Resilience and Perseverance Through Drought



BROUGHT TO YOU BY:



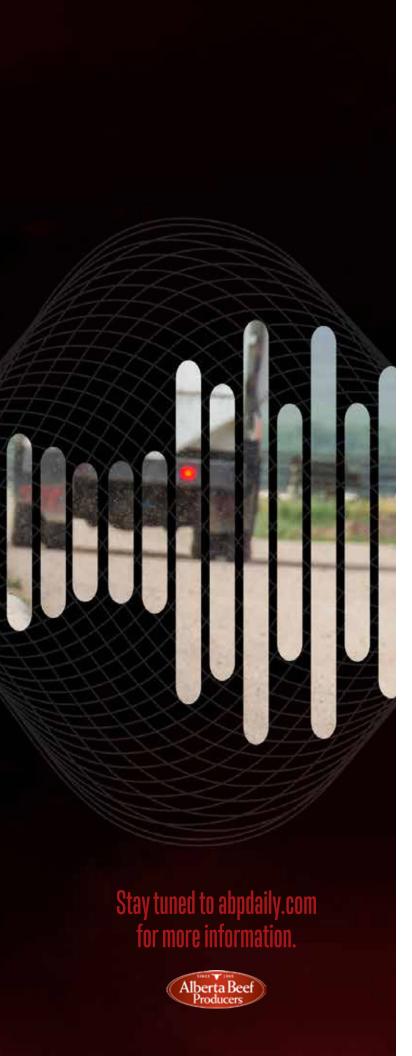
Volume 1 Issue 3 SEPTEMBER 2021

ABP

IS PROUD TO PRESENT A NEW PODCAST COMING JANUARY 2022....



From the tractor to turn-out, this new podcast is your on-the-go source for news and information that matters to Alberta beef producers. We cover everything from the latest in production research to current and forecasted market information.



Published by:

Brad Dubeau, Alberta Beef Producers

Editor

Lindsay Westren

Co-Editor

Laura Laing

Creative

Tracy Irving
Zoe McMullen

Writing

Brenda Lee Schoepp Dianne Finstad Laura Laing Lindsay Westren Mary MacArthur Robin Galey Ryan Copithorne

Ad Sales Megan McLeod

PrintingCapital Colour

CONTACT

Advertising Opportunities

Megan McLeod meganm@albertabeef.org

Editorial Content Specialist

Debra Murphy

debram@albertabeef.org

Publisher

Brad Dubeau

bradd@albertabeef.org

Subscription/Contact Information Updates

Megan McLeod meganm@albertabeef.org

To read ABP online: ABPDaily.com

@ABBeefProducers

@albertabeef

Alberta Beef Producers 165, 6815 – 8 Street NE Calgary, AB T2E 7H7 403-275-4400

ABP is published four times a year, by Alberta Beef Producers. No part of this publication may be reproduced without the written permission of the publisher.



ON THE COVER

The ABP September issue showcases a creative display of Alberta beef oxtail. A growing discovery and demand for this cut at the meat counter, is realizing the versatility and flavour of this superb rich source of protein for consumers.





Editor



LINDSAY WESTREN

Lindsay is the Marketing and Communications Manager at Alberta Beef Producers. She has an extensive background in agri-marketing, publication and brand development. Lindsay has a passion for creative storytelling and all things agriculture.

Co-Editor



LAURA LAING

Laura Laing is a public relations and marketing and communications specialist and consultant, who specializes in agriculture. In addition to her full-time role as Owner and President of L.L Communications, Laura is also a cattle producer, who along with her husband, own and operate Plateau Cattle Company, just West of Nanton, AB, where they sustainably raise world-class, Alberta beef.

Contributors



DIANNE FINSTAD

Dianne Finstad used her ranch roots to spur on what's become a long communications career in television, radio and writing, covering agriculture and rodeo. She's based in the Red Deer area. She serves on boards for Lakeland College and Westerner Park, and you can find her on RFD-TV Canada's new show Frontline Farming Canada.



ROBIN GALEY

Robin Galey fell into an agricultural communications career after falling off a horse in the Alberta foothills over 25 years ago. She has been cheerfully writing and editing agricultural communications from her home office in Calgary ever since. She seldom rides horses.



BRENDA LEE SCHOEPP

Brenda has dairy herd and cattle feeding management experience and has developed grazing and bred heifer programs in Canada. She consults for agriculture and agri-business and mentors young entrepreneurs globally.



RYAN COPITHORNE

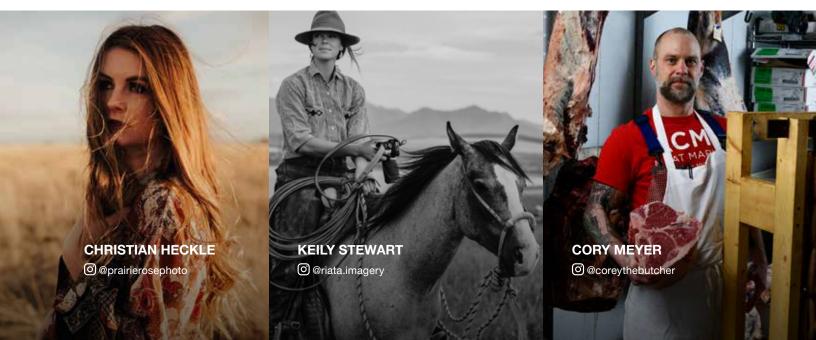
Ryan's career has involved managing and operating a large historic family ranch as well as building one of Canada's largest multi-ranch cow/calf programs. His current company is called Cows in Control, a company designed to focus on providing financial and risk management advice to farmers to protect the value of their commodities and inventories. Ryan has an MBA from Queen's School of Business, a finance degree, and over 25 years in the ranching and farming business.



MARY MACARTHUR

Mary MacArthur has spent her life in agriculture talking to farmers around the world. When Mary isn't writing about agriculture, or taking photos, she spends her time running and hiking.

Social Contributors



#ALLFORTHEBEEF

This Too Shall Pass: Resilience and Perseverance in the Face of Drought

WITH BRAD DUBEAU



This fall issue of ABP is arriving in mailboxes across Alberta in the midst of what for most, is a busy fall run. Calves are headed to market and tough decisions are being made in cow herds across the province, to pivot to the unprecedented drought

and heat that we have endured and the challenging feed situation that we face heading into the winter months.

These are challenging times.

In the beef industry, we've faced difficult times before. Whether it was BSE, Covid, weather including previous droughts, we've developed resilience. We will get through this drought as well. In fact, for those who stick it out and continue to produce beef, I believe you will be rewarded down the road. The outlook for our industry is positive – we just have to get through a difficult time to get there.

The fact is agriculture has always been a risky business. If we were risk-adverse we wouldn't be farming or ranching. The benefits come through the risks. What is unique right now though, is how widespread the drought is across Canada. In the past we could usually count on another province for feed but, in this case, everyone is dealing with decreased feed supplies.

While the industry faces the challenge of drought, ABP has struggled too. Our board and executive is forced to make tough decisions about our future in the interests of ensuring we can be sustainable with current refunds. Although the majority of the 18,000 producers across the province support our industry through check-off, given the substantial refund rate (46 per cent in 2020), we simply can't continue to deliver programs and support external organization at previous levels.

We're working as hard as we can with available resources, but a very significant portion of check-off dollars are allocated to CCA and shifting that allocation to be tied to available funds is one option we are planning for in 2023.



As we strive to make the best financial decisions, we want your feedback. On page 26 of this publication, you'll find the first in a three-part series exploring our options as we look for the best path forward. Please follow this series and be sure to participate in upcoming producer meetings where you'll have the opportunity to engage with delegates and express your ideas about what you want our organization to do for you now and into the future.

This season we have also brought new people into the organization and made significant changes in how we run the business. I welcome the new individuals to our team and express appreciation to those who continued to work tirelessly with us through the changes.

The continued work the ABP team is doing in response to the drought is one example of the critical work our organization does for producers and our beef industry in Alberta. Through our direct efforts, meeting with the Alberta government, we helped them to personally experience the effects of the drought, the implications to producers, food production and our economy in the province. I know it won't solve all the problems, but hopefully the support now being provided by the provincial and federal governments gives producers some breathing room to consider options for their cow herds. This is a good time to make new management decisions, refine the herd or seek efficiencies. Maybe it's time to look at the opportunities of your business and make changes to enhance or refine your operations. Are there opportunities to increase efficiencies or integrate sustainability markers like managing water differently, or install a solar system or creating additional revenue streams?

It will take time, but I believe brighter days are on the horizon, assuming of course, that we return to average moisture levels. Supply is going to tighten up and we will eventually see better prices for producers. In the short term, we are hopeful that markets stay steady with last year and cow-calf producers are rewarded accordingly.

On the brighter side, the new negligible risk status on BSE is one current positive for our industry. As a nation we can now work to develop new markets, opening up an incredible amount of opportunity. It's a positive step for our industry, allowing us to broaden our horizons and deliver more of our world-class beef across Canada and around the world.

Communications continues to be at the forefront of our efforts at ABP as well and now more than ever are we realizing its importance. Whether it's about drought support or updates, international markets, BSE news, ABP provides you with the most current industry news and information through the range of communication platforms we have now invested in. You can use these to connect and stay informed about what is happening. Whether you read ABP Magazine, visit ABPDaily.com, or use the ABP App on your smart phone, these tools continue to improve with time.

I encourage you to reference one or all of them regularly to stay engaged with what your industry organization is doing for you. Rest assured, we will continue to monitor the drought situation and work hard on behalf of producers and our industry to ensure we remain sustainable and continue to build on the success of the world-class beef we are recognized for on the global stage.

Until then, remain confident in the growing demand that we have and continue to build for Alberta beef. As the saying goes "this too shall pass," in fact, as I write this column today, we are receiving the first significant rainfall we have seen in months – 2 inches and counting. I know that we will once again come through this time of adversity with resilience, to face the opportunities that lie ahead for our industry.

Table of Contents

INNOVATION & TECHNOLOGY

22	7 Lean CowsManaging the Lean
	Years is Key to Longevity

- 43 Water Smarter Not Harder
- 48 Consumer Trends

TRAILBLAZERS

- 33 Protecting, Preserving and Proactive Planning Key to Drought Resilience and Recovery
- 46 Creative Discoveries at the Meat Counter with Corey Meyer
- 54 Millarville Stockland 4-H Club: Bringing Community & Connection Through Covid
- 68 Alberta Youth Speak Up for Agriculture

ISSUES & INSIGHTS

- 20 Fall Nutrition: Not a One-Tub-Fits-All Solution
- 28 Reopening Doors of Opportunity

BUSINESS TOOLS

- 10 Marketing with a Focus on Reputation Health & Welfare
- 18 Not Just a Pretty Face: Commercial Heifer Selection & the Maternal Journey from Replacement to Retail
- 36 Rein'vigor'ate Your Herd

CHECKING IN WITH ABP

- 6 #AllForTheBeef
- 14 Canadian Cattlemen's Foundation Supporting Future Industry Leaders
- 16 Highlights from the Chair
- 26 Funding Reaches Critical Turning Point
- 40 Be Prepared for On-Farm Emergencies
- 52 Out and About with Alberta Beef Producers
- 53 Checking in with ABP
- 57 Check-off Dollars
- 58 Working for you at ABP
- 59 ACFA Connects with Government and Community at Summer Tour Series
- 60 Delegates
- 65 Insights into AgriMarketing
- 67 CCIA: MOBO the CLTS database at your fingertips
- 70 Taking Care in Difficult Times

INSPIRATION



Features

48



INNOVATION & TECHNOLOGY

Consumer Trends

36



BUSINESS TOOLS

Reinvigorate Your Herd

46



TRAILBLAZERS

Creative Discoveries at the Meat Counter

70



CHECKING IN WITH ABP

Taking Care in Difficult Times

28



ISSUES & INSIGHTS

Reopening Doors of Opportunity

44



INSPIRATION

Cowgirl – Nurturing. Empowering. Resilient.

Marketing with a Focus on Reputation Health & Welfare

As the days of summer fade away and we face the briskness of fall, it is time to carefully consider livestock marketing plans for the farm and ranch. Traditionally, this time of year is referred to as 'the fall run' as most of the calves, yearlings and cull cows are offered for sale and the next phase of beef production begins.

BY BRENDA LEE SCHOEPP



There are marketing opportunities ahead of and during the fall run to optimize price, calf health and future beef quality. Long before this time of year, the breeding, vaccination and health program has partially predetermined the value of the calf to the buyer and laid the foundation of the potential of that calf as high-quality beef. Marketing is in the knowing that value and seeking out buyers or relationships that pay.

Today, the data that accompany the feeder calf or yearling are a price determinate. In addition to breed, sex, weight, age, frame size, condition and terms of sale, the information from a validated platform could include genomic and performance history, as well as a background on feed, antimicrobial use and health information. More importantly, a direct connection or relationship with a feedyard or variety of feedyards or the participation in certified programs present optimal marketing opportunities.

Breaking the pattern of selling late in the fall run is the first consideration for calves, yearlings and cull cows. As volume increases, prices decrease. When the weather turns cold, the nutritional needs of the bovine escalate at a time when grazing is sparse. To keep their growth constant they need to be on better feed in a space in

As Dr. Temple Grandin reminds us, cattle do not have depth perception and are very sensitive to light, movement and sound. Where and how they are handled during gathering, sorting, loading and transport will play out in their stress levels.

which they are not competing, or they need to be marketed earlier. Early arrivals in the feedyard are also welcome from a contractual, end sales and health perspective. Packers need cull cows in the summer and late summer months.

The handling and transportation of both feeder calves and yearlings have a direct impact on their future morbidity and mortality. It takes planning. The weather should be seasonally warm and dry and the gathering and sorting done slowly and with care. Feed and water must be provided whenever animals stand for any period



of time. Every meal that feeder misses translates into lost gains. Standing for hours and in some cases days, erodes all the benefits of production management. There is a huge difference between a naturally light calf and one that has lost 15 per cent of its body weight (referred to as shrink) through the handling process. A shrunk, hungry calf is also dehydrated, confused and exhausted and has a higher probability of getting sick, especially when it is mixed in with others.

Keeping the focus on the health and welfare of the calf and yearling is crucial in the marketing process.

On arrival into the backgrounding lot or feedyard, the cattle will be mixed unless there are enough exceptionally even cattle for a pen lot. It is in the mixing that disease spreads as the calves and yearlings share their germs, although yearlings fair better because they are already weaned. Owning a certified scale on the farm or ranch puts the seller in control of the information regarding the weights and leverages the terms and conditions of sale. More importantly from a health perspective, it reduces stress, standing and extra transport of the cattle. When calves or yearlings for sale vary dramatically in weight or type, then sorting at home and gate-loading on the liner might save another mix and sort upon delivery.

Offering weaned calves should preferably take place 45 days or more post-weaning. To market them too early during the stress period only exaggerates their health challenges. This is also costly to the producer as the calves have not had time to regain their weight loss and to be gaining.

As Dr. Temple Grandin reminds us, cattle do not have depth perception and are very sensitive to light, movement and sound. Where and how they are handled during gathering, sorting, loading and transport will play out in their stress levels. Facilities have to be functional and people need to be relaxed and know what they are doing. How cattle are handled at home and after marketing is just as important as the marketing process.

The current marketing systems are based either on the farm, called farm gate sales, or at an auction. Both may be done electronically and buyers can bid remotely. There is no need to physically move weighed cattle or cattle that have been professionally 'called' on the farm to sell them. The terms, including the loading date, go into the description of the cattle. Transportation is the responsibility of the buyer. The critical piece in a farm gate sale is that the sale weight, which is the shrunk weight under the terms of sale, matches the weight on delivery.

In the live auction there are also many options to choose from and this is about matching the cattle to the program. Preconditioned cattle must be just that – with a standard weaning period and health protocol. Pre-sort sales ensure the cattle are sorted into weight and type before entering the ring. Commercial heifer sales also start in the fall with the females selling by the head in owner groups or in pre-sorted lots that are genetically complementary. There are a variety of sales and dates from which to select for feeder cattle and commercial bred females that feature the management on the farm or ranch.

To optimize the market, consider owning a certified scale regardless of your marketing preference. This simple piece of equipment is key to production management benchmarking and marketing. Knowing the strength of the cattle on offer through data collection also opens the gates to a wide variety of validated and certified sales that range from breed type to sustainability practices.

The fall run offers buyers a super selection of genetic diversity in feeder cattle and females and an early selection of breeding stock. For sellers, there are marketing options and best management practices that respect the fragility of calves and young feeder cattle as they navigate weaning, new environments, are transported and must figure out on arrival how they fit in the new social order. For all cattle, during the marketing process and beyond, the reputation of the farm and ranch travels with that animal – right through to the value of the beef. Keeping the focus on the health and welfare of the calf and yearling is crucial in the marketing process and translates into a higher quality beef carcass – and that is the end game.



CANADIAN CATTLEMEN'S FOUNDATION

Supporting Future Industry Leaders

THE BEEF INDUSTRY IS A KEY ECONOMIC DRIVER FOR ALBERTA AND CANADA, AND THE CANADIAN CATTLEMEN'S FOUNDATION (CCF) AIMS TO KEEP IT THAT WAY.



Established as a charity in 2014, the CCF connects producers and industry partners to support the next generation in beef business leadership.

Contributing to youth education is an important focus of the CCF, which has already invested significantly in Ag in the Classroom programming. Now, an exciting new youth development and outreach program has been founded with a donation of \$150,000 to W.A. Ranches at the University of Calgary.

The new program will attract bright young minds to the industry and start a conversation among young people challenging global movements to eliminate animal agriculture.

"You can't paint the whole world with one brush. Canada's grasslands wouldn't be grasslands without the cattle industry," says Bob Lowe, CCF board chair. "There is a huge opportunity for us to showcase the importance to the environment of grazing animals."

Photo by Todd Korol, reprinted with permission by The University of Calgary.

The CCF board is led with industry insights and leadership from: Chair, Bob Lowe, Lynn Grant, Laura Laing, Stan Carscallen, Scott Dickson, Joe W. Gardner and Kelly Smith-Fraser. Their three main focus areas include youth, environment, and research. With the donation to W.A. Ranches, the youth pillar has had a major boost.

Dr. Ed Pajor, director of W.A. Ranches and Anderson-Chisholm, Chair of Animal Care and Welfare, Faculty of Veterinary Medicine, University of Calgary, says the ranch will hire a coordinator to develop youth-based programs and opportunities in areas such as animal health and welfare, wildlife interactions, regenerative agriculture, biodiversity, and emerging technologies.

"We'll be able to create a wide range of hands-on and virtual experiences that will develop future industry leaders and educate young people about where their food comes from," says Dr. Pajor.

To learn more or donate to the CCF funding efforts, visit: www.cattle.ca/sustainability/contributors-to-sustainability/canadian-cattlemens-foundation/



Alberta Leregord Showcase

Red Deer Westerner Exhibition
In conjunction with the Canadian Finals Rodeo

Thursday, November 4
Junior Prospect Steer & Heifer Show

Judge: Katie Songer

NEW Hereford Genes Bull Event

Hereford Steak-Out

Genes of the Future Sale Auctioneer: Ryan Dorran Friday, November 5
Western National Hereford Show
Judges: Rob & Gail Hamilton

Watch Facebook for updates on this exciting *NEW* event!

Call chairperson Conrad Fenton for more information at 780-209-3600

Show Entry Deadline: September 15 Call Andy Schuepbach 403-625-6316







HIGHLIGHTS FROM THE CHAIR

Preserving and Protecting the Industry for Producers

MELANIE WOWK, CHAIR, ABP



We met in boardrooms and in pastures to ensure they saw firsthand and fully understood the extent of the damage this drought has caused.

As producers we have faced many hardships, but the extent of this year's drought is staggering. It is so widespread it creates feelings of helplessness. We can't make it rain, and we struggle to find feed for our animals.

Thinking about the drought and how to address it has taken my full attention these past few months. But one thing I continue to focus on, and I hope we can all remember, is this: we're struggling with this drought together. You are not alone.

In fact, the ABP staff and leadership have worked very hard on behalf of all Alberta beef producers this summer. When we realized the seriousness of this issue, we set up meetings with the provincial premier and other government officials. We met in boardrooms and in pastures to ensure they saw firsthand and fully understood the extent of the damage this drought has caused.

Standing out in the field seeing the devastation for themselves was eyeopening – from opening empty pods of barley to seeing barley growing to our ankles that should have been up to our thighs, to raising the dust in empty pastures, with nothing growing for cattle to eat. We were also able to highlight the extreme importance of this industry in Alberta and point out the significant contribution that agriculture brings to our economy.

As a result of the work of ABP and other industry partners, we were able to secure a guaranteed government payout of \$200 per head through the 2021 Canada-Alberta Livestock Feed Assistance initiative "AgriRecovery," which I hope will help some of you get through this drought. Not only did we secure this funding, we did so in a timely manner, before the election was called.



Associate Minister Nate Horner, Minister Jason Nixon, Brodie Haugan, Minister Devin Dreeshen, Dr. Melanie Wowk, Premier Jason Kenney, Jason Hale, Brad Dubeau, Mark Lyseng. Photo by Winston Pon, Government of Alberta.

As we look ahead to spring 2022, we'll all hope for more moisture. But even with moisture, the recovery of our pastures and feedstock is going to take a long time. It will be important for ABP to be able to continue to support our industry through advocacy and communications.

Like the entire beef industry, ABP faces challenging budgeting issues. Producers often wonder what the ROI is on their check-off dollars. In this case, the answer is clear. The \$2 per head check-off is a tiny fraction of the \$200 per head we've secured for producers through our lobbying efforts. With this in mind, it is our hope that all producers throughout Alberta will see the value and extreme importance of the check-off, to ensure we can continue to support this industry and advocate on your behalf.

Additionally, we now provide producers with outstanding communication tools you can use to stay current about what's happening with ABP and the industry. We hope you'll engage with the tools that work for you to keep up with what we're accomplishing together, and to learn how we accountably use your check-off dollars.

On the bright side, we might consider this drought as a chance to hit the refresh button, and find new ways of looking at our operations. Also, we can look to the good

news change in status on the BSE front. After a decade of digging our way out of market closures, and another decade of BSE testing, we can finally expand into all the markets that locked us out.

It's also encouraging looking ahead – the forecast and projections in the years ahead show an upswing in prices, largely reliant on the industry's inventory levels. For those producers who can hang on and feed their animals for the next few years, the pay-offs will be greater.

One positive that has come out of this drought is a growing understanding by government of the importance of the beef industry in Alberta. Our industry is an important economic factor in employment, sustainable development, and food production. If we didn't have this crisis, we wouldn't have been meeting government officials in the pasture. We need to meet with our government more often, and we need an emergency preparedness plan for the future. These are some of the things I intend to get working on in the near future.

Finally, a reminder that, because we're in this together, it is important for each of us to tend to our own mental health. Lend an ear to your peers, and find at least one other person who you can talk to who might understand what you're going through.

NOT JUST A PRETTY FACE:

Commercial Heifer Selection & the Maternal Journey from Replacement to Retail

BY BRENDA LEE SCHOEPP

Selecting commercial beef cattle replacement heifers for the herd is not based on beauty. A pretty face is just that – a pretty face. What we are looking for in the commercial herd is a working girl with serious historical data behind her.

The "genes" she wears will come from a long line of females who are functional and have great feet and nice compact udders. Her ancestors will also be calving in the first cycle and doing it effortlessly. They will be easy to get along with and have lived an extended and highly productive life.

The generations before will have been fertile, grown at a steady rate throughout the entirety of their early months, weighed in at weaning time and produced high-end carcasses. Later in life, her maternal ancestors will have consistently produced heavy calves at side while being able to cycle back without losing body condition. They would have liked being moms, with a natural ability to quickly mother up without being dangerously defensive.

Ideally, the potential replacement heifer will not be the thin one in the herd nor, will she be extreme in her structure or condition, exhibiting physical characteristics such as sharp pelvic bones, a lack of loin, excessive frame or deficient rib or hip. In fact, she should be an easy keeper with a lot of capacity. Visually, one could place a board across her back and under her belly, giving a nice rectangle shape.

The selection pressure phenotypically will also include feminine traits such as a smooth front shoulder and clean line in the brisket, along with a nicely balanced body that has some real capacity or "spring" to it. Her job in the commercial herd is to produce beef. It is better for her to be broody and moderate in size when it comes to the task of raising calves efficiently.

Knowing the heifer's sire is equally as important and a SNP test on bulls helps assure the correct parentage when selecting daughters as replacements. His fertility, mobility, feet, performance, composition



Preferably, heifer replacement is based on data and then the visual selection is made. For those who like to "eye" the cattle first or do not have a benchmarking system, then it is still critical to refer to EPDs, genomic testing and related data, performance, feed and health records within the herd or from the herd of origin to

make the final decision.

well, comfortably able to handle their environment.

What the data tells you is important as maternal traits are not as highly heritable as carcass traits. If a bovine beauty under consideration comes from a family that is, as an example, low on milk, longevity or calf performance, then it may be time to consider an alternative choice. Likewise, a female that appears a little rugged and meets criteria is worth investing in.

The health of this heifer from birth will also be a decision point. Unfortunately, if she was sick at any point in her life, she may be compromised later as every health event in a calf's life does impact fertility and performance. Her well-being and care going forward will also determine her place in the herd. Being kind

will have been fertile, grown at a steady rate throughout the entirety of their early months, weighed in at weaning time and produced high end carcasses.

to her in the first two years with a separate feeding and health program and mating her with a calving ease bull sets the stage for her long maternal journey.

After examining all the information and making the selection, it is important to carefully plan her future mates. Weak maternal, performance and carcass traits can be addressed in her offspring through sire selection. The ideally chosen commercial heifer mated with the correct bull then becomes the female in the herd with the determinate history you need for selecting future progeny – and the ongoing production of world-class beef.

Fall Nutrition: Not a One-Tub-Fits-All Solution

Ensuring a Transition of Optimal Health & Feed Efficiency

BY LINDSAY WESTREN

Alberta provides some of the best rangeland in the world – rolling native grasslands, wide-open spaces, and water – all crucial to raising healthy, profitable, world-class, Alberta beef. As cattle come back from summer pastures and into their fall and winter-feeding routines however, it is important to remember their individual needs for nutrition, feed efficiency and overall health.

"It is not a one-mineral-fits-all solution," cautions
Abby-Ann Redman, Ruminant Nutritionist, Blue Rock
Animal Nutrition. "After the stressful, drought-stricken
summer that many producers across Alberta faced this
year, nutrition and quality should be top of mind when



Abby-Ann Redman, Ruminant Nutritionist, Blue Rock Animal Nutrition. Photo by Megan McLeod.

The top recommendation that we make to producers is to test their forage, but not to forget the water source too.

transitioning the herd onto dry or stored feed. Not only can the right program save you money, but it can also help maximize feed that may be in short supply and ultimately support a higher per head profit."

Nutrition takes into consideration several factors, including body condition, stage of production, and production goals. These are important when building a ration, particularly when feed is in short supply so the requirements of the animal are being met while limiting the quantity being fed.

"Alberta is a province of extremes, and the quality of your forage can vary from field to field. The top recommendation that we make to producers is to test their forage, but not to forget the water source too," says Redman.

Redman says that testing water sources is commonly overlooked by producers and signs like untouched mineral can be an indication of change.

"If you notice your free-choice mineral is going untouched, test your water, especially in a drought year as dry conditions can cause an increase in water salinity and therefore a decrease in mineral consumption."

"As well, in the summer when cattle are out on pasture, low water levels in dugouts can be dangerous as the concentration of total dissolved solids increases. If sulphate levels become elevated, there is a greater chance of seeing polio and secondary copper deficiencies."

CONSIDERATIONS COMING OFF DROUGHT PASTURES

Abby-Ann Redman recommends the following best practices for feed management and nutrition for beef producers facing drought conditions this year.

Feeding Supplements to Maximize Feed Efficiency

Whether you are preparing for weaning, heading to the feedlot, or prepping for fall sales, taking a moment to think back to your fields over the past summer months followed by diligence when it comes to testing will go a long way to ensuring the health of your herd and ultimately your bottom line. When it comes to ideal forage for cattle, the sweet spot when testing is around the 55 per cent energy, and 7 per cent protein mark. Anything less requires supplementation.

Most importantly, select your feed program with your end goal in mind. For many this year it will be ensuring nutritional requirements are met, while making the most of what feed is available. Your feed determines mineral formulations. That is why this year especially it will be crucial to test harvested forages for nutrient content and nitrate risk, as forage cut under drought conditions might contain high levels of nitrates or prussic acid.

Feed for Stages of Growth and Condition

Of course, feeding for stage of growth remains especially important, taking into consideration the different categories, as replacement heifers require different nutritional needs than mature cows, as do cattle coming in off pasture in varying body score condition. Having a strategy in the stackyard helps too – ensuring that you are feeding your lower quality hay first and then as winter progresses and further along in gestation, saving and selecting higher quality feed is important, as they need more nutritional support.

We encourage our clients to test their feed early on, so you can truly ensure cattle are having their nutrient requirements met. This is especially important in years of adverse conditions like drought.



There are two key factors to remember when grouping your cattle – first and foremost body condition score, and second, feed according to their stage of growth.

When the grass is starting to brown off, that is when a full mineral package is required, rather than a trace mineral salt. What is common in drought situations is that the grass browns off early and the calcium and phosphorus contents are just not at the same levels that you would find in years of adequate moisture and green grass. This is extremely important to consider for supporting reproduction and conception for those bred cows and heifers.

At the end of the day, developing the right nutrition program is a science and there are a lot of factors that go into its development. It is no longer a one-mineral-fits-all solution for producers. Environmental factors, growth stages and purpose need to be taken into consideration. A custom nutrition program is just another tool to help producers reduce costs, improve winter endurance, improve profitability, or make it through the adversity of drought.

Blue Rock Animal Nutrition was established in spring 2013 by Lee Eddy and Kristen Ritson-Bennett, both ruminant nutritionists. Kristen and Lee purchased the Innisfail Minerals plant (formerly the Old Hereford Test Center) where significant changes were made to the manufacturing facility to increase efficiency and manufacture a top-quality product that is required for the industry. The team at Blue Rock works with producers to test their feed and create customized nutrition and mineral supplementation programs.

7 LEAN COWS...

Managing the Lean Years is Key to Longevity

BY RYAN COPITHORNE

2500 years ago, a pharaoh in Egypt had a dream he couldn't interpret. It involved 7 fat cows grazing by a river, sleek and fat in the sunshine. Then 7 lean cows came out of the river behind them and ate up the 7 fat cows and didn't look any fatter for having done so.

If you don't know the story, a young man named Joseph interpreted the dream to say that Egypt would have 7 good years followed by 7 years of famine. He suggested the pharaoh put up one-fifth of the food produced in the 7 good years in storage to prepare for the tough years ahead. An early example of stockpiling that paid off in spades.

When the famine came, it was widespread. Egypt opened its granaries to the world for dear prices, which ultimately helped develop Egypt into one of the most powerful empires in the world.

In the days of the great winter storms of 1887 and 1906, ranchers didn't put up much hay. Rather, they migrated cattle to winter ranges. A lot of the ranchers were grazing 10 acres per cow in those days in country that often

My father often reminds me that the old-time ranches that survived were the ones that followed two main principles: first, when grazing, take half and leave half, and secondly, always have at least a half to a full year surplus of feed to prepare for the dry years.

required 30 or more acres for year-round grazing. When Old Man Winter hit with a vengeance, literally thousands of cattle died in those days and initiated action in the industry to begin to develop haying and farming, reduce stocking rates, and stockpile feed.

My father often reminds me that the old-time ranches that survived were the ones that followed two main principles: first, when grazing, take half and leave half, and secondly, always have at least a half to a full year surplus of feed to prepare for the dry years.

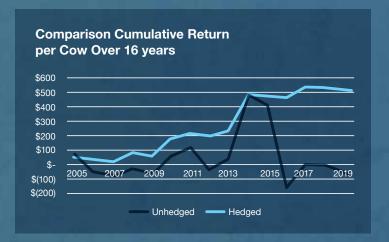
The idea of storing excess feed sounds like folly these days in the era of highways and hay trucks. If you run short of feed, you just buy some, right? What happens when everyone is out of feed at the same time?

The more I look at this business, the more I realize it is the one year in seven to 10 years where things go awry that determines your longevity and success more than how well you do in the other relative "normal" years. One bad year can wipe out seven years of profits. The lean cow eats the fat cow. Those who manage those bad years tend to outperform and stay in business longer.

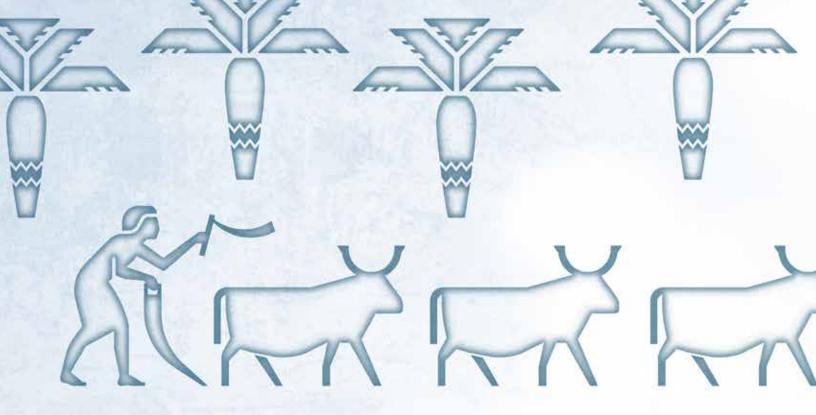
1995 was a bad year for cattle prices. 2002 was a drought. 2003 was BSE. 2009 bred cows got as low as \$700. 2016 calf prices dropped \$600/calf. Bad years

happen. In the last 16 years going back to 2005, from the start of the year to weaning, prices rose in eight of those years, and fell in eight, averaging an annual price depreciation of \$3/head from start of year to weaning.

However, using simple price protection with insurance or other tools so that you didn't lose money in the down years would yield over \$500/cow more profit over that term. Warren Buffett says; "the secret to making money is not to lose it." The following graph is an illustration of that.







At the time of this writing, 2021 and going into 2022 looks to be a challenge. Dry conditions are threatening and also realizing severe drought. Hay prices are pushing back to \$200/ton in a lot of areas, and there are widespread dry conditions from BC to Manitoba and South of the line. When hay prices rise, and feed is short, bred prices often suffer to where ranchers must decide to destock at low prices or buy feed and hang on at great expense to margins.

Are there some preventative strategies for drought like Joseph's one-fifth stockpiling that can prevent that awful scenario?

Firstly, a major fallacy we have in this industry is the idea of measuring success by how many cows we run. Ranchers fall into the trap of maximizing cow numbers rather than optimizing cow numbers. This doesn't mean you can't intensively graze. But it is important to manage numbers as to leave enough residue behind each year.

Stockpiling is critical. That includes leaving residue on your pastures even in a drought. Jim Gerrish often quotes the University of Nebraska study that demonstrated that pastures with 95 per cent ground cover allowed only 15 per cent moisture runoff in a three-inch rain. By comparison, pastures with only 50 per cent coverage allowed up to 75 per cent runoff. What a huge difference! That matters even more in dry years than wet years. We need to capture and retain every drop of moisture we can in dry years, so we must not let dry years be an excuse to overgraze. In the spirit of Joseph, try leaving a fifth of your grass each year in stockpile for those dry years ahead.

Ideally, destocking and stockpiling grass to a level where cattle can graze more days than they are fed on the good years saves feed for those bad years where you might have to feed your way through a drought.

Secondly, a healthy ranch should have a mixture of yearlings as well as breeding cows. Yearling cattle are very liquid and fully price hedgable. "Yearlings are cash". If a drought comes, it is much easier to sell yearling cattle and free up your feed and pastures than it is to sell bred cows.

Thirdly, though feed can shrink and rot, it is always a good idea to have enough stockpiled for those years when it may be tough to come by or a tough winter. Cover crops are a great way to reduce feeding days and extend grazing seasons. Green oats were always a blessing on dry years on our ranch.

A major fallacy we have in this industry is the idea of measuring success by how many cows we run. Ranchers fall into the trap of maximizing cow numbers rather than optimizing cow numbers.

Farmers are now drilling straw residues back into the farm fields rather than baling the straw. This is a good thing for the soil, but straw has always been the drought solution for ranchers when hay is hard to come by. Banking on straw and supplement rations as a drought solution may not be feasible going forward.

If the grain crop yields are too light this year, many of the fields will be turned to greenfeed or silage. This is yet to be fully seen, but I would encourage ranchers to start making relationships with their farmer neighbours to try to tap into some of this supply.

Lastly, besides stockpiling feed and pasture, we can stockpile high prices. Take advantage of price highs when they come. We are looking at drought conditions this year, yet forward prices for calves for the fall are higher than where they have been in the last five years. LPIP or forward selling are great ways to de-risk for possible drought impacts on cattle prices.

So, we are in a drought, our preventative measures maybe aren't able to avoid this now. What do we do?

HERE ARE SOME SUGGESTIONS:

- 1. Bred prices will be weak in dry years where hay prices are high. If you are able to destock now at decent levels to save some forage, do so; live to fight another day. Economic focus should be on the land first, and the cows second, always. Your land is always your most valuable asset. However, if bred prices are too low or it is an illiquid market, you may have to feed your way through. For example, if bred prices drop from \$2000 down to under \$1000, that \$1000 price drop will buy a lot of feed. Use the cash advance programs where you can, cull heavily and lean up equipment and overheads to help pay for feed.
- 2. Wean early. Get those calves off the cow to allow her to get in good shape before winter. Low stress wean the cows so they don't lose weight. In the spirit of Dick Diven, those cows can run a bit leaner during the winter months by a condition score or so, but focus your feed quality on the 60-90 days before calving.



- 3. Take advantage of good prices now. Forward calf and yearling prices for the fall are good now. Lock some of that in so you have adequate cash flow. LPIP is a good way to hedge drought risk on your fall prices.
- **4.** Use dormant grass. Even on full feed, for cows eating 40 lb/day, 10 lb/day or more of that volume can be dormant residue grass in pastures. If you have the pasture available, even low quality pasture, move those cows out of the feedyard to cut feed usage.
- 5. Find a nutritionist that can help provide hay alternatives. Supplements are in short supply this year and are expensive, but they are highly nutritive. Cattle will actually eat less on a balanced ration. If they are deficient in something in their diet, they will keep eating until they find it. You will be surprised how low quality of roughage a cow will eat with a bit of protein, energy and supplement added. There are many alternatives to hay. At \$200/ton the hay cost alone is \$3.50-4.00/cow/day!

Remember most of all, we are entering a new commodity cycle that often lasts 7-10 years in length. Commodities like cattle have been very cheap relative to other asset classes and are due for a major re-valuation higher. Drought is going to be a headwind for a bit, but the skies look blue for cattle beyond that, so keep your chin up, maintain your grass litter and don't let the lean cow eat your fat cow!

ALBERTA BEEF PRODUCERS

Funding Reaches Critical Turning Point

*Part one of a three part series

ABP's fiscal situation is in flux. The substantial check-off refund rate is limiting our ability to execute programs under priority areas and support external organizations at levels we have in the past.

With a 46 per cent refund rate in 2020, the Board of Directors was forced to make some tough decisions about the future of our industry organization.

"We finally came to a realization that this was the year that we really have to make some drastic cuts... ABP couldn't keep going on the budget we had last year," says Dr. Melanie Wowk, ABP Chair. "The amount of time that the staff and Brodie [Haugan, ABP Finance Chair] put in was unlike anything we've ever gone through before. It took some soul searching on the part of the executive and the board to figure out what we were going to do."

Directors went through several draft budgets and scheduled dedicated board meetings to discuss the direction of the organization, and where producers would see the best return on check-off dollars – while keeping ABP as whole as possible.

"The biggest thing we had to consider was to truly understand where we were and if we continued on this path without any changes, it was evident that ABP as we know it would no longer exist," says Brodie Haugan, ABP Finance Chair. "We were trying to wrap our heads around – as producers and as executive – where we felt comfortable directing ABP so that we would have a stronger industry for everyone."

As for the refund rate, Haugan suggests approaching it from a different perspective.

"It's a loaded number. I don't believe it illustrates properly how well supported ABP actually is. 46 per cent is the number of dollars refunded; it doesn't represent the number of producers that keep their money in or pull their money. Those percentages would be vastly different."

WHO TO CUT AND WHERE

As a result of our financial situation, we've had to cut funding to external industry groups who have relied on ABP since their inception. The Simpson Centre, a Canadian agricultural policy research centre, has received annual contributions of \$50,000 in the past – this year, it was removed from the budget.

Cows and Fish, Alberta Farm Animal Care, and AgSafe Alberta came to fruition to fulfill necessary gaps for Alberta's beef industry. ABP has been involved in supporting these organizations since they were established. This year, all three saw their funding from ABP reduced by half.

Significant adjustments were also made to ABP communications, marketing, and education.

"In a time when the industry needs to keep moving ahead, we have a lot of issues to deal with... we have to start figuring out how we are going to survive as an industry," says Wowk. "The less money industry has access to, the more we're limited on how we handle issues, and work on new ideas and new ways of doing business."

SIGNIFICANT IMPACTS TO CCA

ABP is committed to contributing 53 cents of our \$2 provincial check-off to funding the Canadian Cattlemen's Association (CCA) until June 2023. With the current refund rate, that contribution equates to 90 cents of the \$2 per head marketings.

The \$2.50 national check-off portion of the total \$4.50 supports Beef Cattle Research Council, Canada Beef, and Public and Stakeholder Engagement. CCA is directly funded through the \$2 provincial check-off dollars.

Once this commitment is honoured, we've made the extremely difficult decision to request that ABP be able to fund CCA based on dollars retained.

Alberta is currently the largest contributor to CCA, and this move will see their annual budget cut by almost \$1 million. CCA has two years to prepare for the shift from gross dollars per head to retained marketings. This will limit CCA's ability to address issues related to market access and international trade, policy, government relations and sustainability. When crisis hits and the dollars aren't there, it is already too late if Canada's beef industry doesn't have access to a contingency plan with funds in place.

"I want producers to know how much time we've spent on this and how much soul searching we've done as an organization. I want them to know how much we've had to cut, the work that is put into the provincial association, the research, the marketing and advocacy, the government relations. If we aren't able to continue with this work, it'll be a sad day for producers," says Wowk.

"For such a large economic driver in this province, we need to start putting money back into the industry for ourselves. We have to drive our own industry."

*Part two (an in-depth look at the programs and organizations impacted) will appear in the November 2021 issue of the ABP magazine and part three will appear in January 2022.



ESTP 1955

We are a family owned & family operated business established in 1955. We are proud of our clean facilities, efficient drive-thru unloading system, hard working staff & providing marketing strategies for your cattle. Although commercial cattle are the majority of our business, we also host many purebred bull sales & female sales plus monthly horse sales. Feel free to give us a call with any of your livestock marketing or buying needs.

REGULAR SALES EVERY WEDNESDAY FEATURING ALL CLASSES OF CATTLE

PRESORT CALF SALES MONDAYS
STARTING IN SEPTEMBER

BRED COW & HEIFER SALES FRIDAYS
BEGINNING NOVEMBER 19TH



Danny Daines Co-Owner & Yard Manager 403.391.0580



Mark Daines Co-Owner & Auctioneer 403.350.0200



Duane Daines
Co-Owner &
Auctioneer
403.358.4971



www.innisfailauctionmarket.com
403.227.3166
1.800.710.3166





Reopening Doors of Opportunity

BY ROBIN GALEY

In 2003, just as scientists were putting the finishing touches on the human genome mapping project, and while 32 countries struggled to stop the spread of SARS, a single domestic case of Bovine Spongiform Encephalopathy (BSE) was detected on an Alberta farm, closing international borders to Canadian beef and cattle sales for almost two decades.

On May 27, 2021, a long awaited announcement came that Canada's BSE risk had been downgraded from controlled to negligible, opening the door to new international trade possibilities for beef producers. We had a chat with veterinarian Dr. Roy Lewis and ABP Chair Dr. Melanie Wowk about what this news means for beef producers and our industry going forward.

LOOKING FORWARD

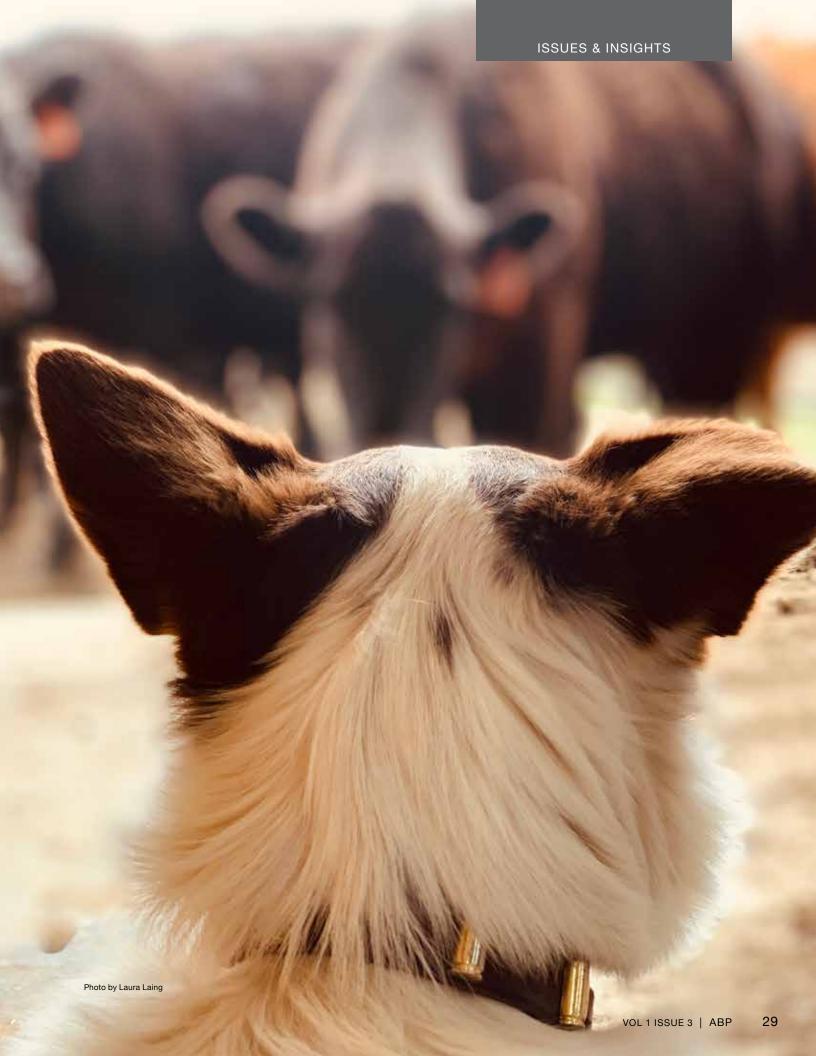
Wowk raises a commercial cow-calf herd near Beauvallon and notes that the change in risk status is set to create benefits for the whole Canadian industry. "The change is good news we've waited 18 years for. It's good for producers in terms of demand, it opens trade doors internationally, and it reduces costs for packers, and hopefully that will be reflected in pricing," she says.

Alberta producers raise the best beef in the world, and we expect that will translate into increasing exports as BSE era restrictions are removed.

Here at home, things may not look different right away, says Lewis, who has been a large animal veterinarian in Alberta for 40 years. "On a day to day basis, it'll be business as usual – the sampling quota hasn't changed," he says.

But, Wowk adds, "The good news is we're now more on par with what the Americans are doing, and hopefully the benefits of that will trickle down to producers here in Alberta."

The BSE story has had high and low points. On the low side, since the outbreak began, about 26,000 beef producers have left the industry, and over two million acres of pasture have been converted to other uses, according to the Canadian Cattlemen's Association (CCA).



On the high side: when global trade borders closed, Canadian consumers demonstrated their trust in our product by consuming more. Also, when BSE threatened the industry, producers, packers, animal health experts and government came together, finding novel ways to cooperate.

"The good news was doing the testing to gain everybody's confidence, not leaving any rock unturned looking for it, and jumping through the hoops to get to where we were able to export to all the main countries again," Lewis says.

REOPENING DOORS OF INTERNATIONAL TRADE

Alberta producers raise the best beef in the world, and we expect that will translate into increasing exports as BSE era restrictions are removed.

"The negligible BSE-risk status is an important step to help Canada secure and negotiate access to those countries that have been holding out for Canadian beef products," said Chris White, president of Canadian Meat Council, recognizing the collaborative efforts of industry and government in achieving these results.

"It puts Canada on par with its trading partners, increasing marketing opportunities internationally. There are a lot of countries we haven't been able to penetrate since BSE, and hopefully we now can," Wowk says.

According to the Canadian Food Inspection Agency (CFIA), Canada traded 425,109 metric tons of beef to 53 countries in 2020, valued at \$3.3 billion. With increased market access, the hope is those numbers will increase. The CCA intends to seek protocol changes based on the reduced risk status country-by-country, said Bob Lowe, CCA president.

The countries that will re-open to Canadian beef are mostly smaller markets, but it all adds up. "They weren't huge trading partners before, but collectively they add up to quite a bit, so that is a good thing," Lewis says.

REDUCTION IN PROCESSING COSTS LIKELY

One benefit we can look forward to is the realigning of beef processing requirements to international recommendations. Higher requirements placed on Canadian packers because of BSE created a significant economic disadvantage for our beef products.

For example, Canadian beef processors remove about 60 kilograms of specified risk materials (SRMs) for disposal, while American plants remove only about half a kilogram, according to Lowe. SRMs have been banned as ingredients in cattle feed since 2008. Canadian plants will hopefully be able to return to the short list for SRM removal.

However, Lewis cautions, "Until packing plants get a clear directive, it will be business as usual. SRM removal will continue as per current standards."

"The packing industry had to efficiently butcher animals, remove SRMs, and manage additional cleaning. It was a big job, and they absorbed costs and made adjustments to get the process working. I give them credit for that," Lewis says.



ATTENTION SHIFTS IN ANIMAL HEALTH

From the animal health perspective, the downgrade in BSE risk will allow the industry to refocus on production limiting diseases. "When we focused on BSE, everything was diverted there financially. A lot of money was spent on a disease that is not even transmissible between animals, and that's unfortunate," Lewis says.

In fact, according to the CCA, direct costs to the Canadian beef industry were over \$5 billion. Now, with the downgrade in risk status, more attention and resources should be available for vets to focus on diseases costly to the producer's bottom line, Lewis suggests, such as Johne's or BVD (bovine viral diarrhoea).

"It has been a long road, and a lot of sampling working with the CFIA, and now that it's done, we finally have some breathing room," Wowk says.

BSE TRACING – CONTINUES TO PLAY AN IMPORTANT ROLE

We asked Dr. Lewis to give insight into the BSE tracing process from start to finish – its continued importance and how it works.

It's important for producers to continue to support BSE sampling to help the industry meet its annual sampling quota of 30,000, which has not yet changed with the risk status downgrade. Lewis suggests he thinks it will change eventually but until it does it is still critically important.

Any cow over 30 months of age that dies or is put down for reasons other than slaughter qualifies for the BSE program. Producers are urged to contact a veterinarian right away, as a sample must be taken quickly. Lewis suggests insulating the carcass with straw bales to prevent it from getting too hot in summer or cold in winter. "We go in and take a sample from the brain stem, the back of the brain before it goes into the spine," Lewis explains.

As part of the sampling process, the vet marks the carcass head and body with non-removable tags on cable, identifying its land location, then sends the sample to the nearest lab (there are two in Alberta – one in Edmonton and one in Lethbridge). The producer is not allowed to dispose of the animal until the results come back. "As soon as the lab gets them, they test to confirm a negative sample and let us know. Usually we know the next day, and then we can let the producer know," says Lewis.

Vets receive a fee and mileage for taking the sample, and producers receive \$75. "It's a bit of a subsidy for the farmer's hassle to hold the cow and phone the vet. But the real benefit to the farmer of having this done is the autopsy. It tells us probable cause of death, and provides an excellent window in some cases into herd health, by identifying chronic conditions, for example," Lewis says.

If a positive test is found, the CFIA is notified and "all the bells and whistles go off," says Lewis. In total, 19 BSE cases have been identified in Canadian-born cattle since 2003.

While the tracing quota has not changed, Lewis suggests he thinks it will eventually. "Long term, I think they won't need to test as many animals. My guess is they'll go after specific cows, fine-tuning the search and surveillance to strict criteria," he says. But, until then, Lewis encourages all producers to continue to support and participate in the tracing process.

"The positive side of the current process is it has been skewed toward animals at risk. We go after samples based on the four Ds: down, disabled, diseased and dying. If you sample the wrong animals, it's easier to say you don't have BSE in the country, because it's unlikely you'll find it in healthy cows. We skew the sample to find it if it is there," Lewis says.



Lethbridge, AB

"Working for You - Working with You"

Brand of Excellence Video Sale #2
Friday, September 17 - 1:00 PM
Featuring calves & yearlings for
immediate and forward delivery
Sale broadcast on <u>DLMS.ca</u>

Special Douglas Lake Cattle Co.
Video Calf Sale #I
Tuesday, November 9 - 10:00 AM
Featuring Charolais & Charolais cross
calves on <u>DLMS.ca</u>

Special Douglas Lake Cattle Co. Video Calf Sale #2 Tuesday, November 16 - 10:00 AM Featuring Angus cross calves on DLMS.ca

Special Rancher Calf Sale Friday, October 1 to Friday, December 3 ~10:30AM ~ Special Yearling Sales Every Wednesday ~ 1:00PM ~

Special Stock Cow & Bred Heifer Sales
Monday, October 4 to Monday, December 13
~1:00PM~

British Breeds Rancher Calf Sale Tuesday, October 19 ~ 10:30AM ~ Special Angus Advantage Calf Sale Tuesday, October 26 ~ 10:30AM ~ Special Angus & Charolais Rancher Calf Sales Friday, October 1 to Friday, November 26

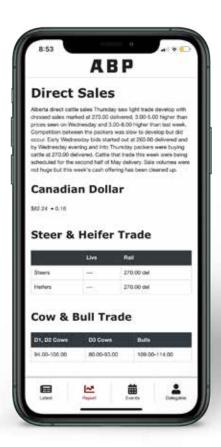
~10:30AM ~

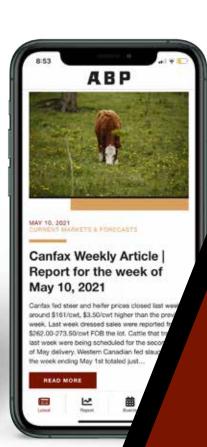
For all of our upcoming sales, go to www.balogauction.com

Email.....sold@balogauction.com Office.....(403) 320-1980 Louis Balog.....(403) 331-0611 R.C (Bob) Balog.....(403) 382-5727

Toll Free.....1 (877) 320-1988

The cornerstone of our business is customer satisfaction. We go out of our way to ensure your expectations are surpassed!









Protecting, Preserving and Proactive Planning Key to Drought Resilience and Recovery

BY MARY MACARTHUR

For generations, cattle producers have proudly advocated as stewards of the land – protecting native grasslands, watersheds and landscapes in which they reside.

In fact, it is quite common for ranchers to profess that our cattle merely play a role in the true focus of our business of growing grass and turning it into a food source.

Now more than ever, in the face of severe drought, this stewardship is holding the key to both resilience and recovery.



GRASS MANAGEMENT

Grazing studies have shown pastures in healthy condition before a drought help reduce its impact. If the grass has good litter cover and good root growth, a 25 per cent reduction in rain on a good pasture will reduce yields by about 25 per cent. If the pasture is not healthy, vigorous and is chronically overgrazed, a reduction of 25 per cent moisture will mean a yield reduction by 50 per cent. Pastures with a history of overgrazing and cattle still on the pasture will have a 75 per cent reduction in yield with a 25 per cent moisture loss.

Finding the balance between worrying about drought, managing grass, and having the right number of cattle to make money, is a constant juggling act for Ben Campbell, who operates Grazed Right, and sells grass-fed beef near Black Diamond, Alberta.

For Campbell, managing grass for his 300 yearling steers begins the year before, when he decides which fields he will not graze to stockpile grass. In January, he maps out a grazing plan, months before the yearlings arrive and the grass begins to grow – or not.

"I know where I am going to be every day of the year before the year starts, on my computer. Then, if I want to ship October 1st, and I have easily enough grazing until October 15th, I am not concerned. I have a buffer," says Campbell.

If Campbell has less grass than anticipated, he can sell some cattle early, or buy some feed, but he is constantly measuring, monitoring and managing his grass and cattle inventory.

"I am making a drought plan so I will know when I have no more grass left over. I am constantly making a plan for my inventory. In fact, every week I will walk the ranch and check the pastures and see how much grazing I have left," says Campbell.

For Campbell, managing drought means looking after the grass in his pastures and ensuring it has shade. If the grass is long enough, it will create its own shade, if not, he makes sure the soil is covered in leaf litter or old, dead grass, to not allow sunlight to hit the ground. Campbell tries to leave enough grazing on each pass to ensure the roots remain strong to allow the grass to recover when it does rain.

"If it is hot and dry and the sun is hitting the ground that is the end. Within a couple days you're not going to have any more growth. In my experience with the grazing we have done, by leaving lots of grass behind and allowing it to rest and letting it grow before we harvest it, the grass is able to keep growing. With the drought this year we have been able to stretch our grass through that drought without drying out and burning out," says Campbell.

PROACTIVE PLANNING

According to pasture specialist Jim Gerrish, having a plan and implementing a plan is key to surviving drought.

"A lot of short-term droughts are of our own creation. The longer-term climatic drought – we can't change that at ground level, but we can make our land much more drought resistant depending on how we manage surface vegetation," said Gerrish.

Jim Gerrish shared his views on strategies with producers throughout Canada, the United States and Australia during an online webinar hosted by the Foothills Forage Association this past July.

"The best way to deal with a drought is to be proactive, planning for the drought, expecting the drought before it ever happens. If you are reduced to just reacting to what is happening in real time, that is really, really, hard to get out of that bad situation," warns Gerrish.

"Absolutely we have to be thinking about drought every year and what is on the horizon for us."

Gerrish says preparation is key and that includes having a spreadsheet, piece of paper or a paid-for grass-monitoring tool, to document grass and livestock inventory. For Gerrish, who lives in central Idaho where there is less than seven inches of rain each year, this has been critical to managing his operation through drought.

Similar to Campbell, every two weeks, Gerrish visits every pasture and visually estimates how much grazing is remaining in the field to know exactly how much feed is available for his cattle. Part of Gerrish's drought plan also includes a cattle sale date if it looks like he will run out of grass or feed.

Unfortunately, having a proactive drought preparedness plan includes strategies of destocking.

"A lot of people write a drought plan that has trigger dates that they will destock x number of animal units if they have not received 70 per cent of normal rainfall by June 15. They have something like that written in the plan. June 15 rolls around, they haven't gotten the precipitation, but they fail to pull the trigger because somebody says hold on, hoping it will rain and they get in a deeper and deeper hole."

While Gerrish admits that it was difficult to anticipate this year's devastating drought and heat wave, managing grass is the best way to manage through.

"When the grass does not grow, it is difficult to make the cattle herd pay for feed bought to get through a drought," says Gerrish. He estimates it takes producers at least three profitable years to pay the feed bill from one year of drought, he warns. He cautions producers that

It is a hard lesson to learn. You have some really good cows and some favourite cows, and, in the end, they need to eat and if you don't have the feed they've got to go where there is feed...

being married to your herd can be detrimental to your longevity in the business and that difficult and strategic decisions in destocking need to be considered instead of buying feed.

PROTECTING WATER BODIES KEY DURING DROUGHT

Mannville, Alberta rancher Ralph Boe said it took him and his family five years to pay off a feed bill after the 2002 drought – an experience he won't repeat.

"It takes a long time with the amount of feed we bought that year. We brought hay up from Raymond, Alberta, and that's quite a hay bill. It was close to \$100 a tonne back then to get it delivered in the yard," says Boe.

"It is a hard lesson to learn. You have some really good cows and some favourite cows, and, in the end, they need to eat and if you don't have the feed they've got to go where there is feed," says Boe, who has already sold cows this year when it looked like feed would be in short supply.

Instead, Boe says he tries to carry feed over from one year to the next, culling hard and letting the grass rest. This year he also bought a remote watering system to prevent his cattle from wading into the Vermilion River to drink and protect the riverbanks.

Protecting all water bodies is also key during a drought, says Gerrish.

"Fencing out a dam or pond to control access prolongs the supply of water. If we fence them out, we can make water supplies last a lot longer and it will be a higher quality of water."

Protecting water with a filter strip along stream channels is important. A six foot-wide buffer that includes stiff stemmed grasses, like switch grass or blue stem, is as effective as a 60 foot strip of soft grasses like orchard grass, he said.

Facing drought as a grazier is incredibly difficult. Rebounding and weathering through is possible however, with continued land stewardship, proactive planning and perseverance.

To watch link to webinar, visit www.maiagrazing.com/drought_jimgerrish/

Rein'vigor'ate Your Herd

IS THE VIGOR OF YOUR CATTLE HERD WANING?

BY DIANNE FINSTAD

The genetic vigor, that is.

It might be time to dig deeper than hide color to discover the actual genetic makeup, and then to refresh, the heterosis of your herd.

The what?

'Heterosis' is the scientific term for the Hybrid Vigor factor, and while its known benefits spawned the whole move to crossbreeding in cattle production, beef researchers like Dr. John Basarab suggest it's time to revisit those pluses, and give them some new life.

Basarab has looked at cattle genetics for decades, and is well-known for providing valuable insights on crossbreeding to commercial beef producers. He's currently serving at the University of Alberta as a beef researcher, and as the Beef Research Lead for the collaborative center for beef genomics, Livestock Gentec.

When it comes to the commercial cattle herd these days, it truly is a mixed bag, where color isn't always an accurate gauge as to an animal's actual breed makeup. Research has shown a steady decline in hybrid vigor since the early 2000's. According to the numbers, that's money left on the table.

"Heterosis gives up to a 36 per cent advantage in calf crop percentage and lifetime productivity. So that's an extremely important benefit to cattle producers," says Basarab.

"It can essentially mean the difference between staying in business or not."

While knowing the benefits of the F1 cross (the purest combination between two diverse breeds, meaning a 50-50 genetic split) is not new, the game changer now is that hybrid vigor can be quantified and its benefits measured.

And there are some pretty impressive benefits.

Research work from the University of Alberta and Agriculture and Agri-Food Canada (with supporting partners Genome Alberta, Beef Cattle Research Council, Canadian Beef Breeds Council, Alberta Agriculture and Forestry, Herdtrax Inc., Beefbooster inc.) showed 46 per cent of calves and 39 per cent of cows would benefit from more vigor. The study was extensive, looking at 2311 progeny and dams from 13 commercial herds in Alberta.

Other projects brought forward economic highlights like:

- Each 10 per cent increase in Hybrid Vigor Score results in a 2.3 per cent increase in pregnancy rate.
 That equates to two more calves per 100 cows exposed to breeding.
- Each 10 per cent increase in Hybrid Vigor Score improves feed efficiency by 0.08 kg DM/d. Increasing Vigor Score from 30 per cent to 60 per cent could save \$18/head in feed costs over 250 days of feeding.

Some of the early DNA pooling work shows the lowest hybrid vigor score cows had the highest open rate, while the highest scores had the lowest open rate.

How did we get here? We've advanced beef production and technology on many fronts but not so much in the breeding game. A systematic crossbreeding program concentrating on which breeds are used when and where should be able to maintain the heterosis advantage.

But that doesn't always happen, and with the more common COBBETY approach (Cull Old Bull Battery Every Three Years), it's easy for commercial cattle producers to lose track of breed combinations and have the hybrid vigor dwindle. The practical realities of multiple bulls in a pasture situation have always presented management challenges for tracking parentage data.

So can hybrid vigor be refreshed?

One of the things you can do is a genomic test to determine the genomic breed composition of an individual cow, and her hybrid vigor score. The EnVigour HXTM test was developed by Livestock Gentec and is now licensed to NeoGen Canada. While testing each animal might be feasible in a purebred operation, it would seem costly and management intensive for commercial producers.

Or, as Basarab calls it, a barrier to tapping into the technology.

"We're always looking for better ways to bring down costs and add value to cow-calf production. So there are a couple strategy suggestions, like doing genetic tests on the most influential animals in the herd, for example, a group of replacement heifers."

Another approach being tested now is DNA pooling. Hair samples would still be pulled from say, 50 replacement heifers, but at the lab equal DNA would be taken from each heifer and pooled to just do one representative DNA sample. That cuts the costs to just one-tenth of individual testing, meaning you could dip your toes into the water of genetic testing for as little as \$150. Basarab likes to draw



Who has more retained heterosis?



D6574

Angus = 52.9% Simmental = 39.6% Charolais = 5.9%

Others = 1.6%RFI-fat = -0.02 Hybrid Vigor Score: 55.9%



D6543

Angus = 80.4% Simmental = 13.6%

Charolais = 4.2% Others = 1.8%

RFI-fat = -0.41

Hybrid Vigor Score:

33.3%



D6004

Angus = 29.8% Simmental = 56.5%

Hereford = 12.4% Others = 1.4%

RFI-fat = -0.58

Hybrid Vigor Score:

57.7%



D6063

Angus = 72.4%

Simmental = 1.2% Hereford = 24.9%

Others = 1.5%

RFI-fat = 0.04

Hybrid Vigor Score:

41.4%

DNA pooling as a low-cost strategy for commercial cow-calf producers

Multi-sire mating groups 2017 LRDC			X	Costs (\$45/sample) \$6210 vs \$567
Cow number	30 ANHE mature cows	47 ANHE mature cows	35 ARHE mature cows	17 ARHE mature cows
Color	black, blk white face	black, blk white face	red, red white face	red, red white face
Angus % (genomic)	AN 64%: HE 33%: SM 2%	AN 87%: HE 9%: SM 1%	AR 81%: HE 8%: CH 6%	AR 61%: HE 22%: CH 7%: SM 6%
Hybrid vigor (genomic)	41%	22%	30%	52%
Open rate	13.3%	21.3%	8.6%	5.9%

Republished with thanks to Gentec.

the analogy of the SNP panels showing genomic breed composition to work done by ancestry.com for humans. Even for curiosity, it might be a small price to pay for some valuable analysis.

What could you learn from a pooled average result?

"It can tell you some pretty important things," says
Basarab. "If your hybrid vigor score is low, it says these
are the breeds presently in your average pool, and if you
use an alternative breed, that would add a fair amount
of hybrid vigor to your new calf crop – those animals you
might be keeping as replacement heifers. Increasing your
hybrid vigor, even on average, is going to improve your
lifetime productivity, the overall health resilience of the herd
and reduce your carbon footprint of beef production."

Some of the early DNA pooling work shows the lowest hybrid vigor score cows had the highest open rate, while the highest scores had the lowest open rate. Differences have been measured between high and low scoring herds at up to \$160/head over five calvings versus a \$35/cow investment, and those numbers say value.

What's ahead? Basarab and fellow researchers have received some RDAR funding to continue work in this area, and hope to also look at using the hybrid vigor score as an important component in determining a fertility index for replacement heifers down the road.

In the meantime, it's about spreading the word, and that's why Livestock Gentec was represented at AgSmart at Olds College, where some of the measurements have been taken. Basarab is also presenting (virtually) on the topic at the Joint American and Canadian Society of Animal Science meeting in Kentucky.

On the ranch, it might be time to consider reviving the vigor factor to give your beef business a boost!

Be Prepared for On-Farm Emergencies

BY DR. MELISSA MOGGY, ALBERTA FARM ANIMAL CARE



Natural disasters, such as fires and floods, can pose a severe threat to a farm. Farmers are familiar with what natural hazards exist in their area and should adjust their emergency plans accordingly. For example, a farm located in an area at risk of tornado formation should have a plan to shelter in place, and anything that could be blown around is secured during the tornado season.

Farms also come with their own laundry list of risks and hazards that could cause an emergency. Regular maintenance of fire suppression and emergency alert systems is vital to preventing and responding to an emergency. An expensive fire suppression system that is not maintained is worthless and could cost you more in the long run.

Fires can be prevented by regularly checking and addressing fire hazards. It can become easy to forget about that fan in the corner that has not been touched for five years and is covered in dust, but you will not forget the fire's cause. Farmers must also plan out where the water to put out the fire will come from. The average fire truck holds about 500 gallons of water; enough to put out a trash can fire.

In the event of an emergency, farmers must make the difficult decision of whether they should shelter in place or evacuate. If an emergency event is approaching, such as a fire, this decision must be made well in advance to appropriately plan for everyone's safety, including the animals. Do not wait for the authorities to tell you what to do. Like Alberta Emergency Alert, mobile alert programs are great resources to keep residents aware of emergency events in their area.

If the decision is to shelter in place, then the farm must have enough food and supplies to last for at least 72 hours for everyone that remains. However, enough supplies for up to 14 days is recommended. Farms are often in rural areas where help can take longer to arrive, so it is better to be overprepared than underprepared. Due to the unpredictable nature of emergencies, all farms should have an emergency kit that is kept stocked and prepared for seasonal risks (e.g., more blankets in the winter and bug spray in the summer).

During a shelter in place, the farmer must decide if the large animals should be placed in a shelter or left outside. The animals should be moved to the safest location available



for that emergency. For example, in a flood, animals would be safest on higher ground, while in a hurricane, the animals may be better off inside, safe from flying debris. A safe pasture has the following characteristics:

- Native trees only Invasive species are more likely to become uprooted
- No power lines or poles These can fall, causing injury and creating a fire risk
- No debris Debris can be blown around in a high wind event and cause injury
- · No barbed wire fencing Woven wire is recommended
- Plenty of space At least one acre is recommended to give the animals room to flee

If the decision is made to evacuate, all personnel and family members must be familiar with the evacuation plans. This ensures that everyone knows what must be done, who is in charge, and where they can go for safety. Before leaving the farm, contact the local emergency authorities and confirm at least two evacuation routes. Roads may become blocked during an emergency, and the goal is to evacuate effectively and safely.

Farmers cannot always evacuate with their animals. There may be too many animals to coordinate their transportation, or conditions make transport dangerous. If a farm must be evacuated, but the animals remain, then the farmer must pick the best location to shelter the animals, as described above. If animals can be evacuated to another site, such as a fairground, ensure they have identification and enough feed and water for at least 72 hours.

One of the best things a farmer can do to prepare for an emergency is to create a farm plan (see example to the right). This can be a single piece of paper with an aerial view of that farm that identifies buildings, hazards, animal location(s), and critical features of the farm, such as fire hazards, first aid, and power shutoff. Creating a farm plan helps the farmer with their farm emergency planning process, but it is an invaluable tool to first responders. Many farmers have had the unfortunate experience of returning to their farm to see that responders caused damage to their property in their efforts to help. All of which may have been avoided if the responders knew the layout of the farm.



ON-FARM EMERGENCY KIT LIST

Create and maintain an emergency kit on the farm and make sure that everyone knows where it is stored. Below is a list of recommended emergency kit items. Build your kit to be prepared for your operation's unique risks and hazards.

- List of all animals, including their identification, location, and records (e.g., feed, vaccinations, treatments)
- Temporary animal identification (e.g., neckbands, halter labels)
- List of emergency contacts
- Important documentation (e.g., passport, birth certificates)
- First aid kit
- Prescription drugs and over-the-counter medications
- Backup prescription lenses or contacts
- Handling equipment
- Backup power source
- Animal feed, water, and buckets (at least three days worth, preferably seven days)
- Food and water (3L/person/day) for personnel and family (at least three
- days worth, 14 days to shelter in place)
 Resealable bags and garbage bags
- Sanitization and cleaning supplies
- Means of communication (e.g., cell phone, radio)
- Flashlights and/or candles and matches/lighter
 Vehicular emergency supplies (e.g., reflective vest, pylons, reflective
- venicular emergency supplies (e.g., reflective vest, pylons, reflective tape)
- Emergency cash
- Blankets and/or heater
- Clothing appropriate for the weather
- Multi-tool
- Backup batteries and/or vehicle charger
- Items for entertainment (e.g., board games, puzzles, art supplies)
- Duct tape
- Sunscreen and bug spray

In the event of an emergency call <u>911</u> and request the Emergency Livestock Handling Equipment Trailers or call the ALERT Line at <u>1-800-506-2273</u>.



Finally, a farm's emergency plan should involve building a relationship with the first responders in your area.

Try inviting them to the farm for a tour to get a better understanding of the hazards present and help make the farm plan the best it can be.

For more information on emergency preparedness, visit the Alberta Farm Animal Care website

at www.afac.ab.ca

COOL NEW TOOLS

Water Smarter – Not Harder

Water Box – a refreshing new tool for producers



Here's something cool for cows designed right here in Alberta. How about a watering device that saves countless trips to the field mid-winter to keep animals hydrated?

Lee Smith from Consort devised an invention that does this very thing. Water Box provides 24-hour drinking water to livestock all winter long. No need to chop holes in the ice or make daily watering visits to remote pastures.

HOW IT WORKS

Water Box uses geothermal energy from a water source to keep access open to livestock. No external power source needed. The device is inserted into the ice over shallow moving water, one to two feet deep. It can also be installed and accessed from shore. Animals use the Water Box by pushing a lever on the lid with their noses, and then placing their heads in the receptacle to drink.

WHAT IT IMPROVES

Smith invented the handy, low maintenance device to improve care of livestock year-round, and make ranching easier by reducing the daily workload. Water Box is safer

for animals, because they can drink when they're thirsty rather than crowding dangerously onto the ice when someone comes to chop a hole.

It also keeps the water source clean, and is portable and durable enough to make access quick from any pasture or field for short or long-term use.

SEE IT IN ACTION

Smith spent ten years developing the product, which came to market in 2020. It's great to be able to support inventive producers for bringing useful products to market locally. See this cool contraption in action and order through

www.thewaterboxltd.com







Cowgirl

['kou gərl] NOUN

1. a woman who herds and tends cattle, performing much of her work on horseback. "cowgirls work from sunrise to sunset"

Nurturing. Empowering. Resilient.





Pam Vancuren, Bar B Quarter Horses, Bob's Creek Ranch, Alberta O @riata.imagery

Creative Discoveries at the Meat

Counter

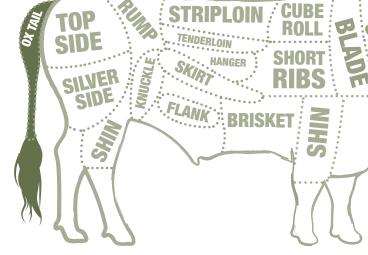
WITH COREY THE BUTCHER

As we transition from long summer days into cooler nights and the fall season, we also make a transition at the beef counter - shifting from the BBQ to braising meats, slow cookers and stews - in order to meet the seasonal demands of our beef consumer.

It's a seasonal shift and one that I keep an eye out for. So, as soon as the weather trends cooler, I start prepping for roasts, and other common cuts of course, but making a strengthening and notable debut at the meat counter is a growing discovery and demand for oxtail.

The oxtail cut is exactly what we think it is, but the name throws people. In days of old, oxtail came from oxen today it is simply the tail of the beef animal. Eating oxtails dates back as far as the consumption of beef when all of an animal was used and no part went to waste.

One of the most common uses for oxtail is in soups and stews. The meat falls off the bone and the flavour of oxtail is so unique and so good. Newly discovered and more commonly displayed at the beef counter, consumers have really embraced it and are finding new and creative ways to prepare this versatile superb beef product, from plated main course dishes to savory tarts.



The oxtail product comes to me as a tail – an extension of the backbone, segmented and held with connected tissue and typically weighs 5 pounds. At the shop, I will cut it into sections at the joint and put it on end and display it that way. It is artistic in presentation and appealing to the eye and my customers gravitate toward it. They often haven't seen it and they try it, really like it, and come back for more.

High in gelatin, oxtail is a superb and rich source of protein, which is why it is usually slow-cooked as a stew or braised, to bring out this distinctive cut's robust, full-bodied flavour, while creating meltingly tender meat. The oxtail cut is one of the most versatile meats at the counter, with an irresistible aroma as it cooks, one that warms up the entire house. A welcome selection as we head into the fall season.









Consumer Trends

BY DIANNE FINSTAD

Toilet paper panic, endless zoom calls and the renaissance of homemade sourdough bread. Those are just a few of the images likely to be long associated with the pandemic of '20-'21.

As producers, you know about the challenges the shutdown posed in your world, but what about at the other end of the food spectrum? What lasting impact could there be on how today's consumer thinks and shops?

Dana McCauley has been carefully observing and analyzing those trends from her home base in Ontario. Her varied work experience keeps her on the leading edge of what Canadian shoppers look for when it comes to food. She's an innovator and entrepreneur, has written cookbooks, judged reality cooking shows, and has just wrapped up time as a Director of New Venture Creation at the University of Guelph.



Dana McCauley - Chief Experience Officer for the Canadian Food Innovation Network

You saw people really geeking out on their barbecuing, and the whole 'reverse sear' steak became super popular during the pandemic, with lots of people sharing that on social media

McCauley observed while the early 'hoarding' came out of a fear of supply chain shortages, in reality, the Canadian food system weathered the pandemic storm relatively well. Yes, there were some hiccups with COVID-related plant shutdowns, but consumers very rarely faced whole scale empty shelves, like so many shoppers in places like Russia or Cuba see regularly. But she notes there are some delayed disruptions we're still seeing on occasional imported ingredients. Throw in the ship stuck in the Panama Canal and a strike in China, and global food movement has not been exactly smooth sailing.

"In the food sector, it's pretty low impact (not like chips for automobiles), but it IS interesting to see this ripple effect," says McCauley. "There are some things missing from the shelves and a few things we're used to buying that aren't there. Are they shortages? No, but there are some of these really interesting things to learn from how long it took to feel some of the impacts that we thought would be really fast."

One of the first lockdown consumer shifts was to buying more ingredients, securing the staples 'just in case', and as McCauley points, because people had to cook more at home.

"That, I think, will linger, now that a lot of us have gotten into the habit of pantry stocking and cooking."

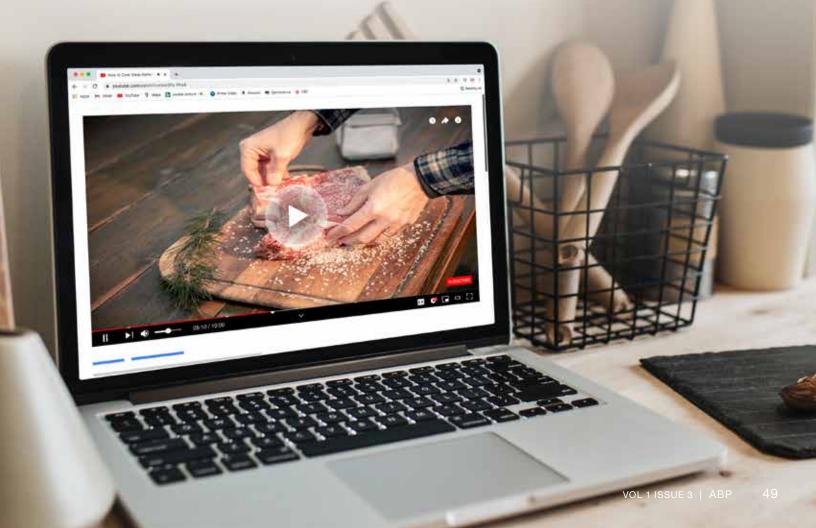
Another purchase inclination which surfaced that many hope will stick is the support for local businesses and food producers. Even big grocers embraced it, often featuring signage, stories, and displays showcasing local and Canadian food products.

Some producers even managed to find and market directly to customers. While not all consumers had the freezer space for a full half beef or side of pork (especially as freezers became in short supply!) specialty 'boxed' meat services gained ground. McCauley saw enterprises pop up based on Omaha Steaks or Carnivore Club models, curating a variety of artisan type cuts. Instead of just a special occasion gift,

they became a more regular go-to, and another avenue to promote local.

Another 'local' motivation gaining momentum even prepandemic is what McCauley calls 'caring commerce' – buyers supporting companies they care about. As life moves back to more normal patterns, she does predict a divide there. People who were able to keep their jobs and save money will likely stick with paying extra and curating their food likes. But those who've had more precarious employment and income hits will be cash conscious.

"They're going to turn back into being value shoppers, so I think beef and other meat producers who can cater to that value consumer and give them what they emotionally want – which is to support local, to support things they like, to treat themselves, to have this "eatertainment" experience – but they can do it at lower prices, they're really, really going to do well, and make quite loyal customers who will stick with them when they do become more prosperous again."



When it comes to food preparation, by year two of the lockdown, people got bored of eating the same things and McCauley observed lots of 'going deep' into the cooking world.

People were trying different cuts of meat, along with rediscovering family cookbooks, or watching YouTube cooking videos.

"You saw people really geeking out on their barbecuing, and the whole 'reverse sear' steak became super popular during the pandemic, with lots of people sharing that on social media," she chuckles, about something she's not super sold on herself.

But it also meant people were trying different cuts of meat, along with rediscovering family cookbooks, or watching YouTube cooking videos.

So the buyer going to the grocery store today, armed with all this extra knowledge, is much more of an afficionado than in the past, shopping their values and preferences. "The old-style packaging styrofoam with a little sticker on a piece of plastic wrap just doesn't serve their needs," McCauley explains. "That's why you see so much more branding in the meat aisle, and so many more shrink-wrapped things that include full colour photography and what marketers call 'romance copy'."

McCauley, who's now the Chief Experience Officer for the new Canadian Food Innovation Network (canadianfoodinnovators.ca), doesn't believe we'll move back to generic meat, because purchasers have power, and they know how to use it.

"The millennials and GenZ's, many of them are digital natives. They've always had the internet. They always could find information, and now they have it in their pocket or in their hand ALL the time. Even if you're selling something that is value-priced and pretty generic and commoditized, I think you're going to need to be aware that what people want in-store, even as they're holding two products, is to be able to access information that will help them to make their choice, beyond just price and the look of the product."

As Dana McCauley ponders where today's consumer mindset is at, and how players like the meat industry can build bridges and better relations, she does see one gap area in the storytelling.

"I think there's a challenge for the meat industry to really tell people how meat goes from being an animal walking around and breathing, to being in the store."

Rather than letting assumptions build about the processing end of meat production, she believes consumers can handle the truth, and would be reassured to see the food safety and protocols in place to ensure best outcomes for both workers and consumers. Alongside pictures of farmers in the field with their cattle, McCauley says it would be good to see

butchers and plant workers taking pride in their role in getting meat to the customer's table.

"I think there's an opportunity there to bring people into the process and see that it's not some big weird scary robot factory, but it's a lot of people standing and working really cooperatively, to do what can be done more easily with many hands."

McCauley suggests we'd be doing more for 'food literacy' by being open about the process along the way.

"We'll be more sustainable if we all actually are better educated and think more about what we're buying... and disclosing that kind of info to the public, and kids in home economics and science classes."

Offering 100 Bred Heifers

November 2 OTH 2



Watch and bid online with www.dlms.ca

At the Ranch, Fort Fraser, B.C. Sale Time 1:00 pm



Tanya and Monty Belsham Taylor, Alaina, Saphira and Ella

Herdsman Ryan Currie (613) 883.2141 PO Box 1025 Houston, BC V0J 1Z0 Home: (250) 845.3050

Cell: (250) 845.8474 tdbelsham@gmail.com www.poplarmeadowsangus.ca Connect with us on Facebook 2020 born heifers



SALE MANAGEMENT: Bohrson Marketing Services www.bohrson.com



OBI Livestock Ltd. www.cattlemanagement.ca

Out and about with Alberta Beef Producers



BY MEGAN MCLEOD, Field Specialist ABP



Our industry has always thrived on connection. So, after 18 months of video calling and alternative forms of communication, it has been a welcome and refreshing opportunity for us at ABP to be able to reconnect, attend events in person and have face-to-face contact once again. Here's an update on where we've been:

CALGARY STAMPEDE JULY 9-18, 2021

I attended a small number of bull sales and events throughout the first six months of the year, ABP's first major event for 2021 was the Calgary Stampede. While the event looked a bit different, I commend the organizers for putting on a safe and exciting show in an unprecedented year.

Over the course of ten days, Lindsay Westren, Communications Manager, ABP and ABP General Manager, Brad Dubeau, and I had many meaningful conversations with consumers, producers, and other industry professionals.

The conversations we had with consumers were mainly focused on animal welfare and the use of antibiotics and hormones in meat production.

JUNIOR SHOWS IN OLDS, AB JULY 11-17, 2021

Both the Calgary Stampede Junior Steer Classic and the Calgary Stampede International Youth Livestock (CSIYL) Beef program were hosted in Olds, AB this year.

The event saw great attendance, with positive energy that inspires optimism as more junior livestock events continue throughout the summer. This same positivity flowed throughout the Summer Synergy programming that followed closely behind the Junior Steer Classic.

Both Lindsay Westren and I had the opportunity to attend and get involved with the event. As well, Alberta Beef Producers, in partnership with our Southwest Zone, is proud to have awarded two \$500 scholarships to young Summer Synergy Exhibitors who exhibited excellence in livestock grooming, marketing, conformation, multispecies judging, and herdsmanship.

ZONE ENGAGEMENT

Our zones have been hard at work identifying areas where they can get involved on behalf of Alberta Beef Producers. Additionally, I have had the pleasure of attending some great producer field days and making visits to auction markets across the province.

ABP is looking forward to attending a range of consumer and producer events this fall. I hope that our paths cross in the near future, until then I wish you a safe fall gather and harvest season. Happy Trails!

Checking in with ABP

BY KATELYN LAVERDURE Lead, Stakeholder Communications, ABP



Alberta Beef Producers has had a lot on the go since the last issue of ABP. A virtual town hall was held in April to connect with producers across the province. Updates were given by the ABP Executive on the organization, Alberta's coal policy consultations, recreational land use, and business risk management programs. The 2021 Environmental Stewardship Award was presented during the town hall to Scott and Elan Lees of Soderglen South, located at Fort MacLeod and Cardston, Alberta.

With the extreme heat and dry conditions through the summer months, ABP held another town hall meeting to discuss dealing with drought. Producers were given an update on our work with the government to encourage immediate support for the industry through AgriRecovery. A presentation was made on production considerations through drought and AFSC discussed insurance coverage options.

Both town hall meetings had strong attendance and delivered valuable conversations with producers. We look forward to hosting future virtual events to keep those conversations going, and the lines of communication open. If you've missed an ABP town hall and would like to watch the recording, you can find the meetings on our YouTube channel at www.youtube.com/user/ AlbertaBeefProducers

Nominations for ABP delegates are open until midnight, September 30, 2021. The nomination form is available at www.albertabeef.org/producers/board-members, along with a description of delegate responsibilities. We have three two-year term positions available in all five zones. Details on voting will be outlined in the next issue of ABP.

Becoming a delegate is one of many ways that you can be more involved in Alberta's beef industry. As an ABP delegate, you'll connect with producers in your area to share what is going on in the industry, and represent their needs with the organization. If you are passionate about Alberta's beef industry, 18 years or older, and have paid check-off in the last two years,

consider running for a delegate in your zone.

We are holding our Semi-Annual Meeting virtually on September 30, 2021, followed by a producer town hall. The general session will run from 1-3 p.m., followed by the town hall from 3-5 p.m. Producers are encouraged to attend both meetings and registration information can be found at www.ABPdaily.com/events.

ABP is excited to announce that our 2022 Producer Meetings will be held in-person at the end of January and beginning of February, in all five zones. The meeting schedule will also be available in the next issue of ABP.

The 2021 Annual Report will be available on Thursday, September 16. In it you'll find reports from Alberta Beef Producers and our national industry partners, along with detailed financial statements. Go to www.albertabeef.org/producers/annual-reports to download a copy or contact the ABP office to request a printed copy.

Bringing Community & Connection Through Covid

Community service is at the core of every 4-H club, but for many Covid restrictions made coming together for community service difficult.

The Millarville Stockland 4-H Club decided to take the initiative to do what they could to bring community and connection to those in their community who they felt needed it most.

The club loaded up their 4-H animals which included cattle, sheep, and goats, to put on a window parade at their local community's Rising Sun Long Term Care Centre in Black Diamond, Alberta.

Each 4-H member provided a written overview about themselves and their animal, which was read by the care facility staff and given to residents, as they paraded by the care centre's windows.

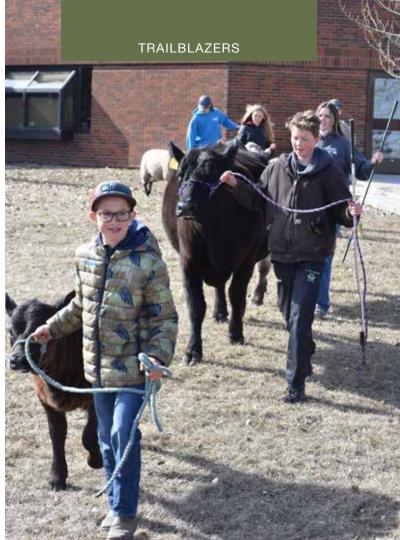
The day was an overwhelming success, that touched the residents and care staff, and the club has plans underway to make this happen again in the future.

Founded in 1952, the Millarville Stockland 4-H Club is one of the longest standing 4-H clubs in Alberta. The club currently has 27 members ranging in ages from six to nineteen years old.



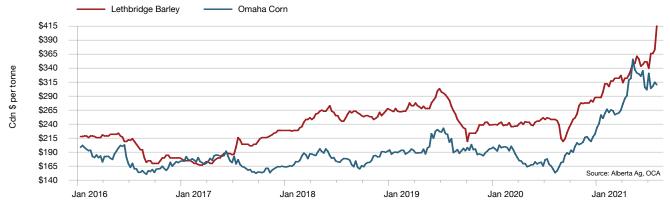








Alberta Barley vs Omaha Corn Price



Canfax Cattle Market Update

BY BRIAN PERILLAT



Brian Perillat, Senior Analyst Canfax

The dominant topic in the cattle markets through the summer has been the weather. The drought, and resulting lack of grass, water, feed and record high feed costs have many on edge as they look at marketing strategies for their calves, and possibly even some breeding stock.

The wide spread drought across the prairies resulted in scarce forage supplies and some panic buying as many producers try to procure feed. Feed grains have also increased dramatically, with barley into Lethbridge costing over \$9/bu. This is well above prices ever seen before with previous record high barley prices under \$7/bu before this year. Many feedlots have switched to imported corn or feeding wheat to meet their feed needs. Hopefully this will limit any further upside for the feed grain market. Cull cow slaughter was moderate to start the year, but numbers started to increase in June. Western Canadian cow slaughter in June increased 32 per cent from May and was the largest cow slaughter for the month since 2010. Cull cow prices in June traded over \$103/cwt, the highest prices since 2017, but prices quickly deteriorated over \$20/cwt to be at the lowest prices in July and August since 2013.

Strong beef demand and anticipated lower numbers of cattle in North America in 2022 has supported the overall market tone, and cattle futures have been reflecting the

higher price potential. This supported the grasser market as feedlots target the spring fed market. Calf prices have come under more pressure than the feeder market. As the summer progressed, forward sold calves for the October and November timeframe lost near \$20/cwt, with some prices falling below last year.

Cow slaughter is expected to remain elevated and exports to the US could likely increase as well. The Canadian cow herd will shrink this year, and US cow slaughter is also elevated as the US herd is in its third year of contraction. This does bode well for cattle markets not only next year, but possibly for two or three years out, assuming domestic and international demand remains strong. For producers who are able to maintain their cow herd and manage their costs relatively well, it does provide potential opportunities for those who happen to have or are able to procure a reasonable feed supply. There will likely be a large number of calves come to market due to a lack of feed which could depress the market this fall. Heifer prices will likely see a large seasonal discount given the high feed costs, and it will be important for producers to have a sharp pencil when deciding how much of their breeding herd they will maintain whether it be their cow herd or replacement heifers.

For ongoing market analysis and to become a Canfax member, please visit: www.canfax.ca

Check-off Dollars

National Levy Breakdown

\$2.50 NON-REFUNDABLE



Provincial Service Charge Breakdown

\$2.00 REFUNDABLE



Work Done with Provincial Service Charge Funds

- Government relations and policy work aim to build strong relationships with provincial government members to keep producer interests top of mind when creating legislation, regulation and policies that impact the beef industry. ABP is working closely with the government and industry partners on the modernization of business risk management programs available to producers.
- ABP effectively collaborates with other funding organizations to ensure research investments and projects address beef priorities and provide Alberta producers with information and technology that will support sustainable and competitive operations.
- Alberta Beef marketing and education initiatives aim to build consumer support, public trust, and understanding of our industry among students.
 Alberta Beef branded programs are gaining popularity within Alberta, nationally and globally.

- ABP uses a wide range of communications tools, including this magazine, ABPDaily.com, radio and social media to disseminate information to producers, the public, and governments.
- Work done by the Canadian Cattlemen's Association (CCA) on international trade strongly encourages the continuous expansion of free trade and the optimization of standing agreements. Notable trade efforts include: the renegotiation of CUSMA, encouraging ratification of CPTPP, and ongoing efforts related to CETA and the U.K.
- The CCA leads national efforts to protect beef industry interests on policy issues such as business risk management, traceability, animal health and care and the environment.
- The CCA led significant efforts in supporting industry response to COVID-19 impacts with the goal of maintaining business continuity.

Working for you at ABP

THE PAST YEAR HAS BEEN FULL OF CHANGES AND NEW FACES AT ALBERTA BEEF PRODUCERS. AS NEW STAFF ARE WELCOMED INTO THE FOLD, HERE IS A GUIDE THROUGH THE NEW AND FAMILIAR FACES WORKING FOR YOU.



BRAD DUBEAUGeneral Manager



LAURA PROCUNIER Controller



KATELYN LAVERDURELead, Stakeholder Communications



KARIN SCHMIDLead, Beef Production and Extension



MARK LYSENG Lead, Government Relations and Policy



LINDSAY WESTRENMarketing and Communications Manager



MEGAN MCLEOD Field Specialist



DEBRA MURPHYEditorial Content Specialist



TRISH LEOExecutive and Accounting Assistant

ACFA Connects with Government and Community at Summer Tour Series



Megan Madden, Communications Manager, Alberta Cattle Feeders' Association

No doubt 2020 saw some changes in how we, as farmers and agricultural organizations, were able to interact with our local government. Usually, we would gather at a dinner, at meetings, or on our farms to celebrate those accomplishments, and discuss further visions and goals for our dynamic Alberta beef industry. Last year, in lieu of these events, we donated 8000 lbs of Alberta beef to the provincial food bank on behalf of the MLAs and elected officials.

This year, we are happy to be back in the community, interacting with our members and our government. Recently, we hosted a Summer Tour and BBQ Series with MLAs, MPs, and Ministers on feedlots across Alberta.

Hosting over 30 MLAs and MPs, we received great feedback as our officials were happy to see the innovative beef industry for themselves and to meet the producers working to ensure the industry's success. Attendees toured state-of-the-art feedlots and learned about advancements in technology, sustainability, and animal care.

MLA Peter Guthrie:

"Thank you to Alberta Cattle Feeders' Association – ACFA for organizing a feedlot tour to learn more about the state-of-the-art operations at Rimrock Feeders.

"As a former rancher, it was a true pleasure to see the incredible advancements within the agriculture industry. From Rimrock's research pens to the use of roller compacted concrete (RCC), to the prospective use of biodigesters for manure, it is not surprising that Rimrock Feeders has become one of the leading-edge innovators in the agriculture sector here in Alberta."



From left to right are RJ Sirgurdson MLA Highwood, Evan Hegedys Rimrock Feeders, Dr. Calvin Booker FHMS, Roger Reid MLA Livingstone-Macleod, Peter Gutherie MLA Airdrie-Cochrane and Dr. Kee Jim FHMS

ABP Zones and Delegates

ABP ZONE REGIONAL LISTINGS

SOUTHEAST ZONE

comprises those lands that are located within the following areas:

- (a) Cypress County;
- (b) County of Forty Mile No. 8;
- (c) County of Warner No. 5;
- (d) Municipal District of Taber;
- (e) County of Newell;
- (f) Vulcan County;
- (g) Wheatland County;
- (h) Kneehill County;
- (i) Starland County;
- (j) Town of Drumheller;
- (k) County of Stettler No. 6;
- (k) County of Stettler 140. 0,
- (I) County of Paintearth No. 18;
- (m) Special Area No. 2;
- (n) Special Area No. 3;
- (o) Special Area No. 4;
- (p) Municipal District of Acadia No. 34;
- (q) any city, town, or village that is encompassed by the land described in clauses (a) to (p).

CENTRAL ZONE

comprises those lands that are located within the following areas:

- (a) Lacombe County;
- (b) Ponoka County;
- (c) County of Wetaskiwin No. 10;
- (d) Leduc County;
- (e) Strathcona County;
- (f) Improvement District No. 13 (Elk Island);
- (g) City of Edmonton;
- (h) Sturgeon County;
- (i) Thorhild County;
- (j) Athabasca County;
- (k) Municipal District of Opportunity No. 17;
- Municipal District of Lesser Slave River No. 124;
- (m) Woodlands County;
- (n) Westlock County;
- (o) County of Barrhead No. 11;
- (p) Lac Ste. Anne County;
- (q) Parkland County;
- (r) Brazeau County;
- (s) Yellowhead County;
- (t) Improvement District No. 12 (Jasper National Park);
- (u) Municipality of Jasper;
- (v) Improvement District No. 25 (Willmore Wilderness);
- (w) any city, town, or village that is encompassed by the land described in clauses (a) to (v).

SOUTHWEST ZONE

comprises those lands that are located within the following areas:

- (a) Cardston County;
- (b) Improvement District No. 4 (Waterton);
- (c) Municipal District of Pincher Creek No. 9;
- (d) Municipality of Crowsnest Pass;
- (e) Municipal District of Willow Creek No. 26;
- (f) Lethbridge County;
- (g) Municipal District of Ranchland No. 66;
- (h) Foothills County;
- (i) City of Calgary;
- (j) Kananaskis Improvement District;
- (k) Rocky View County;
- (I) Municipal District of Bighorn No. 8;
- (m) Improvement District No. 9 (Banff);
- (n) Mountain View County;
- (o) Clearwater County;
- (p) Red Deer County;
- (q) any city, town, or village that is encompassed by the land described in clauses (a) to (p).

NORTHWEST ZONE

comprises those lands that are located within the following areas:

- (a) County of Grande Prairie No. 1;
- (b) Municipal District of Greenview No. 16;
- (c) Big Lakes County;
- (d) Municipal District of Smoky River No. 130;
- (e) Birch Hills County;
- (f) Municipal District of Spirit River No. 133;
- (g) Saddle Hills County;
- (h) Municipal District of Fairview No. 136;
- (i) Municipal District of Peace No. 135;
- (j) Northern Sunrise County;
- (k) County of Northern Lights;
- (I) Clear Hills County;
- (m) Mackenzie County;
- (n) any city, town, or village that is encompassed by the land described in clauses (a) to (m).

ABP ZONE MAP



NORTHEAST ZONE

comprises those lands that are located within the following areas:

- (a) Camrose County;
- (b) Flagstaff County;
- (c) Municipal District of Provost No. 52;
- (d) Municipal District of Wainwright No. 61;
- (e) Beaver County;
- (f) Lamont County;
- (g) County of Minburn No. 27;
- (h) County of Vermilion River;
- (i) County of Two Hills No. 21;
- (j) Smoky Lake County;
- (k) County of St. Paul No. 19;
- (I) Municipal District of Bonnyville No. 87;
- (m) Lac La Biche County;
- (n) Regional Municipality of Wood Buffalo;
- (o) Improvement District No. 24 (Wood Buffalo);
- (p) Improvement District No. 349;
- (q) any city, town, or village that is encompassed by the land described in clauses (a) to (p).

BOARD OF DIRECTORS

Melanie Wowk



CHAIR

CELL 780-210-2500

dvm.mcw@gmail.com

REGION

County of Two Hills No. 21

Jason Hale



CELL 403-793-1611

jasonhale4@gmail.com

REGION

County of Newell

Brodie Haugan



FINANCE

CELL 403-580-9534

EMAIL

brodie.haugan@gmail.com

REGION

County of Forty Miles No. 8

Darren Bevans



CELL 403-634-6451

EMAIL

dbevans@deseretranches.com

REGION

County of Warner No. 5

Colin Campbell



CELL 780-914-9066

EMAIL colinjames.campbell@hotmail.com

REGION Sturgeon County

Rod Carlyon



CENTRAL ZONE

CELL 780-206-7872

EMAIL

rcarlranch@gmail.com

REGION

Westlock County

Sheila Hillmer



CELL 403-394-5798

EMAIL

hillmer_sheila@elanco.com

REGION

Cardston County

Kent Holowath



CELL 403-820-6352

EMAIL

holowath@telusplanet.net

REGION

Starland County

Lee Irvine



CELL

403-671-4878

EMAIL

lee@irvinefamily.ca

REGION

Rocky View County

Chris Israelson



SOUTHWEST ZONE

CELL 403-994-0561 **EMAIL**

cisrael@telus.net

REGION

Mountain View County

Fred Lozeman



SOUTHWEST ZONE

CELL 403-625-6391

flozeman@telusplanet.net

REGION

EMAIL

MD of Willow Creek No. 26

Mike Nadeau



CELL 780-933-8886

EMAIL

mike@melbern.ca

REGION

County of Grande Prairie No. 10

CENTRAL ZONE DELEGATES

Martin Clausen



CELL 780-307-7042

EMAIL

m.clausen4@hotmail.com

REGION

Westlock County

Austin Dow



CELL 780-318-3317

EMAIL

auzzdow@gmail.com

REGION

Lac Ste. Anne County

Cathy Sharp



CELL 403-358-0575

CELL

gwsharp@platinum.ca

REGION

Lacombe County

Melissa Van Sickle



CENTRAL ZONE

CELL 403-704-3483

CELL

gv.cattleai@outlook.com

REGION

Leduc County

SE ZONE DELEGATES _

Shawn Freimark



CELL 403-740-9576

EMAIL

ibcow@hotmail.ca

REGION

County of Paintearth No. 18

Craig Lehr



SOUTHEAST ZONE

403-581-7242

EMAIL

craiglehrsgr@gmail.com

REGION

Cypress County

Brad Osadczuk



CELL 403-793-5041

EMAIL

brad.osadczuk@gmail.com

REGION

Special Area No. 2

SW ZONE DELEGATES

Jim Bowhay



CELL

403-994-0517

EMAIL

jnbowhay@gmail.com

REGION

Mountain View County

Graeme Finn



SOUTHWEST ZONE

CELL 403-312-2240

EMAIL

graeme@southerncrosslivestock.ca

REGION

Rocky View County

Kelly Smith-Fraser



CELL 403-598-4323

EMAIL

klkfraser@gmail.com

REGION

Red Deer County

NE ZONE DELEGATES

Emil Dmytriw



CELL 780-603-3645 **EMAIL**

barwd1@gmail.com

REGION

County of Minburn No. 27

Shane Franklin



780-812-1338

EMAIL

franklinrodeocompany@gmail.com

REGION

MD of Bonnyville No. 87

Jay Hager



CELL 780-753-4375

EMAIL

07jaybar@gmail.com

REGION

MD of Provost No. 52

George L'Heureux



CELL 780-689-8036

EMAIL

georgelheureux1@gmail.com

REGION

Lac La Biche County

Josie Pashulka



CELL 780-787-0077

EMAIL

kenpashulka@hotmail.com

REGION

County of Two Hills No. 210

Joanne Solverson



NORTHEAST ZONE

780-679-5618

EMAIL

joanne.solverson@gmail.com

REGION

Camrose County

NW ZONE DELEGATES

Lori Kinnee



CELL 780-834-8851

EMAIL

tenbarcattle@abnorth.com

REGION

MD of Peace No. 135

Erin Moskalyk



CELL 780-834-0187

EMAIL

mustcallitfarm@gmail.com

REGION

MD of Fairview No. 136

Gary These



CELL 780-625-6793

EMAIL

gjthese@gmail.com

REGION

Northern Sunrise County

Insights into AgriMarketing

BY ROBIN GALEY



Susan Groeneveld, partner in WS marketing

Working behind the scenes in helping to develop the new marketing strategy is Susan Groeneveld, a partner in WS, an integrated marketing firm headquartered in Calgary, Alberta. Susan is an industry leading agrimarketer, with deep experience in agriculture and digital marketing. Susan grew up on a beef operation and has spent 25 years connecting with audiences in ag, from primary producers to multi-nationals. We asked Susan for insight into the new ABP communications approach. Here's what she said.

PRODUCER: AS A PRODUCER, I'M WONDERING: WHY IS ABP GOING DIGITAL?

SUSAN: ABP wanted to be a significant information leader in beef communications. The fastest way to achieve that goal was to go digital. With over 18,000 members, ABP represents over 40 per cent of the beef production market in Canada. And producers are a highly engaged audience digitally – there are proof points throughout agriculture.

P: YOU MENTIONED SEEING PROOF POINTS FOR DIGITAL ENGAGEMENT IN AGRICULTURE...SUCH AS?

S: Transactions are happening digitally and engagement is high. Producers are one of the most highly engaged audiences on Twitter – we see financial and personal transactions regularly. Reaching out to the consumer or sharing industry knowledge, there is a whole crop of savvy producers and their numbers are growing.

P: TELL ME MORE ABOUT THE CHANGE IN COMMUNICATIONS FOR ABP.

S: It was like a slam-dunk from day one. Brad Dubeau told the team he wanted to communicate differently. We said: "You can't leave out digital, everything is moving in this direction." I mean, who doesn't have a smart phone? The goal was to communicate with producers using the tools producers are using to communicate with each other. Together, we built the digital approach on three key marketing insights: one, ABP needs to be a leader in communications; two, they expect to be a leading production hub regionally, nationally and globally; and three, producers are already online and their use of digital is only going to increase.

P: HOW DOES DIGITAL CONTENT HELP ABP ENGAGE WITH PRODUCERS?

S: In 2020 the average person is exposed to approximately 6,000-10,000 messages per day. The amount of content available on any given topic is staggering, the same holds true for beef industry related information. Just as new technology has helped to globalize the beef industry, information flow has also continued to gain traction. This approach integrates the way producers do business and provides relevant content in a highly accessible format.

P: TELL ME MORE ABOUT THE DEVELOPMENT OF ABP DAILY AND THE ABP APP.

S: To accomplish the goal of reinforcing Alberta beef as the best in the world, we need to demonstrate that Alberta producers are leaders. We do that by using the most current method of communication – digital. Digital tools align so well with ABP's four primary pillars: advocacy, communications, promotion and production. Plus, we're able to update digital content daily, which serves producer needs.

P: SO WAS THE LAUNCH SUCCESSFUL?

S: It has been a tremendously successful digital launch. ABPdaily.com quickly achieved the goal of becoming one of the largest digital beef content publishers in Canada, and is one of the first to utilize a content first, curated, real-time, beef driven platform.

P: WHAT DO YOU MEAN BY "REAL-TIME"?

S:. ABP Daily is built with snippets of new content that constantly evolve to represent the information producers are looking for. That's why we've had such success: we're relevant and real time; you want the latest news now, we're it.

P: HOW DO YOU KNOW IT HAS BEEN SO SUCCESSFUL?

S: This approach is also driven by data from the viewers. The old site had about 230 people visit daily. On average, 675 people per day are coming to ABPdaily.com. We've had a total of 121,000 visitors since the launch, and 9,600 visitors in our biggest week. Interestingly, more than 45% who visit return the following day. So people aren't just coming, they're coming back. While the majority of visitors are from

AB, we are seeing visitors globally. We're also seeing about two to five ABP App downloads per day since it launched, and those numbers will only increase.

P: WHAT'S DIFFERENT ABOUT THE ABP APP?

S: The ABP App allows producers to access relevant and critical industry information in real time through alerts and push notifications. You get the facts you want at your fingertips. The ultimate goal is for producers to receive the information you want, when and how you want it. Now that the app is launched into market, it will continue to adapt to the needs of its users, that is one of the advantages of a digital platform – its ability to change fluidly.

P: SO WHAT'S REALLY IN IT FOR ME?

S: An opportunity to network with your peers in the industry without leaving the farm; an opportunity to share your ideas about the world with others digitally; and real time relevant information about what's happening in the beef industry not just in Alberta, but globally.

P: I'M READY TO GIVE THE ABP APP A TRY. HOW DO I GET IT?

S: Download the ABP App for free from your preferred app store – the Apple App Store of Google Play. (Or simply hover over this scan code with your phone now!)

Find the app for free



on your preferred app store. Or scan this QR code with your mobile device to get started.





CANADIAN
CATTLE
IDENTIFICATION
AGENCY

WORKING TOWARDS TRACEABILITY TOGETHER

Led by representation from 15 livestock organizations from across Canada, the Canadian Cattle Identification Agency, CCIA, is the responsible administrator for beef cattle, bison, sheep and pending regulation cervids and goats in Canada (with some exemptions in Quebec).

WHAT'S NEW IN THE WEBSTORE

SHEARWELL RFID — An innovative steel wrap-around beef tag, the first of its kind. The microchip is overmolded in a plastic insert so readability and read range of the transponder are never compromised.

DESTRON DMR RFID — Upgraded version of the Destron eTag. Improvements include a fully molded outer tag housing for better durability and water resistance and an enhanced locking mechanism for greater retention.

FOR ALL THINGS TRACEABILITY

canadaid.ca — your source for who we are and what we do.

clts.canadaid.ca — Canadian Livestock Tracking System (CLTS), is CCIA's database where essential traceability information is captured and serves as the first line of defence in the event of a traceback.

support.canadaid.ca — your "how to" destination.

tags.canadaid.ca — tags and tag accessories when you need them, 24/7.

UHF | NEW POSSIBILITIES

CCIA is exploring ways to rapidly introduce Ultra-High Frequency (UHF) management tags into the existing system in a cost-efficient manner that supplies benefits of the technology to on-farm data collection and supports traceability. Traceability integrity is enhanced and data capture is simplified by pairing a UHF tag number with a CCIA tag number and storing the cross reference in the CLTS.

WE ARE ON THE MOVE

We have had a longstanding goal of owning our own building consisting of both office and warehouse space under one roof in Calgary. The CCIA Board's vision is now a reality offering the potential to increase our in-house services and become more self-reliant in order to better serve the industry as we move forward.

To get to know us better and learn more about how we are working towards traceability together, visit www.canadaid.ca | info@canadaid.ca | 1-877-909-2333



CCIA

MOBO - The CLTS database at your fingertips

There's an app for everything these days...and that includes traceability. Meet the CLTS MOBO APP!

The CLTS MOBO APP is essentially the Canadian Livestock Tracking System (CLTS) database at your fingertips. We've taken the entirety of a national traceability system and made it available on your Android and iPhone devices. You may not be familiar with the CLTS and its functionality, but utilizing the CLTS and the CLTS MOBO APP offers a user-friendly tool to help you report data, including; transportation information, premises identification obligations and movement reporting.

Our MOBO APP launched in 2010 in its basic form, was a response to the growing demand to operate a business anywhere, anytime. MOBO is our solution, with the flexibility to be portable and on-the-go while meeting increasing demands for livestock traceability regulations.

The APP is now more user-friendly than ever with streamlined features and intuitive design. The Offline Mode allows users to input data and upload when it makes sense for them; when the job is finished or when they are back in a service area.

CLTS MOBO allows users to submit birthdates, animal movement and retired events (to name a few), directly to the CLTS database. It also features Optical Character Recognition technology, which converts images of number lists into editable, searchable data for easy uploads to your CLTS account.

New features include Bluetooth compatibility, which allows you to pair your tag reader to your mobile device and scan tag numbers straight to the CLTS MOBO APP. The Bluetooth feature is for Android only. We have also added a Reminder feature, which notifies you when it is time to update the MOBO APP.

MOBO has moved from a 9-digit to a 15-digit system. Tags and tag numbers remain the same but you will now be required to enter the full 15-digit tag number when manually entering digits into the MOBO APP. You will be prompted to enter 15-digits when using the CLTS as well. This change is being implemented for greater security and identification within the Tag ID protocol.

Producer feedback is important to us. We work closely with producers who offer feedback on the APP, resulting in updates and process changes. We've added the option to include a screenshot when providing feedback, allowing you to easily explain the situation using a visual. The APP is field tested by the people actually relying on it to ensure the best product possible.

The CCIA (Canadian Cattle Identification Agency)
Client Support Representatives are trained on new
enhancements and can educate users and answer any
questions – MOBO or otherwise.

With proposed amendments to federal regulations, producers will have increased responsibilities including timely reporting of data, transportation information and premise identification. CCIA is making it easier than ever to keep your records up-to-date and remain compliant.

We understand you have many jobs to do, let's make this one as easy as possible.

The CLTS MOBO APP is available as a free download on Android and Apple devices, anywhere you download your APPs.

Please visit the CLTS Resource Center for step-by-step instructions support.canadaid.ca/ or give us a call at 1-877-909-2333.

Alberta Youth Speak Up for Agriculture

BY CRAIG LESTER

The winners of this year's virtual Alberta Young Speakers for Agriculture (AYSA) event have roots that run deep in agriculture. Alyson Katerenchuk and Christopher Mills took home top honours in the Senior and Junior divisions, respectively. Their wins come in a year where the event saw more participants than ever before. This was the sixth year the event was held, and the second straight year it was held virtually due to the pandemic.

Katerenchuk was pleasantly surprised to place first as she did not know much about the event before entering. You wouldn't know it if you watched her speech on 'How a global pandemic changed Canadian agriculture – or has it?'

After having to do a year of post-secondary studies in Engineering at the University of Alberta from the farm, she felt personally connected to the subject.

"Being a part of the farm, I started to see a lot more shifts in it, so I felt a huge connection to that topic, and I was very happy to see the kinds of shifts that I have seen in agriculture because of the pandemic," Katerenchuk said.

Her family's farm, located in the Smoky Lake area in northern Alberta, has been in the family for over 100 years. She says her family was very proud to hear her speak on a subject that is part of their livelihood.

In the Junior Division, Christopher Mills from Retlaw, AB took home first place with his speech on 'Food waste, food security, and food policy: What is agriculture's/aquaculture's role?'



"I hope that food policy can be changed for the better; that everybody can have food and that we will be able to have food security, and our food won't be endangered," Mills said.

Mills' farming background also stretches back generations as his family has farmed in Manitoba and Alberta. He says there are a lot of career possibilities in agriculture, both for himself and others.

AYSA Chair, Eric Dalke, says it was really amazing to see all the competitors deliver excellent speeches in a live virtual format.

"Thank you to the competitors and their families for joining the competition and bringing your passion for agriculture to the forefront," Dalke said.

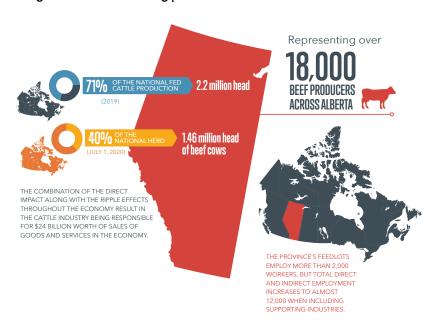
To view Katerenchuk and Mills' speeches and the presentations of all the other speakers, visit the Alberta Young Speakers for Agriculture Facebook page.

Both Katerenchuk and Mills are now looking forward to competing on the national stage at the Canadian Young Speakers for Agriculture virtual event on November 6, 2021. There, they hope to have the same success as they did on the provincial level.



REACH OVER 18,000 PRODUCERS

For advertising opportunities with ABP, please contact Megan McLeod. meganm@albertabeef.org | 403-801-9309



AD INDEX

- 15 Alberta Herefords
- 32 Balog Auction
- 66 Canadian Cattle Identification Agency
- 27 Innisfail Auction
- 4 Farm Fair international
- 72 Liphatech
- 51 Poplar Meadows

Taking Care in Difficult Times

We are all in this together

Farming and ranching have long been one of the more stressful and dangerous occupations. In addition to the physical demands in the field, there is something we don't talk about enough and that is the emotional labour and demands of our industry. There is constant worry about the animals in our care, crops, finances, family business and situations and factors outside of our control - like weather. Compound the already high stress of your

day-to-day, with the adversity many producers are currently facing with drought - the buildup can take its toll.

It is our hope that as you read this you have the emotional support of family, friends, and industry peers to help you through these very difficult times. And when that is not enough, we hope you take a moment for yourself and take a close and conscious look at "My Dashboard," (below) to identify factors of stress that could be impacting your physical, mental, and emotional wellness or those you care about.

My dashboard

your internal dashboard, do you see all green lights? Are there any red lights tipping you toward overload and stress? Let's all take care of ourselves so we can continue to do what we enjoy most.

	Green	Yellow	Orange	Red	
	Healthy Optimal	Reacting Stress	Injured Burnout	Illness Depression Mental illness	
	Good sleep	Mild insomnia	Moderate insomnia	Constantly sleeping or periods of no sleep at all	
	Good appetite, want	Tired	Exhausted	Constant aching in body	
QX	to eat healthy	Attracted to junk food often	Binge eating	Immune compromised: always sick	
	Want to take care of physical health	Unmotivated to exercise	Drinking too much alcohol	Trouble getting off the couch or getting out of bed	
hysical	Rarely or never sick	Trouble relaxing without a drink	or using drugs to relax Various aches and pains	Only moments of relief come from excessive drinking or drugs, or over-the-counter medication	
	Mentally clear	Easily distracted	Chronically preoccupied	Impaired judgment	
	Focused	Excessive worry	Inability to concentrate	Paralyzed decision-making	
Good concentration Creative problem-solving Mental Sees solutions	Procrastination	Impaired decision-making	*Suicidal thoughts or actions		
	Creative problem-solving	Avoidance	Memory loss *If you're having suicidal thoughts,		
	Sees solutions	Sees obstacles	Constant focus on problems	seek help immediately and call 911.	
			Always negative		
	Motivated	Irritability	Anger	Apathy	
0	Excited	Loss of sense of humour	Anxiety	Hopelessness or helplessness	
	Good social network	Discouraged	Low mood	Out of control: explosive-implosive, holding it all in	
\mathcal{T}		Impulsive	Overwhelmed	Feeling like a burden	
motional		Seeing people is a chore	Avoiding social situations	Isolating yourself from friends, family, and your community	
Self care: physical, mental and emotional		Reaching out to friends and family	Peer support, assistance programs, mental health	Professional or clinical support: doctor, psychologist	
Serotonin boost Take a work break or vacation	Serotonin boost	Doing something to relax first aid			
	Take a work break or vacation	Seeing your family doctor			

Strategies

© Dr. Georges Sabongui 2018. All rights reserved.

Help is available

When it comes to mental health the term "Cowboy Up," does not apply. When you look at your internal dashboard, do you see all green lights? Are there any red lights tipping you towards overload and stress? If so, know that help is available. Please view the following list of support lines if you or someone you know needs help.

CRISIS SERVICES CANADA

Call 1-833-456-4566 | Text 45645 Visit www.crisisservicescanada.ca

CENTRE FOR SUICIDE PREVENTION

Visit www.suicideinfo.ca

CANADIAN ASSOCIATION FOR SUICIDE PREVENTION

Visit www.suicideprevention.ca

MENTAL HEALTH LINE

Call 211 | Visit 211.ca

KIDS HELP PHONE

Call 1-800-668-6868

MENTAL HEALTH COMMISSION OF CANADA

www.mentalhealthcommission.ca

CANADIAN MENTAL HEALTH ASSOCIATION

www.cmha.ca

SUICIDE PREVENTION RESOURCE CENTRE

www.sp-rc.ca

TOUGH ENOUGH TO TALK ABOUT IT

www.sp-rc.ca/programs/tough-enough-to-talk-about-it

ALCOHOLICS ANONYMOUS

www.aa.org

AL-ANON FAMILY GROUPS

al-anon.org

BELL LET'S TALK

letstalk.bell.ca

EMERGENCY SERVICES – IF YOU OR SOMEONE YOU KNOW IS CONSIDERING SUICIDE – CALL: 911

A more extensive list and overview of free resources can be found on ABP Daily; abpdaily.com/health-production/ need-to-talk-here-are-some-free-resources/



SOLVING YOUR RODENT PROBLEMS FOR DECA

The headline says it all. With a long legacy of reliable and consistent performance, we are confident that Rozol RTU & Ground Force will be YOUR rodent brands.

New to Rozol RTU or Ground Force? Start a legacy of your own and visit our website or contact a sales rep today.

Rozol RTU* is labeled for the control of Ground Squirrels & Pocket Gophers Ground Force Paraffinized Pellets* is labeled for the control of Voles Ground Squirrels, Rats & Mice



For Nearest Dealer: 866.572.8240



liphatech.ca/ag-field-orchard/the-rozol-rtu-rebate-offer

*Commercial Product Only: Only to be used by certified pest control operators, farmers and persons authorized in government pest control programs.







