

Atlantic Beef Producers Cooperative

Plans for the new beef packing plant to be built in PEI depend on the commitment of Atlantic beef producers to buy memberships in the new co-op that will own 50% of the plant and their willingness to buy hooks in that plant. Do you intend to market cattle to the new plant? If so, it is imperative that you purchase your membership now (\$100) and also indicate at this time how many hooks you will buy to ship market ready ATBC cattle to the plant. To get a Membership Waiting Form contact Joan Perrin at phone 902-838-8441 or fax 902-838-8486.

NSCA Fund-Raising Tickets Still Available

There's still time to get your name in for the last grand prize draw! February 15 is the date when some lucky ticket holder will win a \$3500 Travel Voucher or \$3000 in cash! See any of the NSCA directors, or contact the office to purchase your ticket.

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 Valley / 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 (alternate) - Pictou
- Tony Zeuthoff (Dairy Representative)

*Members of the Executive Committee

Contact Information

Nova Scotia Cattlemen's Association
P.O. Box 1474, Truro, NS B2N 5V2
phone 902-893-7455 fax 902-893-3397
ruth.kaiser@ns.sympatico.ca

NSCA Annual Meeting

The annual meeting of the Nova Scotia Cattlemen's Association will be held on Saturday, February 15th, 2003 at the Howard Johnson's Hotel in Truro, NS. Registration will start at 9:00 am with the business meeting to follow from 9:30 am to approximately 4 pm. Please attend and lend your voice to that of your fellow beef producers. All producers are invited to attend - you must be a paid up member of NSCA to vote. Membership forms will be available at the door. Presentations will include the annual financial and activity reports as well as special speakers.

If It Wasn't For The Nova Scotia Cattlemen's Association...

We wouldn't have the Canadian Cattlemen's Association working with NS Beef producers on issues like Kyoto...

"The Canadian Cattlemen's Association (CCA) presented its position on the Kyoto Agreement to the Federal Government's Standing Committee on Agriculture and Agri-Food. The CCA pointed out in their submission that although farmers and ranchers may benefit from selling carbon credits there should be no reliance placed on the sale of credits as a method of offsetting other Kyoto costs to the industry..."

We wouldn't have the Beef Information Centre working in Nova Scotia to maximize beef consumption in our region...

"The booklet Perfect Roast Beef covers roasts for all occasions, including busy weeknights. It covers how to cook all the different types of roasts including premium oven roasts, pot roasts, and the new quick roasts that are perfect for weekdays and smaller families. There are recipe ideas and even suggestions for leftovers. Perfect Roast Beef is available at retailers and through the B.I.C. website (www.beefinfo.org) or by calling 1-888-248-BEEF."

We wouldn't have strong representation on regional producer organizations including:

- Maritime Beef Development Group – which conceived and developed the first partnership with a retailer to develop the first Atlantic branded beef product.
- Atlantic Branded Beef Management Group – which was mandated with growing the ATBC brand, and initiated the feasibility study into development of a packing plant in this region.
- Maritime Beef Research Committee – which co-ordinates the research needs of the industry in the Atlantic Region through the Nappan Research Station.
- NS Federation of Agriculture Council of Leaders – which develops policies of common interest to many commodities including risk management and crises management program recommendations.



The NSCA is pleased to acknowledge the funding support of the N.S. Department of Agriculture and Fisheries and the Agri-futures Program in the production of this newsletter.



Beef On-Line!

The Nova Scotia Cattlemen's Association is pleased to announce the launch of their new website: www.nscattle.ca. This site is designed to meet the needs of all beef lovers – from pasture to plate! NSCA is pleased to acknowledge funding support for this project from the Agri-futures Program and the Agri-food Development Program.



The Members Are What It's All About

Wouldn't it be wonderful if there was an organization that existed ONLY to serve the needs of the beef producers of Nova Scotia? And if you could join that organization for only \$20 – wouldn't that be a great deal? Imagine if you could elect fellow beef producers from your region to listen to your concerns and bring those concerns to a provincial body that would listen to your opinion when deciding what policies to support for the betterment of your industry. Sounds like a dream come true! Well it is - for about 300 of Nova Scotia's 1200 beef producers – are you one of them? Of course, not every decision is agreed upon by every member – but that's what democracy is all about isn't it? You get to have your say and do what you can to influence opinion within a system that values you as a member of the association.

This issue of *NSC Action* is dedicated to informing beef producers about the benefits of membership in the Nova Scotia Cattlemen's Association and encouraging each of you to consider joining the only organization in this province mandated to working to improve your industry. Think about it... and then we hope you'll join us.

The Board of Directors,
Nova Scotia Cattlemen's Association

NSCA Questionnaire

The board of directors of the Nova Scotia Cattlemen's Association invites you to help shape the future of your industry association. Please complete the questionnaire below and return it to the NSCA either by mail, fax or by dropping it off to your regional director (see list on the back page).

Name and Address (optional):

Please indicate the industry sector(s) to which you belong:

- cow-calf producer
- backgrounder
- feedlot operator
- dairy producer
- government employee
- industry supplier
- other (please specify) _____

Are you currently an NSCA member?

- Yes No

If YES, check off the reason(s) you choose to belong:
(check all that apply)

- to access county cattlemen's group activities
- to support my industry
- to have a voice in the future of the industry
- to access information through the association
- I believe that there is "strength in numbers"
- other (please specify) _____

If NO, please indicate why not?

- too expensive
- never asked to join
- didn't know who to contact
- not eligible for membership
- don't agree with the mandate and activities of the association
- other (please specify) _____

Please rate the following current activities of the NSCA in order of importance, with 1 being Most Important and 7 being Least Important:

- lobbying government on behalf of beef producers
- communicating news on industry issues to producers
- working to identify and develop new markets for local cattle and beef
- promoting beef consumption among the buying public
- identifying ways to increase the profitability of beef production
- supporting research into techniques to improve beef production
- working with other commodities on issues of common interest to all farmers
- working with other provincial and national beef organizations on issues of common interest

Please rate the following possible future activities of the NSCA in order of importance, with 1 being Most Important and 7 being Least Important:

- development of an awards program to recognize the contribution of industry participants
- development of increased benefits for members of the NSCA
- development of a campaign to increase the profile of the importance of the beef industry to Nova Scotians
- increased lobbying efforts with government staff and politicians
- improving communications to beef producers

Which of the following would you be interested in as benefits to being an NSCA Member?

- group benefit preferred costs for insurance
- group benefit preferred costs for fuel
- special rates for agricultural/beef industry magazine subscriptions
- special rates for hotels or car rentals
- free industry magazine with membership
- other (please specify) _____

Contact Information

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P.O. Box 1474, Truro, NS B2N 5V2
phone 902-893-7455 fax 902-893-3397
ruth.kaiser@ns.sympatico.ca

NSCA Membership Form

Producer: _____

Address: _____

Phone number: _____

Fax: _____

Email: _____

Please indicate your preferred method of communications:

- Regular mail
- E-mail
- Fax

In order to allow us to serve your interests, please indicate what industry sector you belong to:

- cow-calf - less than 30 cows
- cow-calf - 30 to 50 cows
- cow-calf - more than 50 cows
- feedlot - less than 50 head
- feedlot - 50 to 250 head
- feedlot - more than 250 head

Invoice:

\$20.00 (\$25.00 Western Annapolis Group only). This membership is a joint membership with the Nova Scotia Cattlemen's Association and your local County Producers Association. (\$10.00 is forwarded to the NS Cattlemen's Association, with the remainder of the fee staying with the local association.)

Please forward Membership Form and cheque to:

Nova Scotia Cattlemen's Association
P.O. Box 1474, Truro, NS B2N 5V2

"Member get a member" drive:

- referred by current member

Member _____

Phone _____

Calling All Members!

Announcing the "Member get a Member" Campaign. All current members of the NSCA are encouraged to help us increase our total membership numbers! For the next two months you have the opportunity to sign up new members and have a chance to win back your own membership fee and get other valuable prizes. We all know someone who might like to be a member but just hasn't been asked to join – get neighbourly and you could win! Ask your fellow beef producers if they'd like to join the NSCA – add your name to the bottom of their completed membership form and in early April we will draw from among the new members. (See the form in this newsletter – if you need extras, copy this one or contact the NSCA office.)

Both the new members drawn and the current members who signed them up could win the following prizes:

Draw #1: Sign up one new member and have a chance to win your own membership fee for a year!

Draw #2: Sign up two to four new members and be eligible for a draw for your annual membership fee plus an Atlantic Beef subscription for a year!

Draw #3: Sign up five members and you could win a prize package from Merial worth \$100.00!

(Thanks to Atlantic Beef Quarterly and Tim Bathurst of Merial for donating these prizes).