Higher Prices Improve Beef Industry Outlook

RON FRIESEN

Improved cattle prices this year could finally halt the long downward slide in Manitoba’s beef cattle numbers, according to an industry analyst.

Prices for slaughter and feeder cattle are at or near record levels, feed prices are softening and producers could actually make some money this year, says Janet Honey.

As a result, a long-awaited herd rebuilding program could finally be on the cards.

The number of beef animals in Manitoba has been declining for years. Producers have downsized or liquidated herds because of a combination of factors, including BSE, Country of Origin Labeling (COOL), the high cost of feed and a strong Canadian dollar.

This time however, things may be different and the bottom of the cycle may finally have been reached, said Honey, a former Manitoba Agriculture, Food and Rural Initiatives (MAFRI) livestock market analyst and now a private industry consultant.

“I would say so, because as soon as cattle production starts to become profitable, producers start keeping back heifers and rebuilding herds. That means fewer animals on the market for slaughter, which then raises prices,” Honey said.

Honey bases her analysis partly on a sharp decline in corn prices resulting from reports of a potentially record corn crop in the United States. The price of corn and other feed grains went through the roof last year because of a crippling drought in the U.S. Midwest. But the drought has since eased and so have feed prices. Honey said corn, which was selling for around $7 a bushel at the start of 2013, was down to $5 a bushel this summer and could go lower in 2014.

This may encourage producers to retain calves instead of selling them after the fall cattle run, said Honey.

“If there is quite a significant drop in the number of animals sold as calves, it could be because producers are going to be feeding them, hoping for higher prices in February or March,” she said.

“We probably have the best outlook now than we have had for a few years.”

The last 10 years have definitely been a struggle for Manitoba beef producers, who have seen their equity severely eroded by a number of domestic and economic factors.

Manitoba’s beef cow herd fell to 443,700 head on July 1, 2013, the smallest since 1993, according to Statistics Canada. That was five per cent lower than the 468,700 head reported by StatsCan in 2012.

Manitoba has the third largest beef cow herd in Canada, after Alberta and Saskatchewan.

The province continues to lose cattle producers as many sell their herds and turn to growing more profitable crops. Statistics Canada estimates Manitoba this year had 85 fewer beef and dairy farms than in 2012.

Returns for finished cattle are positive signs coming out of the United States that a long-awaited industry turnaround may finally be on the way.

But Honey said there are positive signs coming out of the United States that a long-awaited industry turnaround may finally be on the way.

So far this year, the U.S. has recorded its lowest beef production in 21 years, which means packing plants will be short of cattle and so they may bid aggressively to access supply.

Returns for finished cattle in the U.S. have improved. Honey said September 2013 was the first month for making money on fat cattle since early 2011.

She also said Manitoba market prices have almost...
Govemment Activities Round-up: Food Safety Initiatives Funded under GF2, Biosecurity, CFIA Changes and More

Maureen Cousins, MPB Policy Analyst

Manitoba Beef Producers (MBP) is pleased that producers participating in the Verified Beef Production Protocol (VBPP) are now able to access funding under Growing Forward 2. On October 8, 2013 the federal and provincial governments announced Manitoba’s Growing Assurance – Food Safety initiatives under GF2. Two million dollars is being allocated in 2013-14 for approved projects.

Funds will be available to producers to adopt assurance systems and BMPs related to biosecurity, animal and plant health, traceability and animal welfare. For example, beef producers participating in the VBPP program may be eligible for funding related to the purchase of RFID readers, applicable software, on-farm food safety or traceability software. Funds may also be eligible for purchases of chutes, scale or calibration devices for medicating feed or water; sharpers, containers; and electric thermometers. There may also be assistance toward the first audit for the VBPP program.

Producers implementing biosecurity measures may also be eligible for funding. This may include the purchase of isolation or quarantine pens for sick or incoming animals; cleaning or disinfection stations for feedlots and a veterinary best biosecurity herd assessment.

In both instances, producers must have successfully completed their first audit for the VBPP program. A combined total of $2,000 is available for the biosecurity herd assessment and $5,000 is available for the biosecurity herd assessment and biosecurity Canada (GAP) measures.

Applications will be approved on a first come, first serve basis until the program is fully subscribed. It is important to note that you must receive an approval letter prior to the program before you start your project.

For complete details and application forms, visit www.gov.mb.ca/agriculture/grow forward-2/strategic-initiatives/index.html and scroll down to the sections dealing with food safety. Or contact the nearest Manitoba Agriculture, Food and Rural Initiatives (MAFRI) GO office.

MBP supports efforts to expand the Canadian beef industry’s voluntary VBPP program to include modules related to biosecurity, animal care and environmental stewardship. The addition of modules like these, which will complement the on-farm food safety component, will help meet marketplace and customer/ethical expectations related to beef herd production.

 Manitoba Hydro and Biosecurity

MPB President Trevor Atchison and staff met with Manitoba Hydro officials in late September to discuss biosecurity protocols both related to the construction of new transmission lines, as well as ongoing maintenance of their infrastructure on lands used by beef producers.

Atchison provided an overview of beef industry biosecurity concerns. Specifically, the movement of people, vehicles, equipment and tools to and from livestock operations must be closely monitored and appropriate biosecurity measures used to limit the potential to spread animal diseases and invasive plant species and weeds. The government’s goal is to limit the road to be reopened to on-farm land in the area. The government has several principles, including sound management around the movement of people, vehicles, equipment and tools, and training on biosecurity practices and principles.

MBP was happy to have the opportunity to provide feedback on policies and procedures Manitoba Hydro and its contractors use on various construction and maintenance projects and looks forward to continued engagement in this area.

Biosecurity is also the responsibility of each producer who must ensure that everyone who enters their property is adhering to good biosecurity standards. MPB has produced a Manitoban biosecurity manual available to those who attend our biosecurity workshops or contact our office.

Flood News

Due to a drop in the water level on the Interlake’s flooded West Shol Lake, the Manitoba government announced it will now lift the road to be reopened to on-farm land in the area. The government has several principles, including sound management around the movement of people, vehicles, equipment and tools, and training on biosecurity practices and principles.

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CFIA Changes

The recent organizational changes at the Canadian Food Inspection Agency (CFIA) are not expected to have an impact on producers. Effective October 9, 2013, the CFIA no longer reports to the federal Minister of Agriculture and Agri-Food. Instead it will now join the Public Health Agency of Canada and Health Canada in reporting to the federal Minister of Health. For example, this change will involve who is responsible for oversight of meat inspections in federal facilities.

Some activities will still be overseen by the Agriculture Minister. This includes non-food safety agricultural related activities to economic and trade issues, as well as animal health and plant protection work. Matters relating to the federal Health Animals Act and regulations will continue to be overseen by the Agriculture Minister. This will in chool areas such as disease eradication, animal identification and transportation.

According to a statement on the CFIA’s website, “This reorganization will strengthen Canada’s food safety system by bringing all three authorities responsible for food safety under one Minister. This will ensure clear focus, easy collaboration and timely communication with Canada’s customers when it comes to food safety. This change also further underscores the CFIA’s commitment to food safety as a top priority.”

Cattle Country November 2013

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CATTLE COUNTRY

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recovered to pre-BSE lev-

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November 2013

CATTLE COUNTRY

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NEW APPROACH TO MANAGING PROBLEM PREDATORS

KRISTEN LUCYSHYN

Problem predator interactions on Manitoba’s vast and diverse landscape are increasing, and producers and government agencies are working together to find new ways to address the challenges related to predators and reduce the losses producers are experiencing.

Manitoba Beef Producers (MBP) has been encouraging more of a collaborative effort on predator management in the province.

“Herd protection is a growing problem for beef producers all over Manitoba,” said Mike Friedrich, MBP general manager. “Last year, MBP approached Conservation and Water Stewardship Minister Gord Mackintosh about setting up a multi-province workshop to help with predator issues.”

The group includes the following agencies, associations and organizations:

- Manitoba Agriculture, Food and Rural Initiatives (MAFRI), the Manitoba Agriculture, Food and Rural Initiatives Program, compensation, trapping regulations and licenses
- Manitoba Conservation and Water Stewardship, discussed the Manitoba Problem Predator Removal Program, discussed the Manitoba Problem Predator Removal Program
- Britannia, Manitoba Beef Producers Association
- The Manitoba Free Livestock Protection Workshop
- Regional Resource Conservation
- MASC will adjust the claim to the value at the time of the loss. For example, if an animal is worth $2,000 and had to be killed as a result of a predator attack, MASC will adjust the claim to $2,000.
- Trappers can catch an animal and provide the producer with a plan for their own facilities.
- The predator issue is growing steadily over the past 10 years. According to MASC, the number of predator claims has increased each year from 492 in 1999 to almost 2,100 in 2012.
- In 2012, MASC reported that approximately $1.07 million was paid out for predator claims. Coyotes were the top predator, with 75% of the claims. Wolves came in at 20 per cent, black bears, cougars and foxes made up the remaining five per cent.
- During the workshops, attendees with practical information and feedback from producers, trappers and government representatives looked at livestock and wildlife management strategies. The workshops are designed to help producers and government representatives to improve their livestock and wildlife management practices.

During the workshops, attendees were encouraged to bring their own experiences and knowledge to the table to share with other attendees. The workshops are just a beginning. The “working group’s efforts will continue,” said Dahl. “We will be assessing what types of herd protection strategies are working in other places and whether they would work in Manitoba.”

Neil Brandstrom, MBP director, displays a pelt at the workshop.

“They need to keep this program going so that producers have another tool to fight because the fatality numbers are at an all-time high,” said Wright. “Part of the problem is that there have been lost for man because pelts have not been worth anything over the past four or five years, so they are braver.”

Dahl said beef producers face many challenges and when it comes to reducing predator losses, the workshops are just a beginning.

“The working group’s efforts will continue,” said Dahl. “We will be assessing what types of herd protection strategies are working in other places and whether they would work in Manitoba.”

Noteworthy:

- The Manitoba Beef Producers (MBP) has been encouraging more of a collaborative effort on predator management in the province.
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At this point in the year, in the wet conditions in some areas, I know there is harvesting yet to be done and feed supplies to get moved home. Beef producers do have a bright spot this season—prices are at a level not seen for some time. Demand is strong on almost all classes and this will help send the signal, at the very least, for the decline of the herd to stop and for rebuilding to begin.

As you read this issue, district meetings will be in full force. Please check the schedule on page 9 and attend your local meeting if you are able to. Bring your questions and comments to us while you are there. It is your opportunity to set direction for your organization.

In this month’s column I want to provide some updates for producers on issues I have touched on over the past few months.

On the tracability front, in the coming months you will hear more about Premises Identification (PID) numbers issued by Manitoba Agriculture, Food and Rural Initiatives (MAFR). You may also be asked, Do you have a PID number? Let me clarify that is a different number than the one producers received from the Canadian Cattle Identification Agency (CCIA). You can read more information about PID on page 8.

Manitoba Beef Producers (MBP) has been lobbying hard on the issue of PID. In the beginning stages of these talks, MBP asked the province to co-ordinate its stand-alone Premises Identification system with the Canadian Livestock Tracking System (CLTS). In the end, the province went ahead with a separate Manitoba system and the process requires producers to apply for their PID number and then submit that number to the CCIA. The second step of marking the number to the CCIA is just as important as the first step for future components of tracability.

I know that many producers are wondering what is happening with the community pastures issue. This initiative is moving ahead very slowly. The federal government has made it clear that it will not supply the existing equipment along with the diverted pastures. This created great frustration because there was a commitment made to supply the equipment. I am pleased at the news that MAFRI has agreed to assist the Association of Manitoba Community Pastures (AMCP) by working on transition funding sources so we can move forward. We are working toward the point where AMCP gains control of all of the pastures, at which time we expect they will be self-sustainable.

AMCP has been assured by MAFRI that the 10 pastures slated to be turned over for the 2014 grazing season will have cattle grazing them. Manitoba Beef Producers (MBP) has sent a request to MAFRI Minister, Ron Kostyshyn, and Minister of Conservation and Water Stewardship, Good Maclennan, asking for their expeditious assistance in this process.

Around the time Cattle Country reaches you, the federal government will officially turn over the first five community pastures to the province. Beef producers who require these pastures to maintain their herds need answers now and we will continue to work on this critical issue.

At this time of year, producers in the Riding Mountain TB Eradication Area (RMTB) are receiving notices of testing. MBP will discuss the TB issue at the district meetings and provide updates.

If you have been on Facebook, read a newspaper or watched TV lately, you have probably heard about a new marketing campaign from a Canadian burger restaurant chain selling their “better beef” burgers. I would like to go on a bit of a rant about this subject. My question is: Are they trying to say they have got better beef raised by better ranchers? Also, who are and where are these better ranches? Is it you, or your neighbour? The claims of “better” relates to those who raise beef without steroids or growth hormones while using an “environmentally sustainable” approach. It all gets complicated when a retailer is setting the standard by which it tells its customers the food they eat is better than some other food.

The steroid or implant debate has been going on for many years. Science has proven they are safe for use. But retailers are not concerned with these facts, just the opportunities to use these terms to sell their products and outdo the competition. One thing we can be sure of is that the intent is not to make more money in order to pay producers more for this “better beef.”

Also interesting to note is that the Canadian burger chain involved does not use 100 per cent Canadian beef. The beef is also coming from Australia and the U.S. They failed to highlight that fact in the advertisements, which again, let us remember, state this is better beef. As a Manitoba beef producer, I remain disappointed by this campaign.

This leads me to a new development which was born out of the Beef Value Chain Roundtable. The concept in mind is a sustainability round table for beef. This has less to do with the industry clarifying whether we are actually sustainable or not and more to do with determining a baseline of the environmental, animal husbandry and food safety feeding practices that producers use today. It involves identifying where improvements are required and how to make those changes.

There is a push from retailers and food service stakeholders to get a system or classification of these types of added attributes in place. My thoughts are that those who are trying to get extra value out of niche marketing through branded beef programs may be pushed out by large retailers. As soon as they decide that we need to have products produced according to their requirements, it raises the industry standard, while the returns to our industry may or may not be any higher. Are we going to get paid more if we have to comply with the requirements Retailer X asks for? How will we extract extra dollars, in the way branded beef producers do now? There are a lot of unanswered questions.

Is a sustainability round table for beef something that MBP needs to be a part of? Your board of directors said yes. We want you to be aware that MBP will be sending someone to these meetings to provide input on your behalf to ensure this process develops in a manner that will allow our beef operations and our organizations to be environmentally and economically sustainable into the future.

I look forward to the district meetings and I hope to see many producers attend. Also, please plan to attend the 35th Annual General Meeting and President’s Banquet, February 5, at the Victoria Inn, Brandon. It is important for all beef producers to get involved, debate resolutions and discuss the issues that affect our beef industry. Hope to see you there!”

Help protect Manitoba’s big game populations

The Manitoba government has enacted measures to protect wild elk and deer from disease.

Bylaw, all hunters must submit biological samples (head, upper neck and lungs) of elk and deer taken in certain Game Hunting Areas (GHAs) to Manitoba Conservation and Water Stewardship. Samples are examined for any signs of disease. Hunters who fail to submit these samples will be prosecuted.

Samples are required from elk and deer taken in GHAs 5, 6, 6A, 11, 12, 13, 13A, 18 and 18B (west of PR 366), 18A, 18C, part of 22 (west of PR 83), 23 and 23A. Please submit fresh, not frozen, samples within 48 hours of the kill. Note that antlers of male elk or deer are not needed and should be removed before submitting the sample.

A number of local businesses are participating by accepting samples from hunters. Please check the website listed below, or the 2013 Manitoba Hunting Guide for a location nearest you.

FREE Deer Hunting Licences for the Western Control Zone are Now Available

As part of its measures to eradicate Bovine Tuberculosis from the Riding Mountain area, the Manitoba government is offering free deer hunting licences and an extended deer hunting season in the Western Control Zone (WCZ).

The Western Control Zone includes portions of Game Hunting Areas 23 and 23A within the Rural Municipalities of Grandview and Rossmoor.

FREE licences will be available at the following Manitoba Conservation and Water Stewardship district offices:

- Dauphin - 204-622-2106
- Roblin - 204-937-6452
- Shoal Lake - 204-759-4080
- Beausejour - 204-347-2600
- Dauphin - 204-622-2106
- Roblin - 204-937-6452
- Shoal Lake - 204-759-4080
- Beausejour - 204-347-2600

For more information:
To learn more about wildlife disease and the submission of biological samples please refer to a copy of the 2013 Manitoba Hunting Guide, visit www.mbnr.gov.ca/conervation/wildlife/disease or call 204-622-2474.

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- Gord Ransom (204) 535-7630
- Divie Bond (204) 483-0229
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GENERAL MANAGER’S COLUMN

MY SIDE OF THE FENCE

We must educate consumers about modern agriculture practices.

Answering this question is also one of the purposes of the recently revised Code of Practice for the Care and Handling of Beef Cattle. This new code is practical and science-based. Beef producers have had the opportunity for input into the development of the new code. Animal welfare representatives, enforcement agencies and other representatives from civil society were also directly involved in developing the new code. The wide representation will help ensure that our efforts to promote the highest standards of animal care are supported and understood by Canadians.

Having standards and codes of practice is the first step. Confirming these best practices are being followed will be step two. There may be some who feel that having customers ask questions like “Are you a VBP producer?” is interfering with their ranch. But, as we have seen in other industries and sectors of agriculture, we can either try to get in front and influence these trends, or have others like Tim Hortons and Walmart impose arbitrary and impractical standards on us without our consent or input.

Producers need to be ready to answer the question “Where does my food come from?” Failure to do so will mean others will answer it for us and history has shown that it is never good to have others tell our story.

We must educate consumers about modern agriculture practices.

Key Points

• Voting at district meetings ensures your voice is heard.
• Producers need to reverse consumer opinion that believe agriculture practices from the “good old days” are better than our modern systems.
• The VBP program allows producers to demonstrate they are following food safety practices.
• Be ready to answer the question “Where does my food come from?”

However, I do have a problem with some of these multi-million dollar marketing campaigns spread inaccurate and damaging information about the way the majority of our food is produced.

Two things strike me about these current advertising trends. First off, the “good old days” were not nearly as good as today’s advertising makes them out to be. Some in society seem to want to push producers and farmers back to the rural lifestyle and production practices of the 1940s and 1950s. In other words, houses with no running water, wood heat, a standard of living below poverty, one room school education, even longer work hours, etc.

The second thing that strikes me about these trends is the portrayal of modern commercial agriculture as being bad for our health and bad for the environment. This view is both wrong and dangerous.

Let us take a look at some of the claims made by the latest foodie trends, like eating locally grown or organic and to increase their incomes through hard work and their marketing skills.

I applaud every producer who is able to access niche markets like “local” or “organic” and to increase their incomes through hard work and their marketing skills.
SHELTER AND WATER

DR. TANYA ANDERSON, DVM

This month we will continue our review of the newly updated Beef Code of Practice for the care and handling of beef cattle.

A review of animal welfare investigations of beef herds indicates that a perceived lack of feed, water and shelter are the basis of almost all the complaints. Animal protection officers will be using the code as one evaluation tool. This article will review the winter shelter and water requirements.

Our long winters create unique requirements in animal husbandry and care. Attention to the needs of cattle is required due to prolonged cold and adverse weather conditions.

Although cattle do acclimate as the fall progresses, by growing hair and changing metabolism, they still need management to ensure that they can maintain a positive energy balance during the darkest days of winter. Adequate amounts of quality feed, and access to water, bedding and shelter, are required to ensure that cattle enter the spring in good condition — ready to calve, rebred and wean a calf in the fall.

This is Manitoba; prepare for adverse weather! The code states that “Cattle must have access to areas, either natural or man-made, that provide relief from weather that can create serious adverse health risks.”

Research has shown that cattle are almost three times more likely to seek shelter in a forest and spend 25 per cent less time lying down during winter precipitation. Trees and bush should not be fenced off in winter pastures unless portable windbreaks or livestock sheds, providing the complete herd (all the animals’) protection, are readily available. Huddling like Emperor penguins for shelter is unacceptable. Rain creates mud, which can result in injury from foot trauma and slippage. Mud and manure caked hair loses its insulating properties, compound the loss of insulation from wet bedding or worse, no bedding. Add in cold weather and these effects dramatically increase the maintenance energy requirements of cattle. Lack of shelter, bedding and suboptimal body condition are a recipe for disaster.

Check cattle daily during adverse conditions to ensure that you catch any problems early. Animals unable to cope must be assisted by provision of extra feed, potable water and shelter, as needed. Straw based rations can potentially cause progressive starvation under severe weather conditions — even if formulated. Use the ration analysis as a guideline only but do not forget to look at the cows. If your cows are losing condition, something is wrong and you must fix the problem ASAP. If you can not, or will not, get out of the cattle business. You won’t be making any money and you are creating a bad image for everyone.

Producers must pay attention to cattle during the long winters.
• Quality feed and access to water, bedding and shelter will ensure cattle are in good shape, come spring.
• Trees and bush provide protection so do not fence them off.
• If you don’t care for your cattle, you create a bad image for everyone.

Winter shelter is the basis of almost every complaint, and water requirements are predictable. What works one year does not necessarily work the next. Evaluate your winter plan. Monitor water sources, feeding habits, shelter/bedding, cow behaviour, manure consistency, body condition and health to detect problems early and be prepared to make adjustments. Have a backup in place and access to additional resources if the need arises.

KEY POINTS
• Producers must pay attention to cattle during the long winters.
• Quality feed and access to water, bedding and shelter will ensure cattle are in good shape, come spring.
• Trees and bush provide protection so do not fence them off.
• If you don’t care for your cattle, you create a bad image for everyone.

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VET CORNER
WHERE HAVE ALL THE FENCE POSTS GONE?

ANGELA LOVELL

The fence posts are disappearing from the landscape as high land values and good grain prices over the last few years are pushing the trend towards converting pasture, hay land and other marginal lands to cropland.

“There are some cattle producers who are downsizing and ripping up hay land, and either putting it into crop or renting it out,” says Ramona Blyth, a beef producer near MacGregor and Manitoba Beef Producers’ (MBP) District 5 Director.

You are probably so many different factors playing into it but it does seem to be a trend. You are seeing less hay fields and pastures and more and more canola fields.

According to Statistics Canada’s 2011 Snapshot of Canadian Agriculture, total pasture land, including tanned and native pasture, decreased by 4.3 per cent over the period 2006 to 2011. Tame hay and alfalfa land decreased by 14 per cent and woodlands and wetlands decreased by 8.8 per cent.

“Canola prices are over $1 a bushel you can’t blame people for plowing up pasture because it the land can grow grain, a producer is likely going to make more money on that land than they can with pasture and cattle,” says Bill Murray, Makinak beef producer and MBP District 12 Director. He has seen local land recently converted to crops that has been in pasture as long as he can remember.

The recent introduction of new shorter season varieties of crops, like corn and soybeans, is also giving farmers more options to grow a “cash” crop. “Two years ago soybeans in this part of the world were unheard of and I would say 15 to 20 per cent of the acres this year are in soybeans,” says Murray.

Another factor driving land conversion is the age of beef producers. “I think age has got a fair bit to do with this too,” says Murray. “They get to the point where instead of keeping more cows, they decide to plough up the pasture and grow canola to make more money. This is especially the case for producers who are already grain farming; it is less work for them to the industry either, who, faced with high land costs, have to make a choice between grain and livestock. “One producer I know broke up a bunch of pasture because he has two sons who want to farm,” says Koslowsky. “They were not interested in cattle so he converted his pasture land to crops.”

Pasture land, which is more often than not the most marginal land on the farm anyway, is not always the easiest land to bring into production. “It is a process,” says Koslowsky. “You do not just sprout it out and the next year you have good crops; it takes a few years to get that native land into production.”

As the trend towards larger farms drives the need for even more acres of highly profitable grains and oilseed production, the elimination of more and more pastures and hay land could have some long term implications for the livestock industry. “We have learned over 30 odd years in the cattle business that you have to self insure; you need to have those extra acres and extra hay bales to compensate for a bad year,” says Blyth. “Last year was a prime example. We always had a surplus of hay and straw. Last year we were in a drought situation and we used up our surplus, so this year we had to put in extra acres of feed for cattle and sourced extra straw to build up that surplus. “It comes down to having years of experience and going through those situations. But for the young producer, they can have a hard time if they choose to put more acres into crops and not build that surplus feed supply,” he added.

Murray predicts availability of straw could be a potential problem in the future too. “Between land being converted from pasture to crop land and the advent of the 100 per cent grain farmer who runs a rotary combine and is chopping all the straw, I think availability of straw will be an issue in a very short time,” he says. “We’re down to two or three farmers in our area who run conventional combines that you can get straw from. It is not something you think about until you need some.”

While crop prices remain buoyant, in the short term it seems more acres of grains, oilseeds and pulses are going to appear on the landscape. To revert that trend, it is going to take some changes and stability in the cattle industry over the long term, says Blyth.

“If the call prices come up, I can see more optimism for the producers. Price insurance needs to be in place for producers so they know they are going to have a guaranteed baseline of income,” she says.
PREMISES IDENTIFICATION
NUMBERS CAN NOW BE ADDED
TO YOUR CCIA ACCOUNT

HEATHER MARTENS, MANITOBA AGRICULTURE, FOOD AND RURAL INITIATIVES

Manitoba Agriculture, Food and Rural Initiatives (MAFRI) has worked with the Canadian Cattle Identification Agency (CCIA) to ensure that Premises Identification (PID) numbers can now be added to your CCIA account.

A separate CCIA premises is no longer required, meaning that producers will have one less number to track. It also means that tracking and managing an animal health event will be more effective when every second count. Premises Identification is mandatory for owners or operators to identify their primary livestock site, under The Animal Diseases Act.

Once you have received the Manitoba PID number, it is recommended that you add it to your CCIA account. This way it is easy to remember where you put your PID number, as it will be with the rest of your traceability information. Simply log into your CCIA account, click “My Account”, click “Premises” tab, if there is an existing number there, click edit, then delete the number and type in the new PID number issued by MAFRI (be sure to use uppercase MB), enter the reason for the change (Added Provincial Premises ID) and click “Next.” If there is no number shown on the Premises page, click “Register Premises”, select “Manitoba”, click “Next”, type in the short name of premises (e.g. Home Quarter), then type in the PID number (be sure to use uppercase MB) and click “Next.” If you need assistance adding the number to your account, please call CCIA at 1-877-909-2333.

MAFRI uses PID to help minimize the impact when an animal disease incident or natural disaster occurs. Premises Identification numbers are used in CCIA’s Canadian Livestock Tracking System (CLTS). Going forward, there will be a greater emphasis from both governments and industry, ensuring we can track animal movements. This will be accomplished through the use of manifests, which require a PID.

Reporting events to the CLTS, such as moving in and moving out, requires a PID number. The age verification process has an option to report the number but it is not required. A PID number may also be requested by your vet, if you need to have lab work done, as it is required for the lab sample forms.

It is important to note that the information can only be used by government officials for animal health and traceability purposes, which are outlined in the Animal Premises Identification Regulation, The Animal Diseases Act. Premises Identification is an important part of a traceability system, along with animal identification and movement. MA-FRI is part of the national Industry Government Advisory Committee (IGAC) on traceability, which is made up of industry and government representatives. The committee develops national standards and policies, examines costs and benefits, and works together to achieve the common goal of a national traceability system.

Manitoba Beef Producers, the Canadian Cattleman’s Association (CCA) and CCIA have representatives on the working groups that are developing the path forward on traceability. Provincial governments were asked to lead PID numbers because of the access to land records that are used to make sure that the land listed on the application is the correct location. In an emergency, it is very important to have the correct information, again, because every second counts.

A premises is a legal land location where livestock or poultry are grown, kept, assembled or disposed of (see Table 1). The Premises Identification program collects basic land and contact information and by combining this with GIS-based software, MAFRI can now produce maps, reports and biosecurity routes in minutes, compared to the several days or even longer it used to take to try to gather all of the information and produce results.

Premises Identification has over 5,500 premises identified already and has been used in multiple disease outbreaks/investigations, as well as flood and fire situations. Producers who want to know if there is an incident in the area that may affect the health of their livestock or family have a way to identify all their premises. MAFRI cannot notify those operations that it does not know exist. Again, the information can only be used for animal health and traceability purposes.

Identify your premises today. Visit www.manitoba.ca/agriculture/pid or your local MAFRI GO office for an application, more information, or to update an existing PID number. A letter with the PID number will be mailed to you after the application is processed.

Heather Martens is the Traceability Coordinator with MAFRI.

Table 1

<table>
<thead>
<tr>
<th>Farms/Stables</th>
<th>Pastures</th>
<th>Veterinary Clinics/Hospitals/Labs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedlots</td>
<td>Community Pastures</td>
<td>Rendering Plants</td>
</tr>
<tr>
<td>Auction/Livestock Safe Facilities</td>
<td>Hatcheries</td>
<td>Zoos/Petting Zoos</td>
</tr>
<tr>
<td>Assembly Yards</td>
<td>Abattoirs</td>
<td>Fair Grounds/Race Tracks</td>
</tr>
</tbody>
</table>

ATTEND YOUR MBP DISTRICT MEETING!

November 7
District 1 – Tevroy Archibald
6 p.m., Oak Lake Royal Canadian Legion

November 8
District 4 – Heinz Reimer
6 p.m., Ukrainian Home of Vita Hall

November 12
District 12 – Bill Murray
6 p.m., Westfield Community Hall

November 13
District 9 – Vacant
6 p.m., Sungro Centre

November 14
District 3 – Ted Arts
6 p.m., Medstead Community Hall

November 15
District 5 – Ramona Byth
6 p.m., Canterbury Memorial Hall

November 18
District 7 – Larry Gereuls
6 p.m., Trout Lake Community Hall

www.mbboef.ca

NEW EXTENDED COVERAGE TO 75!

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November 18
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www.dnainsurance.ca
latten2@shaw.ca

Fill out and fax to: 1-204-269-1081 or mail: DNA Insurance 404-35-2855 Pembina Hwy Winnipeg MB R3T 5K2

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www.mbboef.ca
The beneficiaries of this year's abundant crops and surplus feed grains are considered to be the grass cattle feeders in the United States. For a brief time, this took Nebraska feeders of cattle buyers off the market this fall. Trans- portation has become a major problem. Livestock haulers that are licensed and willing to make the long trip to Ontario or Quebec have become an endangered species. High- er fuel costs have forced some companies to up their rates to 11 cents per pound, compared to eight cents last year.

There also seems to be less freight coming west via trucks and more travelling by containers on the rail system, while some vendors in the east refuse to load freight into trucks that haul livestock, despite the fact that the trucks are cleaned and sanitized to brand new USDA standards. Buyers are looking to have to book truckers two weeks in advance and are forced to pay premium prices for transporta- tion. With the cattle run compressed into the later fall, there could be days when the lack of trucks could negatively affect the prices paid for those frag- tile, perishable new-crop calves. As in past years, some of the cattle feeders will look for local back- grounders to precondition heifers and calves for delivery at a deferred date.

One other black cloud is the COOL ruling. Some producers who had in past years a deferred date. This means that cattle born and fed to slaughter- weight in Canada will not be accepted at that plant. A large percentage of cattle finished in Mani- toba in the past have been slaughtered at this plant and this will have a major impact on the finishing business in Manitoba.

For a very brief time the same company con- sidered not killing B class cattle as well. These are cattle that are being born and harvested in the United States. For a brief time, this took Nebraska feeders of cattle buyers off the market this fall. Trans- portation has become a major problem. Livestock haulers that are licensed and willing to make the long trip to Ontario or Quebec have become an endangered species. High- er fuel costs have forced some companies to up their rates to 11 cents per pound, compared to eight cents last year.

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BEEFING UP THE WETLANDS

The Manitoba Habitat Heritage Corporation

Wetlands across the Canadian prairies numbered in the many millions before land was tilled and converted for agricultural and industrial use. As mechanization of farming operations increased, so did the rate of wetland loss.

Today, the increasing specialization and size of farms continues to result in the loss of enough wetlands to cover about 35 quarter sections each year; however, through the activities of beef producers like the Canart brothers, this trend is being reversed and prairie wetlands are recognized as important components of a viable farming operation, particularly in beef production.

Ryan Canart is the Manager of the Upper Assiniboine Conservation District, a watershed-based organization tasked with the role of managing water resources in his region. He, along with his brother Aaron, are also beef producers and offer custom grazing services.

The Canart brothers feel wetlands are vital components of the landscape and a valuable asset to their operation so they are actively restoring the drained wetlands on their land. “Sometimes we can have too much water but it is the times of too little that I worry the most about. The more water storage I have on my land, the more secure my operation will be,” noted Ryan.

“Today, there are wide year-over-year changes in forage production within restored and drained wetland basins, initial study results suggest that the restoration of wetlands does not lower the production capacity of the restored basin. If these results continue, this means that a producer is not losing forage production but is gaining water-holding capacity on his land.”

Ryan feels that his restored wetlands are producing “over their weight” in biomass. “I see, at times, a dramatic yield response, within the forage stand, to a little standing water. Under the right management, we have not taken 7.76 acres out of production; we have enhanced the pasture unit to produce more than was possible under the pre-restoration state.”

All Manitoba landowners can now participate in a new wetland restoration program being funded by Environment Canada’s Lake Winnipeg Basin Stewardship Fund. Designed as a way to keep phosphorus on the landscape, this program will pay landowners to restore currently drained wetlands under a 10-year agreement. The Manitoba Habitat Heritage Corporation and Ducks Unlimited Canada will work with willing landowners to restore the currently drained wetlands on their property.

In doing this, these organizations will cover all restoration costs, complete the required licensing paperwork, hire local contractors and provide the landowner with a cash payment based on the area of wetlands restored. For more information on the program, visit the Manitoba Habitat Heritage Corporation’s website at www.mhhc.mb.ca or contact 204-729-3502. Alternatively, contact Ducks Unlimited at 204-729-3509.

BRINGING AGRICULTURE TO STUDENTS

Manitoba Beef Producers (MBP) was pleased to once again be part of Agriculture in the Classroom — Manitoba’s (AITC-M) Amazing Agriculture Adventure, held September 17 to 19, 2013 at Richardsons’ Kelburn Farm, and the University of Manitoba Farm and Food Discovery Centre at the Glenlea Research Farm.

During the event, over 1,000 fourth and fifth grade students from Winnipeg and surrounding communities visited 16 different stations representing agricultural commodities and experienced livestock up-close. At the beef station, students learned about beef in their daily lives through beef producers and offer custom grazing services. The Canart brothers feel wetlands are vital components of the landscape and a valuable asset to their operation so they are actively restoring the drained wetlands on their land.

The Canart restoration project has restored 41 wetland basins on 480 acres. In total, this project has reclaimed 77.6 acres of wetlands. This project was funded through the Wetland Restoration Incentive Program and delivered by the Manitoba Habitat Heritage Corporation.

The anticipated beef production benefits of this project are being examined through a study led by the Water Security Agency of Saskatchewan. Working with sites in southwestern Manitoba and southeastern Saskatchewan, this study is looking to see how wetland restorations impact forage growth within the basins.

Although there are wide year-over-year changes in forage production within restored and drained wetland basins, initial study results suggest that the restoration of wetlands does not lower the production capacity of the restored basin. If these results continue, this means that a producer is not losing forage production but is gaining water-holding capacity on his land.

About the Amazing Agriculture Adventure

• A hands-on, interactive event geared towards Grades 4-5 science curriculum.
• Students move through 16 to 18 stations that cover a variety of agricultural topics.
• The program costs $3 per student (2013 cost).
• In 2013, programs were held in Winnipeg, Brandon and Russell.

Glen Campbell and Kristine Blair.
Ramona Blyth and Carollyne Kehler.
GLO BAL FOOD SECURITIES: IS VACCINATION AN ANSWER?

LORNE A. BABIUK, O.C., SOM, PHD, DSC, FRSC, VICE-PRESIDENT (RESEARCH), UNIVERSITY OF ALBERTA

The global community is facing significant challenges with regards to providing adequate supplies of healthy food for a growing population. This is a challenge that is not limited to developed nations, as the increasing population in developing regions will also put pressure on food supplies. For example, it is estimated that one billion people go to bed hungry every day. With a target of providing an additional two billion people expected to populate the globe by 2050, the need for reliable and nutritious food will become intense.

Food security for the world not only pertains to feeding the world but lack of food can lead to economic instability and regional conflicts. It is critical that developed countries exercise their global responsibility to address these challenges. As lower income nations achieve self-sufficiency in food supply, a further benefit to improving prosperity of these nations is that they will be able to purchase goods from Canada to further improve our country’s economy.

In developing countries, especially in sub-Saharan Africa, a majority of livestock producers are women raising a few animals to help feed their families. These animals are their main source of income and a loss of even a single animal can have a major impact on the welfare of the family unit.

Infectious disease has a great impact on livestock production in the developing world. Infectious diseases not only kill livestock and reduce productivity, but the presence of diseases prevents the trade of these animals to more developed nations. These trade barriers have a significant impact on export trade and gross domestic product of the region.

Take BSE in Canada, for example. Only a dozen or so animals were diagnosed with BSE in 2003, yet our borders were closed to export as a result. Canadian cattle producers lost an estimated $8 billion. These statistics demonstrate the impact that diseases can have on a community and a country.

Another challenge with infectious diseases of animals is that they can be zoonotic. These diseases are spread from animals to humans and back to animals, leading to morbidity and mortality in livestock and in animals. Currently, over 70 per cent of all newly emerged vaccine diseases (30 in total in the past 30 years) are zoonotic. An example is E. coli O157:37. Although not a disease of cattle, per se, cattle are a carrier and they can spread the disease into animal populations and to cause disease in humans if exposed to contaminated meat (which happened in Walkerton, Ontario) or beef products (hamburger disease) containing E. coli.

To help address some of these challenges, a team of Canadian scientists from Manitoba (Canadian Food Inspection Agency), Saskatchewan (Vaccine and Infectious Disease Organization), and the University of Alberta have teamed up with collabora- tors in Africa to develop a series of vaccines to help combat a number of key diseases that currently exist in Africa, which could come to North America. The diseases targeted include lumpy skin disease virus of cattle, sheep and goat pox; African swine fever; and pestes des petits ruminants (PPR), and rift valley fever.

We are particularly interested in rift valley fever since it causes very high mortality in animals and people. This virus is similar to west nile virus, which also originated in Africa and recently migrated to North America. Rift valley fever is much more dangerous than west nile virus so if it ever entered North America, the consequences would be very devastating. Thus, we have a dual interest, to protect animals and people in Africa but also to reduce the chances of the diseases entering North America.

With funding from the Canadian federal government, through a food security program through the International Develop- ment Research Centre called Canadian International Food Security Research Fund, our team received funds to develop a vaccine to protect animals against the earlier noted diseases. The challenge

KEY POINTS

- Infectious disease not only harms cattle production in other countries, but if the disease comes to Canada, it could cripple our industry too.
- Funding from the Canadian government is helping a research team develop a vaccine to protect animals in sub-Saharan Africa from five diseases.
- If successfully, this vaccine will help producers in that region and will also ensure Canada is prepared should these diseases be found in our cattle herds.

For vaccine producers was that the vaccines must be developed cheaply, to ensure uptake in sub-Saharan Africa, and must be able to withstand prolonged exposure to high temperatures. As such, we are combining all of the vaccines into a single vaccine production system. In parallel, we are developing the vaccine to be thermally stable under variable environmental conditions (no refrigeration). The approach that we are using is to select the lumpy skin disease virus so that it is stable virus (lumpy skin disease) that will induce immunity to the pox viruses of cows, goats and sheep, as well as against rift valley fever and PPR. Therefore, in a single production of a vaccine, the producer will be able to vaccinate and protect against five diseases (equivalent to five different vaccines) at the cost of production of only one vaccine.

The next challenge will be to not only ensure safety and efficacy of the vaccine but to identify a producer of the vaccine, achieve regulatory approval and financially, roll out the vaccine to the user community. In the case of sub-Saharan Africa, approximately two thirds of all the small holder producers are women who manage less than 10 animals. We are currently identifying best practices as to how we can reach these user communi- ties and help them embrace the use of vaccines to improve their livelihood.

We hope these vaccines will control and contain these diseases in sub-Saharan Africa. However, should these diseases arrive in North America, we will be able to rapidly immunize our national herds to not only protect and prevent the spread of disease in livestock, but to limit its spread to humans. This is an example of how Cana- dian science can be used as a pre-emptive strike for a potentially future calamity. This activity not only helps the developing world but also is an insurance policy for Canadians.

I’d like to thank the federal government for the foresight to support this project in food security, and for having the confidence that success will be achieved.
ALL ABOUT BRAND: CANADA BEEF INC. FORUM AND AGM

Canada Beef Inc. held its Second Annual Forum and AGM from September 19 to 20, in Calgary, Alta. The event was well attended by over 160 industry partners and stakeholders.

The theme for this year’s Forum was Building Brand Loyalty – A Commitment to the Brand and the open forum kicked off with a keynote presentation by Lani Lorenz Fry, Manager Global Brand Strategy, John Deere Worldwide. This was followed by an hour-long closed-door session with Agriculture Minister, Gerry Ritz and Trade Minister, Edward Fast. The ministers fielded questions from the group including Country of Origin Labeling and foreign market access.

Canada Beef Inc. launched the Brand Promise, a resource that will assist all those using the Canadian Beef Brand Mark in understanding and delivering the commitments promised. The four Brand Pillars—Product, Production Quality, and Sustainability—provide our customers with the “Reasons to Believe.”

The remainder of the day was spent with various Canada Beef Inc. presentations, industry panel discussions, keynote speakers and some great Canadian beef meals.

“Our Annual Forum allows Canada Beef Inc. to share the work we have done over the past year, as well as bring together a diverse group of industry members and speakers to network and share information and insights on topics that impact us all,” said Rob Meijer, President, Canada Beef Inc.

The Annual General Meeting included year-in-review presentations from the Board of Directors and executive staff, and board elections. The newly acclaimed board members are Grant Huffman (BC), Chuck MacLean (AB), Trevor Atkinson (MB), Kirk Jackson (QC), Jennifer MacDonald (NB), John MacDonald (PE), Terry Prescott (NS), Anthony Petronaci (CMC), Willie Van Soltumn (CMC) and Lonnie Lake (Foodservice).

Ardan Schneckenburger was voted by the board to replace retiring director Paul Sharpe from Ontario. Immediately after the AGM on Friday afternoon, key executive positions were elected.

For the 2013–14 year, Chuck MacLean will again serve as chair of the Beef Trust Board. That Batista was elected as vice-chair; Jack Hentall will serve as chair of the Finance committee; Jennifer Mac-Donald will resume her role as chair of the Governance committee; Mike Kennedy will also return as chair of the Planning and Priorities committee; and Willie Van Soltumn will continue as chair of the Foreign Trade Advisory committee.

The Annual Report and meeting proceedings are available online at www.canadabeef.ca.

COWS ON THE MOOOVE! COMMERCIAL CATTLE TRANSPORT RESEARCH

CAROLYNNE KEHLER, MSC., ANIMAL SCIENCE DEPARTMENT, UNIVERSITY OF MANITOBA

Consumers and producers alike often pass semi-trailers of cattle cruising down the highway. How do we know that those cattle are being hauled safely and with the highest standards of welfare? The answer is by understanding the factors that influence animal well-being and carcass quality.

Until recently, there has been a lack of research on Canada on cattle transport, specifically winter transport conditions. In 2012, a large Alberta-based survey was completed, which characterized the current status of the beef transport industry in Western Canada. The study used descriptive data relating to cattle condition and journey parameters. A follow-up study is being conducted, led by Dr. Karen Schwartzkopf-Genswein of Agriculture and Agri-Food Canada, in Lethbridge, Alta., with the collaboration of Dr. Kim Ominski, of the University of Manitoba. Dr. Schwartzkopf-Genswein has extensive experience in transport research and has been spearheading the Western Canadian research work in this area, including the survey in Alberta. I am one of two students working on this research; the other is Christy Goldhawk, from the University of Calgary.

During the winter of 2012–13, we began the task of completing data collection of the first phase of our two-phase transport project. The first phase was conducted in Manitoba from January to April of 2013 and focused on long distance transport of cull cows to Alberta for processing. The second phase of the project will be focused on both long and short distance transport of fat cattle, and is scheduled to take place between November 2013 and February 2014.

Information for the cattle cow phase of the trial was collected before, during and after transport. Measurements taken included cattle live weight, body condition scores (BCS), handling scores, prod-use scores, unloading and loading scores, transportation (amount of bedding etc.). (Un)loading and handling scores included the speed the cattle entered or exited the trailer, if the cattle tripped, slipped or fell, as well as a number of other aspects.

The trucks were outfitted with equipment to measure location using GPS, temperature and relative humidity and motion of the trailer using accelerometers in all five compartments of the trailer (nose, deck, belly, back and doghouse).

Once at the plant, we collected information on live weight, bruising, dress weight and carcass grade. Data collection for the second phase of the project on fat cattle follows a similar method.

Why go through the effort of doing a Western Canadian winter transport study? The answer is that it will provide the beef industry with science-based information about transport conditions and how they affect cattle welfare and carcass quality, which will facilitate improvements to cattle transport.

This research would not be possible without the funding and support of the Beef Cattle Research Council and Manitoba Beef Producers. There were a number of Manitoba Agriculture, Food and Rural Initiatives staff who committed to tedious hours of work in frigid early mornings; their help will not be forgotten. We also thank the staff at the assembly yards, trucking companies and processing plants.
HOW BCRC IS WORKING FOR YOU

BEEF CATTLE RESEARCH COUNCIL

The Beef Cattle Research Council (BCRC) is Canada’s industry-led funding agency for beef research. Its mandate is to determine research and development priorities for the Canadian beef cattle industry and to administer national check-off funds allocated to research.

The BCRC is led by a committee of beef producers who proportionally represent each province’s research allocation of the national check-off. It operates as a division of the Canadian Cattlemen’s Association (CCA).

The BCRC was established to sponsor cattle and beef research, and technology development in priority areas. The council also facilitates and encourages collaboration and co-ordination among researchers, other funding agencies and industry in order to maximize the benefits obtained from investments made in research.

Beef Cattle Industry Science Cluster (Growing Forward)

The Beef Cattle Industry Science Cluster was a four-year initiative focused on advancing research of priority through the collaborative efforts of Canadian main public and industry beef research funders. Research funding was allocated for the period between April 1, 2009 and March 31, 2013.

Industry and government funding commitments through the cluster totaled approximately $104 million, which was directed to 32 research projects. Results are expected in 2013-14.

Bringing Research to the Ranch

The BCRC continues to advance the development and implementation of an economic assessment tool that will aid in assessing the economic returns to beef rearing in Canada, developing the BCRC research priorities and tracking the economic benefits of BCRC-funded research over the long term. Results are expected in 2013-14.

Allocation of Cluster 2 Funding by Research Priority Area

Animal Health & Welfare
Forage & Grassland
Food Safety
Feed Grains & Feed Efficiency

Beef Quality 9%

Beef Quality 9%

Beef Quality 9%

Beef Quality 9%

30%
30%
22%
10%
22%

Grassland
Feed Grains & Feed

Animal Health & Welfare

Forage & Grassland

Food Safety

Feed Grains & Feed Efficiency

Beef Quality

Allocation of Cluster 2 Funding by Research Priority Area

Tuesday, Nov. 5
Presort Calf Sale Angus Influence
9:30 a.m.

Thursday, Nov. 7
Regular Sale
9:00 a.m.

Tuesday, Nov. 12
Presort Calf Sale
9:30 a.m.

Thursday, Nov. 14
Regular Sale
9:00 a.m.

Friday, Nov. 15
Bred Cows and Heifer Sale
12:00 p.m.

Tuesday, Nov. 19
Presort Calf Sale
9:30 a.m.

Thursday, Nov. 21
Regular Sale
9:00 a.m.

Tuesday, Nov. 26
Presort Calf Sale
9:30 a.m.

Thursday, Nov. 28
Regular Sale
9:00 a.m.

Friday, Nov. 29
Complete Herd Dispersal
11:00 a.m.

Tuesday, Dec. 3
Regular Sale
9:00 a.m.

Thursday, Dec. 5
Regular Sale
9:00 a.m.

Tuesday, Dec. 10
Bred Cow Sale
1:00 p.m.

Thursday, Dec. 12
Bred Cow Sale
1:00 p.m.

Thursday, Dec. 17
Regular Sale
9:00 a.m.

Thursday, Dec. 19
Regular Sale
9:00 a.m.

Tuesday, Dec. 19
Bred Cow Sale
1:00 p.m.

Tuesday, Dec. 3, 2013
Canada Room, Keystone Centre, Brandon, MB.

*Full Fleckvieh Bulls and Females
*Red and Black Females
*Breds and Open

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Keystone Sale Management
Blair and Lois McRae
Phone: 204-728-3058
Email: marmac@inetlink.ca

View the catalogue online at www.marmacfarms.net

35th Annual Keystone Konnection Simmental Sale

KEY POINTS

• Funding will lead to several benefits, including advocacy, supporting the Canadian beef advantage and support for science-based policy.

• More than 17,000 beef operations are trained in VBP.

• Topics, fact sheets on in-progress and completed projects, and blog articles that help producers make informed decisions on implementing innovation into their production practices.

• The website also delivers BCRC-researched videos, webinars and other extension tools. During the second cluster, cost-of-production decision making tools will be created, the website will be expanded to include fact sheets from other beef research funding organizations, and a greater emphasis will be placed on engaging researchers with industry.

Communications from the BCRC can also be found through the CCA’s Action News, provincial cattle organizations’ newsletters, email updates and magazines, and through a regular research column that appears in Canadian Cattlemen magazine.

Verified Beef Production™ program

In addition to sponsoring research and technology development, the BCRC also oversees and supports the beef industry’s on-farm food safety program, Verified Beef Production™ (VBP). VBP reports continued growth with increasing numbers of beef cattle operations trained each year. More than 17,100 beef operations across Canada are currently trained.

To learn more about BCRC initiatives and take advantage of our extension resources, visit our website at www.beefresearch.ca/blog/subscribe.

For more information, log on to our website at www.beefresearch.ca/blog/subscribe.

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Bred Cow Sale
1:00 p.m.

Thursday, Dec. 12
Bred Cow Sale
1:00 p.m.

Thursday, Dec. 17
Regular Sale
9:00 a.m.

Thursday, Dec. 19
Regular Sale
9:00 a.m.

Tuesday, Dec. 19
Bred Cow Sale
1:00 p.m.

Presorts MUST be booked in advance. Bred cow sales must be pre-booked and in by NOON on Thursday prior. Ages verification papers must be dropped off with cattle.

For information contact:
Keystone Sale Management
Blair and Lois McRae
Phone: 204-728-3058
Email: marmac@inetlink.ca
**STRAIGHT FROM THE HIP**

**GLOBAL BEEF PRODUCTION FINDINGS**

**KEY POINTS**

- Demand for beef is growing, although different countries are ordering different cuts.
- Canada should focus on a complete value added approach to hit specific markets.
- A lack of “on the ground” marketing may hurt Canada’s industry.

**BREND A SCHOEPP**

Fellow scholar Ed Green has completed his look at beef production across the globe. Based in England, Green’s research was focused on how beef production could adapt to changes in global demand and global food culture. For his project, he traveled to 18 regions in eight countries. His research is a fascinating read and as a facilitator to his visit to Canada, I would like to share some key findings.

We know that demand for beef is growing in areas of affluence and there is interest because of a higher standard of living. What this looks like in terms of beef product is interesting. In his interview with American meat exporters, he found that the orders are not changing and the interest in beef in places like Russia is still focused on liver, heart and kidney. In China, the short plate, trip and intestine can trump the loin or rib and kidney. In China, the short plate, trip and intestine can trump the loin or rib and kidney. In China, the short plate, trip and intestine can trump the loin or rib and kidney. In China, the short plate, trip and intestine can trump the loin or rib and kidney. In China, the short plate, trip and intestine can trump the loin or rib and kidney. In China, the short plate, trip and intestine can trump the loin or rib and kidney.

The lack of “on the ground” marketing has been identified as a challenge. He does not see any adoption changing in feed enhancements or growth promotants but finds a great need to better select cattle for the grass environment. Surprisingly, we often looked to the UK as grazing experts but Canadians have done a great job of adapting and adopting, and we are now leaders in this area. Our practices are on route back to England for implementation.

It is always interesting to discuss the different points of view of the sectors within the beef industry. Green saw a clear divide at home between producer and processor that resonates worldwide. Like Canada, the UK has a relatively small budget to get market beef and to promote it outside of the country. We are not alone in haggling through licensing in other countries and, as in Canada, the UK sees the value in brand creation and value added. The credit which is now back to the UK. Of particular interest is the adoption of real time data bases and individual production data in beef herds.

The high cost of production in the UK, particularly because of regulation, is impeding the one size fits all model. Green suggests that these high cost areas—and Canada is also one—should focus on a complete value added approach to hit very specific market targets. The one area for improvement of which Canada takes first for effort was traceability, as the report suggests this is imperative for trade. It was suggested that our slow adoption will eventually open the doors for private industry to take on the task of traceability. The lack of “on the ground” marketing from the UK and Canada was very evident. Other countries were very aggressive on site and I have found this to be true as well. In fact, Green found in Hong Kong and China that some beef buyers were not even aware that they could import from the UK. In addition, the opportunity to modernize beef cuts was fully evident. As an example, Green found a real need to produce beef trim in condensed ready rolls for slicing and cooking in a hot pot.

The report also highlighted the advantage we have in forward contracts and other innovations in marketing. That marks a big difference between Canada and the UK. As for change, Green just went home and got started. He is even partnering with several countries and companies around the globe. Now that is truly leading positive change in agriculture! 

Brenda Schoepp is a Nuffield Scholar who travels extensively, exploring agriculture and meeting the people who feed, clothe and educate our world. A motivating speaker and mentor, she works with young entrepreneurs across Canada and is the founder of Women in Search of Excellence. She can be contacted through her website, www.brendaschoepp.com. All rights reserved. Brenda Schoepp 2013.

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**FOOTNOTE**

1. A hot pot refers to several East Asian varieties of stew, consisting of a simmering metal pot of stock at the center of the dining table. While the hot pot is kept simmering, ingredients are placed into the pot and are cooked at the table. Typical hot pot dishes include thinly sliced meat, leaf vegetables, mushrooms, wontons, egg, dumplings, and seafood.

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**ATTENTION BEEF PRODUCERS**

Financial assistance is available to help you adopt beneficial management practices (BMP).

Producers who see a fit with the seven programs below are encouraged to update or complete an Environmental Farm Plan.

**PROGRAMS:**

- Water retention structures
- Wetland restoration
- Constructed wetlands
- Riparian area enhancement
- Natural area maintenance and enhancement
- Buffer and grassed waterway establishment
- Perennial cover for sensitive land

Work with your local Conservation District to receive funding support.

Projects of this nature allow you to increase value and productivity of your farming business while also providing increased ecological services to the watershed.

**Environmental Farm Plan workshops will be held at Manitoba Agriculture, Food and Rural Development GO offices on November 21, 2013 from 9 a.m. to 12 p.m.**

Please contact your local Conservation District office for more information.

Brought to you by Upper Assiniboine River Conservation District.

www.mbbeef.ca
A widely perceived belief is that skinny people are healthy and those over-weight are unhealthy and need to improve their diet and lifestyle. This is not always the case; being a skinny fat person can be more dangerous and lead to more serious health conditions.

The medical term for what is commonly called a “Skinny Fat Person” is Metabolically Obese Normal Weight (MOWN), which categorizes those who appear to be lean on the exterior of their body but are actually unhealthy on the inside. Here I will discuss what this condition is and its effects, which medical tests are necessary for diagnosis and how a diet of whole foods paired with exercise can help prevent this hidden health concern.

A skinny fat person has a body shape that carries little muscle and too much hidden fat, which can only be seen at a doctor’s office after specific tests are done. These individuals do not have visual warning signs; in fact, they often fall under the radar. In my opinion, it is far better to be larger and fit than thin and out of shape.

We have all seen the individual who never seems to exercise, who can drink sodas daily, and indulge regularly in a diet of breads, pastas and desserts… and still appear thin. They are lean and supple on the exterior, however, a closer look inside can reveal some severe health problems. The drastic truth can only be seen in a doctor’s office when appropriate tests are administered.

Here is a list determined by Dr. Mark Hyman from the Huffington Post, of four past. It is a silent killer. Here is a list of simple, unconventional activities that can help improve your health and get your blood pumping.

• Take the stairs. We have all heard it before but why is it important? It creates muscles in your thighs and glutes, and increases bone density. Most importantly, it increases your heart rate.

• Parking across the parking lot and include a total of 30 minutes of brisk walking a day. This increases blood flow to the heart, burns calories and is a simple way to get fit. Enjoy the outdoors! This is my favourite activity and one I try to follow. Take the dog out for more walks; enjoy the beauty of each season by taking a stroll on a long road or in a park, or join a recreational class or team. The best way to stay active is to be with others sharing the same goals.

Maintaining a balance is the hardest part. Do not allow a number on the scale dictate how you feel and what you can eat. If there is one rule to follow, I would have to say try to eat a diet of whole foods. Stay away from packaged food products and high sugar drinks.

Life is meant to be enjoyed and for me, food is a big part of that. Putting in some good sweat equity can be rewarded with an incredible post workout meal. Here are a few reasons Canadian beef can be incorporated into a good post workout meal (Karine Barlow, 2013).

1. A nutritional powerhouse, with 14 essential nutrients plus energy.

2. An excellent source of high quality protein for muscle growth and repair.

3. A lean choice; fat content is similar to skinless chicken and fish.

4. One of the best sources of iron, needed by every cell in your body.

5. Packed with B vitamins, for energy and healthy brain function.

6. An excellent source of zinc, to support a strong immune system.

7. A calorie-wise choice for achieving a healthy weight.

8. Part of a heart healthy diet to manage cholesterol.

The skinny fat person is rarely categorized as unhealthy but looks can be deceiving and can result in dangerous health concerns if untreated. The positive aspect to remember is with small changes, it is possible to reverse this health state and become a thin healthy person without medication.

Remember to enjoy a balanced lifestyle of regular exercise and whole foods. In celebration of whole foods and tasty Manitoba beef, our featured recipe is one from this season of Great Tastes of Manitoba: Striploin Medallions with Caramelized Pear and Cranberry Sauce. This recipe and more can be found on www.foodmanitoba.ca.

Thanks for reading and enjoy the autumn season.

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STRIP LOIN MEDALLIONS WITH CARAMELIZED PEAR & CRANBERRY SAUCE

4. Beef strip loin medallions/steak, 1" (2.5 cm) thick (about 6 medallions)

1 Tbsp (15 mL) Cold butter

2 Tbsp (30 mL) Canola oil (divided)

1 Shallot, minced

1/2 cup (125 mL) Dried cranberries, roughly chopped

1/2 firm pear

1/2 cup (125 mL) EACH Dried red wine and low-sodium beef broth

1 tsp (5 mL) Dijon mustard

1 oz Spiced rum

Salt and pepper

1. Heat a heavy skillet over medium-high heat with oil.

2. Season the medallions with salt and pepper and sear five to six minutes per side or until 145°F (63°C) for medium-rare.

3. Right before removing sauce from heat at desired consistency, add spiced rum and butter.

4. Stir until melted and spoon sauce over strip loin medallions.

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BECOME A MBP AGM SPONSOR BOOK TODAY!

MBP’s Annual General Meeting is a unique opportunity to promote your business to Manitoba’s top beef producers.

MBP offers a sponsorship option to suit your needs. Please contact us at (204) 772-4542 or info@mbbeef.ca. Thank you for your support.
Manitoba Beef Producers (MBP) looks forward to meeting with its members at the upcoming 35th Annual General Meeting. Whether you are a beef producer or in the feedlot sector, this event is geared to you.

The meeting is an opportunity to engage with MBP directors and fellow producers, debate issues that affect your bottom line and set policy that will impact the future of your industry. We encourage all producers and beef industry stakeholders to attend.

**EVENT INFORMATION**

February 4 to 5, 2014 • Victoria Inn Hotel & Convention Centre • 3550 Victoria Avenue • Brandon, MB

**TUESDAY, FEBRUARY 4**

**MORNING**

Breakout Sessions
- Revised Beef Code of Practice: What Does it Mean for You?
- New Forage Insurance Programs

Tradeshow opens at 11 a.m.

Lunch for Registered Guests

**AFTERNOON**

MBP Business
- Reports from the President and General Manager
- Financial Report
- Resolutions
- MBP members set policy direction for 2014-2015

**WEDNESDAY, FEBRUARY 5**

**MORNING**

Panel
- What Does Sustainability Mean for Our Social License and the Future of Beef Marketing and Production?

Updates from National Organizations
- Canadian Cattlemen’s Association
- National Cattle Feeders’ Association
- Canada Beef Inc.
- Canadian Cattle Identification Agency

Update from Bovine TB Co-ordinator

**EVENING**

President’s Banquet
- Reception
- Dinner

- Awards
- Keynote Speaker: Bruce Vincent, Libby, Montana
  “With Vision, There Is Hope” Ag Advocacy as a business line item

**REGISTRATION**

Book early to get your best value!

**EARLY BIRD REGISTRATION $75 PER PERSON**
- Must be purchased by Friday, January 3, 2014 at 4 p.m.
- Package includes admission to all MBP meetings, lunch on February 4, coffee breaks, 1 FREE Banquet ticket (value: $50).
- Non-refundable.

**MEETING ONLY (NO BANQUET) $40 PER PERSON**
- Package includes admission to all MBP meetings, lunch on February 4, coffee breaks, 1 FREE Banquet ticket (value: $50).
- Non-refundable.

**GENERAL REGISTRATION $90 PER PERSON - AFTER JAN. 3**
- Package includes admission to all MBP meetings, lunch on February 4, coffee breaks, 1 FREE Banquet ticket (value: $50).
- Non-refundable.

**NEW! YOUNG PRODUCER MENTORSHIP OFFER**
- MBP members are encouraged to mentor and register a young producer (ages 18 to 39).
- The young producer receives a complimentary registration with a mentor’s registration.
- Package includes admission to all MBP meetings, lunch on February 4, coffee breaks, 1 FREE Banquet ticket (value: $50).

**NOMINATIONS OPEN FOR NEW AWARD**

Manitoba Beef Producers Lifetime Achievement Award

The Manitoba Beef Producers Lifetime Achievement Award was developed to recognize Manitoba beef producers who have made significant contributions to the beef industry and their commitment to excellence, exemplifying leadership and involvement in their community and province.

Individuals and families are eligible for the award. The first recipient of the Manitoba Beef Producers Lifetime Achievement Award will be recognized at the President’s Banquet during the 35th Annual General Meeting on February 4, 2014. The recipient should be present at the event. The recipient will receive an award with the honour and their name inscribed on it. The recipient’s name will be added to a Manitoba Beef Producers Lifetime Achievement Award plaque at the Manitoba Beef Producers office.

**BUSINESS CONSIDERATION**

Nominations for the Manitoba Beef Producers Lifetime Achievement Award will be considered in the following areas:

1. Must be a current or past member of Manitoba Beef Producers.
2. Active beef producer with a genuine interest in the beef industry.
3. Achievements and lasting benefit of their contributions to the beef industry.
4. Excellence in being involved in the beef industry as a leader, mentor, volunteer.
5. Use of innovations and strategies for successful business.

Nominations forms are available from the MBP office by calling 1-800-772-0458 or online at www.mbbeef.ca.

Nominations are due on Monday, December 2, 2013.

**MANITOBAN BEEF PRODUCERS 35TH ANNUAL GENERAL MEETING REGISTER ONLINE AT WWW.MBBEEF.CA OR MAIL OR FAX YOUR REGISTRATION TODAY!**