

The News Feed

An Ontario Cattle Feeders' Publication



Winter 2023 Edition



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26th ANNUAL BEEF INDUSTRY CONVENTION EDITION



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Beef Industry Convention January 11, 12, 13, 2024 – London, Ontario Details & Registration Form Inside

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From The Desk Of Jim Clark



Jim Clark, Executive Director

Once again, I am pleased to invite you to join us for the annual Beef Industry Convention in London. The 26th edition of our industry showcase will take place January 11 to 13, 2024, at the Best Western Plus Lamplighter Inn and Conference Centre. We're excited about the upcoming meeting and the opportunity to share experiences, fellowship and insights on various topics, including business-related and personal issues. If you haven't done so already, I encourage you to register for the event, especially for the banquet on Jan.12, which sells out quickly. A registration form is included on Page 8 of this issue of The News Feed. We're thrilled to present another lineup of top-notch industry speakers, and we're looking forward to seeing everyone and catching up during some great meals featuring Ontario Corn Fed Beef. It is truly an incredible way to start the New Year.

Time seems to pass so quickly, especially when we reflect on the past year and the unprecedented

impact of the COVID-19 pandemic on our lives. It feels like only yesterday when we were planning the 25th-anniversary edition of the event amidst the pandemic, with our fingers crossed, hoping that we would be able to come together. Fast forward to today, and we are busy gearing up for the next meeting, which is just around the corner.

As I have worked in my role for over two decades, I have come to appreciate the significance of history and how it influences the market. I am often reminded of my conversations with Doug Kaufman regarding the markets. He would say, "Sonny, a bird can only fly so high before it must come down for a drink. And the higher it flies, the further it has to come back down to Earth." And that's what makes me worry when I look at today's cattle markets. Moreover, history doesn't seem to mean a thing when you see the charts and a market that has doubled and tripled in value. And then you look at how the pandemic has changed everything and history has become less relevant in some ways, especially in the cattle marketplace and the uncharted waters we are currently in.

It wasn't long after we held our 2020 Convention that we started to hear more about a virus and how it was called "COVID-19." And then, by March of 2020, our world changed dramatically. The pandemic brought unprecedented challenges, causing economic catastrophe, which was exacerbated by government policy. It also caused many to lose faith in our experts.

Despite the numerous challenges, consumers have shown remarkable resilience. In the face of rising costs, including historically high cattle and beef prices, consumers have stood by us and continue to buy beef. But the most significant thing I see now is that the economic pressures are starting to mount in all segments, from the farm right through to the consumer. The pressures are well-documented, including credit and household



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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
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Publication Agreement Number: 41246058

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debt and some of the highest interest rates we've seen in more than two decades. Headwinds for the beef industry occur any time when consumers have less money in their pockets.

If there is a silver lining, it is that consumers truly love the food we produce, and that beef is the protein of choice. This demand leads back to everything we have been doing as an organization. We need to continue to deliver on the expectations of the consumer when it comes to our top-quality beef. While they may consider different cuts or flyer features when spending their hard-earned dollars, I believe that taste and tenderness still stand above the rest of the attributes. That's why we have a two-pronged approach in our promotion of beef. In addition to our domestic market in North America, we put the same effort and interest into building our customer base in export markets.

Once again, I had the opportunity to hear directly from consumers as we embarked on another summer tour of Loblaws banner stores with our Pride of Ontario mobile kitchen unit. The price of food was top-of-mind for people. But we also heard that consumers support beef farmers and still enjoy eating a good steak, especially from the barbecue. Hearing those comments was definitely a highlight.

While the tour got off to an excellent start, it came to a crashing halt on a hot day in August. On our way to a store in Huntsville, we blew a tire on the passenger side; it caused some damage to the truck, including a headlight. We decided to turn back. If one tire wasn't enough of a headache, we blew the driver's side tire on the way back. The damage made the truck totally inoperable, even to the point that I couldn't get out of the door on the driver's side (see pictures at right). It could have been much worse. Fortunately, no one was injured. My pride took a major hit, as well as my nerves! Due to the bottleneck in the parts chain, we're still waiting to get the rig fixed.

While I'm not sure when our truck will be back on the road, I am certain that continuing to chart a new path for our industry is critical as we move forward. There's a new generation of producers that has a crucial role to play in shaping the future of the industry. They bring new perspectives and ideas without having the history of the politics around the beef industry that the rest of us have experienced.

Yes, we have challenges that lay ahead. Still, we have a great opportunity as we continue to forge forward together, working with the Beef Farmers of Ontario and working with other organizations like the Grain Farmers

of Ontario and many others who are like-minded to continue to promote Ontario beef and Canadian beef. We are committed to delivering high-quality beef that meets the needs of consumers, and we will work towards building a sustainable and resilient industry. That's one part of our history that hasn't changed.

In closing, on behalf of everyone at the Ontario Cattle Feeders' Association and the Ontario Corn Fed Beef program, I wish you all the best for a safe and healthy holiday season. And I look forward to seeing you at the Convention!



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Ontario Heritage Angus Beef Program Launched At Saudi Arabian Retail Chain



The Ontario Heritage Angus Beef program was introduced to the Saudi Arabian market in Tamimi Markets. Ontario Heritage Angus Beef is sourced from cattle certified under the Ontario Corn Fed Beef Quality Assurance program.

This was the direct result of our participation at the Saudi Food Show in May of this year.

“Without our participation at the Saudi Food Show, we would not have been able to connect with this retail partner,” says John Baker, Director of the Ontario Beef Market Development program.

Our team provided an overview of the OCFB QA program, and our packer partners demonstrated how we can supply consistently great-tasting beef. “This is a great example of return on producer check-off investment in market development and why we need to represent high-quality Ontario beef in global markets like Saudi Arabia,” says Baker.

The Saudi market is an important one for Ontario beef exports. The entire Middle East region is projecting strong growth for high-quality beef, and Ontario is well-positioned to capture a share of that growth.

Japan Customer Event Supports Ontario Corn Fed Beef



Ontario Corn Fed Beef was back on the menu at the annual Kinsho Stores customer appreciation BBQ in Osaka, Japan in October. This was the first time since 2019 the annual event was held due to the coronavirus pandemic.

Customers entered a contest by purchasing an OCFB product for a chance to win a table for four at the popular event co-sponsored by Suntory Brewery. “The excitement around the event was tremendous,” says John Baker, Director of the Ontario Beef Market Development program and Brand Manager for Ontario Corn Fed Beef. “The support from the Kinsho leadership team was also a key factor in the success of the event,” says Baker.

Kinsho Stores has been a very committed brand partner of Ontario Corn Fed Beef since 2015. They continually demonstrate their commitment to the brand, and their customers are very loyal to the brand. One of the attendees, who lives in Osaka, was very excited to be selected to attend. She was a student at Fanshawe College in London from 1997 to 2000 and spoke fondly of her memories of Ontario.

“The worker strike at the Port of Vancouver severely impacted our ability to supply the market for an extended period this summer,” says Baker. “We are fortunate to have such committed partners like Kinsho Stores that stuck with us, and once the strike was over, they resumed their promotional activities.”

Many customers of Canadian beef had switched their supply to other imported products. “Our ability to maintain committed partnerships to the Ontario Corn Fed Beef brand in key markets like Japan is a great example of a return on investment for producer check-off dollars,” says Jim Clark, Executive Director of the Ontario Cattle Feeders’ Association and the CEO of the Ontario Beef Market Development program.

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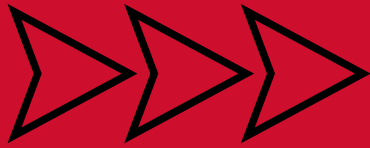
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'Farm Babe' Michelle Miller Headlines Convention Program



The Ontario Cattle Feeders' Association is excited to welcome Michelle Miller to the 26th annual Beef Industry Convention. Known as the "Farm Babe," the Florida resident advocates for modern agriculture as a writer, columnist and online influencer.

As a youngster, Michelle was involved in 4-H, horse riding and doing chores on her friends' grandparents' farms in Wisconsin. While her high school aptitude tests told her to go into farming, she headed west for college and a career in fashion.

Working for Gucci On Rodeo Drive in Beverly Hills and spending several years in downtown Chicago, she admits that she bought into organic, grass-fed, "Monsanto is the devil" food idealism.

After travelling the world and visiting all seven continents by age 30, she became fascinated with culture and learning where our food comes from. She ended up living with and dating a commercial-scale farmer in Iowa for nearly eight years, and it was there that her social media advocacy platform, "The Farm Babe," was born in 2014. After learning the real truths of modern agriculture firsthand, she began debunking the myths she once believed in as a former city girl.

Today, Michelle lives on 17 acres of farmland

near Gainesville, Florida. With hundreds of thousands of followers and an average social media reach of 4 million per month, Michelle has made a name for herself as a dedicated myth-buster in the food industry.

Keynote Speaker: Attitude Expert Alvin Law



Alvin Law, pictured here playing the drums at the 2018 Beef Industry Convention, inspired our guests with his musical ability and amazing story.

One of the most inspiring speakers to appear at the Beef Industry Convention is returning to amaze us with his remarkable story. Keynote speeches delivered by Alvin Law brought the attendees to their feet with standing ovations at the 2012 and 2018 Conventions.

A victim of the infamous morning sickness medication, Thalidomide, Alvin was born without arms in 1960. By five days of age, his own family abandoned him, leaving him in the hospital in the care of a social worker who was the only person who didn't write him off.

Law uses his story to challenge and inspire even the most resistant, heard-it-all-before audience. As a living, breathing example of the power of attitude, he busts through the self-imposed blockages we all have about who we are and what we can achieve. He provokes us to examine and rewrite our stories about our roles, abilities and lives.

Other speakers and events

The Convention starts on at 4 p.m. on Thursday, January 11, with the Exhibitors' Hall opening. Our Ontario Corn Fed Beef Welcome Reception/Supper begins at 5:30. The Evening Speakers' Session starts a 7 p.m. The lineup includes Jack Chaffe, President of the Beef Farmers of Ontario, Marvin Slingerland, MNP National Director of Livestock Services, Corbitt Wall from DV Auction Cattle Markets, Brent Cavell OCFA & OCFB Quality Assurance Manager, and Steve Duff, Ontario Ministry of Agriculture, Food and Rural Affairs Chief Economist. The Industry Sponsored Reception follows the speakers' program.

On Friday, the program gets underway at 9:30 a.m. The morning session speakers include Jim Clark, Executive Director OCFA & OCFB, John Baker, Director of Brand Management & Business Development, OCFA & OCFB and Dennis Laycraft, Executive Vice President, Canadian Cattle Association.

After breaking for lunch at 12 p.m., the program resumes at 1 p.m. The afternoon speakers include Al Noorloos, President OCFA & OCFB, Michelle Miller, the "Farm Babe," Richard Caetano, Senior Director, Fresh Procurement (Case-Ready Meat, Beef & Pork) Loblaw Companies Limited, and Alvin Law, motivational speaker. Please note speakers and times are subject to change.

2024



26th ANNUAL BEEF
INDUSTRY CONVENTION

January 11-13, 2024
London Ontario



ONTARIO CATTLE FEEDERS ASSOCIATION



ONTARIO CATTLE
FEEDERS ASSOCIATION

25 Enterprise Drive
London, ON N6N 1A3
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26th ANNUAL BEEF INDUSTRY CONVENTION

Schedule of Events

Thursday, January 11, 2024

- 4:00 • Exhibitors Hall opening
- 5:30 • Ontario Corn Fed Beef Welcome Reception/Supper
- 7:00 Evening Session Speakers
 - Jack Chaffe President, Beef Farmers of Ontario
 - Marvin Slingerland MNP, National Director - Livestock Services
 - Corbitt Wall Keynote Speaker, DV Auction Cattle Markets
 - Brent Cavell / Steve Duff OCFA & OCFB QA Mgr. /OMAFRA, Chief Economist
 - Industry Sponsored Reception

Friday, January 12, 2024

- 8:00 • Registration, Coffee, Exhibitors Hall opening
- 9:30 Morning Session Speakers
 - Jim Clark Executive Director, OCFA & OCFB
 - John Baker Director of Brand Mgmt. & Business Devel., OCFA & OCFB
 - TBA Feeder Barn – Staff Message
 - Dennis Laycraft Executive VP, Canadian Cattle Association
- 12:00 • Lunch
- 1:00 Afternoon Session Speakers – re-convene
 - Al Noorloos President, OCFA & OCFB
 - Michelle Miller Keynote Speaker, the "Farm Babe", writer, columnist, online influencer
 - Richard Caetano Sr. Director, Fresh Procurement | Case-Ready Meat, Beef & Pork, Loblaw
 - Alvin Law Keynote Speaker, Professional Speaker, Author, Actor & Musician

- 4:00 • Trade Show
- 5:30 • Exhibitor Networking and Cocktails
- 6:00 • Banquet
- 8:00 • Live Auction
 - Industry Sponsored Reception

Saturday January 13, 2024

- 8:00 • Exhibitors Hall opening
 - Sponsored Breakfast

Note: Times are approximate and subject to change



2024



26th ANNUAL BEEF
INDUSTRY CONVENTION

January 11-13, 2024
London Ontario



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26th ANNUAL BEEF INDUSTRY CONVENTION

REGISTRATION FORM Please complete all Bolded fields

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Company name _____

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

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

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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. 11 _____ Exhibitors Hall Opening _____ Industry Speakers
_____ OCFB Welcome Reception/Supper _____ Industry Sponsored Reception

Fri. Jan 12 _____ Registration, coffee, trade show _____ Wrap up, Trade Show
_____ Morning session speakers _____ Exhibitors, Networking, Cocktails
_____ Lunch _____ Banquet, Live Auction, Reception
_____ Afternoon session speakers

Sat. Jan 13 _____ Sponsor Breakfast

Fee Structure	Complete Registration Package (includes all meals, breaks, sessions and handouts)	\$ 300.00 _____
	Thursday Supper	\$ 72.00 _____
	Friday sessions and lunch only	\$ 96.00 _____
	Friday banquet only	\$ 132.00 _____
	Saturday breakfast	\$ N/C _____
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25 Enterprise Drive
London Ontario N6N 1A3

by Email: wendy@ontariocornfedbeef.com

Registration and payment deadline is December 31, 2023

For a membership with the Ontario Cattle Feeders' Association, please complete form and return to the OCFA office as shown below.



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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 OCFA 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 11, 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 a reception in the hotel's atrium area.

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.

"Registrations close December 31 so please register by then or you will miss out."

Reserve your room now! Reservations are to be made on an individual call-in basis.

Best Western Plus Lamplighter Inn & Convention Centre

Assorted Room Types:

Thursday, January 11, 2024 - \$149 to \$189 plus applicable taxes.

Friday, January 12, 2024 - \$189 to \$229 plus applicable taxes.

A block of bedrooms has been set aside for this event. Room rates vary depending on location. Rooms not reserved prior to December 31, 2023 will be released and subject to availability.

To reserve a room under the block, call the hotel at 519-681-7151 or toll free 1-888-232-6747 and quote "Ontario Cattle Feeders" to the Reservation Agent to receive the discounted rates. Alternatively, reservations can also be made online.

Holiday Inn & Suites London - 855 Wellington Road, London

Reservations are to be made on an individual call-in basis. A block of standard rooms with two queen beds for a rate of \$179 plus applicable taxes, plus Corner King Suites for a rate of \$189 plus applicable taxes, are set aside.

Rooms not reserved prior to December 10, 2023 will be released.

To reserve a room under the block, call the hotel at 519-668-7900 and quote "Ontario Cattle Feeders" to the Reservation Agent to receive the discounted rates. Alternatively, reservations can also be made online.

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 and is vital to the continued success of our convention.

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 OCFA office or one of the directors of our board.

Please contact Kate Baker at baker.kate55@gmail.com and cell 226-545-2300 or Wendy Clements at wendy@ontariocornfedbeef.com or the office at 519-686-6226 with your auction donations. You may also contact one of our Board of Directors.



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Cattle & Crops Field Day Draws A Crowd



This drone photo provides an overhead view of RJM Cattle near Elmira, the host farm for the Cattle & Crops Field Day.

In continuing to expand on the theme of Ontario's Farmer/Feeder production model, OMAFRA and Ontario Corn Fed Beef held a Field Day near Elmira, Ont. at RJM Cattle Randy and Justin Martin and families on Sept. 7, 2023.

We had an excellent turnout of over 100 producers participating in the six information modules listed below. The format allowed 30 minutes per module which resulted in lots of good information and an opportunity to ask questions and engage in discussions with the smaller groups at each module.

The Field Day complemented our "Sustainably Raised" Ontario Corn Fed Beef initiative with our producers being Farmer/Feeders operators in Ontario. The production model of "Circular Agriculture" includes "Continuous Improvement" portrayed as growing crops, producing cattle/beef, animal health, responsible nutrient stewardship, soil health, cover-crops and returning to the cycle's beginning. Producers are continually adopting new ideas and technology into their operations, and this is a good news

story of them improving efficiencies and being caretakers of their families, communities, land and livestock.

This concept of describing sustainable beef production resonates very well with the consumer and provides an excellent story. The consumer can follow through the cycle and relate to it as they travel around Ontario's rural countryside.

We certainly appreciate the six local equipment dealers' support in taking part in our field day by showcasing the following equipment and products: Husky Farm Equipment – liquid spreader with dribble bar and injector, Tube-Line Manufacturing & ESM Farm Equipment – solid manure spreader with vertical spread pattern and New Holland tractor, Equipment Ontario –Case IH tractors, vertical tillage and specialized zone tillage units, Premier Equipment – John Deere tractor and vertical tillage unit, Roberts Farm Equipment – New Holland tractors and vertical tillage units and Ploughman's Choice Compost – soil amendment manure compost.

Field Day Modules – Morning Session:

- 1. Jake Munroe - OMAFRA Soil Management Specialist & Christoph Wand – OMAFRA Livestock Sustainability Specialist - Cover Crops & Annual Forages**
- 2. Ben Rosser – OMAFRA Corn Specialist - Corn Agronomy**
- 3. Megan Van Schaik - OMAFRA Beef Specialist & Brent Cavell OCFB**
Bunk Management, Cattle Behaviour, Records Importance and Benchmarking

Lunch - Thank you to the Jones Feed Mill Beef Team for providing their BBQ expertise and assistance with the meal!

Afternoon Schedule:

- 4. Doug Helm – Syngenta Enogen Corn & Colin Cavell and Brad Lindner – IGPC Feeds**
New Corn Varieties Improving Feed Efficiency and Corn Derivative Co-Product Feed Ingredient Updates
- 5. Christine Brown – OMAFRA & Lois Sinclair - OSCIA**
Manure Utilization & Incentive Cost -Share Programs
- 6. Nicole Penney – FS Partners Precision Ag**
4Rs of Nutrient Stewardship, Demonstration of Precision Ag.

Note: Full articles from each module will be available on the Ontario Corn Fed Beef website: www.ontariocornfedbeef.com under producer resources.

OCFB plans to continue the Cattle and Crops Field Day as an annual event and collaborate collectively with OMAFRA to present timely information for our producers' benefit.

Thanks again for your support in attending our 2023 Field Day!



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An Interview with John Haines of **Haines Beef Farms**



John, can you give us your thoughts on your Britespan?

“The Britespan Building has really improved our **ventilation**, which has **improved our health** considerably....We’ve noticed a dramatic reduction in the amount of cattle we are doctoring.

We enjoy working in the fabric building because it is so **bright**, and you don’t need lights a lot of the time. If you enjoy working in the building, the cattle will like it as well. The **labour per head has dropped in half**.

We liked the fact that Britespan is on the leading edge of **newer technology** and that they have **local dealers** to erect the buildings.”

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BFO Celebrates 25th Anniversary Of Ontario Agriculture Week At Queen's Park



Left to Right: Jack Chaffe, BFO President; MPP Trevor Jones, Parliamentary Assistant to the Minister of Agriculture, Food and Rural Affairs; and Minister Lisa Thompson, Minister of Agriculture, Food and Rural Affairs

Under sunny skies and summer-like temperatures, the Beef Farmers of Ontario (BFO) celebrated the 25th anniversary of Ontario Agriculture Week by visiting Queen's Park on Oct. 4 to entice MPPs and their staff to Fall in Love with Ontario Beef during their harvest-themed annual barbecue and lobby day on the lawn of

the Ontario Legislature. The BFO Board of Directors and staff proudly served 500 attendees an all-Ontario meal featuring Ontario Corn Fed Beef, supporting sustainable farming practices that meet the Canadian Roundtable for Sustainable Beef (CRSB) standards.

In addition to this highly anticipated annual event, BFO Directors and staff personally met with numerous MPPs throughout the day to continue to advocate for increased investment in the Ontario Risk Management Program (RMP), a critical program to help protect the province's food security and ensure stability for the entire beef sector and rural and urban communities.

"Beef farmers, along with our partners in the Ontario Agriculture Sustainability Coalition, the largest farm coalition in Ontario, continue to unite in our ask to have annual funding for RMP increased to provide our farmers with protection against rising market volatility, economic uncertainty, and inflationary pressures," says Jack Chaffe, BFO President. "The most im-

pactful and efficient way that government can support farmers in Ontario is to increase the province's investment in this critical program."

Directors and staff also encouraged the government to help the beef sector remain competitive by prioritizing access to high-value export markets for Ontario beef through strategic market development investments in trade missions, market investigation and adaptation around new customers, training and innovation, marketing materials, as well as tradeshow and seminar participation.

The request to align the Provincial Animal Welfare Services (PAWS) Act with industry-approved standards of care; the need for continued investment in meat processing capacity, recruitment and training; and the opportunity for agricultural expansion through the development of community pastures and Crown Land access in northern Ontario for food production were also discussed throughout the day.

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