

The News Feed

An Ontario Cattle Feeders' Publication



Summer 2025 Edition



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STRATEGIES FOR NEW ARRIVALS



This edition of The News Feed features best management practices for feedlot arrivals, highlighting a presentation from the 2025 Virtual Beef Symposium.

Also in this issue:

- Tariff Turmoil
- Showcasing Ontario Corn Fed Beef during a busy trade event season

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FROM THE DESK OF JIM CLARK



Jim Clark, Executive Director

These days, I'm reminded of the old saying that there are no guarantees in life. Given the current environment since the U.S. presidential election and tensions over tariffs, there is no truer statement in today's world of uncertainty.

Now, I don't profess to be a trade expert. Still, in the many roles that I have had in the beef industry and in my time with the Ontario Cattle Feeders' Association, I know that our producers have witnessed more than their fair share of uncertainty during different times and in different forms. This long list includes the BSE crisis, market meltdowns, the COVID-19 pandemic, packing plant strikes and port disruptions. Each time has affected so many parts of our business. It has impacted not only what we do as cattle feeders but also the trade relationships that we have built.

Given our location in North America, I have always believed we had a solid trading relationship or partnership with the U.S. As producers, we are accustomed to dealing with forces outside our control. But the current environment has many in our sector scratching their heads in confusion. Nobody seems to know what will

happen or where "the next shoe is going to drop."

When the tariffs were first announced, my phone rang off the hook. After several calls, I started answering by saying, "Ontario psychics." The response at the other end of the line would be, "Ontario psychics? What are you talking about?" And I would reply by saying, "I know what you're going to ask me, and none of us has the answer."

The current situation has undoubtedly kept us all on our toes. Normally, I would go back to the one thing I have always promoted: Adapt to change or get left behind. However, how can we adapt to change when our largest trading partner has become so unpredictable?

Perhaps the one certainty in all this is the volatility that will occur in the weeks and months ahead. Everyone will watch how these market swings affect people's lives and pocketbooks. Before this year, we have seen increases in cattle and beef prices. One of my biggest fears is that the residual effect of the volatility will impact people's decisions to buy beef.

When it comes to the producer, it's a roller coaster of emotions. We know that markets don't like uncertainty, even at the best of times. I'm also concerned about our ability to recoup our costs in this environment. The prices of feeder cattle and some of the other raw materials in our business continue to go up, but boxed beef prices continue to decline. That scenario is never a good recipe.

Another significant thing I have noticed is that our producers are worn out. The pressures of farming and the amount of dollars involved are



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taking a toll. I can truly see the impacts of the trade tensions on people's mental health. While there's much attention on the political and economic arenas, I can hear the strain in producers' voices. I'm finding that many want to talk now just for reassurance. The main thing is the whole conversation around tariffs and how they will impact North American consumers and the North American agricultural sector.

While the U.S. remains an important market, we continue building on the other relationships we have formed. We have always aimed to expand export markets worldwide for our Ontario Corn Fed Beef brand. We have not backed away from that focus. In fact, the current environment has made our trading partnerships with other countries that much stronger. Customers see us as a reliable source. They know they're getting a top-quality product on a consistent basis. It's extremely important that people know that all the work that goes into the marketing of Ontario beef is paying back, and we're going to continue to focus on that.

Despite the increase in beef prices, we still see relatively strong consumer demand. People have had plenty of opportunities to buy different proteins. Fortunately, they have

continued to buy beef at these higher prices. As I mentioned, the concern is how long this strong demand can last. It's an important factor to watch, especially when we consider the amount of imported beef coming into Ontario, which puts much pressure on us. On the supply side, the number of cattle we feed in Ontario continues to get a lift from the dairy-on-beef cattle. We're fortunate to see this part of the sector come on so fast, providing our producers with a much-needed supply of feeders.

In closing, I would like to express my sincere condolences to the family and friends of Doug Kaufman. Doug passed away on February 17 in Woodstock at the age of 84. A respected leader in agriculture, he was a founding member and driving force of the Ontario Cattle Feeders' Association.

According to his obituary notice, "Doug dedicated his life to farming and agriculture, starting his journey at the age of 13 when he purchased his first livestock. He spent many years driving trucks in his young adulthood, then moved on to his own farming enterprises, eventually establishing himself as an esteemed industry expert and advisor, with a particular focus on cattle."



Doug Kaufman

"Doug's personality was characterized by his reserved nature; he was a man of few words, yet those who sought his advice found in him a wealth of wisdom. He was generous with his time and resources, leaving a remarkable impact on those around him."

I can certainly attest to those words. Many know that Doug and I were close, and he was a mentor to me. I'm truly grateful to have known him and for his guidance and expertise. Rest in peace Doug or as I commonly referred to him, "Pops!"

2025 Ontario Central West Beef Tour

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Annual Beef Tour - June 5th 2025

Barn Tours – from 2:30 – 5:30 pm. Visit Barn Locations as a "Come and Go"

Barn Locations

Paul Weber – 3383 Lichty Road, RR1 Linwood ON NOB 2A0

Kenneth Brubacher – 5750 Ament Line, Linwood ON NOB 2A0

Joel Martin – 3482 Hessen Strasse, St. Clements ON NOB 2M0

Supper - Following the barn tours a steak supper will be served at the Linwood Community Center from **6:30 – 8 pm.**

Speaker Agenda - Elam Bauman - Organizing Committee Member "Welcome"

8 – 9:30 pm

- John Baker - Director of Brand Management, OCFB "Update"

- Christoph Wand – Livestock Sustainability, OMAFRA "Crops/Cattle"

- Steve Duff – Chief Economist, OMAFA "Markets and Outlook" and "Benchmarking Update"

Supper Location

Linwood Community Center, 5279 Ament Line, Linwood, ON NOB 2A0



Please RSVP for steak supper by May 31st – you MUST be pre-registered !

Call/Text – Marvin Weber – 226-748-3260 or Glen Martin – 519-572-3905

The OCWBT Organizing Committee &



Ontario



WINTER TRADE SHOW SEASON - SHOWCASING ONTARIO BEEF



Pictured left: Flanagan Foodservice Show.
Pictured Right: Gulfod Show

The Ontario Beef Market Development Program was very busy on the trade show circuit again this past winter.

Trade shows provide an opportunity to create awareness around your brand and to represent it to target audiences in local and international markets.

This year, we participated in four major events in targeted markets.

The Japan Supermarket Trade Show was held in Tokyo in February. This event provided an opportunity to engage with over 50,000 visitors, including buyers and managers across the retail supermarket sector in Japan.

Gulfod was also in February in Dubai. This is the largest food show in the Middle East, attracting buyers and managers from all over the Gulf region. Ontario Corn Fed Beef was promoted along with our distributor partner Simply Gourmet.

The Restaurants Canada Show was held in Toronto in early April, and this year, four Ontario

Beef brand partners participated in the Ontario Beef pavilion.

The Flanagan Foodservice Show was held in late April, and the support was tremendous for their Carve Premium Ontario Beef, which is sourced from cattle certified under the Ontario Corn Fed Beef Quality Assurance program. This event attracts Flanagan's customers from all across the province.

"Participation at trade shows is an important aspect of our market development program," says John Baker, Director of the Ontario Beef Market Development Program. "They provide an opportunity to engage with industry stakeholders, identify new customers and create awareness around the high quality of Ontario beef."

Trade events in targeted export markets provide an opportunity to communicate the high-quality attributes of Ontario beef in the same venue as many international competitors. In Ontario, these events provide an opportunity to create awareness among the large base of show



attendees about high-quality, locally produced Ontario beef.

"With the increase of import competitors, it is also very important we maintain a high level of awareness of our local supply capabilities," says Baker. "More and more import competitors are targeting the Ontario market. We have to keep in front of our industry partners to demonstrate our capabilities and commitment to maintaining and growing our share of this market."

In the past, our import competitors consisted of a few import countries that traded commodity beef into the market to fill a demand gap. Today, we see many more countries and even domestic competitors all targeting the vast Ontario market with attribute-based beef products.

Ontario is a major destination market, and virtually all exporters understand the opportunities Ontario represents. "This is our most important market, and if we want to grow our share, we need to be active and engaging with our industry partners, and trade shows provide an opportunity to do that," says Baker.



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VAN OSCH FARMS RECEIVES ENVIRONMENTAL STEWARDSHIP AWARD



Photo (L-R): Craig McLaughlin, BFO President; Kurt Van Osch; Carson Burtwistle, RBC; Brendon Van Osch

Van Osch Farms is this year's Ontario recipients of the Environmental Stewardship Award (TESA), sponsored by the RBC Royal Bank. The award was presented to the family at the Beef Farmers of Ontario 2025 Annual General Meeting Banquet in Toronto in February.

Van Osch Farms, operated by the Van Osch family – Fred, Gerald, Brendon and Kurt – is located in Middlesex County. The farm, with a feedlot capacity of 11,500 head of cattle, is certified with the Canadian Roundtable for Sustainable Beef through the Ontario Corn Fed Beef Quality Assurance Program. The family is committed to making decisions that improve cattle performance and efficiency, while also improving the land that supports their farm.

They've upgraded their barn facilities to include

natural light and ventilation, and integrated new technologies like recirculating water bowls to eliminate hydro use.

They also use solar powered cameras to monitor feed bunks and minimize feed waste. To utilize the upcycling ability of cattle, they also incorporate by-products into their feeding program. Forty per cent of the feed ration used on Van Osch Farms is made of by-product ingredients, keeping these products out of landfills and reducing food waste.

"Our farm is founded on the core principle that the land is our most precious resource, and that fits well with our certification with the Canadian Roundtable for Sustainable Beef through the Ontario Corn Fed Beef Quality Assurance Program," says Brendon Van Osch. "We take the sustainability of our farm very

seriously and utilize farming practices that ensure the soil and the natural environment are protected for our future generation."

Van Osch Farms has undertaken a number of projects and land use practices in partnership with Ausable Bayfield Conservation Authority (ABCA) that benefit the watershed and environment. Over the last few years, they have planted over 1,000 trees on their farms. This includes establishing multi-species perimeter shelterbelts at two of their large barns and planting a naturalized buffer around a pond and wetland. Shelter areas have also created homes for many species of wildlife like deer, coyotes, rabbits and birds.

"Van Osch Farms have adopted cover cropping as their standard practice, planting hundreds of acres in cover crops each year," says Ian Jean, Forestry and Stewardship Specialist, from the Ausable Bayfield Conservation Authority. "Cover crops protect soils from wind and water erosion and improve the water holding capacity of the soil, preventing runoff and sedimentation in our watercourses, improving water quality and aquatic habitat."

"We know that the most productive land is the land that has something alive on it. This is why we utilize cover crops between our regular cropping seasons to feed our second most important livestock – the critters that call our soil home," says Brendon.

The Van Osch family has plans to open an on-farm retail store this summer and they currently offer beef to customers in their community through online sales. Learn more at vanoschfarms.com



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BEST MANAGEMENT PRACTICES FOR FEEDLOT ARRIVALS



The 2025 Virtual Beef Symposium gave feedlot producers a wide-ranging look at best management practices for newly received calves. The February 13 event featured Dr. Jessica Sperber from the University of Nebraska-Lincoln (UNL). Dr. Sperber is an assistant professor and feedlot extension specialist. Her research interests encompass nutritional management strategies for feedlot production, advancements in technologies for feedlot cattle efficiency, and analysis of carcass changes throughout the feeding period.

The presentation highlighted several areas, including challenges and strategies for newly received calves, managing health performance, step-up diets, roughage quality and limit-feeding versus ad libitum feeding.

Before talking about the new arrivals, Sperber said best management practices on the cow-calf side are vital for setting calves up for success in the feed yard. She noted that calves should be vaccinated with two series of clostridial and viral vaccines (initial and booster), weaned for 45 days, castrated, dehorned and exposed to feeders and waterers. "Castrated and healed and dehorned and healed are so critical because once those calves get to the feed yard, any type of stressor on them, such as the stress of castration or dehorning, drops their immune system, which leads us to greater BRD pathogen outbreak."

She emphasized the importance of growth-enhancing technologies, particularly suckling calf implants, which have been around for 50

years and consistently increase average daily gain by ten per cent. She spent a few minutes debunking misconceptions about implants, stating they do not reduce marbling at the end of the feeding period. Sperber added that research at UNL shows that suckling calf and backgrounding implants do not reduce the opportunity for a compensatory gain opportunity in the feedlot phase. "That being said, those implants must be chosen and selected for the correct stages of production," said Sperber.

Challenges and strategies

With cattle travelling long distances within Canada and between Canada and the U.S., newly received calves face stress and immunity suppression. Some may arrive in a catabolic state as the animals are utilizing their muscle tissue as an energy source to try and fight off infection. Anorexia is common in the first week upon arrival, with calves showing signs of depressed intake. "I don't want anybody to get too stressed out if that only lasts for one to seven days," said Sperber. "But if intakes are super-depressed, that's when we have to make the decision: Do you feed a higher energy diet, or do you feed a higher roughage diet, right upon intake, and will those animals eat?"

She says calves should be eating 1.84 per cent of their body weight by the second week, 2.4 per cent by the third week and three per cent by the fourth week. "If they are not, then you need to evaluate what your nutritional strategy is and maybe look at what your receiving protocols were in terms of vaccination and BBD

challenges and prevention."

She has studied managing health and optimizing the performance of newly received calves, looking at the key balance of feeding enough roughage to mitigate acidosis versus increasing the energy content of the diet. A significant challenge is incorrectly diagnosing new arrivals with BRD. "But that might be acidotic," explained Sperber. "And it's because many of those clinical symptoms are very similar in nature. So, at what point do we make the decision that we have enough roughage in the diet that the calf is actually taking in enough feed in order to battle any type of acidotic event and that we aren't just having BRD?"

While starting cattle on a higher starch diet at receiving will improve performance in terms of average daily gain and feed conversion, it will also increase morbidity and the chance for a BRD outbreak versus a lower starch diet at receiving. "More roughage in the diet reduces performance in terms of average daily gain and feed conversion, and it also reduces morbidity, which is positive for us," said Sperber. "The economic loss from BRD is quite dramatic, anywhere from \$40 for cattle treated once, all the way up to \$291 per head of cattle treated three times. And that's not the cost of the vaccine."

For Sperber, one of her key messages is that early health challenges for calves have long-lasting impacts on their performance in the feed yards and on carcass quality. Research at UNL shows that calves treated for BRD have a lower average daily gain and hot carcass weights when compared to untreated calves. "When we compare steers that were not treated versus steers that were treated greater than one time, it differed by 21.6% with steers that were treated one time being an intermediate of those two."

As for hot carcass weight, steers that were not treated had 14 pounds more hot weight than steers treated more than once. On marbling, calves treated more than once have almost 30 points less marbling than those not treated.

"That can be the difference between getting a premium for marbling or getting a discount," said Sperber.

She added that assigning the newly received cattle to low, high, or medium risk health status, is critical for managing them for the remainder of the feeding period. "I think upon arrival, the first step for everyone should be to do a risk assessment on those cattle to determine the magnitude of stress that was encountered and also the likelihood for BRD development."

The development of an arrival protocol strategy for each level of risk during those early receiving days is very important. These protocols would include medications, ration formulas, including roughage and energy content for each risk category. Ultimately, this exercise can be measured by performance, morbidity and mortality within each group of cattle. The first few days of newly received cattle require the best management practices that can be provided. Remember, you can control the management of the animal health and performance on your farm. However, you can't control the value of the animal as a replacement on arrival or as a finished animal on departure.

In addition to feeding, water is also crucial to setting them up for success. Sperber adds that many calves have not been "bunk broke" before and probably haven't been around fermented feeds either. As a result, she discourages the use of silage, fermented feed, or high-moisture corn in the diet right upon receiving. "The smell and the difference in flavour of fermented feeds kind of turns them off a little bit," adds Sperber. "They will eventually come to love it and appreciate it because it's palatable for them, but at the very beginning, it can make them push back off feed a little bit."

She notes that having familiar feedstuffs in the diet is critical in the first seven days. "We always say that high-quality roughages don't have a place in the feed yard, and that is true for the finishing phase," said Sperber. "But right upon arrival, high-quality forages are important to get adequate energy into the diet when their intakes are depressed."

Step-up diets and nutritional strategies

Moving on to step-up diets, Sperber said the

main goal is to increase or step up the energy over the course of the feeding period while reducing roughage to allow the rumen to adjust to changes in the diet. "What is a bit of a misconception is that a lot of people will say that we are trying to retrain the rumen bacteria to learn how to eat from a roughage to a grain diet, but rumen bacteria can figure it out pretty fast," she said, adding that the calf is being trained to eat a higher energy feed as opposed to training the calf's rumen.

Sperber noted it is important to maintain adequate protein intake and use byproducts like distillers' grains to support performance. She said a minimum of 12 per cent protein is needed in a receiving calf's diet. "Otherwise, those calves are just not getting the protein they need in order to build a frame and continue to build muscle."

Water intake and management

When it comes to water intake, Sperber recommends one to three inches of water space per head. While that spacing is considered the "gold standard," she acknowledged that few operations probably have that space available and that more research is needed. But she added that making sure cattle have good-quality water is crucial. "It is the most essential nutrient for life. Cattle can go without feed for a lot longer than they can go without water," said Sperber. "Finding feed yard employees who are willing to scrub waterers is very critical."

Roughage quality and health

Regarding roughage quality, Sperber noted that it's about feeding value and the energy value assigned to a feedstuff rather than the quality of roughage in its ability to reduce ruminal acidosis. Less starch in a feedstuff translates into a lower feeding value.

Higher quality roughages such as alfalfa hay have been shown to improve performance. Sperber showed an example of average daily gain for calves that were on 30 per cent alfalfa hay. The calves were on a receiving diet for 35 days on feed. "What happened was average daily gain increased for the calves that were on the higher quality or higher energy diet, but morbidity also increased." The group that was on a lower quality roughage, 30 per

cent cottonseed hulls, showed lower average daily gain numbers, but the morbidity was also reduced. Sperber noted the example underscores the need to balance roughage quality with the operation's goals. "The question is always, what is your end goal? You either choose this higher quality roughage that improves performance but drives a little bit higher in morbidity or a lower quality roughage that reduces morbidity and reduces performance."

Limit feeding vs. ad libitum feeding

Sperber concluded her presentation with a study from the University of Nebraska on limit-feeding. The researchers set out to answer the question, is it better to limit-feed calves upon feedlot arrival, or is ad libitum feeding, in which calves are offered as much feed as they want, better? They observed that the ad libitum calves gained more weight and had better feed conversion than the limit-fed calves. "What we did observe, which is pretty much well tried and true, is that calves that are ad libitum-fed, or fed as much as they want, based on bunk calls, gained 24 more pounds in that 28 days on feed than the calves that were limit-fed," said Sperber, noting there was also a five-pound increase in dry matter intake.

The study did not show a significant difference in BRD incidence. There was a 16.3% pull rate for the ad libitum calves based on BRD pulls and a 14.4% pull rate on limit-fed calves. "Essentially, our conclusion was that when you limit-feed calves, we know that there is not an advantage in terms of performance," said Sperber. "But is there an advantage of being able to identify those sick calves in the pen earlier? There is value in limit-feeding cattle, especially if any of the limitations within your yard are on the animal health side of things, but you are going to give up performance, which is very well understood within literature and very well replicated."

The Virtual Beef Symposium, presented by the University of Guelph, Beef Farmers of Ontario, and the Ontario Ministry of Agriculture, Food and Agribusiness, was held on February 13. All the presentations, including Dr. Sperber's discussion, are available on YouTube. You can find them by searching "Virtual Beef 2025" on YouTube and then clicking on "View playlist."

TRUMP TARIFF TURMOIL



Tyne Morgan of the U.S. Farm Report, and panelists Romel Mostafa, Mark Gold and Neil Schuller discuss the effects of U.S. President Trump's tariff measures at the Grain Farmers of Ontario March Classic

The impact of the potential volatility due to U.S. President Donald Trump's tariff threats dominated a panel discussion on commodity markets at the Grain Farmers of Ontario March Classic in London. The discussion was recorded for a segment that aired on the U.S. Farm Report program on March 22. Host Tyne Morgan was joined by Neil Schuller, head of grower solutions at the Andersons Inc., Mark Gold, founder and lead strategist, Top Third Ag Marketing, a Division of Stone X Financial Inc., and Romel Mostafa, Assistant Professor, Business Economics and Public Policy at the Ivey Business School at Western University.

With Trump's tariff announcement on April 2 coming on the heels of the United States Department of Agriculture's prospective plantings report at the end of March, Schuller predicted the news would generate significant turmoil in the markets. "I believe it could be even more electric than what we saw earlier," he said, referring to the market volatility during the previous weeks. "I think we could definitely see a lot of reaction, not only from the report but then from any potential announcements," he said.

Noting that the markets experienced four highly volatile years during Trump's first term from 2016 to 2020, Gold expects more of the same in the second term. "He loves the volatility; he loves the uncertainty in the marketplaces, and I believe that's going to continue for four years," said Gold.

On potential impact, Morgan asked how long it would take for farmers to feel the effects of

the tariffs on their input costs. Mostafa said it depends on how the markets respond. "If we have a 25 per cent across-the-board tariff – if you think even on potash – that's going to have an impact on U.S. farmers in terms of the cost," he noted. "Our producers export to the U.S., and our farmers supply to the food and beverage industries – that's going to have an impact, too. It can have a ripple down effect through these mechanisms, and, potentially, we could see, within a few months, prices coming up."

Schuller added that fertilizer markets, especially UAN, are tight and could get even tighter if U.S. farmers end up planting more than 95 million acres of corn.

At the time of the March Classic discussion, the details of Trump's announcement and the USDA planting report were still unknown. On how to navigate through the uncertainty, Schuller said the market will settle as the "unknowns become known." But he added the market will likely be under pressure. "Get very familiar with where your break-even is, the cost of production and sell at profitable levels," he suggested.

On the question of who wins in a trade war, Mostafa said both Canada and the U.S. lose because of the integrated nature of the industries. "Any tariff really increases the cost of production. And if you think about it, some of our products are going to be less competitive in major markets," he explained. "And then who benefits? Perhaps it's going to be Brazil, Russia and other countries."

The changing nature of the various tariffs

sent the markets reeling in the weeks that followed the March Classic. On April 2, Trump announced "reciprocal tariffs," placing a 10 per cent baseline on imports from all countries and higher rates for several countries. Products from Canada and Mexico that are compliant under the U.S.-Mexico-Canada trade agreement can continue to enter the U.S. duty-free. For the other products that face 25 per cent tariffs, the levies may drop to 12 per cent once Canada and Mexico meet Trump's demands on immigration and drug trafficking.

One week later, Trump paused the reciprocal tariffs for 90 days for most countries but raised the "reciprocal" levy on Chinese imports to 125 per cent. Then on April 11, the administration announced that some electronics, such as computers and smartphones, would be excluded from the tariffs.

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BEEF CHECK-OFF INCREASE APPROVED



The BFO says the approved increase will provide several important benefits. Firstly, it will help to address financial constraints faced by BFO in light of inflationary pressures and flat marketings. Additional dollars will also be used to increase support for the Ontario Cattle Feeders' Association for their operations and management of the Ontario Corn Fed Beef program, as well as increased investment in the Ontario Beef Market Development Program which is jointly managed with BFO.

From a national perspective, the increase to the national portion of the Ontario check-off will align Ontario's rate with the rest of the country and will allow BFO to increase investment in national research and consumer and public engagement efforts to better align Ontario with the National Beef Strategy.

Delegates attending the Beef Farmers of Ontario (BFO) 63rd Annual General Meeting in Toronto approved an increase of \$1.50 to the national portion of the beef cattle check-off with strong support and a vote of 92 per cent in favour of the increase.

BFO will begin the formal process of requesting that the Ontario Ministry of Agriculture, Food and Agribusiness amend Regulation 54 of the Beef Cattle Marketing Act, which will likely take several months to complete. Upon approval, the existing mandatory \$1.00 per head federal agency levy will be increased to \$2.50, and total Ontario check-off per head will be increased from \$5.50 to \$7.00 per head.

"We truly appreciate the support of our members and the trust they have put into the leadership of BFO to invest their dollars to make improvements in our sector," shares Craig McLaughlin, BFO President. "We have a lot of work ahead of us, but we are committed to demonstrating the value we provide to our members through our government relations and advocacy work, our focus on policy and issues, our consumer and market development efforts, and the educational opportunities and support we provide to beef farmers."

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Jack Chaffe & Matthew Rae, MPP, Perth-Wellington

Jack Chaffe Receives King Charles III Coronation Medal

Congratulations to Jack Chaffe, who received the prestigious King Charles III Coronation Medal. Matthew Rae, MPP for Perth-Wellington, presented the medal at the Ontario Cattle Feeders' Association Board Meeting in London on March 31.

"Jack continues to be an active community member and staunch proponent of beef farming in Ontario and Canada," MPP Rae said. "Since he was six years old, he has been heavily involved in advocating for and improving beef farming. From ensuring consumers receive the highest quality beef to opening more domestic and international trading opportunities, Jack has made a significant contribution to our agricultural community."

To be eligible for the King Charles III Coronation Medal, one must have made significant contributions to the country, Ontario, region or community, or an achievement abroad that brings credit to Canada and was alive on May 6, 2023.

Some of Jack's accomplishments include pioneering the Ontario Corn Fed Beef Quality Assurance Program and the Canadian Roundtable for Sustainable Beef pilot program. He has also served as Vice President of the Ontario Cattle Feeders' Association, President of the Beef Farmers of Ontario, and Board Director of the Canadian Cattle Association.

Other roles included Co-Chair of the Foreign Trade, Co-Chair of Domestic Agriculture Policy

and Regulations, Ontario's representative for the National Beef Check-off Agency, and the representative to the Canada Beef Marketing Committee and the Canada Beef Grading Agency, as part of the Canadian Cattle Association.

U.S. Corn Acreage To Rise

Farmers in the United States are expected to plant more than 95 million acres of corn this year. In its March 31 planting intentions report, the United States Department of Agriculture estimated the upcoming corn acreage at 95.3 million, up five per cent from last year. Compared with 2024, planted acreage is expected to be up or unchanged in 40 of the 48 estimating States.

Soybean planted area for 2025 is estimated at 83.5 million acres, down four per cent from last year. Compared with last year, planted acreage is down or unchanged in 23 of the 29 estimating States.

All wheat planted area for 2025 is estimated at 45.4 million acres, down two per cent from 2024. If realized, this represents the second lowest all wheat planted area since records began in 1919. The 2025 winter wheat planted area, at 33.3 million acres, is down two per cent from the previous estimate and down less than one per cent from last year.

Of this total, about 23.6 million acres are Hard Red Winter, 6.09 million acres are Soft Red Winter, and 3.66 million acres are White Winter.

Area expected to be planted to other spring wheat for 2025 is estimated at 10 million acres, down six per cent from 2024 estimate. Of this total, about 9.4 million acres are Hard Red Spring wheat. Durum planted area for 2025 is expected to total 2.02 million acres, down two per cent from the previous year.



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