

The News Feed

An Ontario Cattle Feeders' Publication



Fall 2022 Edition



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OCFB SHINES DURING SUMMER TOURS



Ontario Corn Fed Beef and Van Osch Farms hosted a feedlot tour for senior level marketing and sustainability team members from Loblaw Companies Limited. The event gave the Loblaw's team insight to the OCFB QA program to ensure sustainably raised, consistently great-tasting beef, raised under strict animal welfare protocols and a nutritionally balanced feed ration on Ontario family farms.

Also in this issue: highlights from the Feedlot Management School that featured feedlot tours. And the Beef Industry Convention returns in 2023! Get a head start on planning with our registration, sponsorship and exhibitor forms.

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From The Desk Of Jim Clark



Jim Clark, Executive Director

My approach to these commentaries is to take what I like to call “a thirty-thousand-foot view” of the beef industry, which leads me to believe there is plenty to be optimistic about in the future. My optimism, as noted in previous News Feeds, has raised a few eyebrows and drawn some criticism from a few people who don't quite share the same view. But a lot is happening in the world that clouds the picture. We're still living through a time of great uncertainty that affects so many parts of our business and daily lives. Yes, there is so much uncertainty, but the world keeps spinning!

I agree that the rising inflation rates and the related economic and recessionary news make it difficult to be optimistic at times. As far as consumption is concerned, we're finding that consumers are adjusting their shopping and eating habits more than ever before. We see a slight move away from purchasing beef. Meanwhile, we continue to see more chicken purchases and the growth in that area keeps getting larger and taking market share from other proteins. While people are looking at the price point of the meats, there's also a consumer who traditionally eats more chicken. In addition, we have a diverse population, and some of that population may prefer chicken. So,

when you combine the demographics with the rising food prices, we must carefully watch where beef fits into the consumer dollar as people continue to cook more meals at home. And people are trying to save money on their grocery bills while also maintaining a good eating experience for their families.

When it comes to beef, it's becoming less of a routine purchase. There is huge sales activity when there are front-page specials in the grocery store flyers. While that is great to see, the problem is that people may not buy beef for a while because they have stocked their freezers with the beef being featured. They then don't purchase much beef until the next feature as the everyday price is so much higher than the front-page special. The swing in prices also sometimes leaves the consumers wondering about the real price of beef and asking, “Are we getting a deal or are we being taken?”

Given these factors, we're reminded how important it is to continue marketing our beef to the consumer. Our job at the Ontario Cattle Feeders' Association, through Ontario Corn Fed Beef and the Ontario Beef Market Development Fund, is to keep Ontario beef at the front of the consumer's mind to help minimize that exodus to other available proteins. As well, we continuously work to drive home the fact that we, as an industry, care about the consumer and their ability to buy groceries for their families.

This includes highlighting our efforts to produce an abundance of safe, nutritious protein options. These efforts relate directly to our producers and how they fit into our marketing. We continue to deliver a consistent beef product that the consumer is used to when it comes to taste.

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So, while producers may be looking at their rations during these times of high grain prices, the one thing that we really need is for producers to stay with their recipes and continue to produce a high-level beef product. As we ask for a premium price, we need to ensure that our beef delivers on taste and quality.

Consumers tell us time and time again that they look for our brand when shopping for beef due to the consistency, taste and quality. As beef producers, we can't put all our focus on efficiency. As an industry, we need to be as efficient as we can. But if the end-user is unwilling to buy our product, it backs up the whole chain, right to the farm gate. We call our brand Ontario Corn Fed Beef for a reason and that is due to the fact that a high-level corn ration gives our beef the robust flavour and taste profile that our customers expect here and abroad. Otherwise, our beef is just the same grade as everything else out there on the market.

That's why we've done so much work with the Ontario Beef Market Development Fund, combining it with 21 years of Ontario Corn Fed Beef to continually develop new brands under the umbrella of Ontario beef and the Ontario Corn Fed Beef Program. It has always been the goal to take ordinary commodity beef from Ontario and upgrade that so it's high quality. As a result, we're promoting great Ontario beef, which happens in various marketplaces around the world and at home.

It all comes down to staying with the blueprint that we've always had with Ontario Corn Fed Beef. The goal at the end of the day is to enhance the sustainability of Ontario's cattle and beef production sector. We've always had a plan and a strategy. Our efforts have delivered growth and success in branding. From my point

of view, it's imperative that we continue telling the unique story of Ontario beef. It's such a high-quality product that also involves social responsibility. The beef is raised on family farms and is safe and wholesome. All those factors are part of the process that we must continue to highlight in our marketing as we move forward.

When it comes to marketing, we have focused on enhancing what we have instead of re-inventing the wheel. We've learned what we've used from the model and the tools we've built for Ontario Corn Fed Beef and applied them to the other branding initiatives. As a result, the other brands, such as those from The Butcher Shoppe, Flanagan Foodservice Inc. and Morton Food Service, benefit from incorporating the Ontario Corn Fed Beef story. In addition, Canada's largest retailer, Loblaw's, has supported this initiative for many years.

Of the dollars that are invested in marketing, we continue to focus much attention on trading partnerships because I believe they will remain key to our future as we move forward. It's a big part of what we do. It's about promoting the right aspects and characteristics needed to support the marketing efforts. While people want food safety protocols and the factors related to sustainability and animal health and welfare, price is also a significant issue. So, we need to ensure we have value along with the pricing. If you look at the various consumer reports, there are several key questions. Is the beef great tasting? Is it safe to eat, and does it provide good value? Is it nutritious? While all these questions are essential to focus on, the one thing that I do push back on is the fact that we need to pay for all these endeavours.

Another part of our focus is trade. And when I mention trade, we must remember that as many consumers in other countries move up the food chain, animal protein becomes a larger part of

their diet. I believe that the Ontario beef industry is very well positioned to share in those growth opportunities, and we've seen that in Japan.

We're very fortunate to have a strong core group of producers from family farms in Ontario. We also have the land base and the crops to add to the mix of our great producers. We have so many things going in our direction. But the big part is that we cannot afford to lose our focus, drive, and ability to meet the challenges and reap the rewards of the opportunities as we move forward.

Annual Beef Industry Convention Returns in 2023

Speaking of moving forward, mark your calendars for January 12 to 14, 2023. We're pleased to announce that we're bringing the Annual Beef Industry Convention back to the Best Western Plus Lamplighter Inn and Convention Centre in London. Plans are well underway for what will be our 25th Annual Beef Industry Convention. Stay tuned for more details. As well, the next edition of The News Feed will feature a full Convention preview. For those who would like to get an early start on their planning, we have included registration, sponsorship and exhibitor forms in this edition. Please refer to pages 12 to 14.

In the meantime, I wish you the best for a safe and healthy harvest and fall season.



"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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Ontario Corn Fed Beef Marketing Update

Loblaw's Feedlot Tour



Ontario Corn Fed Beef hosted a feedlot tour for senior level marketing and sustainability team members from Loblaw Companies Limited (LCL).

Van Osch Farms were the host for the tour and provided the group with a comprehensive and transparent tour of their operation.

The objective for the tour was to give the Loblaw's marketing team some insights into the processes utilized under the Ontario Corn Fed Beef Quality Assurance program to ensure sustainably raised, consistently great-tasting beef, raised under strict animal welfare protocols and a nutritionally balanced feed ration on Ontario family farms.

The tour also provided the LCL sustainability team with insights into the sustainability outcomes currently available in the OCFB QA program, including the Canadian Roundtable for Sustainable Beef.

The feedback from the Loblaw's team was very positive. One member said, "It was a great day, people still telling me what a great experience it was. Thanks to everyone who made this happen!"

Loblaw's Commitment To Ontario Corn Fed Beef Supports Long Term Growth

The Real Canadian Superstore, a division of Loblaw Companies Limited continues to show their commitment to the Ontario Corn Fed Beef brand. The banner featured a tribute ad in their weekly flyer which explains the unique attributes of Ontario Corn Fed Beef, along with a unique QR code. When consumers scan the code with a smart phone, they're taken to a website with four videos explaining the key messages around the brand.



The Commitment Of Loblaw's For The Brand Maintains A Strong Demand For OCFB Cattle

2021 was another record year for cattle certified under the OCFB Quality Assurance program with 335,077 cattle processed. That represents a 123% increase since 2011.

Over that span \$9,167,292 has been paid out directly to certified OCFB operations for maintaining certification in the program.

OCFB On The Menu At Chuck's Roadhouse

Our recently announced partnership with The Butcher Shoppe in Toronto has provided an opportunity to partner with one of the fastest growing steakhouse chains in the province. The high quality of Ontario Corn Fed Beef is now available at Chuck's Roadhouse. With over 60 locations across the province, many of which are close to rural communities, Chuck's Roadhouse provides a tremendous opportunity to provide consumers with a high-quality, locally produced steak.



Export Market Update

The Restaurant “Soleil” – The Latest New Ontario Beef Partner In Tokyo



The Restaurant “Soleil” is a multinational cafe and dining experience where people with “food diversity” such as Halal, vegetarian and vegan can enjoy meals around one table. They have prepared a menu that takes into account various restrictions so that people who can speak about different things due to differences in religion, thought and culture can spend a fulfilling time together.

Since April, they’ve been serving Angus Sirloin Steak 300 produced from Ontario Heritage Angus Beef, which is produced under the Ontario Corn Fed Beef Quality Assurance Program, as a main menu item for meat lovers around the world. There are few restaurants in Tokyo that serve high-quality Halal steak, but the number of customers is gradually increasing.

**Beef From Ontario Highlights
Supermarket Business Fair, Last July
In Nagoya, Japan**



Japan Marketing Manager Daisuke Shimojima participated in Supermarket Business Fair in Nagoya with the intention of developing additional retail partners in the Tokhai region. At this exhibition, we exhibited Ontario Corn Fed Beef (OCFB) and Ontario Heritage Angus Beef (OHAB) products centered on chuck shoulder products and yakiniku products such as Hanging Tender and Outside Skirt Steak.



Currently, many supermarkets are looking for new yakiniku products, and OCFB/OHAB Rib Fingers samples were offered to the guests. In addition, in the Nagoya area, major and medium-sized yakiniku chains are developing their business, and we worked to develop new customers by proposing skewers and seasoning products.

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Feedlot School Highlights Attention To Detail

Beef Farmers of Ontario and the Ontario Cattle Feeders' Association collaborated to organize a tour of four area feedlots and a speaker program for Ontario's feedlot producers.

The host feedlot operations selected for the tour were producers who are very detail-oriented and collect data and accurate records for animal health, cropping and soil management, manure management, production efficiencies, including barn design for cattle comfort, handling and movement, and financial management. These feedlot operations also participate in Quality Assurance (QA) programs, including the Ontario Corn Fed Beef QA and the Canadian Roundtable for Sustainable Beef. The participating feedlot operators for the tour were Dave Gardiner Farms Inc., Van Osch Farms Ltd., Dibbhurst Farms Ltd. and Kloefer Holdings Ltd. We certainly appreciate the host families showcasing their operations and explaining in detail the day-to-day routines of their feedlots to the group. Thank you very much to all.

The importance of having this type of data available for each operation to make informed management decisions was discussed at length by each feedlot operator. The host producers discussed their various means of collecting data and recording it. They also spoke about the animal health protocols they had put in place via consultations with their veterinarian. They mentioned the importance of checking for drug withdrawal times/dates and criteria for the management of decision-making protocols involving animals close to shipping dates.

Having fellow producer peers talk about the importance of keeping accurate records certainly engaged conversation amongst the group which was our goal for the Feedlot Manage-

ment School. We wanted to demonstrate that data collected was very important for producers, enabling them to actively engage their management team members of their operations to help make informed decisions.

In the evening, we assembled a producer panel of the host feedlot operations to talk about the "little things done right that make a difference," which they have control of on their farms that reflect the management decisions being made. Christoph Wand, Livestock Sustainability Specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs, acted as moderator for the producer panel, engaging questions and comments from the participants and audience.

John Baker, Director, Brand Management/Business Development, Ontario Corn Fed Beef, spoke on the retail and food service sectors of the Ontario beef industry. Titled "Ontario Beef in the Marketplace," the presentation introduced short videos from Morton's Food Service, The Butcher Shoppe and Flanagan Foodservice. They spoke of the importance of using local Ontario Corn Fed Beef and Ontario beef, and how it has been instrumental in the growth of their businesses. John expanded on each of their videos, explaining how that sector of the beef business functions and what a vibrant foodservice business means at the producer level. Ontario Certified QA programs are very important to each of them, instilling confidence in food safety and quality of their products to their customers, which gives them differentiation over competing imported meats.

As breakfast was served the following morning, Amanda Hammell, Director of Commercial Financial Services in Agriculture for RBC Royal Bank, talked about the importance of accurate

data and the operations past performance history in making the financial decisions of the feedlot. A team approach, using experts from various management areas of the operation is a great knowledge resource to have available to your banker. This demonstrates the opinion of someone involved with the operation but not as emotionally tied to the operation as the owner. More of Amanda's comments are in separate article on the next page.

Dr. Jessica Gordon DVM, and Assistant Professor in Ruminant Health Nutrition at the University of Guelph, spoke on Antimicrobial Use and Antibiotic Resistance in feedlots. Included in her talk was a presentation on this topic "Responsible Use of Antimicrobials in Ontario Beef Operations" prepared by Dr. Joyce Van Donkersgoed Inc., DVM, MVS, Coaldale, Alberta, with Dr. Gordon adding her flavour to the presentation.

The presentation was well received, and handouts were available to the producers. A copy of one of the handouts is on page 9.

We continued with the remaining two farm tours and Dr. Van Mitchell and Walter Martin of Metzger Vet Services conducted a cattle handling demonstration focused on health management and foot health and what the typical issues are with feet problems in a feedlot.

We had approximately 50 industry partners and staff along with approximately 100 producers take part in the two-day event. Overall, it was a great experience for everyone, focusing on all aspects of management skills implemented on the feedlots we visited.



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A Banker's View On Quality Assurance And Feedlot Management

The value of documenting production practices in programs like Ontario Corn Fed Beef Quality Assurance goes well beyond the farm gate. Not only do retail and food service customers see the benefits, but financial institutions are also interested in the information documented in the QA programs.

Amanda Hammell, Director of Commercial Financial Services in Agriculture for RBC Royal Bank, gave a banker's perspective on the industry at the Feedlot Management School. In an interview with The News Feed, Hammell said lenders look at more than just the financial information. Given that there are many variables that farmers can't control, such as weather and the markets, the banks involve other points in their assessment of feedlots.

For example, is the business an owner-operator feedlot, or is it a custom feedlot? They also look at the market and the competitiveness within that market. "We like to look at if they're doing anything above just marketing a commodity," said Hammell. "Do they participate in Ontario Corn Fed Beef? Do they have Verified Beef Plus? Do they have Canadian Roundtable for Sustainable Beef (certification)? Are they doing something extra?"

In addition, the market analysis involves assessing production parameters such as closeouts, the average cost of gain and feed conversion. "We have a sliding scale at the bank," said Hammell. "So, if someone is at a 7.1 feed conversion and someone else is at a 7.8, that 7.1 is rated more favourably because the lower the feed conversion, the better."

Having this type of information available and

documented is beneficial for the producer. For example, it can help improve credit scores. "If I'm looking at production parameters of average cost of gain and feed conversion, and that client can't provide that, I default the rating," she said. "And if you do provide it, it notches up as you go, and the stronger the information, the better."

Another valuable point is a team approach to feedlot management, whereby input by outside professionals such as veterinarians and nutritionists is key. Noting that she operates a dairy farm with her husband, Hammell said they make it a point to seek information from others.

"When my husband and I started, we said the only way we're going to get better is to surround ourselves with people who are smarter than us," she noted. "We're only as good as the information that we have at our fingertips. It is almost impossible for someone to be an expert at human resources management, herd health and cropping. This is why we have to surround ourselves with people who specialize in that."

When speaking with financial institutions, Hammell stressed the need for very open and clear communication. "I have been in agriculture for almost 20 years, so I understand cycles. Understanding the business and the client's strategy will help me to have the ability to give the best advice."

Meanwhile, the frequency of visits depends on the complexity of the business. For some clients, it may be every other week, while it may be quarterly for others. "It really depends on the size and the scale of the operation as to

how often you should talk to your lender," she added.

Another critical tip for financial management is to understand the cost of production. Noting that it's more than knowing the cost of feed, other factors to consider include wages, trucking, veterinarian costs and overhead items such as property taxes and insurance. She said some clients are so focused on their margins that they can overlook some of the other expenses. As a result, Hammell sees significant variances in break-even points.

She also likes to see a business strategy that goes beyond financing the first transaction.

"I need to be looking at years two, three and four because if the first transaction all of a sudden maxes out the business (and) if there's no plan after that, then I haven't done my job, and the clients haven't done their job in articulating what their long term plan is."

When it comes to talking about strategy, she notes that it's a continuous movement as the business evolves. For example, Hammell is asking clients to complete a capital expense budget with projections. Besides cattle, the items include equipment that may need to be purchased in the next two or three years. Is a barn expansion in the works? Is more land required?

And whether big or small, she recommends that every farm must manage risk. Citing the adage, "if you can't measure, you can't manage," Hammell said it is essential to identify the risks, evaluate them, treat them, and then monitor them. It's also important to remember that people can only make the best decision at a particular time with the information they have.



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Big Turnout For Waterloo-Wellington Beef Tour



John Baker, Chelsea Martin and Brent Cavell of the Ontario Corn Fed Beef (OCFB) Program were on hand to serve a delicious OCFB steak dinner to approximately 500 people who turned out for the Waterloo-Wellington Beef Tour on June 8.

The tour is primarily for the Mennonite community from Waterloo and Wellington Counties in Southwestern Ontario. Several industry partners, including veterinarians, nutritionists, animal health, feed mill, pre-mix, feed ingredient suppliers, and agricultural equipment companies participate as sponsors with exhibits for the tour gaining exposure to producers.

Attendance in the past has been typically between 150 and 200 people. The annual event has been held for a number of years, which included the typical agenda of congregating at the first farm on the tour for lunch and a demonstration on animal health / bunk management-related topics. We would then travel to two other farms in the immediate area that had recent upgrades such as a new builds, and handling facilities to complete the afternoon program.

This Year's Tour

The program was changed, with the committee, consisting of Javan Martin, Jeff Martin and Jared Frey, wanting to have a family-oriented social event held in the evening on June 8. Due to the COVID restrictions since the start of the pandemic, the committee anticipated that people wanted to get back together again and socialize with friends, neighbors, and industry representatives.

Marvin Burkhart and family were gracious hosts for this year's barn tour. Many thanks to the Burkhart Family! Their cattle feeding fa-

cilities were a new build three years ago and offered many key features of interest. Barn design, controlled ventilation/air flow, feeding system, handling facilities and an observation catwalk, to name a few.

During the evening program, Dr. Marty Metzger, Metzger Vet Services held a discussion on animal health and new strategies on collecting the proper information that's beneficial to managing feedlot cattle. Christoph Wand, Livestock Sustainability Specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs, spoke about the collaborative synergies involving OCFB and producing various producer oriented educational videos and webinars over the past three years. When Brent Cavell, Ontario Corn Fed Beef Quality Assurance Manager, approached OMAFRA in 2019, including Megan Van Schaik (OMAFRA Beef Specialist) and Christoph, we had the theme of "Bunk Management and Cattle Feeding Behaviour" in our minds and wondered what we could do to help producers realize the importance of this topic. Our first video was produced as a "show me" presentation using footage from trail cameras mounted over the feed bunks and it proved very successful, drawing over 15,000 views to date. Christoph also mentioned ongoing research involving the use of robotic feed pushers in beef barns for enticing cattle to the feed bunk. Handouts on these projects were available at the OMAFRA display to producers.

In addition, Brent Cavell mentioned antimicro-

bial stewardship, including the awareness of antimicrobial use and antibiotic resistance in feedlot cattle in Canada. We had our Ontario Corn Fed Beef display with those and related handouts available for the producers.

Approximately 40 industry people, association staff and more than 450 producers and family members attended the event. With many positive comments about the program, and the opportunity to renew acquaintances, the event was deemed as a huge success.

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Industry Notes

Canadian Cattle Association Launches With New Brand Identity



The Canadian Cattle Association (CCA) launched a new brand identity on July 7, highlighting the strong and diverse group invested in raising some of the world's best beef — one that is dynamic, forward-thinking, climate positive and quintessentially Canadian.

Formerly the Canadian Cattlemen's Association, the brand refresh includes a new CCA logo created with inspiration by key elements of importance to the organization: our country, our cattle, and our environment.

This refreshed logo, visual identity and positioning reaffirms CCA's commitment to supporting communities, embracing innovation and contributing to the overall sustainability of Canada's food system.

"For 90 years, CCA has been the voice of beef farmers and ranchers across the country," said Reg Schellenberg, CCA President. "Our organization has grown to include the 60,000 members we represent today. It is important that our name, logo and brand also grow and be reflective of how our organization has evolved."

While Canadians continue to take action on sustainability, CCA builds on generations of industry-wide ecological practices, which include preserving biodiversity, sequestering carbon, restoring Canada's wetlands, upcycling resources, protecting endangered species and providing the majority of wildlife habitat on food-producing lands.

"We will continue to do what we do best — raise

world-class beef for Canadians and international consumers," continued Schellenberg. "As an association, we want to further emphasize the importance of cattle to Canada's environment, heritage, food security and economy. Our actions reflect the desire for greater sustainability and improved food production because we want to produce beef that makes every Canadian proud."

Canadian Cattle Herd Declines

On July 1, 2022, the Canadian cattle inventory was down, compared with the same date a year earlier.

In its Aug. 23 report, Statistics Canada said the Canadian livestock sector continued to feel the lasting effects of the drought conditions that affected Western Canada in the latter half of 2021. In particular, tight grain supplies led to an at-times record high feed prices and increased production costs.

The Canadian cattle herd fell to the lowest level recorded since July 1, 1988, as high feed costs and rising export demand for beef supported an increase in slaughter.

Cattle and calf slaughter reaches highest level in over a decade

Canadian farmers held 12.3 million cattle and calves on their farms on July 1, 2022, down 2.8% from the same date the previous year. This represents the largest year-over-year decrease since July 1, 2015, when record-high prices incentivized farmers to sell their animals.

Cattle and calf slaughter from January to June 2022 was up 2.5% from the same period in 2021 and reached the highest level recorded for the first half of the year since 2010. Strong export demand for Canadian beef—particularly from the United States and Japan—helped support domestic slaughter, as total exports of beef and veal for the January-to-June period rose in 2022, compared with the same period in 2021.

Inventories on July 1, 2022, were down 1.4% to 2.8 million head in Eastern Canada and declined by 3.2% to 9.5 million head in Western Canada, as the lingering effects of drought

conditions in 2021, primarily tight feed supplies, maintained pressure on the livestock sector. Alberta held the largest cattle inventories among the provinces on July 1, 2022, contributing 43.5% to the national total, followed by Saskatchewan (20.7%) and Ontario (13.0%).

Canadian cattle producers retained less breeding stock on July 1, 2022, with year-over-year decreases observed in all categories: beef cows (-1.7% to 3.7 million head), dairy cows (-0.8% to 972,300 head), beef heifers for breeding (-7.4% to 622,100 head), dairy heifers for breeding (-2.4% to 419,600 head) and bulls (-1.9% to 219,200 head).

Producers also held fewer feeder heifers (-4.7%) yet slightly more steers (+0.6%) than on July 1, 2021. Heifers typically require more feed than steers to create a pound of meat. As a result, producers may favour retaining steers over heifers when feed prices are high.

Canadian farmers held 1.4 million dairy cows and heifers on their farms on July 1, 2022, down 1.3% from the same date a year earlier. The inventory of calves dropped by 4.7% to 3.9 million head, a result of the decrease in the breeding herd and a decline in demand for calves from producers due to higher feed costs. In particular, international imports of live calves fell by over half (-51.6%) from January to June 2022, compared with the same period in 2021.

International cattle exports and calves from January to June 2022 were up 50.5% year over year to 413,100 head. Exports from Western Canada were particularly strong, as feed costs spurred the sale of both feeder and slaughter animals to the United States.

Average prices for Canadian feeder and slaughter cattle generally remained higher in the first half of 2022, compared with the same period in 2021, due to higher production costs and greater demand from feedlots and processors.

As of July 1, 2022, inventories of cattle and calves were reported by 72,685 farms, down 2.0% from July 1, 2021. The number of cattle farms in Canada has generally declined since 2004, largely because of business consolidations.

2023



25th ANNUAL BEEF INDUSTRY CONVENTION

January 12, 13 & 14
London Ontario



ONTARIO CATTLE FEEDERS ASSOCIATION



ONTARIO CATTLE
FEEDERS ASSOCIATION

25 Enterprise Drive
London, ON N6N 1A3
Tel: 519-686-6226
Fax: 519-686-6227

Email: wendy@ontariocornfedbeef.com

25th ANNUAL BEEF INDUSTRY CONVENTION

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL - \$10, 000

- Exhibit Space is complimentary
- Full page advertorial in Convention Program
- Sponsor recognition in Convention Program
- Sponsor recognition on Convention website
- Logo link on Convention website
- Logo and/or sponsor listing on Convention signage
- Logo on Convention power point display
- Complimentary meals for four people
- Banquet signage
- Podium recognition

GOLD LEVEL - \$5, 000

- Exhibit Space is complimentary
- Half page advertorial in Convention Program
- Sponsor recognition in Convention Program
- Sponsor recognition on Convention website
- Logo link on Convention website
- Logo and/or sponsor listing on Convention signage
- Logo on Convention power point display
- Complimentary meals for two people

SILVER LEVEL - \$2, 500

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- Logo link on Convention website
- Logo and/or sponsor listing on Convention signage
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- Logo on Convention power point display
- Complimentary meals for two people

ADDITIONAL SPONSORSHIP

- Refreshment / Coffee Break: \$500
- Hospitality / Reception: \$500

Please contact Wendy Clements @ 519-686-6226 or email wendy@ontariocornfedbeef.com for more information.

2023



**25th ANNUAL BEEF
INDUSTRY CONVENTION**

**January 12, 13 & 14
London Ontario**

25th ANNUAL BEEF INDUSTRY CONVENTION

EXHIBIT SPACE APPLICATION & CONTRACT

**WE WISH TO APPLY FOR EXHIBIT SPACE IN THE 25th ANNUAL BEEF INDUSTRY CONVENTION
(PLEASE PRINT CLEARLY)**

Company Name (as it should appear in the Show Guide)

Address

City

Prov/State

Postal/Zip Code

Telephone

Fax

Website

Contact Person

Title

Contact Email

Contact Phone (if different from Company number)

Note: All Show information will be addressed to the contact person at the above address, unless otherwise stated.

TRADE SHOW SPACE SELECTION

We will confirm location ASAP. All locations available on a first come, first serve basis.

Pricing:

- ☐ 8' Table Top Display **\$700 + HST**
☐ 10' x 10' **\$1200 + HST**
*space for 10x10's is limited

* Please select if required:

- ☐ Hydro Required
☐ Table Required

SPONSORSHIP OPPORTUNITIES

Pricing:

- ☐ Platinum **\$10,000**
☐ Gold **\$ 5,000**
☐ Silver **\$ 2,500**
☐ Bronze **\$ 1,500**

- ☐ Refreshment / Coffee Breaks **\$500**

- ☐ Hospitality / Reception **\$500**

**** Additional Sponsorships available: please contact
Wendy Clements**



ONTARIO CATTLE FEEDERS ASSOCIATION



**ONTARIO CATTLE
FEEDERS ASSOCIATION**

25 Enterprise Drive
London, ON N6N 1A3
Tel: 519-686-6226
Fax: 519-686-6227

Email: wendy@ontariocornfedbeef.com

HST# 862898087

Please fax your completed form to the attention of **Wendy Clements @ 519-686-6227** or email to wendy@ontariocornfedbeef.com Once your exhibit space has been confirmed, you will be sent an invoice to the contact information provided above. For more information, please contact **Wendy Clements @ 519-686-6226** or email wendy@ontariocornfedbeef.com

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Tel: 519-686-6226
Fax: 519-686-6227

Email: wendy@ontariocornfedbeef.com

25th ANNUAL BEEF INDUSTRY CONVENTION

REGISTRATION FORM Please complete all Bolded fields

First name _____ **Last name** _____

Company name _____

Street address _____

Lot _____ Concession _____ Municipality _____ R.R.# _____

City/Town _____ **Province** _____ **Postal Code** _____

Telephone _____ Fax Cell _____

Email _____

I am _____ A feedlot operator _____ A cow/calf producer _____ A Breeder
_____ A backgrounder _____ With the agriculture industry
_____ Other: specify _____

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

Thurs. Jan.12 _____ Exhibitors Hall Opening _____ Industry Regulations/Panel
_____ OCFB Welcome Reception/Supper _____ Industry Sponsored Reception

Fri. Jan.13 _____ Registration, coffee, trade show _____ Wrap up, Trade Show
_____ Morning session speakers _____ Exhibitors, Networking, Cocktails
_____ Lunch _____ Banquet, Live Auction, Reception
_____ Afternoon session speakers

Sat. Jan.14 _____ Sponsor Breakfast

Fee Structure	Complete Registration Package	\$250.00	_____
	(includes all meals, breaks, sessions and handouts)		
	Thursday Supper	\$ 60.00	_____
	Friday sessions and lunch only	\$ 80.00	_____
	Friday banquet only	\$110.00	_____
	Saturday breakfast	\$ N/C	_____
	All prices include 13% HST # 86289 8087 RT0001	TOTAL	_____
	Pay by cheque or credit card.		
	You can also pay by cash or debit when you arrive.		

Credit Card Information Type of Card _____ MasterCard _____ Visa _____

Name on Card _____ Expiry: Month _____ Year _____

Complete card Number (incl last 3 on back) _____

Submit Form

by Fax: 519-686-6227

by Mail: Ontario Cattle Feeders' Association
25 Enterprise Drive
London Ontario N6N 1A3

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