B and 34 percent scored them at C. Only 9 percent said D, and 3 percent F.

By a large margin, 79 percent to 21 percent, participants said imported food was the primary cause of worry rather than domestically produced food.

Looking at who's responsible for policing food, regardless of its source, most think that it's the responsibility of food-processing companies (81 percent) or federal government inspectors (79 percent.)

Others seen as bearing a "great deal" of responsibility:

-Food-packaging companies, 73 percent.

-Farmers and ranchers, 63 percent.

- Consumers, 30 percent.

Most Americans, 57 percent, said food safety was about the same as it was six months ago. Another 28 percent think it's worse, and 15 percent think it's better.

## **C) ONTARIO: CFIA: Mexico reopens border to Alberta cattle**

20.oct.08

Canadian Food Inspection Agency

<http://www.marketwire.com/press-release/Canadian-Food-Inspection-Agency-911735.html>

OTTAWA, ONTARIO -- The Government of Canada has delivered for Canadian cattle producers by reaching an agreement with Mexican officials to remove the temporary restrictions in place on imports of Alberta breeding cattle.

"The Government took swift action to have the Mexican border re-opened to Alberta's high-quality cattle," said federal Agriculture Minister Gerry Ritz. "Canadians produce some of the best breeding stock in the world and this Government worked hard to open trade of Alberta breeding cattle."

Mexico imposed the temporary ban in August 2008, following the discovery of bovine spongiform encephalopathy (BSE) in a six-year-old beef cow from Alberta. Agriculture and Agri-Food and Canadian Food Inspection Agency officials immediately began working with Mexican officials to restore trade as quickly as possible. Trade of all breeding cattle born after January 1999 has resumed.

The World Organisation for Animal Health (OIE) recognizes Canada as a Controlled Risk country for BSE. This status clearly acknowledges the effectiveness of Canada's surveillance, risk mitigation and eradication measures.

#### **D) ALBERTA AND KANSAS: Alberta agriculture teams with Prairie Heritage Beef to test IdentiGEN's DNA TraceBack™ meat traceability Program**

22.oct.08

IdentiGEN North America

EDMONTON, Alberta, and LAWRENCE, Kan., U.S., -- The Government of Alberta's Ministry of Agriculture and Rural Development (ARD) is collaborating with Prairie Heritage Beef Producers, IdentiGEN North America and Quality Foods, a British Columbia-based grocery retail chain, on a pilot program to test a DNA technology that scientifically tracks beef from the ranch to the retail store.

The pilot program with Prairie Heritage's 14 family ranches in Western Canada supports ARD's commitment to partnering with industry to develop effective meat traceability systems and increase the value of Alberta-produced meat with Canadian consumers and in export markets. ARD is the one of the first Canadian entities to test DNA TraceBack™, a proprietary meat identification and traceability system based on DNA analysis that is already in widespread use in Europe.

ARD is supportive of this leading-edge technology for meat traceability to bolster the competitive position of its meat industry.

"One of our key goals is to form collaborative relationships with producers to create value and provide accountability to consumers through foolproof meat traceability," said Jim Hansen, Business Development Officer, Beef Livestock Products, for Alberta Agriculture. "This is a partnership that, above all, benefits the consumer. DNA is indisputable. It verifies product marketing claims, and it can pinpoint a product's ranch of origin with total accuracy."

"Quality Foods is extremely pleased and excited to be the first retailer in Canada involved with this innovative program," says Ken Schley, Quality Foods' director of operations. "Our customers will benefit by knowing that we have access to accurate and important details on how, when and where their food was produced. We feel that this offers consumers a level of confidence and assurance that Quality Foods is committed to customer service and food safety."

The first phase of the two-phase pilot program involves DNA sampling of all Prairie Heritage cattle at the Prairie Heritage feedyard, and matching DNA samples of finished products at retail stores with these source animals. The second phase focuses on testing consumer reaction to traceability concepts at retail stores.

"DNA TraceBack is a well-known seal of authenticity throughout Ireland and in other parts of Europe," said Donald R. Marvin, president and CEO of IdentiGEN North America. "It is uniquely suited to support the Canadian consumer's demand for meat traceability."

In 2007, Alberta beef production accounted for \$3 billion (Canadian) of the \$6.5 billion Canadian beef industry, or about 40 percent of Canada's total beef production, according to industry sources. About 70 percent of all Canadian-raised cattle are finished in Alberta.

In May 2006, Alberta Agriculture and Food (AF) created a Traceability Branch in its Environment and Food Safety Sector to help protect the public interest in areas of food safety, emergency management and public health. The initiative focuses on collaboration between industry and government to create secure, sustainable, value-driven and networked traceability systems that prepare Alberta's agriculture

and food industries to respond to crises, emergencies and disease outbreaks in order to better compete and capture market opportunities.

IdentiGEN's DNA TraceBack is a unique system that uses DNA analysis to support marketing of branded meat, to verify country of origin, and to validate marketing claims and product attributes. DNA TraceBack has additional value as a competitive positioning tool for retailers who want to build consumer trust in fresh meat products.

The DNA TraceBack® system has been approved by the United States Department of Agriculture's (USDA) Agricultural Marketing Service as a Process Verified Program (PVP). Additional information can be found at <http://processverified.usda.gov/>.

About Prairie Heritage Beef

For information about Prairie Heritage Beef, visit [www.prairieheritage.ca](http://www.prairieheritage.ca).

About Quality Foods

Quality Foods, Vancouver Island-owned and -operated since 1982, is an award-winning leader in the Canadian grocery industry, employing nearly 800 people in nine full-service grocery stores. QF's tenth store opens in Powell River, BC, in the very near future. As one of Canada's truly independent grocers, its distribution centre in Errington, BC, supplies these stores and several dozen smaller single-store operations across the island. Quality Foods is a growing company known for its unique innovations in taking care of customers and is a 2007 winner of the Canada's 50 Best Managed Companies program. Additional information can be found at [www.qualityfoods.com](http://www.qualityfoods.com).

About IdentiGEN

IdentiGEN Ltd., with its North American subsidiary IdentiGEN, Inc., is a privately held, venture-backed company, and a leading provider of DNA-based solutions to the agriculture and food industries. The company was founded as a spin-off from the Institute of Genetics, Trinity College Dublin, where the company's core area of expertise -- genetic identification -- was developed and is now being deployed in a variety of ways to enhance consumer confidence in the safety and quality of food products. Through IdentiGEN's DNA-based TraceBack® system, retailers, meat processors, producers and local governments, for the first time, have the tools to unequivocally trace the identity of meat back to its source. Additional information about IdentiGEN can be found at [www.identigen.com](http://www.identigen.com) and [www.dnatraceback.com](http://www.dnatraceback.com).

## **E) TEXAS: Cattle fed distiller's grains maintain flavor and tenderness of beef**

22.oct.08

Texas A&M AgriLife Communications

Dr. Jim MacDonald

[http://www.eurekalert.org/pub\\_releases/2008-10/taac-cfd102208.php](http://www.eurekalert.org/pub_releases/2008-10/taac-cfd102208.php)

AMARILLO -- The availability and use of wet distiller's grains in beef finishing diets continues to increase as the ethanol industry expands, and some Texas AgriLife Research scientists are trying to determine if that will affect consumers' meat purchases.

While much of the research focus has been on the energy value of the distiller's grains relative to the corn it replaces, recent questions have been posed on how they may affect beef quality, said Dr. Jim MacDonald, AgriLife Research ruminant nutritionist.

The concern is based on the premise that replacing corn, which is primarily starch, with distiller's grains, which has essentially no starch, will reduce blood glucose and negatively impact the marbling of beef cuts, MacDonald said.

MacDonald and others conducted a study funded by the \$1-per-head beef checkoff, Texas Beef Council, and a cooperative agreement between the U.S. Department of Agriculture-Agriculture Research Service and AgriLife Research.

In the study, 54 steers were fed dry-rolled corn or steam-flaked corn-based finishing rations with or without 35 percent wet distiller's grain, he said. The goal was to determine the effects of the corn processing and the inclusion of distiller's grain on marbling attributes, sensory attributes and shelf-life of beef loins.

The final data indicated that feeding 35 percent wet distiller's grains in both of the finishing diets may decrease the shelf-life of beef, but likely will have little impact on beef taste and quality, MacDonald said.

In the study, a single one-inch thick steak was removed from the 13th rib end of the loin from each animal, MacDonald said. The steaks were vacuum-packaged and aged for 14 days prior to freezing.

Sensory analysis was performed at Texas A&M University with trained panelists. The beef was judged for palatability attributes such as juiciness, tenderness and flavor.

"When you add distiller's grains to steam-flaked corn-based diets, it does not negatively affect palatability attributes," MacDonald said. "In fact, our panel found those steaks with distiller's grains to be slightly more tender."

The results indicate that the corn-processing method affects sensory properties of steaks; but while consistent, the differences were minimal, MacDonald said.

Sensory differences also were detected in steaks from steers fed differing levels of dietary wet distiller's grain plus solubles; however, the differences were slight, MacDonald said. It is unknown if the levels detected by expert, trained sensory panelists would be detected by consumers.

Another finding of this study was that distiller's grain byproducts increased the muscle concentration of linoleic acid, said Dr. Stephen Smith, AgriLife Research professor of animal science at Texas A&M University.

Increasing the concentration of linoleic acid in beef makes it more susceptible to producing a warmed-over flavor if it is stored in the refrigerator after cooking, Smith said.

The addition of distiller's grain byproducts to finishing altered the activity of enzymes important in the deposition of marbling fat also, he said. As a result, beef from cattle fed distiller's grain byproducts was higher in saturated and trans-fatty acids, and lower in the monounsaturated fatty acid, oleic acid, than beef from cattle not fed distiller's grains.

Smith said even though palatability attributes were not affected by distiller's grain byproducts, the composition of the beef changed quite a bit.

Steaks from steers fed distiller's grains may be darker in color and were more susceptible to lipid oxidation after five days of storage, MacDonald said.

But incorporation of wet distiller's grains into steam-flaked corn-based diets does not appear to affect beef quality differently than incorporation into dry-rolled corn-based diets, he said.

These results indicate that feeding wet distiller's grains to feedlot cattle may impact the shelf-life of beef, but likely has minimal effects on beef taste and quality, MacDonald said.

## **F) ONTARIO: Canada to resume beef trade negotiations with Korea**

22.oct.08

Market Wire

CFIA

<http://www.marketwatch.com/news/story/canada-resume-beef-trade-negotiations/story.aspx?guid={7C5EBB36-1F00-4D18-8FE5-70A029EC1849}&dist=hppr>  
OTTAWA, ONTARIO -- The Government of Canada is working for farmers by pursuing technical negotiations with Korea on issues related to exports of Canadian beef. Korea banned imports of Canadian beef in May 2003, after bovine spongiform encephalopathy (BSE) was discovered in a Canadian cow.

"This Government is committed to maximizing export opportunities for our world-class producers," said Federal Agriculture Minister Gerry Ritz. "We promised to restore Canada's place on the world stage. Through strong and respectful working relationships we are increasing opportunities in countries like Korea."

Korea is a priority market for the Canadian beef industry. Before the market was closed in 2003, Korea represented the fourth largest market for Canadian beef with \$50 million in annual sales.

In May 2007, the World Organisation for Animal Health (OIE) officially categorized Canada as a Controlled Risk country for BSE. This status clearly acknowledges the effectiveness of Canada's surveillance, mitigation and eradication measures. According to OIE Guidelines, there should be no restrictions on trade and Canada is requesting all trading partners to provide full market access to Canadian beef and beef products.

On November 3-4, 2008, technical negotiations will resume between Canadian and Korean officials. The negotiations will focus on creating increased export opportunities for Canadian beef. Restoring market access in Korea will allow Korean consumers to enjoy high-quality Canadian products at competitive prices, as enjoyed in many other markets around the world.

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### **G) More roast beef recalled in Ontario for listeria contamination**

CBC.CA News  
Fri 24 Oct 2008  
Section: Consumer  
Time: Thu October 23 11:50:09 2008 EDT  
Network: CBC

Canada's food watchdog is expanding an earlier recall of roast beef sold at deli counters to include additional distribution information.

The roast beef, which is being recalled in Ontario for *Listeria monocytogenes*, was sold at the following locations:

- Lamantia's Country Market in Lindsay, Ont., from Oct. 8-21.
- Fisher Foodland in Cobourg, Ont., from Oct. 8-17.
- Campbell Metcalfe Variety in Metcalfe, Ont., from Oct. 2-21.
- Loeb Perth in Perth, Ont., from Oct. 2-21.

No associated illnesses have been reported.

People who eat foods contaminated with listeria may carry the bacteria and not develop listeriosis. Those most vulnerable to developing the disease include the elderly, infants and patients with a compromised immune system.

Pregnant women who develop listeriosis in their first trimester are at risk of miscarriage, while women in the later stages of pregnancy are at risk of delivering a stillborn or acutely ill infant.

Consumers with questions can call the CFIA at 1-800-442-2342.

### **H) WTO sides with Canadian beef**

Wilkie Press  
Mon 20 Oct 2008  
Page: 4  
Section: News  
Source: The Press

Last week the World Trade Organization's appeal body ruled in favour of Canada in an ongoing dispute with the European Union over the EU ban on imports of Canadian beef from cattle treated with growth hormones.

"Canadian beef is a symbol of excellence in the global marketplace and we are pleased that the World Trade Organization Appellate Body has confirmed that Canada is not in violation of any of its WTO obligations," said Canadian Agriculture Minister Gerry Ritz. "This Government will ensure Canada-EU commercial relations remain strong and mutually beneficial while we continue to stand up for the interests of Canadian producers."

Both Canada and the U. S. have consistently opposed the EU ban on the importation of beef from hormone-treated cattle since it was imposed in 1989. Both countries maintain that the EU has not been able to prove there are scientific reasons for a ban. In 1998, the WTO agreed with Canada and the United States on this matter and in 1999 it allowed both countries to retaliate by increasing duties on certain EU imports.

The WTO appeal body also reversed a decision by another WTO panel which had found in March 2008 that Canada's retaliatory measures were inconsistent with certain WTO procedural obligations.



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>.

OCA will accommodate all requests within reason to the In Brief section of our update.  
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