

The News Feed

An Ontario Cattle Feeders' Publication



Winter 2025 Edition



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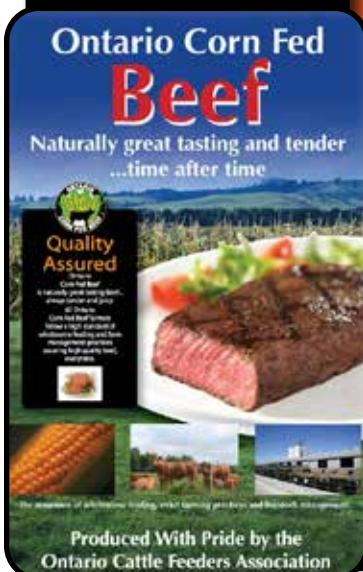
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28th ANNUAL **BEEF** INDUSTRY **CONVENTION** EDITION



Beef Industry Convention
January 8, 9, 10, 2026 – London, Ontario
Details & Registration Form Inside



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FROM THE DESK OF JIM CLARK



Jim Clark, Executive Director

Leadership And Learning From Our Personal Past, While Building For The Future

The cattle business currently faces the highest level of pressure and uncertainty that I have ever seen in my twenty-plus years at the Ontario Cattle Feeders' Association, excluding the BSE years. At this point, history is exactly what it says in this environment: There are no charts or graphs that we can draw from with respect to these current markets and the fast ride up in prices over the past year. Farming in today's world is big business and if it were easy everyone would do it!

At this point of the beef industry, the volatility of the markets, the unknown path that we are on, and the competing demands for time and resources all feed into the level of stress felt both in the different facets of our businesses and our family lives. We are so wrapped up in everything that we are doing hourly that we sometimes forget as the captain that it is our families and employees that keep the oars in the water.

I know some will read this and say, "But I pay the bills and if it weren't for that we wouldn't need all the rest!" Which is true but not always necessarily the correct thought! As the leader of your business, family, or organization, some positive recognition is crucial from time to time for your family members and employees and their well-being and engagement, especially during volatile times like this. Even the farm dog can sense the stress levels these days.

Over my years in my role, I have noticed that there aren't many "that a girl/boy, great job" compliments handed out in the farming business. We often keep the good things we should have said until it is too late. God forbid if we may appear soft or if we show our feelings!

When I was hired the first thing that I was told was, "You have a lot of rope and make sure you don't choke yourself." When a certain Board member reads this, he will remember his quote most likely. I guess it was a kind way of saying, "If you screw up, you know the outcome."

I realize that we can't go back and undo what's already happened or how you made someone feel. But we can make sure we don't repeat the same mistakes in the future.

Our family members and staff need to feel appreciated. Without them, the stress levels may even be higher, especially if you end up being the captain of the ship of one!

Performance is a word I hear all the time. It seems there is a need to measure everything in our daily lives and the world now more than ever.

...continued on page 4



Inside This Issue

- From The Desk of Jim Clark
- OCFB And The Million Acre Challenge
- Convention Keynote Speakers
- Beef Industry Convention Agenda
- Convention Registration Form
- OCFA 2026 Membership Form
- Hotel & Auction Info
- New Retail Partner in Japan
- New Arrivals Webinar Highlights

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...continued from page 2

Performance also drives the stress level from various factors including finances, weather, the cattle didn't gain, the cattle got sick, the engine went in the tractor or just life in general. But sometimes we put performance and efficiency ahead of the care and compassion that we need to show. One of a leader's most important responsibilities is to coach and encourage their team. Being the leader is not just about addressing things that did not go according to plan, but more about consistently recognizing what is going right.

When we make time to acknowledge a positive outcome, we encourage our team to repeat the action. This positive reinforcement leads to confidence and long-term success not only for our team members but ourselves as well. The vast majority of what your team, whether family or staff, does each day is positive. If it weren't, they would not be in the role that they are in. Or the downside is your farm, or organization would go out of business.

These efforts deserve to be acknowledged. Recognizing the positive outcomes shows the team that what they do matters. Whether it is problem-solving on the fly, keeping the equipment running smoothly, or just helping, don't miss the opportunity to let them know that the action was not only noticed, but appreciated. Positive reinforcement doesn't have to be elaborate. In fact, the most effective recognition is often the simplest. Frequent quick comments on a phone call or a text or just when passing someone during the day will have more of a lasting impact.

Similarly, coaching the team in response to mistakes doesn't always require a formal meeting. Not every issue needs to become a "trip to the principal's office." Yet, if we wait until something becomes a major problem before we talk about it, we have missed the opportunity to guide and develop. Most issues are best handled in the moment with direct feedback that focuses on not repeating the same mistake next time. When something goes wrong, we need to treat it as a learning opportunity. We need to take the time to ask questions. What happened? What signs did we miss? And most importantly, how can we prevent it in the future? Challenging ourselves

to dissect larger issues helps improve personal growth and the overall business. Mistakes are inevitable. What matters most is how we respond to them.

Creating a strong performance culture doesn't mean the boss always talks and everyone else always listens. It means everyone is empowered to give and receive feedback. Ask questions, be open to pushbacks, and challenge the norm. When your team sees that feedback can go both ways, they will be far more engaged and interested in moving forward rather than doing the standard because "that's how it has always been."

As the Captain of your ship, you might often feel like you should know everything but thinking you need to have all the answers can do more harm than good. Running a farm, a business or an organization means moving fast, thinking on your feet and handling a hundred things at once, but good leadership requires you to know when to slow down, when to listen and when to try something different. Letting go of old ideas about what leadership should look like can be tough, but it also opens the door to something better.

It's Convention Time Again

An excellent opportunity to discover new ideas and exchange insights is just around the corner. We are finalizing plans for our annual Beef Industry Convention. This edition of The News Feed is the "Convention Issue," highlighting the exciting lineup scheduled for January 8 to 10, 2026, at the Best Western Lamplighter Inn and Conference Centre in London. If you haven't registered yet, I encourage you to do so soon, as the event tends to sell out quickly.

I would like to extend my best wishes to you and your family for a safe and enjoyable holiday season. I look forward to the opportunity to see you at the Convention!

In Memoriam – Graeme Hedley (1941-2025)



It is with a heavy heart that I share the news of the passing of Graeme Hedley, who passed away on November 6 after a short illness. Graeme's impact on the agricultural community in Ontario was profound. In 1970, he took on the role of guiding the Ontario Beef Improvement Association, which is now known as the Beef Farmers of Ontario (BFO), until his resignation in 2001.

After he left BFO, he was involved with many aspects of agriculture operations and policy, including work with the Ontario Cattle Feeders' Association on the Ledger Account.

Graeme also worked with the Agricultural Commodity Coalition, the animal deadstock industry, the management of the land abandoned in Ontario during the 1930s owned by OMAF, the Agricultural Research and Innovation Ontario, the creation of the Ontario Feeder Cattle Loan Guarantee Program.

Based on his lifetime commitment to agriculture and food in Ontario and beyond, he was inducted into the Ontario Agricultural Hall of Fame in 2016.

The funeral service for Graeme was held on November 10. Online condolences can be sent at www.gilbertmacintyreandson.com

OCFB PARTNERS WITH CANZA ON REGENERATIVE FARMING PROJECT



Galen Weston, chairman, Loblaw Companies Limited

The Canadian Alliance for Net-Zero Agri-food (CANZA) said its new Million Acre Challenge hopes to advance regenerative farming across about 147,710 hectares (365,000 acres) across the country as the program expands over the next five years.

With \$7 million in start-up funds from the Weston family, CANZA wants to share the start-up costs of projects that bring down

farmers' carbon emissions, keeps soil in the ground, and/or conserves water, while building a marketplace for farmers, using carbon credits, or other rewards for incorporating climate friendly practices onto their farms.

"Farmers are core to Canadian prosperity, and our national resilience requires sustainable practices that create value across the agricultural supply chain," says Galen Weston, chairman of Loblaw Companies Limited. "We're proud to make this contribution to launch the Million Acre Challenge as part of our family's \$50 million commitment towards regenerative agriculture in Canada."

One of the farming groups that's working on informing and guiding the program is Ontario Corn Fed Beef (OCFB), a London-based program managed by the Ontario Cattle Feeders' Association.

John Baker, one of the program's directors,

said part of the OCFB's work lies in collecting data that can inform future decisions to further sustainability.

"This project gives us an opportunity to work with CANZA to bring the resources both from the technical [and expertise] side, and the human side."

CANZA is working to pilot the project specifically in southwestern Ontario because of the agricultural significance of the southwest's corn belt.

"With the target for southwestern Ontario and corn, we were kind of a natural alliance. We're focused on corn, our members grow a lot of corn, and it goes into the feeding of their cattle," Baker said, adding he agrees with the goal of working to make that process more sustainable.

...continued on page 12



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CONVENTION KEYNOTE SPEAKERS



Filipe Masetti

We are excited to announce our lineup of speakers for the 28th Annual Beef Industry Convention. The first night should prove to be an informative evening as Dr. Jessica Sperber and Dr. Nevil Speer will join us to share their insight into several key issues.

Dr. Sperber is an Assistant Professor and Extension Feedlot Specialist at the University of Nebraska-Lincoln. Her extension programs focus on feedlot management and nutrition, particularly on feedlot performance, carcass outcomes, and technologies that improve beef production efficiency. She is interested in the relationship between live cattle and carcass characteristics, specifically carcass transfer and the impact of days on feed and technologies on carcass quality and yield.

Dr. Nevil Speer holds a PhD in Animal Sciences from Colorado State University and an MBA from Western Kentucky University. He is an industry consultant based in Bowling Green, Kentucky, with extensive experience and involvement in the livestock and food industry. He holds a doctorate in animal science and a master's in business administration. In addition, he currently serves as a regular contributor for Feedstuffs and BEEF Magazine.



Jessica Sperber

Besides our keynote speakers, our Thursday lineup will also include Craig McLaughlin, President of the Beef Farmers of Ontario. Craig's presentation will kick off the speakers' program at 7 p.m.

Friday Keynote: Filipe Masetti

The Ontario Cattle Feeders' Association is thrilled to have Filipe Masetti speak at our 2026 Convention. The world-renowned Long Rider, award-winning filmmaker, and best-selling author, is the youngest person in the world to cross the Americas on horseback.

The eight-year journey took Filipe and his beloved horses across 12 nations trekking more than 27, 000 kilometres. Travelling at 3 km/h and 30 km per day, relying on the kindness of strangers, Filipe saw the reality of life on this planet. With devastating droughts, the threats of grizzlies and snakes, the unpredictable weather, and the deadly impact of the drug trade, daily life is hard. But it's also beautiful. Despite the hardship, he was overwhelmed by the kindness of people who had nothing but were willing to offer a place to sleep and water and pasture for his horses.



Nevil Speer

The true lesson Filipe learned from his odyssey is that there is always a way to accomplish anything you can dream if you can put your fears aside and take that first step!

Filipe caps an impressive lineup of speakers on Friday. We also look forward to a presentation from Melanie Agopian, VP, Strategy, Supplier Engagement & Responsible Sourcing, Loblaw Companies Ltd.

Other speakers include Steve Davidson, VP Category Management & Speciality Companies at Flanagan Foodservice, Dennis Laycraft, Executive Vice President of the Canadian Cattle Association and Dr. Nevil Speer will deliver his second presentation of the Convention on Friday afternoon.

Also, Jim Clark, John Baker and Al Noorloos will provide updates on the Ontario Cattle Feeders' Association and the Ontario Corn Fed Beef Program.



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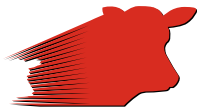
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2026



28th ANNUAL BEEF INDUSTRY CONVENTION

January 08-10, 2026
London Ontario



ONTARIO CATTLE FEEDERS ASSOCIATION



ONTARIO CATTLE FEEDERS ASSOCIATION

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28th ANNUAL BEEF INDUSTRY CONVENTION

Schedule of Events

Thursday, January 8, 2026

- 4:00 • Exhibitors Hall opening
- 5:30 • Ontario Corn Fed Beef Welcome Reception/Supper
- 7:00 Evening Session Speakers
 - Craig McLaughlin President, Beef Farmers of Ontario
 - Dr. Jessica Sperber Keynote Speaker, Assistant Prof., Feedlot Extension Specialist, U. of Nebraska-Lincoln
 - Dr. Nevil Speer Keynote Speaker, Industry Consultant, Bowling Green, Kentucky
 - Industry Sponsored Reception

Friday, January 9, 2026

- 8:00 • Registration, Coffee, Exhibitors Hall opening
- 9:00 Morning Session Speakers
 - Jim Clark Executive Director, OCFA & OCFB
 - John Baker Director of Brand Mgmt. & Business Devel., OCFA & OCFB
 - Dr. Nevil Speer Keynote Speaker, Industry Consultant, Bowling Green, Kentucky
 - Dennis Laycraft Canadian Cattle Association
- 12:00 • Lunch
- 1:15 Afternoon Session Speakers – re-convene
 - Al Noorloos President, OCFA & OCFB
 - Steve Davidson VP Category Management & Specialty Companies, Flanagan Foodservice
 - Melanie Agopian Loblaw Companies Ltd., VP, Strategy, Supplier Engagement & Responsible Sourcing
 - Felipe Masetti Keynote Speaker, world-renowned Long Rider, award-winning filmmaker & best-selling author
- 4:00 • Trade Show
- 5:30 • Exhibitor Networking and Cocktails
- 6:00 • Banquet
- 8:00 • Live Auction
 - Industry Sponsored Reception

Saturday January 10, 2026

- 8:00 • Sponsored Breakfast



Note: Times are approximate and subject to change

2026



28th ANNUAL BEEF INDUSTRY CONVENTION

January 08-10, 2026
London Ontario



ONTARIO CATTLE FEEDERS ASSOCIATION



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28th ANNUAL BEEF INDUSTRY CONVENTION

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

Thurs Jan. 08 _____ Exhibitors Hall Opening _____ Industry Speakers
_____ OCFB Welcome Reception/Supper _____ Industry Sponsored Reception

Fri. Jan 09 _____ Registration, coffee, trade show _____ Wrap up, Trade Show
_____ Morning session speakers _____ Exhibitors, Networking, Cocktails
_____ Lunch _____ Banquet, Live Auction, Reception
_____ Afternoon session speakers

Sat. Jan 10 _____ Sponsor Breakfast

Fee Structure	Complete Registration Package	\$ 420.00	_____
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Registration and payment deadline is December 31, 2025

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 London's Best Western Plus Lamplighter Inn & Conference Centre. Once again, the OCFA is thrilled to host the Convention at this beautiful and versatile venue.

The layout provides many opportunities for our Industry Partners and 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 meals his top priority. And best of all, he uses Ontario Corn-Fed Beef!

Prepare for an unforgettable experience filled with networking opportunities and captivating speaker presentations. The Trade Show kicks off at 4 p.m. on Thursday, January 8, followed by the Ontario Corn Fed Beef Reception at 5:30 p.m. The evening continues with a speakers' program at 7 p.m. and a sponsored reception. Friday promises a full day of engaging activities, including more speaker presentations and networking opportunities. The day will culminate in a spectacular banquet dinner featuring Ontario Corn Fed Beef, followed by an 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 at www.beefindustryconvention.com.

Please note you must register & pre-pay by December 31.

Reserve your room now! Reservations are to be made on an individual, call-in basis directly to the Best Western Plus Lamplighter Inn & Conference Centre at (519) 681-7151, or to the toll-free number 1-888-232-6747. Callers must quote "Ontario Cattle Feeders' Association" to the Reservation Agent to receive the discounted rates. Alternatively, reservations can also be made online at: beefindustryconvention.com and click on Accommodations under Hotel Information.

A block of bedrooms has been set aside for this event. Room rates vary depending on location. Rooms not reserved prior to January 4, 2026, will be released and subject to availability.

Assorted Room Types:

Thursday, January 8, 2026, > \$169 to \$209 plus applicable taxes.

Friday, January 9, 2026, > \$209 to \$379 plus applicable taxes.

For both nights, the average prices range from \$189 > \$279 plus applicable taxes.

Best Western Lamplighter Inn & Conference Centre

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Phone: (519) 681-7151

For complete information contact:
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Auction Items Needed

Just a reminder about the unique opportunity to support our Beef Industry Convention through our live auction.

Our dedicated volunteer auctioneers will take the stage after the Ontario Corn Fed Beef banquet on Friday evening to lead the bidding.

There is a wide variety of items for everyone's interest, as past items have included artwork, hockey tickets, boxes of Ontario Corn Fed Beef products, and dozens of farm input supplies.

The auction is not just for entertainment; it's a crucial part of our convention's success. It's our main fundraising initiative for the year and we couldn't do it without the support of our sponsors and exhibitors.

If you or your organization have items to donate, please contact Kate Baker at baker.kate55@gmail.com or 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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¹ CAVAROC J. et al. - Comparative breakage study of injectable anti-infectives vials under vertical drop test by free fall under standardized conditions. IPVS Congress. 2012. 100.



...continued from page 5

“This partnership aligns with our commitment to Continuous Improvement in how Ontario Corn Fed Beef is produced and the environmental benefits that our producers generate through the feed crop production side of their operations,” says Baker. “Not only are we producing consistently great-tasting beef, but we are also doing it in a way that generates measurable, positive environmental outcomes in the process.”

The first phase of the program is called Million Acre Challenge. The intention of this program is to enable the adoption and expansion of farming practices which increase both positive environmental benefits and farm resiliency. CANZA is doing this by helping farmers de-risk the adoption of new practices on their farms through agronomic support, peer learning and access to cost-share payments.

The Million Acre Challenge Program

The Million Acre Challenge Program is launching in Southwestern Ontario for the 2026 growing season. Farmers who enroll in the Program

will receive cost-share payments to help cover the costs associated with the adoption of eligible practices, and agronomic support (e.g., one-on-one consultations with Certified Crop Advisors [CCA], participation in field days, etc.) to incorporate the new practices into their management systems.

Farmers will enroll with their corn (e.g., grain, silage, and/or high moisture corn) acres; they can receive cost-share payments and agronomic support for a total of three years on those acres, regardless of the crop planted there in the subsequent years.

Participating farmers will be expected to collect and share data related to their standard practices in their operations, and the new practices they adopt. They will receive assistance, such as from their CCAs, in this data collection process. CANZA's team will also conduct soil sampling to measure the carbon in the enrolled fields.

The second phase and longer-term goals of the project will focus on the development of measurement tools to validate outcomes generated through the adaption of regenerative

practices (BMPs) and an Environmental Outcomes Marketplace that will connect farmers and corporate buyers.

CANZA will be developing a streamlined approach to Measurement, Monitoring, Reporting, and Verification (MMRV) to help align such activities across programs and regions in Canada. CANZA's MMRV Framework is the engine of the EOM—it helps farmers monetize environmental outcomes and provides certainty to investors.

CANZA's goal of creating a more integrated environmental marketplace as a coordinating mechanism along with diverse investors will enable de-risking of practice implementation. Corporate buyers will incentivize producers/farmers to implement practices that address emissions and generate ecosystem goods/services, while the marketplace verifies outcomes.

If you are interested in learning more about the program, contact the Ontario Corn Fed Beef program at info@ontariocornfedbeef.com

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NEWS FEED LIVE WEBINAR 7 – NEW ARRIVALS

The high prices of calves in the current market have created a new set of dynamics for the financial risks of placing an animal on feed. The risk is magnified when stressed or sick animals result in a compromised herd health, affecting performance over the feeding period. Therefore, making the best management decisions possible to minimize that risk becomes increasingly critical given the current value of the cattle. With this scenario in mind, preparing the new arrivals and starting them properly in the feedlot was the focus of the latest News Feed Live Webinar #7, held on October 30.

Once again, the Ontario Corn Fed Beef Program and the Ontario Ministry of Agriculture, Food and Agribusiness teamed up to produce an informative session that included Dr. Jacques van Zyl from Metzger Veterinary Services and three OCFB producers – Sarah Alton, Stephen Dippel, and Steve Eby. Brent Cavell, OCFB Quality Assurance Manager and Nutritional Feed Ingredient Specialist and Christoph Wand, OMAFA Livestock Sustainability Specialist, guided the panel through the discussion. In addition to their participation as panellists, the producers were involved in the production of high-quality videos on their farms last year.

Dr. van Zyl kicked off the sessions, discussing management practices for new arrivals. He began by emphasizing the importance of hydration in preventing immunosuppression and lung infections in dehydrated calves. Of note, Jacques explained that water deprivation elevates cortisol, a stress hormone, and impairs lung clearance. Dehydrated calves also have lower mucous levels. This is important because a thick layer of mucous acts as a natural defense mechanism to help move bacteria and viruses away from the lungs. Emphasizing the need for clean water sources, he recommends one water bowl per 20 head of cattle or 10 centimetres of linear trough space per head. Jacques also advises flushing and cleaning water troughs regularly, especially during the first five to seven days after arrival.

His next point covered ventilation and how air flow is vital for preventing pathogen load and tissue damage. He said that humidity above 80 per cent and ammonia at greater than 10

ppm impair mucociliary clearance and extend bacterial survival. Jacques cited research noting that calf barns with increased air exchange, from 1 to 4 air changes per hour (ACH), reduced pneumonia by 30 to 40 per cent. (Bates & Anderson, 1979; Lago et Al., 2006; Halbach & Robertson, 2021). He recommends targeting air changes per hour between two and eight ACH per hour, depending on outside weather and moisture conditions, maintaining relative humidity at less than 75 per cent and keeping pens clean, dry and dust-controlled.

Jacques shared lung culture results from 2024, showing the prevalence of *Branhamella* (Brd) bacteria, including *Histophilus somni*, *Mannheimia hemolytica*, and *Pasteurella multocida*. He discussed the clinical signs and challenges of *Histophilus somni*, including its late onset and potential spread to the heart, brain, and joints.

He also presented liver biopsy results from 2023 and 2024, showing varying degrees of deficiencies in selenium, copper, manganese, and vitamin A in calves from different regions.

Jacques noted the worsening of deficiencies over time, particularly in copper and manganese, and the impact on immune response and function. He suggested a copper and zinc injection on arrival for local, and particularly Western and Virginia, and Holstein cross-calves. Jacques noted that local, Eastern and Virginia calves require selenium, and he added that a good-quality mineral on arrival is a necessity.

On the topic of conducting risk assessments on new arrivals, Jacques noted that appropriately categorizing the calves into low, medium, or high-risk categories is vital for setting them up for success. “We do work very closely with producers, and we do have different protocols for the different kinds of risk categories,” he said. “Not all calves are the same, and that even changes over the course of the fall.”

...continued on page 14

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...continued from page 13

He added that last winter was a prime example of how things can change quickly. “Calves that may not have started on the truck as high or ultra-high risk, and then all of a sudden, the highway is closed, and they’ve sat on the truck for an additional 24 hours (and) are coming in very dehydrated and stressed.”

In summarizing his key points, Jacques emphasized the continued vigilance in animal husbandry and recommended consulting veterinarians about available tools and options to adapt to changing health trends in Ontario.

Sarah Alton from KenRuth Farms near Lucknow was the first producer featured in the webinar. She discussed their cattle feeding operations, noting their centralized management system, which consisted of three barns. Regarding management and health protocols, Sarah explained the importance of keeping each pen together for approximately 30 days to identify any health issues. Each pen has adequate bunk space based on the size of the cattle, and they are not overcrowded upon arrival. Background checks are conducted, including assessments of pasture conditions, vaccine protocols and bunk training.

Within 24 hours of arrival, the cattle are processed, including temperature checks and a Lactipro supplement is administered. If cattle are bunk trained, they’re put on a higher grain diet. If not, they receive better quality hay. The farm monitors the pens closely during the first week, checking the manure for signs of health issues, such as coccidiosis. Electrolytes are given for the first week, and temperature checks are crucial for identifying sick cattle.

Additionally, Sarah mentioned that the farm utilizes a processing protocol book and ITS software to track records, treatments, feeding, pen closeouts, and cattle inventory. and improve arrival protocols.

Next up on the webinar, Stephen Dippel highlighted the operations of their cattle feeding barn near Ayton, emphasizing the importance of animal comfort, air quality, and efficient labour. In particular, they focus on cross-bred cattle, which notably have higher

energy feed requirements. Stephen discussed their criteria for purchasing calves, focusing on good condition and growth potential. Emphasis is placed on buying cattle that have been well vaccinated; however, he noted that they also vaccinate and treat animals upon arrival. They prefer to start animals in smaller groups to minimize mixing and potential health risks. Since last year’s video, Stephen said there has been a shift to feeding mainly beef-on-dairy crosses. As a result, they’re using a higher energy feed ration and reducing a forage requirement. They primarily use three step-up rations, with additional rations for different types of cattle if needed.

Steve Eby from Kincardine rounded out the producer side of the panel, leading with the farm’s management and care of cattle sourced from Western Canada. The typical pen preparation is weather-dependent, with straw and long-stem hay placed in the feed bunk. Upon arrival, the cattle are weighed off the truck and exposed to the long-stem hay in the feed bunk, which may also serve as their bedding, particularly in higher risk cattle. The transition to a grower ration is gradual, beginning with a high-quality feedlot starter pellet and gradually adjusting the rations over time. The farm uses 10 different step-up rations, with subtle changes in ratios to enhance performance. Daily pen walks and temperature checks are conducted to manage health issues, with designated sick pens available for animals that require isolation.

Annual review meetings are held with veterinarians, nutritionists, and feed reps to analyze data on cattle received, pulls, treatment success, and trends. Eby noted that the review is crucial for evaluating the previous year’s track record and making informed decisions.

While this article provides a few highlights, we encourage anyone interested in learning more to view the webinar on our YouTube channel or on the Ontario Corn Fed Beef website to appreciate the presentations fully.

New Retail Partner For Ontario Corn Fed Beef In Japan



Sapporo, Japan, is the location of the latest retail brand partner for Ontario Corn Fed Beef in Japan.

Located in Hokkaido Prefecture on the westernmost island of Japan, Sapporo is a fast-paced city of over 2.5 million people in the greater Sapporo area, famous for its beer, skiing, and the annual Sapporo Snow Festival, featuring enormous ice sculptures.

Sapporo is also a major foodie destination, especially known for its rich and flavourful ramen soup. It’s also a hub for fresh agricultural products and seafood.

Lucky Stores has launched Ontario Corn Fed Beef in 20 of its upper-tier stores across the city and region.

The retailer was originally introduced to Ontario Corn Fed Beef at the Supermarket Trade Show in Tokyo last year by our Japan Marketing Manager, Daisuke Shimojima.

“They take a lot of pride in how they present our product to their customers,” says Shimojima. “They have embraced the story of the Ontario Corn Fed Beef brand and use our marketing resources very well.”



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