

Beef Industry Partners Help Gets the Job Done!

Beef Industry Partners provide much needed funding and informational support to the industry and association. The N.S. Cattlemen's Association would like to thank the following Industry Partners who have supported the association so far this year:

Antigonish Farm and Garden Co-op
Stewart Communications & Marketing
South Shore Cattlemen's Association
Scotsburn Co-op
O.H. Armstrong Ltd.
Boyd Crouse
Cavendish Agri Services Ltd.
Atlantic Beef Quarterly Magazine
Royal Bank
Shur-Gain Feeds, Port Williams

For information on how to participate in the NSCA Industry Partners' Program contact the NSCA office.

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

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Making the cut - Working with Atlantic Retailers

Retailers in the Atlantic Region recently were given some profitable tips on merchandising beef from the Beef Information Centre (BIC). Michael Young, BIC's National Retail Merchandising Manager and John Baker, Retail Merchandising Manager for Eastern Canada, shared their expertise with retail managers from across the region.



"Our visit was part of BIC's ongoing work in educating retailers about how they can meet the challenges facing the Canadian beef industry," says John Baker. "Not only are consumers' needs changing, but there are other factors, such as a increase in carcass weights that has a significant impact on the retail meat case."

From 1999 to 2000 the carcass weight of cattle increased 17 lbs. In an effort to provide the Industry with more Triple A beef, selective genetics and quality feed grain used to produce this beef has affected carcass weight. The result? The T-bone steaks in retailers' meat cases have become larger. In order to make the price of the steak appealing to consumers, meat managers are cutting thinner steaks, which can lead to overcooking and an unsatisfactory eating experience for consumers.

On the other hand, consumers want quality and value. They're looking for tenderness and flavour when they cook their beef, while ensuring the meal is nutritious. Fifty - seven percent of consumers say there is "nothing" to match the taste of beef, however forty-four percent of consumers say buying beef is a game of chance. The onus is on the retailer to provide a tender cut of beef that isn't too expensive, with preparation suggestions for consumers.

In order for the beef industry to continue to grow, it needs precision cutting techniques, innovative new products and aggressive marketing. BIC is bringing those skills to Atlantic Canadian retailers and much of the training is hands-on.

"We're actually showing retailers how to cut the carcass in different ways so they can offer consumers economical new cuts of beef that are juicy and tender, as well as quick and easy to prepare," says Baker. The Beef Information Centre is a division of the Canadian Cattlemen's Association. BIC's mandate is to increase the consumer demand for beef.

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



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.

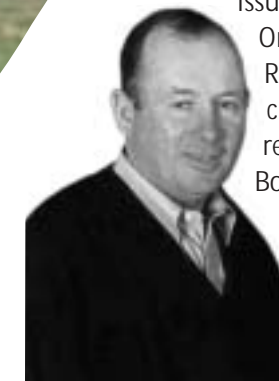


N.S.C. Action

Nova Scotia Cattlemen's Association

Welcome Back!

We're back with Issue #2 of the N.S.C.A. newsletter. This issue is packed with ideas and information. One new addition to N.S.C. Action is the Ruminations column. This column will carry contributions from different industry representatives in each issue. In this issue Boyd Crouse provides some food for thought on how each producer can support the industry. We welcome your feedback on anything you read in N.S.C. Action – contact the office with your ideas for future issues.



Yours in the Beef Industry,
Charles MacKenzie, N.S.C.A. President

Canadian Cattle Identification Program



Cattle producers are reminded the final phase of the Canadian Cattle Identification Program comes into effect July 1 when monetary penalties will be enforced. As of that date the Canadian Food Inspection Agency (CFIA) may fine producers who sell cattle without approved tags. CCIA Board member Mabel Hamilton says, "Thousands of producers have already tagged their cattle this year. We know, at this point, there are eight million tags in producers' hands and we thank those people for accepting this program and understanding the value of it." Approved tags can be ordered at the NSCA office. For further information on the I.D. program contact the NSCA office, or check out the C.C.I.A. website at www.cattle.ca/ccia.

Ruminations

How Individual Producers Can Support Their Industry and Association.

As cattle producers we perform many functions to derive income from our operations. Many hours are directed to a long list of tasks that move us from season to season, so much so that we can almost be excused for thinking that the world ends at our farm gate. Reality check – it doesn't. In the big picture we impact and are impacted by all manner of public and private policies that define the arena in which we struggle to succeed. So the question becomes "how can we move the policy agenda in a direction that will foster our success?"

The answer is to devise a strategy that directs the collective voice of individual producers to

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CCA Update Country of Origin Labelling



The Canadian Cattlemen's Association (CCA) is extremely disappointed that the U.S. House-Senate Conference has failed to heed the advice of its own retailers, packers and beef producers and has included a provision in the U.S. Farm Bill for mandatory country of origin labelling after two years. The Farm Bill will include voluntary country of origin labelling provisions for the next two years, with the possibility of mandatory labelling after that. "Two years of voluntary labelling gives American retailers and packers the opportunity to show their government what they already know – that mandatory country of origin labelling is unworkable and will cost the U.S. industry and U.S. consumers millions if not billions of dollars," says CCA President Neil Jahnke. "We will continue to work with the coalition of food producers, processors and retailers on both sides of the border to prove this point and hopefully logic will prevail over politics and head off this threat of mandatory labelling before it gets started." The CCA is supported in its position by the National Cattlemen's Beef Association (NCBA), the official organization representing beef cattle producers in the U.S. NCBA stated in a release, "NCBA will closely monitor the country of origin labelling program for its impact on the industry. We have concerns that a mandatory country of origin labelling program may have negative trade implications and place regulatory burdens not only on retailers and packers, but on cattle producers themselves."



Want to join us in supporting your industry? Contact the N.S.C.A. office for membership forms, or check-off remittance forms today.

Ruminations

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a lobbying effort that will act to bring about necessary changes to the status quo. If this works why not formalize it into a producer directed institution that can act as a forum for the concerns of the individual producer on the farm. We could have our own organization! Perhaps call it an association of some sort. But wait! In order to maintain the continuity of active representation wouldn't there be the need for some form of financial support - you know - to pay for postage stamps and envelopes, those sorts of things?

The answer, of course, is yes. Here again we could use the collective principle to achieve success. By sourcing funds through individual producer contributions we could easily garner enough funding to provide for all the inputs needed to lobby for necessary changes that will improve the prospects of our cattle producers' success - including stamps and envelopes. As the association develops perhaps services to the membership could be provided that would achieve revenues which could be directed back to the work of the association. A win-win situation for all!

If what has been described in the preceding paragraphs sounds like a lot of work and effort then relax. It already exists in the form of the N.S. Cattlemen's Association. The producer contributions in the form of membership dues and check-off fees are already in place and are among the lowest commodity check-off fees in the province. To achieve the maximum benefit from the work of the association all you need to do is take three easy steps.

Firstly, join the association. The annual membership fee is quite modest and it carries with it voting privileges at cattlemen's meetings. This affords you the opportunity to direct the affairs of your organization at the provincial and county/regional level.

Secondly, pay check-off dues to the association when you sell cattle. As mentioned earlier, these dues are very low and are the core source of funding that allows your association to function. By providing producer support through check-off funding you are putting resources to work in areas of policy development that directly affect your industry. Ask anyone else in business if they consider that to be important. Chances are the answer will be a resounding yes. The third step is to take an active role in your association. Become a director, attend meetings, organize an event, go on a tour, talk to your producer representative, municipal councillor, M.L.A. or M.P. These are only a few of the ways in which you can raise the profile of your industry and association. "You must be seen in order to be heard" is an expression that holds a lot of truth.

As was noted earlier, the world does not end at the farm gate. When issues arise or circumstances dictate that action needs to be taken to protect or advance the industry you can support your industry and your association by being not just a cattle producer, but a paid up member of the Nova Scotia Cattlemen's Association.

Boyd Crouse, South Shore Cattlemen's Association,
and Executive Member of NSCA

News about Atlantic Tender Beef Classic®

If you've seen TV recently you've probably seen the new Atlantic Tender Beef Classic® television ads. The new lighthouse on all the advertising and in-store promotional materials captures the uniqueness of Atlantic Canada and is symbolic of locally grown beef. That's what makes this branded program different from other branded programs - it is locally grown. To give consumers a sense of where their food comes from, the ad features real producers. In a 'producer to plate' concept the ads feature feedlot owners, Bob and Alma Acton, from Cooktown, New Brunswick. The ads also promote the fact that Atlantic Tender Beef Classic® is a winner in the national Grand Prix awards (the "Oscars" of new food products).



Joan Perrin

If you're in the marketing area for one of Co-op Atlantic's 104 retail grocery stores, you probably got new flyer advertising in your mailbox. Beef is at the top and the first product shown on an eight-page flyer and even more important beef occupies a full double page centre fold on the Co-op Basic stores flyer. The ad for conventional stores is a one-page ad. They are attractive and the bright red beef stands out on the black background. Both flyers were launched the long weekend in May, like the TV advertising.

At a mid-June launch, fresh beef packages will carry new Point-of-sale (POS) labels. You'll see a new brochure telling how to cook the cuts and new backlit rail strips. The Beef Information Centre's John Baker, Eastern Canada Retail Merchandising Manager, worked with Co-op Atlantic's Meat Manager Eric Baxter to develop this branded point of sale for Co-op Atlantic grocery stores.

Stores will also sport four new seasoning and/or marinating sachets. The BBQ sachets will be launched the second week of June as well. The brand logo with the lighthouse symbol is repeated on all the materials. As well, for the summer grocery bags have a large ATBC logo.

Historically retail business goes up at BBQ time and finished cattle marketing's go down. The spring is the largest beef consuming months and marketing of cattle has been lighter as producers are busy cropping. To keep your consumers happy with the great taste of Atlantic Tender Beef Classic® please take time to take the cattle to market.

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

Test Station

The board of directors of the test station feel very positive about the station's future. The support of beef producers of Atlantic Canada has been greatly appreciated. The bull sale averaged \$2567.00 and the high seller sold for \$6000.00, both record prices. The heifer sale averaged \$1402.00 with the high seller going for \$1800.00.

At this time a business recommendation for the test station is in development. The next step will be to get agreements signed with the three provincial governments to provide financial assistance for the next three years. This combined with continued good sales, will improve the bottom line.

The board has made some changes in order to improve efficiency. A heifer sale is planned for Oct. 12.

Although there isn't a summer test, heifers will be taken on consignment for the sale. Anyone interested in consigning heifers can contact the station. The station is also doing the CHAPS program for New Brunswick. CHAPS is considered one of the best cow herd analysis programs in North America. Any producer who would like to have their herd on this program can have it done for a fee.

The NSCA would like to congratulate the N.S. Minister of Agriculture, the Honourable Mr. Fage for his decision to continue support for this important industry partner.