

Beef Industry Development Fund

CCA is looking forward to many benefits for the industry to come from the new National Beef Industry Development Fund (NBIDF). The new fund will be used for marketing and promotion projects, research, technology transfer to producers and consumers, and value-added initiatives that benefit all beef cattle producers. A minimum of two provinces had to come forward with matching dollars before the NBIDF could become operational. Alberta contributed \$4 million and British Columbia \$1 million. When matched by the Federal Government, up to \$10 million will be available for beef development and research.

A performance evaluation of the previous Beef Industry Development Fund of \$25 million was carried out by the George Morris Centre and found that the program was successful for the following reasons:

- Attainment of goals
- Completion of tasks/projects
- Responsible use of government funds
- Influence and reach of the initiatives upon the industry.

CCA looks forward to equally valuable results from the new fund.

Directors Profile

To following are current directors of the Nova Scotia Cattlemen's Association:

- *Charles MacKenzie (President) - Antigonish 863-5602
 - *Phil Franey (Vice-President) - Western Annapolis 538-7156
 - *Boyd Crouse - South Shore 634-3468
 - *Arnold LeBlanc - Cumberland 667-9383
 - Mike Horsnell - Western Annapolis Valley
 - Larry Weatherby - Central
 - Kevin MacNeil - Cape Breton/Richmond
 - Jim Bremner - Hants
 - Larry Ward - Central
 - Ron Wells - Cumberland
 - David Oulton - Hants
 - Percy McQuinn - South West Nova
 - George Smith - Pictou
 - Bill Scott - Pictou
 - Tony Zuethoff - Dairy Representative
- *Members of the Executive Committee

Contact Information

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Perspectives and Opportunities

That sound you hear is the collective sigh of relief as beef producers realize that summer rains have meant a good first cut and pastures that do not resemble golf courses. Even the ubiquitous army worm seems to have decided to spare us this summer. The trials of the Western beef producers seem truly daunting this summer as many producers are simply throwing in the towel.

We here in the Maritimes continue to stare opportunity in the face. Our beef industry has tremendous room to grow. You have heard many times that our existing cleared forage and pasture land will allow a doubling of our cow herd. With Alberta looking at possibly being forced to liquidate up to 800,000 cows this summer (this is close to 20% of the entire Canadian cow herd), we have huge potential here to pick up a tiny portion of that slack; 6% of that 800,000 cow loss would double our Maritime cow herd.

We also have a ready-made market for feeder and fat cattle that is asking for more product. This market is poised to provide a mechanism for true growth through quality-based pricing. Our fat market is as innovative as any in North America and has possibilities that are both interesting and encouraging.

The Maritime beef industry also has tremendous opportunity for production efficiencies through the use of custom services. This is occurring more and more each year with tangible, positive benefits. As producers spend less revenue on servicing unsustainable debt, they keep more cows. I have seen this time and time again. The Maritimes also enjoy an excellent genetic base from which the top quality calves that are needed are being grown and can continue to be grown.

We will only take advantage of the positives by creating value in new progressive ways. The closure of Hubs (while unfortunate) presents a new opportunity here for us to create new pricing and value-based marketing options. Shipping cattle to central Canada is not the end of our industry; it is an opportunity. Our price here needs to reflect quality. Bashing the wholesaler ignores the fact that averages are a poor way to do business- poorer cattle produce less value, top cattle produce more, producer prices should reflect this.

Pricing initiatives will be a compromise between satisfying the suppliers (farmers) and the buyers (wholesalers/retailers). The change in mindset is that everyone benefits if quality cattle are produced and finished here and paid for based on value.

The brass ring is there; we just have to grab it.

Sean Firth, Agricultural Development Institution



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N.S.C. Action

Nova Scotia Cattlemen's Association

Not Exactly the Lazy Days of Summer!

Welcome to Issue #3 of N.S.C. Action. Producer organizations tend to slow down during the summer, when we get so busy with the business of farming. In the beef industry this year, we haven't had that privilege. The announced closure of Hub Meat Packers has necessitated attention and action to ensure that the interests of our industry are protected. By the time you read this we will have learned the results of a feasibility study into the viability of developing a packing plant in this region and we will be well on our way to a very different future – whether it is one that we, or someone else, controls is yet to be determined. In times like these it is more important than ever to stay up to date on industry happenings – read on to learn what's going on locally and nationally.

*Charles MacKenzie, President
Nova Scotia Cattlemen's Association*

Safety Net Update

Confused about CFIP? The Canadian Farm Income Program (CFIP) provides assistance payments to farmers who have experienced a severe and sudden loss of income. The program uses historical income and expense information from your farming operation to create an average. If you fell significantly below this average in 2001, you could receive assistance from CFIP. More information is available through contacting Robin Bremner at 902-893-6374.

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Tools To Get The Message Out!

Last year the N.S.C.A. developed a Strategic Action Plan that identified Communications as one of the key goals of the organization. Two of the most important groups to be targeted were beef consumers and beef producers. The messages to these two groups are different, but both groups can be found in one place – Exhibitions. We have developed a "Display Toolbox" with all the tools needed to reach these two groups.

We want consumers to know that the N.S. Beef industry is important to the economy of this province. We produce award winning quality beef that can compete with any beef produced anyway! And through our support of the Beef Information Centre, we can provide them with purchase and use information for all their favourite beef cuts.

We want producers to get the message that the N.S.C.A. is important to them. There is strength in numbers, and together we can protect and advance the industry.

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Canada's Top Chefs Barbecue Beef at Home

Culinary Team Canada shares favourite recipes in new booklet



It's the time of the year when Nova Scotians like to head outside to grill a fine piece of Canadian beef for family and friends. In celebration of the warm months ahead and to encourage Canadians to choose beef for their barbeque, the Beef Information Centre has created a new booklet to tempt the palate. Culinary Team Canada Chefs BBQ Beef at Home features the backyard recipes and trade secrets of five award-winning Olympic Chefs.

Since mid-May, these booklets have been in grocery stores throughout the country. The booklets were also featured at the Canadian Federation of Chefs and Cooks Convention in June in Vancouver. Press releases were sent to dailies and community papers across Canada. The key focus of the booklet is that world-class chefs use world-class beef Canadian beef. It highlights the fact that chefs are busy people too, and shows the chefs' barbecuing delicious, and easy beef meals for family and friends.

Culinary Team Canada (CTC) is made up of chefs from across Canada that have proven themselves in competition nationally and internationally. Five members of the current Culinary Team Canada submitted their favourite beef barbeque recipes and trade secrets. The recipes were triple tested by BIC home economists, and are written in consumer-friendly language, using readily available ingredients. The booklet will be current until 2005; at which time the CTC team members may change.

The Atlantic region representative for Culinary Team Canada is Christophe Luzeux, Executive Chef at the World Trade and Convention Centre in Halifax. The award-winning chef lives in a quiet rural area outside Halifax and barbecues outdoors from the end of April to mid-November. For the booklet, Luzeux created Barbecued Flank Steak "Parisienne", transforming a lesser-known cut flank steak, into a mouthwatering open-face sandwich topped with melted cheese.

Along with great recipes, Culinary Team Canada Chefs BBQ Beef at Home is packed with barbecue cooking and safety tips from the pros, including how to grill the perfect steak.

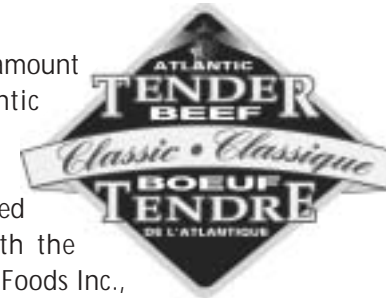
The booklet also encourages consumers to cook with some of the exciting new beef cuts being introduced at retail, such as: grilling medallions, quick roasts, rotisserie roasts and bottom sirloin tri-tip.

Copies of the booklet may also be ordered by visiting the Beef Information Centre's website at: www.beefinfo.org or by calling 1-888-248-BEEF.

*Janet Bryson, Communications Manager Atlantic Region
Beef Information Centre*

News about Atlantic Tender Beef Classic®

There has been a tremendous amount of positive press about Atlantic Tender Beef Classic® winning the Grand Prix, a national new product award. This was followed by more media coverage with the announcement by Maple Leaf Foods Inc., that they are exiting the beef processing business at Hub Meat Packers Ltd. in Moncton, N.B. Hub killed for this branded program and paid producers on the Atlantic Tender Beef Classic® price grid.



This could have been a negative story but the fact that the Atlantic Branded Beef Management Inc. (ABBM) board had a plan in place turned the news into a good story for the future of the industry in the Maritimes. The warning signs had been heeded and in April the Atlantic Branded Beef Management Inc. board commissioned the Mallot Creek Group Inc. to conduct a feasibility analysis for a new beef slaughter/boning/further further processing facility in the Maritimes.

Mallot Creek are examining the current state of packing plant facilities, kill numbers, capacity and potential. The consultants are also looking at not only Canadian, but also North American beef-processing and the export market as well in terms of its current structure, size, profitability history and the ability to accommodate a new niche player. They will be determining the size of the opportunity for beef volume and dollar growth currently and in the future for Atlantic Tender Beef Classic. Mallot Creek will look for more opportunities in Co-op Atlantic's retail sales and also build a foodservice marketing plan as almost 50% of the Atlantic Tender Beef Classic® carcass does not sell at retail. By-product sales are critical to profitable margins in

slaughter plants and export is the opportunity for hides, offal and other by-products. Part of the research includes looking for markets for by-products.

The Atlantic Branded Beef Management Inc. board and Mallot Creek met with the board of the N.S. Cattlemen's Association in June to explain the direction and ask for feedback on the plan of action. Producers in all three Maritime Provinces said to continue this Maritime initiative and all three governments are supporting the feasibility study. Mallot Creek came back to the ABBM board with a detailed list of risks and opportunities for each option for a proposed facility in the Maritimes. This information was presented to producers at a public meeting hosted by the NS Cattlemen's organization on August 15th in Truro, N.S. The next step is building a financial plan around all the options.

One vision is to establish a new generation co-op with a 50/50 partnership with Co-op Atlantic. To cover the high cost of initial investment, Mallot Creek proposes as one option, for producers to "buy hooks". The idea is that if you shipped 100 cattle per year you would need to own 100 hooks. Producers at the meetings understood this concept and also understood that they would need to be loyal to the brand and the plant to make it work. The ABBM board is open to comments, solutions and ideas.

*Joan Perrin, Brand Manager,
Atlantic Branded Beef
Management Inc.*

Tools To Get The Message Out!

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We can encourage local market development and support research that is relevant to our regional conditions. We can provide information on production that will assist in sustainable, environmentally responsible practises. Through support of the Canadian Cattlemen's Association, we can provide a window on the beef industry and market both nationally and internationally.

The N.S.C.A. Display Toolkit has a number of different "tools" including a table top display that summarizes these messages. Also included are consumer recipe and information brochures and producer information like N.S.C.A. membership and check-off remittance forms. Also included is a Beef Cookbook to be given away as a free draw. Giveaway draws bring people into a display booth allowing producers to have a real conversation with them.

These Display Toolboxes are made available to local county/regional cattlemen's groups should they want to set up and staff a booth at their local Exhibition or Fair. If your group has an opportunity to use these tools, contact your local NSCA director or the Cattlemen's office in Truro for more information.

Safety Net Update

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Not in NISA yet? Apply now! There is still plenty of time to become a participant in the Net Income Stabilization Account (NISA) program. The final deadline for applications and opening your account for the 2001 year is December 31, 2002. Don't overlook this opportunity to help manage your farm's income changes. Call 1-902-893-6374 for more information.

Keep in touch with Crop Insurance. Don't forget to investigate your risk management options with the Nova Scotia Crop and Livestock insurance Commission. Call 1-800-565-6371 for more details.