

Check-off Discussions held with New Brunswick

A meeting was held in Nappan on September 23, 2003 between representatives of the NS Cattlemen's Association and the NB Cattle Producers to discuss issues pertaining to check off. The primary goal was to exchange information on provincial legislation, collection systems and potential areas of cooperation. A component of the impending national check off implementation is the identification and remittance of inter (or between province) provincial check off. Given the high degree of integration in the Maritime beef industry it will be necessary for all 3 provinces to have a common understanding of each other's levy systems and written agreements to return province of origin check off and remit the federal portion to the national agency. This relationship will need to be formalized through agreements between trading provinces and agreements with the national agency.

Given the need to document cattle movement between provinces the concept of a common database between NS and NB was discussed. There was agreement to develop this concept further, recognizing that each province must first have effective methods of identifying and documenting each transaction within their own province. This concept will be explored further in mid November with another joint meeting hopefully including the PEI Cattlemen's Association as well.

Directors Profile

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

- * Charles MacKenzie (President) - Antigonish / 863-5602
- * Jim Bremner (Vice-President) - Hants / 798-8037
- * Boyd Crouse - South Shore / 634-3468
- * Arnold LeBlanc - Cumberland / 667-9383
- Mike Horsnell - Western Annapolis Valley
- Larry Weatherby - Central
- Kevin MacNeil - Cape Breton/Richmond
- Phil Franey - Western Annapolis
- Larry Ward - Central
- Ron Wells - Cumberland
- David Oulton - Hants
- Percy McQuinn - South West Nova
- George Smith - Pictou
- Bill Scott - Pictou
- David VanZutphen - Dairy Representative

* Members of the Executive Committee

Market Intelligence

You can produce the best cattle and still not top the market simply by not knowing where to sell and when. Watching markets and being aware of current prices, supplies, etc can be the difference between making and losing money. The internet houses extensive resources on beef markets, ranging from raw data to pointed market commentaries. Below are some quality sites that will provide most producers with all the marketing information they will ever need.

www.agcenter.com

An American daily commentary site with US prices and explanations of what's happening and why. Also beginning daily stats for US situation.

www.lmic.com

Livestock market Information Centre in Colorado, a good collection of stats for all livestock, trends, graphs and extensive links to market commentaries. Updates are spotty but excellent overall information. Also contains USDA monthly cattle stat releases.

www.farms.com

A very comprehensive US site for all things cattle, including weather (for Canada too), production, risk management, DTN, market commentary and links to internet auctions, etc. Also USDA releases, BSE info and daily market prices.

www.agri-ville.com

Customized market info, US and Canadian prices and beef chat rooms, also weather and production information.

www.farmcentre.com

Comprehensive listings for Canadian provincial cattle markets, most updated daily, also market prices for other agricultural commodities. Great site.

www.gov.ns.ca

Weekly updates on cattle prices in Truro, summaries of feeder sales.



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

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



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.



October ISSUE 2003

Information Is Power!

The BSE crisis has focused the beef industry on the need to access current, relevant information on a timely basis. The NSCA has been asked by producers to keep them up to date on what is happening and to make communications a priority. In response the association has committed to increasing and improving their communications program, including the following activities:

BOARD BULLETIN – the directors of the association receive a concise summary of industry happenings each week. If you have questions about what's happening nationally or regionally, call your director for this information.

NSCAAction NEWSLETTER – the NSCA has committed to inserting this newsletter into the next few issues of Atlantic Beef to bring general information to the industry.

BETWEEN THE ISSUES – between the issues of this newsletter, members of the NSCA will receive mailings updating them on the BSE situation, market information and other industry happenings. To ensure you get all these mailings be sure to pay your NSCA membership dues – the form is available from the office or from the website at www.nscattle.ca.

NSCA WEBSITE – last year the NSCA launched a website with general information about the industry and the association. The NSCA has entered into a partnership with AgraPoint to update this site on a regular basis to provide timely information to those in the industry who have internet access.

MEDIA - In order to explain the plight of producers and the rural economy the NSCA has sent out several media releases that have gotten very good exposure. We will continue these releases and put the industry in front of the public as often as possible.

NSCA is increasing its communications efforts and we urge individual producers to do the same. There is an abundance of information available if you look for it. In this issue we have suggested some of those sources, including websites, government direct mail/email lists, and toll free info lines. With a little effort every beef producer can find the information they need to be as informed as possible.

commodity organizations. Frequently check the above mentioned media. Call your program contacts with questions. There's no such thing as being too informed.

Programs and Business Risk Management Division, Nova Scotia
Department of Agriculture and Fisheries 902-893-6510 or toll free
1-866-844-4276

Robin Bremner, Promotion and Education Coordinator
www.gov.ns.ca/nsaf/prm

Booklets Tempt Canadians to choose Canadian beef more often



Canadians are responding to the beef industry's encouragement to: 'Enjoy Canadian beef more often.' Nationally, 53% more beef moved through the supply chain in July 2003 compared to July 2002. However, even with the continued support, Canadian packers haven't been able to sell a large portion of the beef carcass typically sold to export customers. As a result, Canada has an oversupply of marinating and simmering steaks, pot roasts, rotisserie roasts, and ground beef. BIC[®] has created three new resources to encourage consumers to choose those cuts of beef that are in oversupply.

Beautiful Burgers and Marvellous Marinades – promoting hips, chucks and ground beef, have been developed and distributed to over 3000 retailers. 42,400 booklets were sent to retailers in Nova Scotia, including Co-op Stores, Sobeys and Atlantic Superstores. **Ground Beef** - BIC's latest booklet will be sent to retailers over the next few weeks.

Marvellous Marinades offers consumers marinating basics – from the time it takes certain cuts to tenderize, to marinating food safety, as well as marinating recipes and entertaining ideas. **Beautiful Burgers** offers a simple burger recipe and suggestions for add-ins, toppings and breads to make a burger sensational.

Ground Beef highlights ground beef basics including information on how to buy, store and cook with ground beef. Each booklet encourages Canadians to enjoy Canadian beef more often – and highlights the fact that with every purchase of Canadian beef, consumers are supporting beef farmers, packing plant workers, truckers and many others in communities right across the country.

The booklets are one more way BIC staff are ensuring Canadians remain confident in Canadian beef, continue to choose Canadian beef for their meals, and support our industry by eating more Canadian beef.

For a copy of either booklet, visit www.beefinfo.org or call 1-888-248-BEEF (2333).

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

Communication is the Key A message from the NS Department of Agriculture and Fisheries

While we do try through our registered farmer list to get timely and relevant information out to all producers, we still find that there are always people who do not get reached by our efforts. Direct mail is our most common means of communication of program details. But as more and more producers use the Internet, email bulletins have become very effective. If you would like to receive program updates and notices of events by email, add yourself to the group mailing list by sending an email to bremner1@gov.ns.ca. Simply state your commodity(s) and community and request that you be added to the list.

This will not replace direct mail and email notices of program openings will not go out earlier than direct mail to ensure equal access.

All information sessions delivered by our division will be posted on local radio in the community events calendar or by special notification during farm broadcasts. Annapolis Valley Radio (AVR) and CJFX Antigonish have farm broadcasts and frequently feature announcements from the Department.

The Programs and Business Risk Management Division always has an update in the AgServices Newsletter, mailed to every registered farmer. We also have regular ads in Farm Focus Magazine, Atlantic Beef and Rural Delivery.

We are committed to cooperating with all commodity groups to ensure Nova Scotia producers have every opportunity to participate in and benefit from our programs. If you would like someone to be present at your local meetings to give a presentation on new programs or simply keep members up to date on current programs and issues, call us. Articles can be submitted upon request to your newsletters and info can be direct mailed through your own mailing lists.

As recent short term programs have demonstrated, communication is vital to the industry. Stay in touch with your local and provincial

CCA Update Beef Industry Value Chain Round Table



The Beef Industry Value Chain Roundtable is an industry-government steering group that was established to develop joint strategies for market success in the beef sector prior to the diagnosis of BSE in Canada. The Roundtable currently focuses on BSE recovery strategies. Many issues were discussed at the last meeting of this group, including U.S. market access, international market access, domestic market development, U.S. market development, on-farm food safety and putting value back into the cull cattle market.

Cull Cattle Market

The U.S. border has only opened to boneless beef from animals under 30 months of age. A backlog of older animals has created a serious drop in value for this class of cattle. The CCA is working to find ways to put value back into this class of cattle. We continue to lobby the government for a relief program that is national, market neutral and retroactive. Work is also ongoing to develop alternative export markets for beef from older animals, and to develop new products and new domestic markets.

North American Beef Market

The Canadian Cattlemen's Association (CCA) was buoyed by the show of support for an integrated North American market that was received during recent meetings with the U.S. beef industry in Washington, D.C. Meetings were held with the National Cattlemen's Beef Association, the American Meat Institute, and the Food Marketing Institute. Discussions included the need for cooperation between Canada and the U.S. in developing rules and regulations for feed, surveillance for BSE and re-opening the border to live cattle shipments. Discussions also took place on getting protocols in place that would help prevent the market crisis that Canada has faced.

Some members of the industry have questioned why Canada is not mounting a trade action against the U.S. under the North American Free Trade Agreement (NAFTA). The CCA legal counsel has advised that this would be counterproductive to getting the border opened to live cattle in a timely fashion. A NAFTA trade action can take years. All indications are that we will get back to a more normalized North American marketplace soonest by working in cooperation with our North American trading partners.

BSE Daily Updates

The Canadian Cattlemen's Association (CCA) and DuPont Canada[®] have launched a new service to help keep agricultural producers informed of the latest developments during the BSE crisis. Producers can access daily updates on the current situation via a new website – www.info-cca.ca. For those without Internet access, a toll free phone line will also carry a recording of the daily update. The phone number is 1-866-INFO-CCA (1-866-463-6222).

Packing Plant Update

The new beef processing plant, Atlantic Beef Products Inc., is moving forward. The Interim Board of the plant is in the process of hiring a General Manager and a company has been selected to build the plant. Construction is expected to start soon.



Joan Perrin

The Annual General Meeting for the Members who have bought hooks in Atlantic Beef Producers Co-operative Ltd. will be held on Friday, December 5 in Borden Legion Hall at 1:00 p.m. This is a business meeting for the Class A Preference (hook) owners only.

The Interim Board of Atlantic Beef Producers Co-operative Ltd. recently met with Tom Veale, Chief, National Livestock Grade Standards, Canadian Food Inspection Agency. They met to discuss post-slaughter issues. Tom monitors the work of the Canadian Beef Grading Agency for all of Canada for the Federal Government.

Joan Perrin, Brand Manager,
Atlantic Tender Beef Classic[®]