



# E-Newsletter

An update from Manitoba Beef Producers

## Video highlights what beef producers need to know about antimicrobial use and resistance

[From beefresearch.ca](http://beefresearch.ca)

There's no avoiding the topics of antimicrobial use (AMU) and antimicrobial resistance (AMR) these days. We often see headlines like "Agricultural folly spawns superbugs", "Antibiotic Resistance Declared A 'Serious Health Threat' By CDC As Use In Meat Industry Skyrockets", and "Doctors call for ban of antibiotic use in farm animals as drug-resistant human infections hit 'dangerous level'" in the mainstream media. Headlines like that are

alarming for most of us – consumers, government officials, and people who make a living raising livestock. Flip through your favorite industry publication and you're bound to find stories on the latest release of AMR reports by influential organizations, regulatory moves by the Federal government to restrict the use of various antimicrobial drugs, announcements by grocery and restaurant chains to source meat produced with particular practices, or articles that encourage producers and industry groups to

be transparent about why and how antimicrobials are used on farms. At the heart of it all, we know three things: AMR is a real threat. If antimicrobials become less effective, then human health and animal welfare will suffer. AMR is a natural and very complex phenomenon, but improper use of antibiotics favors the development of AMR. AMU is necessary in beef production, and prudent AMU will slow the development of AMR. So as a beef producer, what do you need to

know about using antimicrobials in your cattle, and the potential risk of resistance to those drugs developing? Watch the short video, then visit [www.beefresearch.ca/AMR](http://www.beefresearch.ca/AMR) and talk to your veterinarian to learn science-based facts about Canadian beef producers' impacts and responsibilities related to AMR. The webpage includes a list of tips on how to avoid illness in cattle to reduce the need to use antimicrobials, and how to responsibly treat cattle when antimicrobial use is necessary.

### Find Us Online

[Facebook.com](https://www.facebook.com/ManitobaBeef)



[@ManitobaBeef](https://twitter.com/ManitobaBeef)

[mbbeef.ca](http://mbbeef.ca)

### Upcoming Events

**March 29 - April 4**

[Royal Manitoba Winter Fair](http://www.royalmanitobawinterfair.com)

One of the largest agriculture events in Canada, the Royal Manitoba Winter Fair runs from March 29 to April 4 in Brandon's Keystone Centre. Manitoba Beef Producers will be in attendance at the Thru The Farmgate Area. Stop by our booth for items directed at both producers and consumers.

## In the News

A look at the news and other information impacting Manitoba's Beef industry

- [Restrictions on winter application of nutrients.](#)
- [New resources added to bodyconditioningscore.ca help cow-calf producers increase profits.](#)
- [The newest edition of Canada Beef's newsletter, The Brand.](#)
- [Year round grazing systems.](#)
- [Portage Diversion to open to lessen impact of ice jams.](#)
- [McDonald's sustainability goals to reach beyond beef.](#)
- [CleanFarms now accepting ag plastics.](#)

**If you have an E-Newsletter article that would be of interest to MBP members, please email Chad Saxon at:**  
[\*\*csaxon@mbeef.ca\*\*](mailto:csaxon@mbeef.ca)

**Interested in advertising in the MBP E-Newsletter?**

**Contact Esther Reimer for more information.**

[\*\*info@mbeef.ca\*\*](mailto:info@mbeef.ca)

**BEEF PRODUCERS**

## Job Opening

**University of Manitoba  
Bruce D. Campbell Farm  
and Food Discovery Centre  
Assistant Manager Position**

For More Information See:

[https://umanitoba.hua.hrsmart.com/ats/js\\_job\\_details.php?reqid=9307.](https://umanitoba.hua.hrsmart.com/ats/js_job_details.php?reqid=9307)

# BCRC to host forage nutrient management webinar April 8

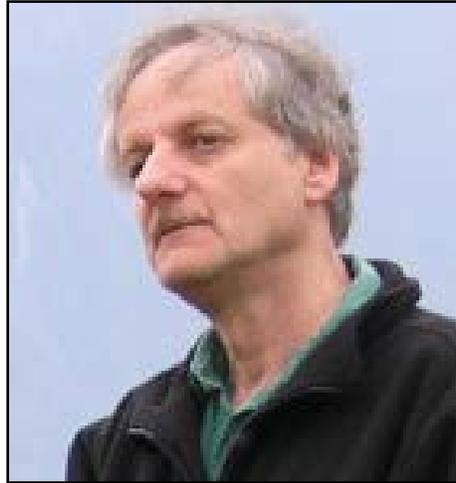
From [beefresearch.ca](http://beefresearch.ca)

Managing nutrients in forages is more and less sustainable than in annual crops. The permanent cover protects against nutrient losses, leaching and runoff but makes losses to the atmosphere more common. Furthermore, forages often receive nutrients as manure, but there are problems with using this cheap nutrient source effectively for crop production, including nutrient imbalances and uneven distribution.

On April 8, the Beef Cattle Research Council and Agriculture and Agri-Food Canada are co-hosting a webinar to help producers learn about nutrient management as a global issue and some of the problems and strategic solutions for using nutrients. The webinar is scheduled to begin at 8 p.m. and will be held at: <https://attendee.gotowebinar.com/register/4678193643070793729>

BCRC webinars are available and free of charge thanks to guest speakers who volunteer their time and expertise to support advancements in the Canadian beef industry, and through the Knowledge Dissemination and Technology Transfer project funded by the National Check-off and Canada's Beef Science Cluster.

If you are unable to attend that evening, register anyway. The webinar will be recorded and



**Shabtai Bittman**

posted online at a later date and all registrants will receive a link to the recording and additional learning resources. By attending the live event, you'll have the opportunity to interact and ask questions too. Speaking at the webinar is Shabtai Bittman, Ph.D, currently one of the longest serving researchers in Agriculture and Agri-Food Canada. He began his research studies in the early 1970's and his career as a lecturer in plant ecology at McGill University, and has since worked and studied forages in Nova Scotia, Saskatchewan and for the past 25 years in B.C.

His focus throughout his career has been to develop technology to improve quantity and quality of forages according to ecological principles attending to economy, practicality and environmental health of air

and water.

He has worked on several grasses, legumes and silage corn for both the dairy and beef industries. He received a Merit award from the American Forage and Grassland Council.

The BCRC webinars are just like attending a workshop or conference, but from the comfort of your own home or office. The BCRC brings the presentation right to you. They're easy to join and participate in. A reliable, high-speed internet connection is required.

All you need to do is register beforehand, and about 5-10 minutes before the webinar is scheduled to begin, click the link you were provided when you registered. Then turn up your computer speakers or call the phone number provided. That's it! Sit back and enjoy. As a participant, you can anonymously answer polls and surveys, and will have the opportunity to ask questions near the end of the webinar. You can find more beef research-related webinars hosted by other organizations on our events calendar.

If you don't have high-speed internet, consider calling a neighbor that does and watch the webinar together, or call your regional ag office to ask whether arranging a group viewing of the live event or the recording is possible.



# MANITOBA BEEF PRODUCERS BURSARY

Manitoba Beef Producers is pleased to make available (6) six \$500 bursaries annually for MBP members or their children attending a university, college, other post-secondary institution or pursuing trades training.

*Preference will be given to those students pursuing a field of study related to agriculture or to those acquiring a skilled trade that would be beneficial to the rural economy.*

**Completed applications must be submitted by Friday, June 5, 2015.** A selection committee will review the submissions. Winners will be notified by July 31, 2015.

**The bursary criteria are as follows:**

**Eligibility:**

- Must be at least 17 years of age as of January 1, 2015.
- Must be an active Manitoba beef producer or the child of an active Manitoba beef producer.
- Must use the bursary within (2) two years.
- Post-secondary program or trades training must be a minimum of one year in duration.

**Items to Submit:**

- Must submit a typed 600 word (maximum) essay discussing “What the beef industry means to my family, my community, and Manitoba.” Also include the reasons you enjoy being involved in agriculture.\*
- Must submit a transcript (either High School or Post-Secondary Institute).
- Must submit a proof of enrolment in a recognized institution (current transcript or if in high school include a letter of intent to attend or a letter of acceptance).
- Must submit a list of community involvement (e.g. 4-H, community clubs, volunteer work, etc.).
- Provide the names of three references, including their addresses and telephone numbers.

**Submissions must be sent to MBP no later than 4:30 p.m. on Friday, June 5, 2015 to:**

Manitoba Beef Producers  
Bursary Committee  
220 – 530 Century Street  
Winnipeg MB R3H 0Y4  
Fax: (204) 774-3264  
E-mail: [info@mbbeef.ca](mailto:info@mbbeef.ca)

For more information, please contact the MBP at 1-800-772-0458 or email: [info@mbbeef.ca](mailto:info@mbbeef.ca)

\*The winning essays will be published in the MBP newspaper *Cattle Country*.



# MBP 2015 BURSARY APPLICATION FORM

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*PLEASE PRINT*

Name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax (if available): \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Parents' names if you are under 18: \_\_\_\_\_

Are you a beef producer? \_\_\_\_\_

Are you the child of a beef producer? \_\_\_\_\_

Institute of current enrolment\*: \_\_\_\_\_

Current or intended program of study or skilled trades training\*: \_\_\_\_\_

Duration of post-secondary program or skill trades training: \_\_\_\_\_ year (s)

**Essay:** Please submit a typed 600 word (*maximum*) essay on "What the beef industry means to my family, my community, and Manitoba." Also include the reasons you enjoy being involved in agriculture.

\*Note: Bursary winners will be published in MBP's newspaper *Cattle Country*.

Please return: the completed application form; transcript; proof of enrolment in a post-secondary institution or an apprenticeship program, or a letter of intent to pursue further studies; a list of your community involvement; a typed essay; and, your references *no later than 4:30 p.m., Friday June 5, 2015 to:*

Manitoba Beef Producers  
Bursary Committee  
220 – 530 Century Street  
Winnipeg, MB R3H 0Y4  
Fax (204) 774-3264  
Email: info@mbbeef.ca

# COWS

*it ain't a four-letter word anymore!*



**RED MOOSE CREEK WESTON 23B** BORN February 20, 2014  
SIRE Red SVR Gangster 44X SIRE OF DAM Red Moose Creek Chavez 12X  
EPDs: BW-0.3 WW47 YW72 M16 TM40 PERI BW84 ACT.WW782



**RED MOOSE CREEK XAVIER 71B** BORN March 7, 2014  
SIRE Red SVR Gangster 44X SIRE OF DAM Red Moose Creek Malcolm 101X  
EPDs: BW-0.6 WW48 YW74 M18 TM41 PERI BW88 ACT.WW790

**2015**  
— 21ST ANNUAL BULL SALE —  
**2015**  
**MONDAY 13 APRIL**  
3PM CST AT THE RANCH  
KISBEY SASKATCHEWAN

*check out*  
[www.moosecreekredangus.com](http://www.moosecreekredangus.com)  
for more details, photos & videos

**MOOSE CREEK**  
*Red Angus*

Darren Ippolito • Kisbey SK [office] 306-462-4836 [mobile] 306-577-8970 [email] moose.creek@sasktel.net

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YouTube  
/MooseCreekRedAngus

Open your mind to the endless possibilities!

# Advancing Women

{ Life Skills for Leadership ~ Women in Ag Conference }

Register today!  
Seating is limited.

HYATT REGENCY CALGARY, APRIL 6 & 7, 2015

WESTIN HARBOUR CASTLE, TORONTO, OCT 5 & 6, 2015

## LISTEN

...to women from Ag and related businesses as they reveal the secrets to their success and share what they've learned along the way.

## LEARN

...how to capitalize on your opportunities and reap the benefits of your growth.

## NET WORK

...make the connections to women who know the way to success and how to reach your goals.

## GROW

...into the person you have the potential to be!

Here's just a taste of the presentations you're going to enjoy. Prepare to be inspired!



**Kirstine Stewart**

Managing Director and Head of Twitter Canada, Toronto, Ontario

***The Role of Women as Leaders***

Traditional leadership traits almost universally stem from the masculine point of view. But that's changing very quickly, especially as more women than ever before enter the corporate and political realms. Kirstine Stewart shows us that it has never been a better time to be a driven woman, ready to subvert stereotypes and take your rightful place as a leader.



**Susan Blair**

Executive Director, Boehringer Ingelheim (Canada) Ltd, Burlington, Ontario

***Transition from Grassroots to Corporate Boardroom***

Lessons learned and critical success factors in a journey from Saskatchewan grain and cattle producer, to the head of Boehringer Ingelheim's Canadian Animal Health business.



**Courtenay Wolfe**

Venture Capitalist, Chairwomen, Vital Alert & Brilliant Resources, Toronto, Ontario

***Your Network is Your Network: Building Success One Relationship at a Time***

Relationships are the key to greater success, wealth and happiness. Effective networking is a life skill that takes practice. What separates highly successful people from everyone else is their ability to effectively build their networks. Learn how to develop this powerful skill.

**Capitalize on your opportunities and reap the benefits of your growth!** This conference could change your life. Attend in Calgary or Toronto - or both. Early Bird and Group Rates available now.

Register today! Visit [advancingwomenconference.ca](http://advancingwomenconference.ca) or phone **403-686-8407**.

# Survey launched into AAFC Advance Payments Program

The Advance Payments Program (APP) of Agriculture and Agri-Food Canada provides producers with cash advances on eligible commodities. These advances provide producers with improved cash flow, therefore increasing the flexibility producers have in marketing their products. Producers can access up to \$400,000 in advances, of which the first \$100,000 is interest-free and the remaining \$300,000 is interest-bearing. The amount of the advance reflects up to 50% of the expected market value of the agricultural product, and must be repaid upon sale of the commodity or at the end of the pro-

duction period, whichever comes first.

While approximately 25,000 farmers across Canada participate in the Advance Payment Program, there are a significant number of farmers that have not participated in the program and have not obtained an interest-free loan. The Advance Payment Program is currently being evaluated by Agriculture and Agri-Food Canada and one evaluation goal is to find out why more Canadian farmers do not participate in the APP. Consequently, if you have not received an APP interest-free

loan, Agriculture and Agri-Food Canada would like to know why as well as what changes to APP would increase participation by producers. Your feedback is very important to ensure that the APP benefits as many producers as possible. To provide your feedback, you can either: Use this link: [fluidsurveys.com/s/APP-Producers/](https://fluidsurveys.com/s/APP-Producers/) to access a secure Ference & Company website where you can provide your feedback that is kept confidential or contact Don Ference, President, Ference Weicker & Company via email ([ference@shaw.ca](mailto:ference@shaw.ca)) or telephone (604-688-2424 (extension 304)). - **Submitted**

## Producers asked to provide insights for new app

### Submitted

Interested in using a mobile app for your cow-calf records? If so, we need your help! Your responses to a short survey will help shape the creation of a herd management app. Please click <https://www.surveymonkey.com/s/52XYK3G> to learn more and complete the survey before March 31, 2015. The Canadian Hereford, Simmental and Angus Associations have jointly been awarded funding from the Alberta Live-stock and Meat Agency (ALMA)

to explore the development of a mobile smartphone application for Canadian cow-calf producers with integration into Canadian breed association performance data. Integrated Traceability Solutions Global (ITS Global) of Okotoks, AB has been contracted to research and summarize the functionalities Canadian cattle breeders desire in a mobile app. This on-line survey is the first step of the process. The questionnaire will take ten to fifteen minutes to complete. Survey results will be analyzed

collectively by ITS Global, and all individual responses will remain confidential. Only those respondents who express an interest in follow-up will be contacted by ITS Global for further feedback, using only the contact information provided in this survey. <https://www.surveymonkey.com/s/52XYK3G> If you choose not to respond to this survey but would still like to provide input on the development of a mobile cow-calf app, please e-mail [appinfo@itslive-stock.com](mailto:appinfo@itslive-stock.com).