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An Ontario Cattle Feeders' Publication



Winter 2021 Edition



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A Canadian Beef Industry Conference panel highlighted the need for beef producers to tell their story to consumers, chefs and social media influencers.

Also in this edition, Loblaw expands its commitment to source sustainable beef, and your 2022 Ontario Cattle Feeders' Association Membership Form. Details inside.

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From The Desk Of Jim Clark



Jim Clark, Executive Director

I begin this commentary with a heavy heart, mourning the loss of Eugen Burgin, who passed away in early November. Eugen was truly a man of character. He was guided steadfastly by his values and his beliefs. The words "Can't do" were not in his vocabulary. I consider Eugen a leader, and I know his peers felt the same way. He made a significant impact on the beef sector and any of the causes he believed in. Eugen was very well-respected in the beef industry as a man of integrity, known for working hard and with high standards. For more about Eugen, please see page 11.

What I learned most from him was the way he looked at problems or troubled times. When things seemed to be at their worst in the beef industry, Eugen's response would be that there would always be better days ahead and that we would need to focus on those times and future achievements. It could only get worse if we let it or just complain about it. For Eugen, the response was all about doing something to make it better.

Given the current situation, I can't help but think about Eugen's attitude. When looking at the days ahead, I see two significant points that will bode well for us: a robust feedlot sector in Ontario and strong consumer demand for beef.

I have been involved with the Ontario Cattle Feeders' Association for more than 20 years now. While the changes during that time have been astronomical, there are signals occurring today that are similar to even 40 years ago. I am old enough to remember the times of high-interest rates and the stories of tractors and manure spreaders parked in front of the banks. And what I am seeing now with the news about inflation is enough to make the hair on the back of your neck stand up.

Despite the inflationary pressures and the lingering impact of COVID-19, I believe it is a good time for the beef sector. While we hear about reports of the continuing reduction of the herd, and that is especially true for the cow-calf sector, Ontario has an extremely strong feedlot sector. It's a plus for our industry that seems to get lost in the shuffle of the numbers. We have the operations, and we have several things in our favour. As tough as it is right now, I see a great opportunity down the road. Perhaps the opportunity may be several years away. But I firmly believe that Ontario and Quebec are poised to be the place to feed cattle. In Ontario, we certainly have so much opportunity to grow. We've got the land base, the fresh water and great operations with the next generation of producers coming on.

Yes, it worries me to see that the Ontario cow/calf numbers continually drop. But it does not mean the demise of the feedlot industry. If anything, the feedlot industry here has some good opportunities. Will we continue to feed more cattle here in Ontario? I'm just not sure what colour the hides might be as that will depend on the feeder cattle that are available. Farmers will adjust to meet the market demands. It's like tractors: people either like red paint, green paint or blue paint. But for cattle, it's about having the availability of feeder animals and feeding them. We've built some good relationships in the U.S., including the States of Virginia and Kentucky and we are seeing more



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of those feeder cattle in our feedlots. Another source that can't be overlooked is dairy/beef breeds. There are 700,000 dairy cows between Ontario and Quebec. I firmly believe that the dairy sector will play a major part in the feeder cattle market going into the future.

I believe another potential factor in our favour is the prospective plan that may see three new, large beef plants built in the U.S.A. When built, these new facilities are within eight to 12 hours from the Detroit-Windsor border. Will those plants have a significant effect on Ontario right away? Not likely. But in the long-term, I believe they will. To me, it looks a bit like a funnel with Ontario at the top of the funnel. We have a lot of things going for us in Ontario: land, feed, fresh water and the best cattle feeders in the world! We just need to hold strong.

When looking at the consumer side of the business, we need to show some appreciation as people have continued to buy beef during the pandemic, paying some very strong prices. I see that the consumer is a strong partner going forward, especially if the times toughen up and cause changes in lifestyles. There's an opportunity if consumers, in general, have to convert their dollars for vehicles and entertainment into food. We need to be a part of that to capitalize on the investments that have been made in the sector.

The next question becomes, will consumers continue to buy beef? Besides high beef prices, there are worries about switching to plant-based alternatives. I think it's important to remember that we have a generation of people who like to try new things. I remember getting several calls about us needing to respond to the introduction of plant-based alternatives at the various restaurants. The scenario reminded me of our tours of Loblaw banner stores when

we handed out samples of Ontario Corn Fed Beef. Every summer, there was something different, whether it was the way the beef was shredded or offering various recipe ideas. It was something that consumers didn't always see or they couldn't readily buy. Over several years of handing out samples and interacting directly with consumers, we learned that when you offer something new, people are willing to try it. And that's what I believe happened with the plant-based products. Yes, people tried it, but it hasn't grabbed the traction that everyone thought it would have. That tells me people are still eating beef.

As far as producing beef is concerned, the industry needs to stay focused on what we do. We also need to consider all the work and the dollars spent on our signature products in Canada. The work that we've done on Ontario Corn Fed Beef and Ontario Beef Marketing is extremely important because the consumer wants good food. We need to make sure that we continue to build on the case of what we do and market all the good things that we, as farmers and beef producers, bring to the table. We need to continue to drive the fact that our food is produced here. It's safe, wholesome and good. And this is where branding plays a crucial role. If the consumer bought a steak or a roast and enjoyed the product, they know they can go back to the store, look for the brand and know they'll get the same good eating experience, again and again.

Going back to the point about our store tours, we had the chance to understand and learn about what consumers have to say. Listening to them, along with everyone else, is a central part of the success of the Ontario Corn Fed Beef brand. When you're talking to consumers and retailers, as well as others, you're giving everybody a seat at the table, and it makes them feel

that they are part of the whole process.

While there are opportunities ahead, and we're well-positioned to try to take advantage of them, a big part is needed to achieve success. As I have mentioned previously, the beef industry has a troubling system along the value chain where it's a matter of "I have to lose, and you have to win." We constantly talk about that, but we need to put systems into place that share the benefits. We're already doing what people seem to want: Sustainability, environmental stewardship and best management practices. But, unfortunately, documenting all this and participating in third-party audits costs money. So, if it's in the consumers' best interest, all the links, including consumers, need to realize that there has to be more profit-sharing up and down the chain.

One big factor in the future will be the test on relationships that currently exist and how that may start to change due to market signals and more competition. As an industry, we do a lot of talking about partnerships and the new buzz "Sustainability." But at the end of the day, what about the most critical pillar when it comes to sustainability? In my mind, the talk around financial sustainability at the feedlot seems to be best described as "a whole lot of feathers and not much chicken!!" Beef producers are experiencing challenging financial situations, and the spotlight on that disconnect is highlighted more now than ever before.

In closing, I would like to take this opportunity to wish everyone a safe, happy and healthy New Year. I'm looking forward to feeling like it was "yesteryear," so to speak. It means that I'm hopeful that more aspects of our family lives can fall back into place like they were before the pandemic. If that happens, then I believe our businesses will be more optimistic, and we can move on to better days.



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Loblaw Expands Commitment To Sustainable Beef Sourcing

Company tripling initial purchase to three million pounds by 2023

The Canadian Roundtable for Sustainable Beef (CRSB) is pleased to announce that Loblaw Companies Ltd. is expanding its commitment to beef sustainability in Canada. The company plans to purchase three million additional pounds of beef sourced from CRSB Certified Sustainable farms and ranches by 2023, tripling its initial purchase of one million pounds in 2020. With this latest commitment, Loblaw is reaffirming not only the importance of sustainably raised food options for its customers but also its unwavering support of the Canadian farmers and ranchers dedicated to sustainable practices on the ground. The beef will be purchased from CRSB Certified farms in partnership with the Ontario Corn Fed Beef program, according to standards set by the Canadian Roundtable for Sustainable Beef.

“(This) announcement reaffirms our long-term commitment to help advance sustainability in the beef supply chain in Canada,” said Simon Romano, Vice President of Fresh Procurement, Meat, Seafood and Deli for Loblaw Companies Ltd. “As both a retailer and a founding member of CRSB, our hope is that more beef producers will embrace certification of their on-farm practices that meet CRSB standards for sustainability.”

Loblaw is working with its supply chain partners toward a system where at least 30% of the beef it sources will be CRSB Certified and will be incorporated into Loblaw’s overall beef purchases for its Ontario Corn Fed Beef brand, sold in Ontario stores.

“The blueprint for the Ontario Corn Fed Beef Program has been our commitment to on-farm quality assurances. That commitment starts

with our producers and includes our processors and Loblaws - our exclusive retail partner - where those assurances are passed along to the consumers who buy our branded beef products to serve their families,” says Jim Clark, Executive Director of Ontario Cattle Feeders’ Association and the Ontario Corn Fed Beef program. “The partnership between Ontario Corn Fed Beef, CRSB and Loblaws provides local feedlot producers with an opportunity to supply beef produced according to standards set by the Canadian Roundtable for Sustainable Beef and provides Canadian beef farmers an opportunity to be recognized for their dedication to responsible and sustainable beef production.”

Sourcing even a portion of beef from farmers and ranchers that have had their sustainable practices independently audited against standards provides consumer assurances about how their food is raised, supports ongoing improvements, and signals the importance of Canada’s agricultural system for climate change mitigation and its role in a sustainable food system.

“CRSB appreciates the ongoing support from a large grocery retailer like Loblaw, committed to working collaboratively with the beef industry in support of our sustainable practices, and sharing that story with Canadian consumers,” said Anne Wasko, Chair of the CRSB. “This robust commitment will show our community of beef producers that Loblaw values their dedication and is serious about working with them to make real progress.”

Ontario Corn Fed Beef Featured On Japanese Menu



The Oak Door Steakhouse, located in the Tokyo Hyatt Hotel and one of the highest-rated steakhouses in Japan, has added Ontario Corn Fed Beef (OCFB) on their menu as one of two imported options, along with some of the finest locally produced Japanese Wagyu beef.

The addition of the prestigious steakhouse is the latest success story for Ontario beef in Japan. Our promotional efforts are aimed at increasing consumer awareness of OCFB, focusing more on the quality aspects of the products.

Meanwhile, Daisuke Shimojima (Shimo), Asia Market Development Manager, says Canadian beef imports in Japan increased steadily this year. From January to September, tonnage totalled 37,077, up 34.6 per cent from the same period in 2020. The number is also close to 2020’s volume for the entire year at 38,025 tons. Shimo also notes that 68 per cent of the chilled beef products in Japan are from Ontario.



“More fresh air, way more light, that’s what the livestock need. We are really pleased with the gains.”

- Hans Steen, Stoneview Acres

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Proudly Showing The Beef Production Story To Consumers



Gordon Dibble, an Ontario feedlot producer, (top left), took part in a panel discussion about connecting with consumers and lessons learned during interactions between farmers and social media influencers. The discussion was featured at the 2021 virtual Canadian Beef Industry Conference. Joining Gordon were Cherie Copithorne-Barnes, Apryl Munro, Dina Ottoni-Battistessa and moderator Lyndsey Smith.

Connecting beef farmers with social media influencers who had limited knowledge of farming proved to be an eye-opening experience for all involved in the endeavour. To help increase consumer interest in the primary producer, an Ontario feedlot producer and a rancher in Alberta opened their farms to two active social media hosts. The details of the interactions between the farmers and the consumers were then highlighted during a panel discussion at the Canadian Beef Industry Conference.

Gordon Dibble, who farms with his wife and parents near Ingersoll, hosted Apryl Munro, who co-hosts and produces an internet TV program called "This Kinda Life." Dina Ottoni-Battistessa, an educator and blogger, toured the ranch of Cherie Copithorne-Barnes near Calgary. Lyndsey Smith, field editor for Real Agriculture.com, moderated the discussion.

The guests had minimal knowledge of farming or beef production as Apryl had some experience on a hobby farm. Dina, a Calgary resident born and raised in Montreal, said her closest connection to the industry is her father, a fourth-generation butcher. She appreciated the chance to visit Cherie's cow-calf and backgrounding operation. "I think there is a lot of misinformation out there and perceptions on animal welfare," she said. "It was an amazing opportunity."

Not knowing what to expect, Dibble admitted that he was apprehensive about hosting a tour and how it would turn out. "I was really hoping not to scare someone into taking what we do here the wrong way," he said. "I was pretty nervous, but I was pleasantly surprised."

Munro noted that much of her knowledge about farming was based on documentaries and other

information gleaned from the Internet. The tour of the Dibble's farm opened her eyes to the benefits of corn-fed beef production. She was particularly impressed with the sustainable practices involved with growing the crops and raising the animals. "Everything is about making sure that cows are fed the best food and also that it produces the best meat," she said, adding that she was surprised to learn how the farm treats sick animals. "It's really about making sure these cows are the healthiest they can be so that we can be the healthiest and have the best food."

Dina concurred, noting that consumers need to hear more about the environmental and sustainability story of beef farming.

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"I think that's the part where we need more education on the front-end (for) consumers, just understanding what goes into that: the nutrition of the animals, the health of the animals, the testing of the soil."

Both farmers believed they were able to convey their messages during the tours. Cherie was particularly pleased to see that Dina's father also came along during the tour and asked many questions. "It's easy to see, especially with Dina's father being a butcher who gets to have face time with our consumers, you realize how important it is that they have the understanding of exactly what we're doing," Cherie explained. "It gives him an opportunity to be able to really help describe what we do as ranchers every day. That's why it's important to make sure we give them the stories that are needed from a personal perspective. But they also need to understand a little bit of the science that we do, and through tours, you can kind of show that."

Dibble thought the day with his guests flowed well, but he was surprised that Apryl and her co-host may have assumed that farmers don't look after sick animals as well as they do. "I think that was probably the most difficult pill for me to swallow to know that consumers are under the impression that we're not doing as good a job as we actually are," he said. "I'm glad that the message got across that we are doing what we're doing, and we're proud of how we're treating animals."

Noting that her previous opinion had been shaped somewhat by documentaries and information about beef production from the U.S., Munro was grateful for the opportunity to learn from a Canadian producer. "We always want to know where our food is from," she added. "This is why influencers are so important because people want to trust somebody with their

money and know what their opinions are, and I think it's important that we do the same when it comes to our food. So, learning about where our food is coming from is such a big deal."

Dina echoed Apryl's comments, adding that there is a lot of misinformation, and the content is being consumed rapidly. "I feel like it's my job, and I like to call myself an impactor rather than an influencer, to be able to share that information that's real and authentic, and I think it's very important that we're able to see that."

On the question of how to reach more people, Dibble commented that he appreciated that Apryl and her co-host, Sara Lajeunesse, took the time to tour the farm and share the story. "It's really nice to have somebody else who's better at it and can get the message across," he said. "I'm proud of the story. I'm proud of what we do here, but it is just hard for me to get that message out there."

Cherie agreed, noting that having partners who can help tell the story is key, particularly as more people are curious and want to learn more. "I'm not an expert at that, but I'm very thankful that there are those who are willing to do that on our behalf and making sure those relationships are as open and honest and as transparent as possible to make it work."

Towards the end of the discussion, Smith asked Dina and Apryl for their take-home messages from the experience. First, Dina said it was important for consumers to do their own research and not rely solely on social media. "I feel like I need to be a little bit more aware of what I'm looking for," she said. "And then as an influencer, just being able to debunk some of that misinformation. That's a big part of what I like to do on my social media. So, having an opportunity like this, being able to share the information or partnering with the industry to be able to share, I think that would be invaluable."

For Apryl, the biggest takeaway was that she was pleased to see a family farm was raising the beef. Echoing Dina's comments, she added that social media influencers need to be allies for the industry. "We get a lot of comments about the food we're eating and how we should be eating," she said. "People give us advice. But I think what Gordon did for us was arm us with information that we can now fully say we know what we're talking about, and this is how."

As for the farmers, they believe it is important to tell the story and be upfront and honest about the various aspects. "You need to be able to tell the good, the bad and the ugly, and talk about how you defend the ugly at times because so much is out of our control as producers," said Cherie. "For example, right now in the drought, it's important to show what happens to our riparian waterways; how we manage around it. It doesn't look pretty, but it's part of what we do."

For Gordon, his advice to others is not to be embarrassed and take pride in the good things being done on the farm. "If you're doing a good job, you should be more than happy to have someone come through and then they can learn from it, they can get the messages that you're trying to convey," he said.

Citing the manure storages as an example, Gordon noted that they don't look or smell great to someone from the city, but they play an essential role in soil sustainability. "We're trying to put back more than what we're taking," he said. "I'm going to have another generation of boys here because we're going to keep this rolling, and we are trying to do a good job. I don't think we can get this message across in a certain way until more people see it. The only way we can do that is to have people on the farm. It's nerve-racking, but I think it's worth it."

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Feedlot Receiving and Feeding Practices: Perspectives from Ontario's Feed Industry

A summary of results from the 2021 Ontario Beef Feedlot Feed Industry Questionnaire

By Megan Van Schaik, Beef Cattle Specialist (OMAFRA), Andrew McDonald, Beef Cattle Livestock Assistant (OMAFRA), Madeline McLennan, Feed Ingredient and By-Product Assistant (OMAFRA)

(Editor's note: This an excerpt of an OMAFRA Virtual Beef article, edited by Brent Cavell)

In May of 2021, a survey was conducted to better understand Ontario feedlot practices and feed industry advice, particularly around feeding management and management of incoming cattle.

The survey was jointly coordinated by the Ontario Corn Fed Beef Program, the Ontario Agri-Business Association, and the Ontario Ministry of Agriculture, Food and Rural Affairs. Feed industry professionals were surveyed on their experiences and perceptions related to Ontario's feedlot sector with a focus on feeding and management practices. Survey respondents represented multiple tiers of the feed industry, including feed sales representatives, nutritionists, consultants, feed ingredient suppliers, and animal health advisors. The following are answers to three key questions as part of the survey.

20 per cent of feed industry professionals prepare close-outs or other production metrics

This low number is particularly concerning. Feed industry advisors can gain knowledge and add value to their feedlot clients' operation by assisting/analyzing the calculations of the close-outs. Producers need to be encouraged to collect accurate farm data to get a true sense of

their farms' performance numbers in order to initiate any identified corrective actions within the feedlot. Close-outs on all groups of cattle will support making informed decisions to improve performance and support management decisions. In other words, you can't improve what you don't measure.

19 per cent of producers use a bunk scoring system as a component of bunk management

Tools to read bunks and aid with ration adjustments are known to help feedlot operators fine-tune their feeding programs, keep cattle on feed consistently, improve dry matter intake (DMI), mitigate the risk of digestive upsets, and help improve cattle performance. However, respondents reported on average that only 19% of their producer clients are using some form of bunk scoring system as part of bunk management.

On average, survey respondents indicated that 66% of their clients understand the importance of consistency in timing for feed deliveries.

Reportedly, 81% of respondents indicated having regular dialogue with clients about feed push-ups, where feed push-ups were necessary in a flat/table bunk or drop bunk situation.

63 per cent of producers conduct a risk assessment for incoming feedlot cattle

The topic of specific feeding practices for newly received cattle production is of particular interest due to the impact management decisions at

this stage have on the health and performance of cattle for the duration of the feeding period.

Respondents reported that on average, 63% of their producers conduct a risk assessment on incoming cattle and 57% of newly received cattle, on average, are bunk trained and familiar with waterers.

The results from this questionnaire provide an opportunity for feed industry advisors to increase value on their feedlot clients' operations as well as for cattle feeders to improve efficiencies and cost-savings on their feedlots.

The survey will be covered in detail in Ontario Cattle Feeders' Association webinars that are planned for February and early March. Stay tuned for the dates and times.

The authors of this article would like to acknowledge the work and input from contributing team members, including Christoph Wand (Livestock Sustainability Specialist, OMAFRA), Brent Cavell (Quality Assurance Manager, Ontario Corn Fed Beef Program), Ron Campbell (Operations & Member Service Manager, Ontario Agri-Business Association), and livestock summer students Sedley Benitz and Kathryn Kroeze.



Beef Exports Thrive Despite High Prices



Brian Perillat, Canfax Manager and Senior Analyst

Exports of Canadian beef are showing impressive growth in the face of high prices. According to Agriculture and Agri-Food Canada (AAFC) data, the value of Canadian beef shipments to the end of September totalled \$3.23 billion. The number is close to the total of all of last year, which was \$3.257 billion.

"The overall story is phenomenal demand, whether it's domestic or exports," says Brian Perillat, Manager and Senior Analyst at Canfax.

He notes that production increases also drive exports. While it may be uncertain if production volume will continue to rise, Perillat thinks beef demand will remain strong. "You see that China is stepping in, especially on the U.S. side of things. But even Japan and South Korea continue to be big markets, willing to pay up, even at these high prices."

The United States continues to be Canada's largest customer by a wide margin. To the end of September, AAFC reported that the U.S. imported \$2.35 billion worth of Canadian beef and veal, up by 32 per cent from last year. The volume was 265 million kilograms (kg), up 16 per cent.

Japan, which is the second-largest export market, imported \$329 million worth of Canadian beef and veal, up by 41 per cent. The volume also experienced a sharp increase as approximately 45 million kg had been shipped, up by 34.5 per cent.

China more than doubled its volumes, taking in 15 million kg, up by 118 per cent. The shipments were worth an estimated \$142 million, up 106 per cent.

As for the cattle markets, fed cattle prices in Alberta have slipped, trading at a discount of \$10-\$15 to Nebraska. "We were the highest market in North America for quite some time, then it was Ontario, and now we've gone to a significant discount to the U.S. market," said Perillat. "It's quite a weak basis, and we've seen the U.S. market climb dramatically over the last month where Alberta has been basically flat."

He attributes the stronger U.S. market to tightening cattle numbers south of the border and increased competition among the packers. "Their cattle-on-feed numbers are close to a year ago, and we're looking at 19 per cent above a year ago," says Perillat. "So, we have a lot of cattle-on-feed in Canada. In Western Canada, we've got a lot of a market-ready cattle here that are holding our prices back."

According to the weekly price reports from Beef Farmers of Ontario, rail-grade prices have been flat at \$270 (dressed weight) for the last three months in Ontario. For the last week of November, fed steers ranged from \$151.64 to \$163.77 with a weekly weighted average price of \$158.39, which was \$21 higher than last year. Fed heifers sold from \$144.17 to \$161.43, averaging \$153.90, also approximately \$21 more than the same time a year ago.

Overall, Perillat notes that fed cattle prices in Canada are at high levels, but he is quick to add that the markets continue to be frustrating. While retail prices are also high, only a small portion of the increase is flowing back to producers. At the same time corn and barley prices continue to be at historically high levels. And it appears feed prices will continue to be high for the coming year. In its Nov. 19 Outlook Report, AAFC forecasted an average corn price of \$275 per tonne in the Chatham region for 2021-22. If realized that price would be a new high, up slightly from last year's record.


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Bumper Corn Crop In Ontario



It appears as though Ontario's corn crop is holding up to the forecasts for record production this year. The annual Great Lakes Grain Assessment Tour predicted a new provincial record for yield back in September. "Our assessment report indicated that we have some exceptional yields," says Dale Cowan, Agronomy Strategy Manager and Senior Agronomist for AGRIS Co-operative Ltd. "I think that has carried forward. It seems the yields are still there. It's just a matter of combining some lodged corn. But in most parts, they have gone according to what we thought they would."

Cowan adds that farmers are reporting anywhere from 20 to 60 bushels per acre more than they had ever produced before this year. The higher yields are attributed to higher populations, girthier cobs and longer rows of kernels compared to previous years.

As for quality, 2021 is shaping up to be a year for low vomitoxin levels in the corn. However, as the harvest drags on, higher levels have been detected. But Cowan adds that the elevated levels only appear in a few fields in a few areas and are not a widespread problem. "The longer that harvest is delayed in the susceptible fields that have severe moulds, it starts to accumulate over time, but it's very spotty. I can't say that there is one area worse than the other. It just seems to be on a field-by-field basis," he says.

Looking ahead to next year, the industry estimates that corn acreage in Ontario will be similar to this year, despite concerns about the rising cost of fertilizer and other inputs. The main reason why is a shortage of winter wheat acres as Cowan notes that only approximately 700,000 acres were planted. "And the question is, how much of that is going to be something you want to keep next spring or even going through the winter? We could see 100,000 acres of that disappear by spring," he says. "So, that will put the soybean acres up. We think we'll see an increase in soybeans at the expense of wheat acres. When you look at the returns on corn, even at the higher price of nitrogen and inputs overall, it's still a better return than soybeans on some farms."

In terms of the key management topics for the coming year, Cowan lists weed control as a significant practice, given the increase in the cost of glyphosate. "Weed resistance management and cheap do not go together," he says. "So, we have to be very diligent about keeping on top of our weed management and reducing weed resistance from developing."

Meanwhile, agronomists continue to keep tabs on Tar Spot, touted as the latest disease threat to corn. The assessment notes that it was easy to spot in the deep southwest part of the province. While fields with fungicide applications

are showing less damage, there was still a significant amount of leaf loss. "The emergence of Tar Spot in corn is well established now in the southwest, and it will continue its march north and east," says Cowan. "It can be a devastating disease in corn. We're going to have to be really diligent in our crop scouting."

He adds that diligent scouting will also be needed in soybean fields as volunteer corn in beans can also host Tar Spot. If it goes unchecked, it can lurk in the soil for the next time corn is planted in the affected field.

The Great Lakes Assessment report said research is underway in Ontario to understand fungicide application timing and efficacy as there are differences in the fungicides' ability to suppress this pathogen. In addition, this disease will require a different management approach to the timing of fungicides depending on the time of infection and weather conditions.

Now in its twelfth year, the tour assessed 517 corn fields and 398 soybean fields. It aims to give growers a better understanding of how their crop performs compared to others in the province. In addition, it allows growers, agronomists and grain marketers the opportunity to refine their management plans for future improvements in production and marketing.

Former CCA & OCA President, Stan Eby, Inducted Into Canadian Agricultural Hall Of Fame



CCA President, Bob Lowe (left), and inductee, Stan Eby, at the Canadian Agricultural Hall of Fame ceremony on November 21, 2021.
Photo credit: Laurie Karson

(From Canadian Cattlemen's Association Action News)

Former Canadian Cattlemen's Association President, Stan Eby, was officially inducted into the Canadian Agricultural Hall of Fame on November 21, 2021. Eby was among nine outstanding inductees celebrated at the ceremony held in Winnipeg to showcase the 2020 and 2021 recipients.

Eby farms near Kincardine, Ont. and was nominated by Beef Farmers of Ontario and the Canadian Cattlemen's Association. According to a news release from the Canadian Agricultural Hall of Fame, Eby has been recognized for his successful leadership through traumatic and divisive events with a rational approach and steady, calm leadership. In 2000, Stan was serving as the President of the Ontario Cattlemen's Association (OCA) during the Walkerton water crisis. He led a team that managed crisis communications surrounding environmental stewardship in the beef industry and was instrumental in developing a framework with the OCA for agriculture to handle future environmental issues.

As CCA President from 2004 to 2006, Eby led the association in reframing the position of the Canadian beef industry internationally in response to BSE, as well as managing the crisis

for domestic producers through advocacy for government support. Eby is well-known for his calm, thoughtful leadership, as well as his humility, which allowed him to effectively rally a team in times of need.

In Memoriam: Eugen Burgin (1958 – 2021)



Eugen Burgin of Warwick, Ontario, passed away on November 10, 2021, at the age of 63.

As the fifth of six children, Eugen grew up working on the family farm in Switzerland and developed a passion for agriculture that he would carry for his entire life.

He graduated from Arenenberg Agricultural School and travelled to the United States to gain experience working on a large dairy farm in Wisconsin. This was the inspiration that would eventually lead him to emigrate from Switzerland to Canada.

Eugen and his wife, Silvia, emigrated from Switzerland to Canada in 1993 with their four children. They purchased a small farm in Forest, Ontario, and their family grew with two more children born in Canada.

For nearly 30 years, Eugen ran EUSI Farms. During that time, he expanded the farming operation, diversifying into sugar beets, livestock production, and several other agricultural businesses. These ventures included TruHarvest Meats, a meat processing facility that operates out of the former Ryding-Regency plant in Toronto.

He was influential in introducing several innovative agricultural technologies and practices.

In addition, his passion for farming was evident to all who knew him.

(Source: Denning's Forest Funeral Home)

Join The Herd As A Member Of The New Ontario Beef Youth Alliance

Over the years, the Beef Farmers of Ontario (BFO) has sought ways to engage, support and encourage the next generation of beef farmers within our organization through policy development, initiatives, events and program offerings, and resource development.

With that goal in mind, the BFO launched the Ontario Beef Youth Alliance – a powerful group of individuals with energy and enthusiasm to grow, protect and advocate for Ontario's beef industry.

What is the Ontario Beef Youth Alliance?

The Ontario Beef Youth Alliance (OBYA) will be comprised of members between the ages of 18-35 and who have subscribed to become a member of the OBYA. Members must have an active interest in the Ontario beef industry but do not need to be BFO check-off paying members.

Membership benefits will evolve as the Ontario Beef Youth Alliance welcomes members and begins to take shape. Every effort will be made by BFO to provide the following benefits:

- Networking and engagement opportunities with other like-minded individuals
- Youth-based programming and events
- Mentorship connections
- Access to information and resources on current funding programs to support on-farm development
- Platform to share career opportunities related to the beef and agriculture sector
- Complimentary subscription to Ontario Beef magazine
- Eligibility to run as a candidate and/or elect candidates for the youth positions on the BFO Cow-Calf, Feedlot and Research Committees – New in 2022!

To learn more, visit the BFO website. Look for the Ontario Beef Youth Alliance link under the Programs tab.

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