

The News Feed

An Ontario Cattle Feeders' Publication



Winter 2019 Edition



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22nd ANNUAL **BEEF** INDUSTRY **CONVENTION** EDITION



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Beef Industry Convention
January 9, 10, 11, 2020 – London, Ontario
Details & Registration Form Inside

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22nd Annual Beef Industry Convention

Overcoming Obstacles In 2020



Jim Clark, Exec. Dir.

"The bad news is time flies. The good news is you're the pilot."

Michael Althsuler

It's hard to believe that it is time again to get ready for the Ontario Beef Industry Convention as it seems like we just finished the last one. On behalf of the Ontario Cattle Feeders' Association, it is my pleasure to invite you to our Convention. The event will be held from January 9 to 11, 2020, at the Best Western Plus Lamplighter Inn and Conference Centre in London. This will be the 22nd edition of the Convention, which is designed to bring each sector of Ontario's beef business together under one roof to celebrate our industry.

We're looking forward to hosting another exciting program. For us, it's always gratifying to provide an opportunity for people to socialize while

getting a short break from the day-to-day operations. It's great to bring people together to meet, share stories and enjoy the camaraderie.

I encourage you to register early for the Convention. A registration form has been provided on Page 8 of this edition of The News Feed. There is also the option to register online at the Beef Convention website, www.beefindustryconvention.com. You'll find information about hotel reservations on Page 10.

While it seems like time has flown by even faster this year, I think it has something to do with all the issues swirling around us, from politics to trade deals to countries banning our products. Some of these difficulties go well beyond our control, which only adds to the frustration.

With that feeling in mind, we invited some speakers to help us cope with the challenges and issues that we all face every day. Andy Detwiler, a farmer from Ohio, will share his inspirational story with us. Like many of our members, Andy grows corn and soybeans. But he's not your typical farmer. After a childhood accident took his arms, Andy has learned to do everything -- including farming -- by using his feet. He has gained quite a following on YouTube as people have been amazed to see how he overcomes the challenges.

Another challenging aspect of our business is the whole issue around succession planning. Once again, we're pleased to have Dr. Ron Hanson as a keynote speaker. Ron is a recognized leader in the area of farm succession planning. He will have great insight into guiding us through a process that is often stressful for our farming families.

As for our organization, we remain focused on the challenge of staying true to the Ontario Corn



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STAFF

Publisher: Jim Clark, Exec. Dir.
Ontario Cattle Feeders' Association
Managing Editor: Blair Andrews
Design/Layout: Eric Broadbent
Advertising: Blair Andrews

OFFICE

The Ontario Cattle Feeders' Association
25 Enterprise Drive
London, ON N6N 1A3

PH: (519) 686-6226
FAX: (519) 686-6227
Web: www.ontariocornfedbeef.com
Email: info@ontariocornfedbeef.com

Subscriptions: (519) 686-6226
info@ontariocornfedbeef.com
Advertising: (519) 437-9219
Email: thenewsfeed@cogeco.ca

The News Feed is printed quarterly and distributed to all members of the OCFA through their membership fees.

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Return undeliverable Canadian addresses to:
The Ontario Cattle Feeders' Association
25 Enterprise Drive, London, ON N6N 1A3

Publication Agreement Number: 41246058

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Fed Beef brand. The tough times and the losses that we have experienced in the feedlot sector over the last couple of years can overshadow the commitment and the work we have done to build a branded program for our industry.

As I have mentioned in the past, we started with a blueprint that was designed to expand the marketing of Ontario beef products, thereby creating value for our farmer members and other sectors along the beef value chain. For me, the key piece of the blueprint is that it's truly an investment in marketing. It has been about working through the various stages to bring a deliverable brand to the marketplace. And as new market drivers come along, such as food safety, quality assurance and animal welfare, we can adapt and add to the blueprint. Our recent success in the Japanese market is a testament to our plan. The expansion didn't happen overnight. It was a direct result of having the right program in place; the same strategy that we designed from the beginning some 20 years ago.

Besides the blueprint, we have an excellent team in place. We're fortunate to have the experience

of John Baker, who is our director of business development. John's efforts have been integral to the brand's growth in recent years. In the last year, we have added three key members: Brent Cavell and Chelsea Martin, who lead our Quality Assurance Program, and Daisuke "Shimo" Shimojima, our program manager, market development for Asia. We also wouldn't be where we are today without the efforts of our office manager, Wendy Clements.

We also have a great partnership with the Beef Farmers of Ontario. We have enjoyed a good working relationship with BFO in the past, and I'm looking forward to working with their new Executive Director, Richard Horne, in the future.

For me, our efforts are all about bringing a vast amount of knowledge and experience together to formulate a direction for the marketing initiatives while being able to move quickly to adapt to market changes. On the subject of beef marketing in the future, I'm getting more questions over the "meatless move," and the new meat alternatives that are emerging. We certainly saw more of these products being promoted

at the recent Grocery Innovations Canada show in Toronto. Despite the fanfare, I still see that there is an opportunity for all of us. The demand for real beef remains strong and people who enjoy beef are going to continue to eat it. And we see increased demand in international markets where people want to have the western-style diets that include meat. Once again, having a blueprint in place to take advantage of this demand will serve us well in the future. It's all about committing to a strategy that places Ontario Corn Fed Beef products in the markets that will return the highest value to our members and our industry as a whole.

In closing, I would like to take this opportunity to sincerely wish all the best for you and your families for a safe and happy holiday season, and I look forward to seeing you at the 2020 Beef Industry Convention.

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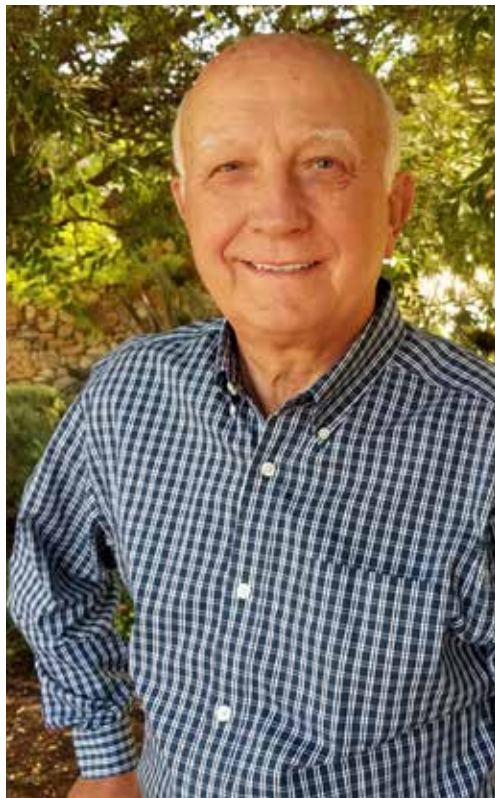
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Partnering to Feed Success

Keynote Speaker: Ron Hanson



One of the more memorable speakers during the last 21 years is returning to the Beef Industry Convention to help guide our attendees through the complicated process of farm succession planning.

Dr. Ron Hanson has counselled and worked with farm families for more than 40 years to help them resolve family conflicts in a more positive manner and to improve family relationships through better communications. Appearing at our Convention in 2010 and 2011, he informed and entertained the audience with his honest and straightforward approach. As our attendees learned, Ron's goal is to help people save their farms and their family relationships.

His most recent efforts have been directed at farm business ownership succession and the transfer of management control between generations. Through his publications and professional travels, Ron is recognized as a keynote program speaker on the topic of farm ownership family succession to continue farming legacies for the next generation of family farmers.

For the 2020 Convention, Hanson will deliver a presentation called "Farming in the Shark Tank of What If." Just like a sudden shark attack without warning, unexpected changes such as divorces, deaths and family disputes can have fatal results to a farm business. In previewing the presentation, Hanson notes that few farming operations ever survive an unexpected change to the organizational management structure of their farming business, let alone a crisis situation within the family. While most farm families realize the importance of implementing a contingency business plan for if and when something ever happens, he says few families ever accomplish this management goal. No one wants to be in the shark tank and be faced with a stressful situation.

These issues (unexpected death, sudden illness, family dispute, loss of a key employee, financial struggles) are often never discussed and usually avoided. But what if it does happen? What might actually happen next? What impacts could result? The presentation will identify the importance of implementing a business contingency planning process so that a farming operation continues when and if the unexpected actually happens. Striving to find answers as well as solutions is an effective strategy for success when initiating a business contingency plan in case a sudden change occurs to the farm or family or even both at once.

About Ron Hanson

Ron currently holds the title of Harlan Agribusiness Professor Emeritus at the University of Nebraska-Lincoln. Professor Hanson accomplished a 46-year agribusiness teaching and student advising career that earned 31 university and national award recognitions. Ron was selected as the Outstanding Ag College Instructor, received the John Deere Agribusiness Teaching Award of Excellence, and was named as the University Educator of the Year.

Ron was the first University of Nebraska professor to receive the prestigious USDA Excellence in University Teaching Award from the U.S. Department of Agriculture, which is the top-ranking national teaching honour granted in the area of agricultural and food sciences. His highest career honour was earned by being named the Nebraska Professor of the Year by the Carnegie Foundation.

Ron was raised on an Illinois family farm and earned his undergraduate degree from Western Illinois University and his graduate degrees from the University of Illinois. He counselled with Nebraska farm families for more than 40 years to help them resolve family conflicts in a more positive manner and to improve family relations through better communications. He has been honoured by the Nebraska Ag Youth Council, Nebraska Farm Bureau, Nebraska Agricultural Leadership Council and the Nebraska FFA Foundation for his dedicated service to both rural youth and farm families.



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Overcoming Obstacles With The Harmless Farmer



Convention Speaker Andy Detwiler

The Ontario Cattle Feeders' Association is thrilled to have Andy and Kylie Detwiler attend our Convention this year as keynote speakers. Andy, who grows corn and soybeans and raises Boer goats, sees himself as just a regular farmer from west-central Ohio. But he does things a little differently than your average farmer, and his story about overcoming challenges has become a YouTube sensation.

Known on YouTube as the Harmless Farmer, Andy shows how he has embraced his life and farming after a childhood farm accident left him without arms. In 1972, when he was two-and-a-half years old, he leaned into an auger hopper to get a sample of grain. But he reached too far and fell into the auger. Ever since then, using his feet has come naturally, from driving to eating to farming.

Relatively new to the social media stage, he and his daughter, Kylie, started producing and posting videos last year to see if he could do it. He wanted to show what he does in his every-day life as a farmer and how he does things differently. "The reaction has been amazing," says

"It's very humbling to me that people would even want to watch me and tell me that I have changed their life."

Andy Detwiler

Detwiler. "I've got several videos that have close to 500,000 views, and I don't consider myself any different than anybody else."

He's also been humbled by the outpouring of support. His initial thinking behind the videos was to entertain people. Andy thought people might enjoy seeing how he does things on the farm. Besides entertaining people, he's learned that he has become a source of inspiration. "I cannot believe that these many people want to watch me and say the kind things that they do in their comments," says Detwiler. "I hear life stories from people like war veterans. The outpouring has just been great for me, and I have had so much support getting this started that I'm just blown away by it."

In one year, the Harmless Farmer has gained close to 50,000 subscribers, and Andy's 40 videos have attracted more than 3.7 million views. "It's very humbling to me that people would even want to watch me and tell me that I have changed their life. I'm not used to that," adds Detwiler.

The attention has led to invitations to share his story at farm meetings and conferences. Noting that he doesn't have a theme or title, his message is about overcoming challenges. "I can do it and you can do it (too) if you put your mind to it," says Detwiler. "I overcome obstacles every day. I don't let anything stop me."

Andy and Kylie are scheduled to speak at our Convention at 2 p.m. on Friday, January 10, 2020.

In the meantime, you can check out Andy's videos on YouTube at the Harmless Farmer, or on his Facebook page – Andy Detwiler.

Steve Kell, Market Analyst



Steve Kell has been in the grain and feed business in Ontario for close to 30 years. For the past 19 years, he was a Grain Merchant for Parrish & Heimbecker Ltd. in Toronto, specializing in corn, canola, and cereal grain trading and producer grain marketing.

Highly sought out for his market analysis, Steve is a frequent speaker at agricultural meetings and conferences throughout Ontario. He also writes a monthly column on the grain markets for Farmers Forum.

In addition to his work as a market analyst, Steve operates 1,200 acres, partially as a beef and cash crop operation south of Barrie, and in share-cropping arrangements in Elm Creek, Manitoba, and Temiskaming, Ontario.

Our speakers' program begins on Thursday, January 9 at 7 p.m., sponsored by Merck Animal Health Canada. The scheduled speakers are Martin Metzger; Dr. Colleen Pollock, Technical Services, Merck Animal Health; and Dr. Jessica Gordon, Beef Research, University of Guelph.

On Friday, other speakers include Jim Clark, Executive Director, OCFA and OCFB; Mike Conlin, President, OCFA and OCFB; John Baker, OCFB Manager of Brand and Business Development; Brent Cavell & Chelsea Martin, Quality Assurance and Program Managers, OCFA & OCFBP; Joe Hill, President, Beef Farmers of Ontario; and Brad Porter, Vice President, Market Fresh, Loblaw Companies Ltd.

The agenda for the Beef Convention appears on Page 7. Please note that times are approximate, and the program is subject to change.

Cavell Returns To The Fold



Brent Cavell, OCFB Quality Assurance Manager

For Brent Cavell, being the Quality Assurance Manager gives him an excellent opportunity to combine his passion for the Ontario Corn Fed Beef program with a well-rounded perspective of the feed industry.

Born and raised on a farm in the Harriston area, Cavell sees the move as returning to his roots. He was a founding member of the Ontario Cattle Feeders' Association and has been an avid supporter of the OCFB program from the beginning.

"It's very rewarding to have a branded program that brings value and pride to our members, plus a great eating experience and confidence in a safe food supply to our consumers," says Cavell. "The producers take an enormous amount of pride in producing the cattle for the program, in doing the Quality Assurance program and keeping track of records. It helps them make business decisions and keep track of activities on the farm and the feedlot."

Before his appointment as QA Manager, Cavell spent more than 14 years in feed commodity sales. Most recently, he was the feed sales manager at IGPC Ethanol/Feeds Inc. in Aylmer, Ont. As co-products and commodity feeds make up a good portion of the protein and energy needs for the livestock industry, Cavell's experience in this area will be an asset. "I was fortunate enough to experience both sides of the feed industry: the sales side and the purchaser/feeder side," he says of his experience in feed sales. "In that previous role, I was working collaboratively with farmers, feed company representatives and nutritionists."

Recognizing the importance of food safety and quality protocols on the farm and throughout the supply chain, the Ontario Corn Fed Beef Quality Assurance program integrates food safety and quality management. The program consists of three components: registration and audit, good production practices and cattle identification with record keeping. Registered producers are responsible for implementing and following all procedures. With the ultimate goal of producing a naturally great-tasting product that is consistently tender and juicy, the QA program is the foundation of the Ontario Corn Fed Beef program. What's more, the feed component is particularly critical to achieving the goal. "It provides consistency in quality and taste for the consumer," adds Cavell.

With more consumers wanting to know where their food comes from and how it has been produced, the QA program dovetails nicely with the Ontario Corn Fed Beef marketing initiatives. With quality assurance as the foundation, the brand can differentiate itself in the marketplace. Besides having the production practices that are geared towards producing safe, high-

quality beef, the QA component allows for direct farmer engagement, which is essential for connecting with consumers. "Consumers want to know the story behind their food supply, and I enjoy being in that advocate position," says Cavell.

Part of the advocacy effort is to engage with domestic and international buyers of OCFB who want to see the production practices firsthand. As a result, several tours are organized throughout the year. Cavell notes that the visitors are keenly interested in the feed rations. "They love to look at the rations and the individual ingredients that are going into that ration, which is unique to Ontario with its large corn processing industry and abundant, local co-products supply," he says.

If you would like to know more about the program, Brent welcomes your questions and comments. He can be reached by email at brent@ontariocornfedbeef.com, or through the OCFA office at 519-686-6226.

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22ND ANNUAL BEEF INDUSTRY CONVENTION

January 9th, 10th, 11th, 2020
London Ontario



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25 Enterprise Drive
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Tel: 519-686-6226
Fax: 519-686-6227
Email: wendy@ontariocornfedbeef.com

22nd ANNUAL BEEF INDUSTRY CONVENTION

Schedule of Events

Thursday, January 9, 2020

- 4:00 • Exhibitors Hall opening
- 5:30 • Ontario Corn Fed Beef Welcome Reception/Supper
- 7:00 • Merck Sponsored Speakers
 - Martin Metzger
Dr. Colleen Pollock, Technical Services, Merck Animal Health
Dr. Jessica Gordon, Beef Research, University of Guelph
- 9:00 • "Merck After Work" Sponsored Reception

Friday, January 10, 2020

- 8:00 • Registration, Coffee, Exhibitors Hall opening
- 9:00 • Morning Session Speakers
 - 9:00 Jim Clark Executive Director, OCFA & OCFBP
 - 9:35 John Baker Director of Brand Management and Business Development, OCFBP
 - 10:35 Brent Cavell & Chelsea Martin Quality Assurance and Program Managers, OCFA & OCFBP
 - 11:05 Mike Conlin President, OCFA & OCFBP
 - 11:15 Joe Hill President, Beef Farmers of Ontario
 - 11:30 Steve Kell Market Analyst
- 12:00 • Lunch
- 1:00 • Afternoon Session Speakers - re-convene
 - 1:00 Japanese Marketing Update TBA
 - 1:40 Brad Porter VP Market Fresh, Loblaw
 - 2:00 Andy & Kylie Detwiler "Harmless Farmer" YouTube channel
 - 3:00 Dr. Ron Hanson Prof. Emeritus, U of Nebraska - Can Your Farm Business Survive *WHAT IF?*
- 4:30 • Trade Show
- 5:30 • Exhibitor Networking and Cocktails
- 6:00 • Banquet
- 8:00 • Live Auction
 - Sponsored Reception

Saturday, January 11, 2020

- 8:00 • Exhibitors Hall opening
 - Sponsor Breakfast



***Note: Times are approximate and subject to change ***

2020



22nd ANNUAL BEEF INDUSTRY CONVENTION

January 9th, 10th, 11th, 2020
London Ontario



ONTARIO CATTLE FEEDERS ASSOCIATION



ONTARIO CATTLE
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25 Enterprise Drive
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22nd ANNUAL BEEF INDUSTRY CONVENTION

REGISTRATION FORM Please complete all Bolded fields

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Please check off **ALL of the events** you will be attending:

Thurs Jan. 9 _____ Exhibitors Hall Opening _____ Industry Regulations/Panel
_____ OCFB Welcome Reception/Supper _____ Merck After Work/Sponsor Reception

Fri. Jan 10 _____ Registration, coffee, trade show _____ Wrap up, Trade Show
_____ Morning session speakers _____ Exhibitors, Networking, Cocktails
_____ Lunch _____ Banquet, Live Auction, Reception
_____ Afternoon session speakers

Sat. Jan 11 _____ Sponsor Breakfast

Fee Structure	Complete Registration Package	\$200.00 _____
	(includes all meals, breaks, sessions and handouts)	
	Thursday Supper	\$ 30.00 _____
	Friday sessions and lunch only	\$ 75.00 _____
	Friday banquet only	\$ 85.00 _____
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Beef Industry Convention Hotel & Auction Information



Hotel/Conference Centre Info

The Beef Industry Convention returns to the Best Western Plus Lamplighter Inn & Conference Centre in London.

Once again, the OFCA is thrilled to be hosting the Convention at this beautiful and versatile venue.

The layout provides many opportunities for our Industry Partners, as well as for our attendees. It's a great place to bring the family for a couple of days of good conversation and terrific meals. The Executive Banquet Chef is dedicated exclusively to hospitality catering, making our meal his top priority. And best of all, he uses Ontario Corn Fed Beef!

The Convention opens with the Trade Show at 4 p.m. on Thursday, January 9, to be followed by the Ontario Corn Fed Beef Reception at 5:30 p.m. A speakers' program begins at 7 p.m. The evening wraps up with the "Merck After Work" sponsored reception.

A full day of speaker presentations and networking opportunities is planned for Friday. And, as always, we are looking forward to another great banquet dinner featuring Ontario Corn Fed Beef. Rounding out the day will be our entertaining live auction.

The Convention concludes with a sponsor breakfast on Saturday, starting at 8:00 a.m.

Meanwhile, be sure to register for the Convention. A registration form has been provided on Page 8. You can also register online at the Beef Industry Convention website - www.beefindustryconvention.com.

Reserve your room now! The pricing for our event includes assorted room types at \$129.00 or \$139.00, plus applicable taxes.

A block of 150 bedrooms has been set aside for this event. Room rates vary depending on location. Rooms not reserved prior to December 27, 2019 will be released and subject to availability.

Best Western Lamplighter Inn & Conference Centre
591 Wellington Road S.
London, Ontario, N6C 4R3
Phone: (519) 681-7151

For complete information contact:
Wendy Clements
519-686-6226
Fax: 519-686-6227
wendy@ontariocornfedbeef.com

See you at the Convention!

Auction Items Needed



There is still time to donate to our live auction that takes place during the annual Beef Industry Convention.

Under the direction of our volunteer auctioneers, the high-spirited bidding gets underway after the fabulous Ontario Corn Fed Beef banquet on Friday evening.

There is something for everyone as items in the past have included artwork, hockey tickets, boxes of Ontario Corn Fed Beef products and dozens of farm input supplies.

In addition to providing some fun and entertainment for our guests, the auction has an important purpose. It is the one fundraising initiative our non-profit association organizes each year.

We thank our sponsors and exhibitors for their continued support of the auction. If you or your organization has something to donate, please contact the OFCA office or one of the directors of our board.

If you or your organization has something to donate, please contact Kate Baker at baker.kate55@gmail.com, Wendy Clements at wendy@ontariocornfedbeef.com, call the office at 519-686-6226 or speak with one of the directors of our board.

Marketing Update: Building Strong Relationships, Exploring New Opportunities



Ontario Minister of Agriculture, Food and Rural Affairs Ernie Hardeman served up Ontario Corn Fed Beef at a Kinsho Store in Japan during the government's trade mission in October.

Taking part in Ontario's recent trade mission to Asia, investigating potential new markets in Europe and showcasing our production system to international chefs highlighted the Ontario Corn Fed Beef marketing efforts of the last three months.

OCFB staff had the opportunity to demonstrate the depth and the strength of the relationships we have developed in Japan during the Ontario government's trade mission to Japan and South Korea in October. The event marked the first trade mission to Japan by an Ontario Minister of Agriculture, Food and Rural Affairs. Minister Ernie Hardeman met with several OCFB brand partners, and he participated in a celebration with Kinsho Stores to acknowledge five years of our partnership with the signing of a Memorandum of Understanding to commit to another five years. The Minister also served OCFB to customers at a Kinsho Store and attended an event hosted by OCFB at the Canadian Embassy

in Tokyo called, "Taste of Ontario." At the event, OCFB invited other Ontario agri-food and beverage companies to further showcase Ontario foods, including Ontario pork, shrimp and wines.

"The Minister and his staff were all very impressed with the level of penetration and the commitment the Japan market has to Ontario Corn Fed Beef," says John Baker, OCFB Director of Business Development. "It was a great opportunity to engage the Minister with our brand partners and show the collaboration and commitment between industry and government, which is very important in Japan."

South Korea Market Development

As part of the trade mission, OCFB staff met with buyers from Angus Park, a 15-store retail meat chain based in Seoul, South Korea. Angus Park represents a significant opportunity for

OCFB to partner with Ontario packers to enter the Korean market.

Summer Promotion in Japan

OCFB ran a Summer Promotion with four retail partners across Japan, reaching over 250 outlets. The promotion was featured in retail partners Feel, Liondor, New Quick and Kinsho Stores. The promotion included a chance for customers to win branded merchandise such as portable coolers and beverage cups.

Japan Customer Event



Ontario Corn Fed Beef teamed up with Kinsho Stores to host a community BBQ event in Osaka.

OCFB partnered with Kinsho Stores to host a community BBQ event on the 60th-floor sky deck of the famous Harukas 300 building in Osaka. The event hosted customers who successfully entered a contest by sending in a proof of purchase of OCFB. Each winner won a table for four at the event, which featured OCFB and Suntory beer.

...continued on page 12



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...continued from page 11

Over 125 customers attended the event, and the feedback was very positive for OCFB, which was served.

OCFB on the Menu at Japanese Steakhouse Chain



OCFB is the featured steak item on the menu at Steak Don, a casual steak house chain with 160 outlets across Japan. The taste appeal of Ontario Corn Fed Beef was what made the decision. The steak is served on a hot iron skillet sizzling, with flavour and aroma. Steak Don is owned by Yoshinoya Holdings, which operates 3,445 restaurants around the world. "For Ontario Corn Fed Beef to be featured as the main steak item at Steak Don says a lot about the quality of our product," says Baker. "They have never featured Canadian beef on the menu before, but after internal testing, they decided to feature Ontario Corn Fed Beef. Yoshinoya imports beef products from all around the world, but they chose to feature the Ontario Corn Fed Beef brand logo on their main menu."

UAE Trade Mission

OCFB staff hosted an incoming mission of world-class chefs representing over 20 top restaurants across Dubai. The mission included visits to OCFB feedlots to experience the OCFB Quality Assurance program and feeding ration. The chefs were impressed by the consistency of the ration and the protocols behind the QA program. "These incoming missions provide great insight into what makes OCFB unique in these key markets," says Baker. "Chefs, in particular, understand the importance of using high-quality inputs when producing great tasting high-quality food."

EU Trade Event & Market Assessment

OCFB participated in the Canada Beef booth at ANUGA, the largest food event in the European Union. Held semi-annually in Cologne, Germany, ANUGA attracts visitors from all over Europe and the Middle East. OCFB staff were able to meet with distributors in key EU markets to identify and assess potential opportunities for OCFB in the market. Feedback in the OCFB program was very high, with several distributors wanting to learn more about the program. The potential of the market is significant, providing at least one Ontario packer makes an effort to certify its plant for the market. OCFB staff are working with our packer partners to understand the process for certification as well as the cattle documentation required for the market. There is potential to partner with OMAFRA on a pilot project to develop the process for documenting eligible cattle.

"There is certainly demand for the OCFB brand in the EU," says Baker. "These markets demand brands with unique attributes and the OCFB brand provides that. There is work to do. But if we can work through the process and get an

Ontario plant certified, and then work to get feedlots and cattle certified at a cost that works for producers, then we can possibly begin to leverage the CETA trade agreement we have with the EU."

Ontario Trade Events



The Canada Beef pavilion display at Grocery Innovations Canada.

OCFB was represented at Grocery Innovations Canada trade event in Toronto. Ontario Beef was a partner in the Canada Beef pavilion at the show in October, which provided an opportunity to interact with the retail sector to identify potential market opportunities. The brand was also represented at the Ontario Independent Meat Processors Meat Expo in Niagara Falls in October. The semi-annual event attracts industry partners from the processing sector for an educational and trade show event.



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Cattle Market Update



Brian Perillat, Canfax Senior Market Analyst

As it was already struggling with a tight slaughter capacity, the industry suffered another blow with the Canadian Food Inspection Agency investigation of a Toronto area packer. In September, the CFIA suspended the licence of Ryding-Regency due to possible E. coli O157:H7 contamination.

The suspension came at a time when cattle prices were starting to rebound from the price drop that occurred after a fire shut down one of the largest beef processing plants in the United States in August. The cattle markets were hit hard in the weeks that followed the blaze at the facility in Kansas, owned by Tyson Fresh Meats.

"It caused some stress in the feedlot sector, for sure, they've seen their losses grow," says Brian Perillat, manager and senior analyst at Canfax. "There are some pretty big losses everywhere in the U.S. and Canada in the feedlot sector, and that did put some pressure on the calf and feeder markets a bit."

Perillat notes that after the fire, Ontario briefly had stronger prices compared to other regions, such as the U.S. and Alberta. The advantage, however, was short-lived. "Ontario has fallen behind Alberta again, and some of these cattle that were supposed to be going to Ryding, or cattle that guys had planned to ship to Ryding, now they have to shuffle them into other plants," he says. "Yes, your market hasn't rebounded very much, if at all, post-fire."

The issue of tight capacity will continue to pressure the prices in the near future. Perillat concedes that it's a tough pill to swallow, especially when demand for beef remains strong. "Wholesale beef prices have been higher than a year ago," he says. "We continue to see strong exports and growth in volume and the dollar-value increases have been even higher."

According to his numbers to the end of August, beef exports were up 14 per cent in volume and 23 per cent in value. The strong growth was achieved despite Canada being shut out of markets in Saudi Arabia and China. "China beef imports have grown hugely in the last few years; they're the biggest beef importer in the world, and we can't ship there, and that is disappointing. But despite that, the last few months, we've continued to see strong exports into (other) Asian countries and the United States."

As for the cow-calf market, Perillat says prices for Western Canadian calves are slightly below last year. Drought in the West and excessive moisture at planting time in the East raised concerns over higher feed costs. "This summer, when we were looking at high feed costs and feedlot losses, we thought we could see calves go under \$200, but they continue to hold in the

\$225 to \$250 range, which isn't much different than a year ago now," he notes. "Numbers have tightened up a bit in Canada; our cow herd hasn't grown, so calf numbers remain pretty modest, and we continue to see good demand on our calf market. Hopefully, with the (improved) feed situation on the forage side, our cow numbers can stabilize instead of continuing to decline in Canada."

China Market Re-Opens To Canadian Meat Products

Just as The News Feed was going to print, the Canadian government announced that China was lifting the temporary suspension imposed on Canadian pork and beef.

"The Canadian beef industry looks forward to the resumption of trade and continuing to build the long-standing Canada-China trade relationship," said Bob Lowe, Canadian Cattlemen's Association Vice President and Chair of the Foreign Trade Committee, in a news release on November 5. "The CCA thanks the Governments of Canada and China for their work in resolving the issue."

Export certificates for Canadian meat were halted on June 25, 2019, due to the discovery of non-compliant pork claiming to be Canadian. Since June, CCA has been actively engaged in discussions with government officials to help assure China of the safety of Canadian beef in order to resume access as soon as possible. The Government of Canada completed an investigation and submitted an Action Plan that has led to the re-establishment of exports to China; all establishments eligible to export as of June 25, 2019, are once again eligible.

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Corn Crop Better Than Expected



In what may have been one of the most challenging planting seasons ever, expectations for Ontario corn yields are surprisingly strong. During their annual crop assessment tour, agronomists at Great Lakes Grain said the environmental conditions in 2019 were unprecedented as they documented the yield impact of delayed planting conditions, stemming from the wet weather throughout April, May and June.

“Overall, the corn crop came through in very good shape,” said Dale Cowan, tempering his comments by noting that there was a high degree of variability in the fields.

Crop scouts saw the combined effects of drainage, compaction, crop residue management and the impacts they had on planting conditions, crop emergence and inconsistency in growth stage development. The more of these difficulties encountered, the greater the field variability.

Concern over how the late planting would af-

fect crop maturity became a vital issue for farmers. In late October, Cowan said corn that was planted before the middle of June was close to the black layer stage, for the most part, in the southwest part of the province. But corn that was planted later in June was still struggling to get to black layer. “Overall, I think the season has ended better than we anticipated when looking at last spring with the late planting,” adds Cowan. “But we’re not in too bad of shape, both yield and quality-wise. We certainly are not seeing a lot of widespread ear rots right now.”

Last year, it was a different story as extremely wet conditions during the post-silking phase, and throughout harvest created one of the most severe outbreaks of DON ever experienced in Ontario’s corn. Mycotoxins, particularly deoxynivalenol (DON, or also referred to as vomitoxin), are produced primarily by *Gibberella/Fusarium* ear moulds and can be disruptive when fed to livestock, especially hogs. “This year, we’ve been relatively dry, so we haven’t

had the environmental condition that we had last year to get the silk channel infections,” says Cowan. “Western Bean Cutworm feeding is very low, not that it isn’t out there.”

There are still concerns about the extremely late-planted corn in areas such as Essex County, where Cowan notes that the corn might be more problematic this year than it usually is. “We’ve had a couple of loads of corn come off in the Stoney Point area, and I think the vomitoxin level is 1.7 (parts per million),” he adds. “We’ve had some loads test at 0.3 and loads as high as 1.7. Last year, we were much higher than that. And I don’t think, at this stage, we’ll have anywhere close to the issues that we had last year, except for some extremely late-planted corn.”

Noting that fit planting conditions were difficult to come by as a result of the delays, Cowan says there were differences observed in fields that had a good crop rotation and good tile drainage. The issue of nitrogen management also came to the forefront as there were notable instances of nitrogen loss. “Any fields that were marginal in fertility in years like this were the ones where that added stress really gets amplified,” said Cowan. “Any of those things that you can control for another year, like soil fertility levels, really need to be addressed, and looking at a different nitrogen management program going forward to protect the nitrogen is something that is worth discussing this winter.”

For soybeans, the picture is also perplexing as yields have been ranging between 25 to 85 bushels per acre. Thanks to timely rain in August and plenty of sunshine, the crop, by and large, is better than expected. For Cowan, the yield is being influenced more by the bean size



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as opposed to filling the top pods. “They did mature quite quickly, and that’s due to a lot of cold nights earlier in August,” he adds. “So, our harvest is not much later than a normal year. We were well underway the week before Thanksgiving.”

With the harvest getting started in relatively good time, farmers are managing to get a sizeable wheat crop in the ground. Cowan has heard estimates that Ontario could once again see one million acres planted. “There are some late planted soybeans to come off and (so far) the weather conditions this fall compared to last fall are much more conducive to getting the wheat in the ground.”

In a year that will be remembered for its challenges, Cowan praises Ontario farmers for their patience and determination to get a crop planted this year. “We didn’t think we would back in May and June,” he says. “I think they should look back and say, ‘Job well done.’”

2019 Corn Ear Mould And DON Survey

From Field Crop News.com. Posted by OMAFRA Corn Specialist Ben Rosser. Co-authored with Albert Tenuta, Field Crop Pathologist, OMAFRA

OMAFRA field crop specialists in collaboration with Grain Farmers of Ontario (GFO) and members of the Ontario Agri-Business Association (OABA) have completed the annual Pro-

vincial corn ear mould and mycotoxin survey. The 2019 study found 96% of samples tested low (<2.00 parts per million (ppm)) for DON, which is considerably lower than 2018.

A further breakdown of the numbers shows that 84% of the samples tested lower than 0.5 ppm, 12% tested between 0.5 and less than 2 ppm, 4% tested between 2 and less than 5 ppm and 0% tested greater than 5 ppm.

Overall, visual mould symptoms and DON concentrations were much lower than in 2018, and in the lower range of long-term survey results. Most samples exhibited no visible ear mould symptoms. In samples where ear moulds were observed, it was most often associated with insect or bird feeding damage opening husks and damaging kernels. Other mouldy samples with no apparent insect/bird ear damage were observed where weather and hybrid susceptibility were likely factors.

While 95% of 2019 samples tested below 2 ppm, it is essential to remember that growers should remain vigilant and be aware of management options in those fields with higher ear mould and DON concentrations. Ear moulds and mycotoxins occur every year in Ontario and fields need to be assessed individually.

A Late Growing Season

Growing conditions may have been less conducive for ear moulds in 2019, but the corn crop is also less mature than it usually would be, which may partially explain low levels. The 2019 DON survey was delayed given that planting and crop development were delayed due to wet spring conditions. Despite the delays, samples still mostly ranged from half-milkline to not quite black layer, while in most years, samples would have largely been black layered. High grain moistures that occur later in the growing season and slow dry down can be factors for ear mould development if ear moulds are established and the environmental conditions are suitable. Cooler temperatures of November and December, however, should also slow further mould development. For comparison, in the high-risk year of 2018, visual mould symptoms were already very apparent by the latter half-milk stage.

Going Forward:

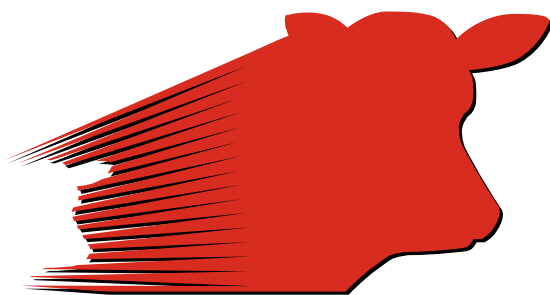
This survey does not fully capture all regions of the province, and results can vary locally from field to field depending on local weather, hybrid, planting date, insect feeding, rotation, residue levels, fungicide practices and moisture. These survey results may not fully capture what is occurring in your fields, and therefore monitoring is always recommended. Timely harvest is important. Leaving diseased grain in the field allows the ear rot fungi to keep growing, which will increase the risk of mouldy grain and mycotoxin contamination since most ear rot fungi continue to grow (and potentially produce mycotoxins) until the grain has less than 15 per cent moisture. In severely infected fields or those under higher risk, growers should consider harvesting grain at higher moisture and then dry it to less than 15 per cent to minimize further mycotoxin accumulation.

If a field contains a significant level of ear mould (10% or more ears with mould symptoms), collect a representative sample prior to harvest and have it tested for mycotoxins before storing the grain or feeding it to livestock. If necessary, segregate the harvested grain from your other corn. A lab test is often the only reliable way to determine mycotoxin presence and levels definitively.

Preventing ear rots and mould can be difficult since weather conditions are critical to disease development. A few things to consider for 2020: Hybrid selection is important, but remember although some tolerant hybrids are available, none have complete resistance. Growers are encouraged to discuss with their local seed supplier, what ear mould tolerant hybrids are best suited for their operation. New for 2019, the Ontario Corn Committee has initiated inoculated DON trials for evaluating differences in DON susceptibility across Ontario hybrids. Crop rotation may help reduce the incidence of ear rots, while several foliar fungicides aimed at suppressing ear rots have also been registered. Cultural practices such as tillage have been shown to have limited success in preventing ear and kernel rots.

Crop insurance customers with mould issues are encouraged to contact Agricorp at 1-888-247-4999 and report the damage immediately.

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