

ABP



Winter Stewardship and Economic Impacts Across the Industry

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Published by:

**Brad Dubeau,
Alberta Beef Producers**

Editor
Lindsay Roberts

Creative
Tracy Irving
Zoe McMullen

Front Cover Design
Jason Stang

Writing
Dianne Finstad
Robin Galey
Dr. Elizabeth Homerosky
Taylor Kalbfleisch
Laura Laing
Mark Lyseng
Debra Murphy
Lindsay Roberts
Karin Schmid

Printing
Burke Group

CONTACT

**Advertising
Opportunities**
Lindsay Roberts
lindsayr@albertabeef.org

Publisher
Brad Dubeau
bradd@albertabeef.org

**Subscription/Contact
Information Updates**
Kathy Jardine
kathyj@albertabeef.org

To read ABP online:
ABPDaily.com

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 **@loveabbef**

Return undeliverable
CDN addresses to:

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

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ON THE COVER

A hearty roast is a staple at gatherings this time of year. Whether as the elevated centrepiece of a large gathering or the indulgent comfort food, fit for family, the roast is always a people pleaser when prepared just right.

#AllForTheBeef

WITH BRAD DUBEAU



Season's Greetings

It's hard to believe another year has passed. 2022 has been a busy and challenging year, and from my perspective, I don't see our industry nor global issues letting off the gas pedal any time soon.

This holiday season, and as we come into the New Year at ABP, what we wish for most is engagement from producers across the province. Your input helps guide our efforts, whether it's with government, consumers, education, or environment, and in 2023 there will be ample opportunity for you to do so.



Producer meetings are just around the corner in January and February, and these meetings provide the opportunity to bring forward resolutions for consideration at the ABP AGM in March 2023. It is important to note that resolutions can be submitted all year round through our website at albertabeef.org. If you have a resolution that you would like to bring forward and would like support to do so, please contact us. We are here to help.

We are also planning to create engagement sessions in 2023 to talk about the structure of ABP and anything that producers want to talk about – everything is on the table. We are seeking your feedback as we approach our plan review in 2025. This is an important opportunity for you as a producer to bring change to our organization and make adjustments to our regulations that best suit the needs, challenges and opportunities at ABP. The working group has been struck, and we need your input about the fundamental workings of ABP and the direction of your commission. We know you work hard for each and every dollar and we want to ensure we are using your commission in a way that you expect and to the best of our ability.

At ABP we are your representative, but we need you to give us the direction to ensure that we continue to evolve and grow as an organization and, ultimately, in our pursuit to continue to support producers in delivering the world-class beef that we are known for, in an environment that is sustainable for beef producers.

We know many producers are interested in the results coming out of the Beef Competitiveness Study which we have been engaged on with partners, Alberta Cattle Feeders' Association, Canadian Cattle Association, Canfax, Canadian Meat Council and the Government of Alberta. Draft reports have been submitted and the partners are reviewing to provide comment at the time of writing this article. We plan to release the findings in early 2023.

On behalf of all of us at ABP, we wish you, your family, friends and community a wonderful holiday season. I look forward to hearing from you in the New Year. 🇨🇦

Editor



LINDSAY ROBERTS

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.

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.



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 along with her husband, west of Nanton, AB.



DR. ELIZABETH R. HOMEROSKY

DVM, MSc., DABVP


Dr. Elizabeth R. Homerosky is a partner veterinarian at Veterinary Agri-Health Services, Ltd., a beef cattle exclusive practice near Airdrie, AB. Dr. Homerosky also raises Red Simmental and SimAngus cattle west of Crossfield.

Social Contributors



CORY MEYER  @coreythebutcher



MEL CHMILAR JR  @darksideofthegrill



CIARA GRIFFITH  @ciarasandumphotography



KIRK PRESCOTT  @barxpphoto

Table of Contents

INNOVATION & TECHNOLOGY

- 10 The Ultimate Upcyclers

TRAILBLAZERS

- 22 Blades of Glory

BUSINESS TOOLS

- 18 Cold Stress: How Does It Impact
Your Operation's Bottom Line?
26 Winter Stewardship

ISSUES & INSIGHTS

- 15 Auction Market Year in Review
30 The More You Treat Her Like a Cow,
The Better Cow She Will Be
35 Canfax Cattle Market Update
38 Increasing the Vaccine Bank as a
Component of Canada's Preparedness
for FMD

CHECKING IN WITH ABP

- 4 #AllForTheBeef
8 Highlights from the Chair
14 Revving up the Research for 2023
20 Celebrating Environmental Stewardship
in the Cattle Industry
21 Working for You at ABP
32 Out and About with Alberta Beef Producers
36 Cows in the Classroom
41 CCIA
42 The Economic Impact of Alberta's Cattle
Feeding Industry
44 Checking In with Government Relations
45 Delegate Nominations
48 2023 Events Calendar
49 ABP Zones and Delegates

10



INNOVATION & TECHNOLOGY

The Ultimate Upcyclers

22



TRAILBLAZERS

Blades of Glory

18



BUSINESS TOOLS

Cold Stress: How Does It
Impact Your Operation's
Bottom Line?

30



ISSUES & INSIGHTS

The More You Treat Her
Like a Cow, The Better Cow
She Will Be

45



CHECKING IN WITH ABP

Delegate Nominations

Highlights from the Chair

WITH MELANIE WOWK



The snow is falling outside as I sit down to write this today, as it is for most across the province. The long-range forecast predicts a lot of moisture this winter, and I sure hope we get it. Our pastures and dugouts really need it.

Talking cattle, we didn't quite get to where we had hoped with calf prices this fall run. Many producers, like myself, were banking on a three-dollar six weight, which we have not reached, and unfortunately, I don't believe we will for 2023. Heifer calves that are going for feeding have also taken a bit of a hit, as most aren't looking to replace much right now.

We receive many calls from producers across the province about the issue of discrepancy between steer and heifer calf prices. The price differences range anywhere from 32 cents all the way up to a 90-cent difference for some of you. It is difficult for us at ABP to comment on because it's truly driven by the market. What the market is telling us right now is that it is risk adverse. Heifer calves don't feed or finish as well as steer calves, and if they are not targeted for replacement, then there's going to be a dip in their price.

When it comes to cows, today as I write this in late November, there remains quite a backlog of feeder cows. Not a lot of positive news on the cattle market as we end the year, unfortunately, but I remain stubbornly optimistic that the

[[I remain stubbornly optimistic that the market, especially calves, will have a strong recovery in 2023.]]

market, especially calves, will have a strong recovery in 2023. Everything is sure lining up that way on all fronts, and especially with the decreasing number of cattle we have in this country.

Out of the sale yard and on a more positive note, we had the exciting opportunity to speak in the House of Commons this fall. Unfortunately, we couldn't be there in-person, as it was cost prohibitive to travel to Ottawa for only a couple of hours, but we did attend virtually, and on relatively short notice. ABP was asked to speak on a bill that was put forward "to green the prairie provinces." We had the chance to speak on what agriculture is doing for the environment – like carbon sequestration, maintaining wildlife habitat and native prairie, to other advancements in sustainability. We received great questions and feedback from the members of parliament in attendance. It was refreshing and a welcome opportunity to speak about the good things we are doing in agriculture, and more specifically, in our beef industry.

Looking forward, as we at ABP enter the new year, we will continue to work on business risk management and our Living Labs initiative. I mentioned in my last column in the September issue of ABP, that Foot and Mouth Disease is high on our radar. In 2023 we will be working with government on the issue and across all provinces to design an emergency plan and vaccine bank. It is a high priority.

I am proud of the work that our team at ABP has accomplished this past year. Like so many producers across our province, we have taken every adversity, challenge and opportunity head-on to the best of our ability for the chance to continue to work in this industry and provide the best beef product in the world.

Wishing you a chance to relax and reflect this holiday season, and may 2023 bring many happy returns. 🍷



The Ultimate Upcyclers

BY ROBIN GALEY

Beef producers across western Canada are turning surplus food and food waste into high-quality protein by upcycling food that would otherwise go unused.

By forming relationships with food producers, processors and retailers, beef producers across Canada are helping convert a massive amount of human inedible food, plants and plant byproducts into high-quality protein – milk, eggs and meat – keeping it all out of landfills.

Creating value from surplus food and food waste is a movement that's having a substantial impact, supporting environmental sustainability while lowering feed costs. "Livestock are uniquely positioned to upcycle relatively low-quality feedstuffs into high-quality protein. This makes them a valuable part of the food sustainability solution," says Kim Ominski, professor in the Department of Animal Science, University of Manitoba.

The term 'food waste' tends to bring to mind scraps from dinner, but that's not what's being upcycled at all. "What is going into livestock feed is not plate waste. Foods being used in this way usually result from harvest failures, crop pest problems, poor growing conditions such as frost, floods, or drought, or production that exceeds storage capacity," Ominski says.

For instance, more than 75 per cent of barley produced fails to meet the criteria for beer making, and a significant proportion of fresh produce fails to meet grading standards. These become sources for livestock feed. So does processed food that exceeds demand or storage capacity, and edible food past its shelf date. "What we call 'food waste' happens all along the supply chain, and most often it's not related to excess production at all," Ominski says.

Three kinds of relationships are supporting this progressive movement: producer-producer, processor-producer, and retailer-producer.

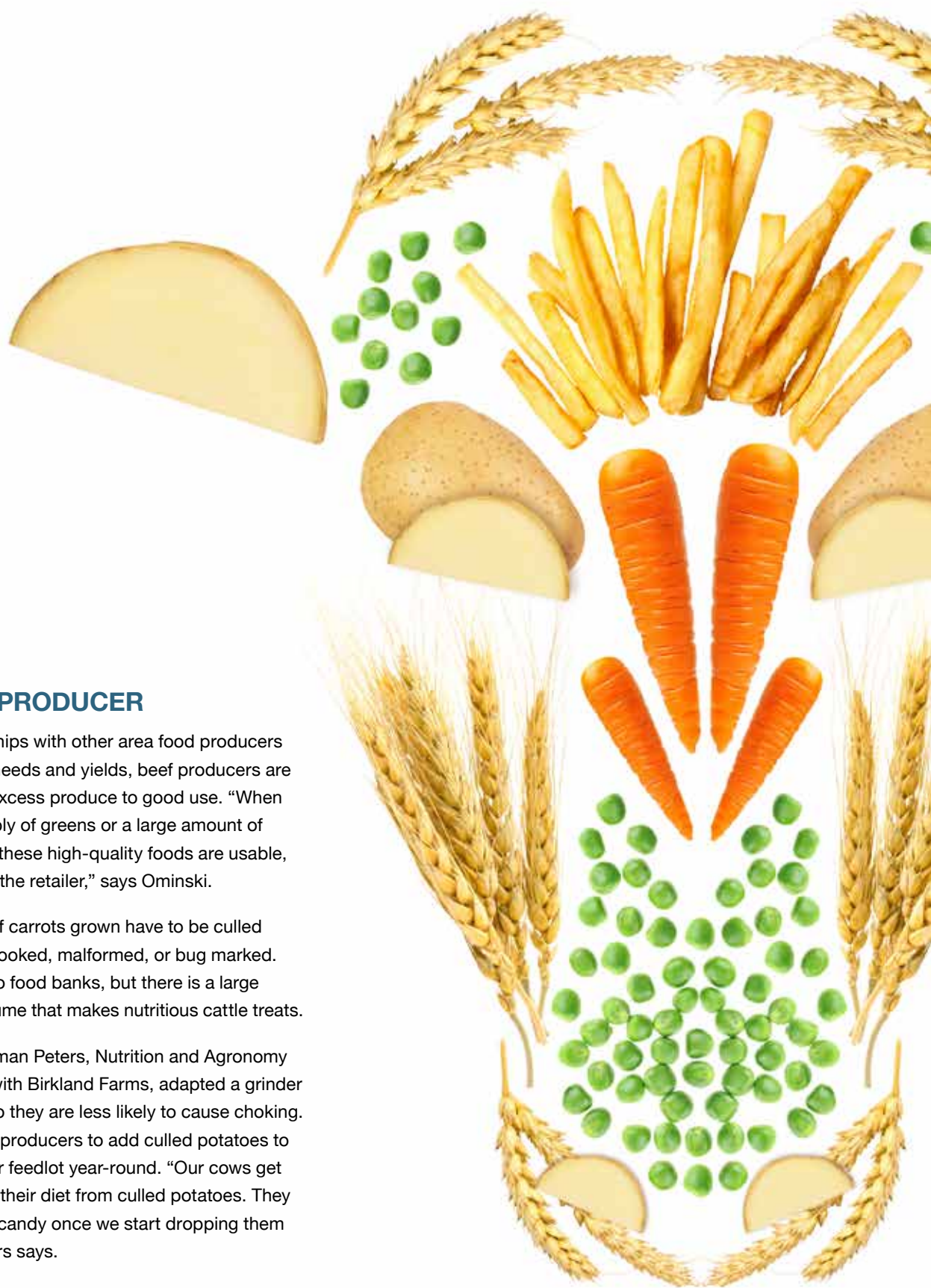
[[When there is an oversupply of greens or a large amount of misshapen carrots, these high-quality foods are usable, but not making it to the retailer.]]

PRODUCER-PRODUCER

By forging relationships with other area food producers who have different needs and yields, beef producers are putting culled and excess produce to good use. “When there is an oversupply of greens or a large amount of misshapen carrots, these high-quality foods are usable, but not making it to the retailer,” says Ominski.

About 30 per cent of carrots grown have to be culled because they are crooked, malformed, or bug marked. Many are donated to food banks, but there is a large amount of extra volume that makes nutritious cattle treats.

In Winkler, MB, Herman Peters, Nutrition and Agronomy Program Manager with Birkland Farms, adapted a grinder to break potatoes so they are less likely to cause choking. He works with local producers to add culled potatoes to cattle rations at their feedlot year-round. “Our cows get 20 to 40 per cent of their diet from culled potatoes. They look at potatoes as candy once we start dropping them into the bunk,” Peters says.





PROCESSOR-PRODUCER

Coproducts from the processing of many field crops have been used as cattle feed for a long time. “Many of these products have high fibre content, which makes them a good source of feed. The rumen makes cattle uniquely positioned to use these feedstuffs, upcycling them into high-quality protein for the human diet,” says Ominski.

At its Portage la Prairie, MB pea protein processing plant, the largest of its kind in the world, Roquette converts coproducts, including pea hull pellets, screenings and pea cream, into food supplements for cattle, a system which became operational in 2022.

“The introduction of pea cream on the market in Manitoba is really a success. The product is currently used on 12 large farms, including dairy, beef and swine operations,” says Christian Delporte, Technical Support Manager with Roquette. “Due to the cost of transport, it’s more logical to use Roquette pea coproducts locally in Manitoba.”

Birkland Farms uses pea cream from Roquette, so it is unique in that they actually use multiple streams of food waste at the same time. “Roquette is a good example of how we can think differently about the byproducts of food processing as having a high value through alternate uses. Roquette actually describes these as coproducts, not byproducts. While the pea is the primary product, these secondary products they view as being equally important,” says Ominski.

In southern Alberta, Ryan Kasko with Kasko Cattle Company at Lethbridge fed 50,000 tonnes of coproducts from the french fry making process to cattle over the course of one year. Working with a nutritionist, Kasko ensures the french fries are part of a balanced diet. “We mix in some grains, starch from french fries, and also vitamins and minerals,” Kasko says. “If we can feed this to cattle rather than having it go into a landfill, I think we’re all winners.”

RETAILER-PRODUCER


Retailers are also providing unsaleable grocery store food to cattle operations. Loop Resource out of Dawson Creek, B.C. supports relationship building between retailers and producers across Canada. Loop founder Jaime White initially worked with his local Co-op grocery store to secure a supply of unsaleable food for his own family farm. He then created loopresource.ca to help grow food loops across the country, matching stores to farms based on size and diversity, and also to charities whenever possible.

Loop currently serves over 300 grocery stores and 2,700 farms across Canada, diverting three million kilograms of waste from landfills. Grocery chains participating include Co-op, Real Canadian Superstore and Save-On Foods.

BECOME AN UPCYCLER

The opportunity exists for beef producers across Canada to seek surplus and waste food sources to add to rations. Look for ways to diversify the product streams you rely on through relationships with producers, processors and retailers within a close radius of your operation. In every case, it’s best to use waste or surplus food close to its source, since the value is reduced through transportation.

There can be significant benefits to starting these kinds of relationships now, such as having alternate feed options in drought years, and reducing feed costs. “It doesn’t come without challenges, and there are extra costs to it, but obviously the economics work out, otherwise we wouldn’t be doing it,” Peters says.

The upcycling of surplus food points to the fact that livestock play an important role in a circular bioeconomy. “In a typical crop-livestock production system, livestock generate manure, manure improves soil quality on the landscape, which leads to increased crop yield, which goes back into the feeding of livestock. It’s a circular system,” Ominski concludes. 

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Revving up the Research for 2023

BY KARIN SCHMID, *ABP Beef Production and Extension Lead*

ABP'S PRODUCER-LED RESEARCH COMMITTEE HAS A SMALL INTERNAL RESEARCH BUDGET THAT IS ALLOCATED TO PROJECTS SUBMITTED THROUGH THE AGRICULTURE FUNDING CONSORTIUM. STAY TUNED TO ABPDAILY.COM FOR UPDATES ON APPROVED PROJECTS.

In 2019, ABP was selected to deliver a three-million-dollar research call for proposals on behalf of Alberta Agriculture in feed and forage production and utilization. These funds have all been allocated and projects are underway – some of these projects will be wrapped up by January or February 2023, while others will continue under other funding sources. In this call, each dollar allocated by ABP was matched by an average of more than four dollars from other sources. Summaries of all current and past ABP-supported research projects can be found at albertabeef.org.

Another major initiative led by ABP is the Alberta AgriSystems Living Lab (AALL). Announced in July 2022, the Living Labs Initiative strives to create a collaborative approach to accelerate the development and adoption of beneficial management practices (BMPs) by producers. Beef, forage and cropping producers who participate in the AALL will work directly with researchers and other experts to co-develop BMPs that improve their productivity and profitability, while having a positive impact on carbon sequestration and greenhouse gas emission reduction.

Key focus areas of the AALL include cropping systems and crop rotations, land use change/transitions, grazing management, livestock feeding, fertilizer and manure management, and optimizing carbon storage across a landscape. In addition, we will be examining barriers to and incentives for adoption (both for participants and non-participants), performing cost of production

analyses, developing extension materials, hosting events, and creating decision making tools for producers. Information from the AALL and other Living Labs will help to ensure that climate-focused policy solutions are practical and provide benefits for producers by providing data under real production conditions.

Our AALL team has been busy with initial producer engagement and follow-up co-development sessions with interested producer participants. They will be planning baseline surveys and initial data collection through this winter and spring. Visit our website at agrisystemsll.ca for more information.

Through the (sadly) now defunct Alberta Beef, Forage and Grazing Centre – an initiative that ABP was heavily involved with for five years – a series of online modules were developed to provide resources and information related to forage and grazing management, along with helpful worksheets, interactive calculators, and quizzes to test your knowledge. The modules include selecting forage species, establishing perennial pastures, grazing-related animal health concerns, fencing and water infrastructure on pasture, managing and planning grazing, extended grazing systems, rejuvenating tame pastures, managing nutrients for tame pastures, and managing pasture soils. We're very pleased to announce that Pasture 101 is now live and ready to be your one-stop-shop for forage and grazing information. Check it out at beefresearch.ca/pasture-101 

Auction Market Year in Review

2022 WILL BE REMEMBERED AS A YEAR OF NEAR RECORD HIGH FALL CALF PRICES, BUT ALSO A TIME WHEN AUCTION MARKET OWNERS WERE WATCHING SOME LOOMING CLOUDS ON THE HORIZON.

BY DIANNE FINSTAD

Not enough clouds, at least of the rain-filled type, showed up to save southern regions of the province from a third straight drought year. Ranchers managed to find some creative ways to get water for their herds through the summer, according to Bob Balog. But the Lethbridge-based long-time auction market owner is seeing the well run dry for many of them, literally, and more herd dispersals than he'd normally hold were on the books for late fall.

The situation is similar in the east country. Ian Goodbrand, who owns and operates Dryland Cattle Trading in Veteran, acknowledges drought conditions in his area were the same as the previous year, or maybe worse. (Early heavy snowfall was giving some hope of a turnaround.)

The market held steady through the fall run, with most auctions reporting calf prices \$250-300 above last year's prices, reflecting strong demand.

"The story of the fall is that calf prices are lots higher, but the strange thing is I've never seen less enthusiasm about owning a cow than I do right now," says Goodbrand, who also runs a vet practice in the area.

Goodbrand had producers walk right up after they sold their calves to list their cows for sale as well.



"Nobody wants them – it's funny to have a pretty good calf market and nobody wants their cows. We have twice as many cows booked right now as we sold all last year, and we'll see more than that."

For central Alberta, 2021 was an uncharacteristically dry year, so more cows than usual sold that fall. Duane Daines of the Innisfail Auction Market worried what that might mean for their calf volume this fall. He was happy to see the numbers holding up, as well as the prices for producers.

"We've had a good fall run. We had a big October and it was big last year too," says Daines of their family-run auction business.

There were still some spotty moisture conditions in central Alberta in 2022, but Daines calls the region fortunate, compared to the year before when there was no hay put up, and the grass burnt off early. Timely rains helped assure an adequate feed supply that, along with the low Canadian dollar, helped support prices. But even at Innisfail, cow herd reductions were looking to come in above average.

“More guys getting out of it than are getting into it, that we’ve seen.”

Balog believes it’s more than just feed and water factors driving cows to markets these days. Typical rancher resilience is running thin.

“They’re mentally beat up, physically beat up, and financially beat up,” says Balog. “There’s a lot of people that are culling from 10 per cent to 50 per cent of their cow herds. They’re not going to buy hay in southern Alberta for a fourth year.”

Balog contends the trend isn’t only in the south. In talking to markets in the north, he says cows are coming to town there also, even though there’s better feed and water supplies.

“You’ll have the least number of cows January 1 in Western Canada that you’ve had for a lot of years. We’re cutting it pretty deep this time.”

Goodbrand always keeps the long-range picture in view, especially as he sees a similar cow herd liquidation continuing in the U.S. as well.

“One of the bigger questions to answer is...do we have enough cows to maintain our feeding infrastructure? Do we have a cow herd to be able to maintain packing capacity over the next two to three years?”

Like Balog, Goodbrand sees other influences over herd dispersal decisions, like the age and health of producers, lack of labour, and strong grain prices creating high demand for arable land.

Where he sees the biggest pressure is on those with a herd of around 300 head.

“Maybe that’s not a big enough ranch anymore. When the economy of scale passes those guys, that’s a critical point to me. That’s about the number of cows one guy can do. Maybe you need 500 cows and if you need 500 cows,



where will you put them? It bothers me that the economy of scale is getting past what the farm size actually is.”

“How high would calves have to get to change it? I actually don’t think we can get them high enough to change it.”

It’s something Balog wonders about too.

“To most people, high prices are not a big enough incentive to wipe out the last three years. Is it everybody? No, of course not. There are still people trying to buy cows. The world has not come to an end. There’s just not as much optimism as there used to be throughout the industry.”

[[If grain comes down, it bodes well for future calf prices. For us, the futures for next summer fat cattle look pretty strong, so that’s allowing us to bid those high prices for calves today.]]

Ironically, 2022 seemed to have been a steadier year in the usually volatile end of the business – the feedlots. Ryan Kasko is General Manager of Kasko Cattle Company in Coaldale. The family-owned custom cattle feeding and farming business includes four feedlots in southern Alberta, with capacity for 45 thousand head.

“Generally, it was a fairly stable year, as far as fat cattle prices go,” says Kasko.

But it wasn’t a year without challenges for that end of the industry either.

“It appeared Alberta packers had a lot of cattle around. There was a bit of a backlog getting cattle processed. It meant, especially in the last few months, we’ve had a big discount to the U.S. fat cattle market.”

Combined with the absence of American interest in Canadian finished cattle, it meant feeders were not able to share in the value of beef being processed stateside.

Plus, there were regular delays in shipping to the plants, resulting in a shortage of pen space for incoming cattle as well.

“The big thing all cattle feeders are experiencing is a huge feed price increase, compared to last year,” adds Kasko.

Despite better overall crop production, global demand factors have kept prices for commodities like wheat and barley high. Barley that was running him around \$375 a tonne in August bumped up to \$460 a tonne in November.

“The good thing is it’s more accessible. Last year, we couldn’t even find barley and wheat because of the drought. This year you can find it, but it just comes at a huge cost.


Calf prices are strong compared to historical levels. They would’ve been even higher if barley stayed at that \$375. Hopefully ranchers are still happy they’re getting good money for their calves.

If grain comes down, it bodes well for future calf prices. For us, the futures for next summer fat cattle look pretty strong, so that’s allowing us to bid those high prices for calves today.

2022 was a pretty stable year, but there’s more optimism for 2023 than we have had,” notes Kasko.

Daines points out intentions don’t always match actions when it comes to selling mother cows. “Everybody says that, especially when the snow is blowing.

A guy told me today, ‘I’m tired of all this,’ but who knows? Prices below what they think their cows are worth, or the accountant warnings of tax implications can change plans. “Until you get them, you just never know for sure,” says Daines.

Goodbrand knows how he’d sum up 2022 in the cattle world. “The market is really good. To me the big story is high calf prices, high cow liquidation, and then a little essay on trying to figure that out,” he chuckles. “If I was writing a story, that’s what I would write.” 

Cold Stress:

HOW DOES IT IMPACT YOUR OPERATION'S BOTTOM LINE?

BY DR. MELISSA MOGGY,
Alberta Farm Animal Care

WHAT IS COLD STRESS?

All mammals must maintain their internal body temperatures, with cattle averaging 38°C. Their body becomes stressed when environmental temperatures drop below the lower limit of the thermoneutral zone, the 'lower critical temperature.' Top factors that contribute to cold stress are cold weather, wind, wet weather, and lack of feed.

*Estimates of lower critical temperatures for beef cattle in different seasons**

SEASON	LOWER CRITICAL TEMPERATURE
Summer	15°C
Fall	7°C
Early winter	0°C
Late winter	-8°C

**Assuming that the animal is not susceptible to cold stress due to age, disease, poor condition, poor hair coat, and no wind chill.*

Cattle will grow a winter coat to help them throughout the winter. Still, they need to increase their metabolic rate. If they cannot maintain their body temperature, they will experience hypothermia. If severe enough, they will need medical intervention – a cost to the producer.

Animals with good fat coverage will have an easier time withstanding cold temperatures. Animals with little fat cover, such as very young, old, and sick animals, are more susceptible to cold stress. Therefore, it is recommended that cattle going into winter have good body condition (i.e., 3 out of 5).

WHAT ARE THE SHORT-TERM FINANCIAL IMPACTS OF COLD STRESS?

The apparent financial impact of cold stress on your operation is the cost of feeding to meet cattle's increased energy demand. Cattle with poor body condition will need more feed to compensate for their lack of insulation. Bred heifers and second calvers will need even more feed.

It is estimated that a cow's energy intake must increase by 1 per cent for every degree below the lower critical temperature. This demand increases if conditions are wetter and if the winter coat is compromised due to moisture, mud, feces, etc.

Unfortunately, animals experiencing cold stress will often have a decreased appetite, which causes them to lose more condition. A nasty cycle!

Cows with poor body condition are more likely to produce lower quality colostrum and less milk. As a result, their calves are at higher risk of being born weak, getting ill, and having a lower weaning weight. These risks increase the operation's labour and medical costs and reduce its profit.

Like other stressors, cold stress impacts the immune system. Therefore, animals experiencing cold stress have a higher risk of illness, which is associated with increased medical and labour costs.

WHAT ARE THE LONGER-TERM FINANCIAL IMPACTS OF COLD STRESS?


Some producers may choose to not increase their cattle's feed with the intention of them gaining weight in the spring. In the short run, this would appear to save money. But in the long-term, it may cost more.


Cows with poor body condition are more likely to produce lower quality colostrum and less milk. As a result, their calves are at higher risk of being born weak, getting ill, and having a lower weaning weight. These risks increase the operation's labour and medical costs and reduce its profit.

WHERE CAN YOU FIND MORE INFORMATION?

ALERT Line – for questions or concerns about animal welfare, including if you need support, call: 1-800-506-2273

AFAC Website – information for livestock species raised in Alberta.

Agricultural Fieldman – develop, implement, and control programs set out by the Agricultural Service Board. 



COLD STRESS IN BEEF CATTLE

Cattle tolerate cold temperatures well if acclimated. However, calves, cattle in poor condition, wet cattle, and those fed a low-energy diet are more sensitive to cold stress

WHAT IS COLD STRESS?



Cold stress or hypothermia occurs when the body's temperature drops below average (38°C). Beef cattle in Alberta can usually handle -20°C in the winter, assuming calm winds (or shelter from the wind), good body condition, and a dry winter coat. However, if cattle still have their summer coats, are in poor body condition, and if they don't have access to shelter, then they cannot handle such low temperatures. Furthermore, small calves lose body heat faster than adults and cannot handle as low temperatures.

WHAT ARE THE SIGNS?



Shivering (but cattle may stop if worsens)



Low rectal temp (<35°C)



Cold mouth



Not suckling (calves)



Unable to get up



Frostbite

WHAT CAN I DO?



Protect from the wind



Provide water*



A winter feeding protocol with additional high energy feed



Keep cattle clean & dry



Bed cattle well



Monitor the weather

*Using snow as a sole winter water source is not appropriate in all geographic areas. Contact your local beef cattle specialist or your veterinarian for advice.

LEARN MORE!



NATIONAL FARM ANIMAL CARE COUNCIL
CONSEIL NATIONAL POUR LES SOINS AUX ANIMAUX D'ELEVAGE

The Code of Practice for the Care and Handling of Beef Cattle 1.
1 Protection from Extreme Weather.

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Celebrating Environmental Stewardship in the Cattle Industry

EVERY YEAR, ALBERTA BEEF PRODUCERS HAS THE DISTINCT PRIVILEGE OF CELEBRATING PRODUCERS WHO EXEMPLIFY ENVIRONMENTALLY SUSTAINABLE CATTLE PRODUCTION, THROUGH THE ENVIRONMENTAL STEWARDSHIP AWARD.

For this edition of the magazine, we thought it would be fun to go through our archives and highlight some ESA alumni.

And maybe, just maybe, you'll consider nominating someone for the 2023 ESA.

Have someone in mind for the 2023 Environmental Stewardship Award? We're accepting nominations! Submit yours before 11:59 p.m., February 28, 2023.



BAR NONE SOUTH RANCHES, 2008

Glen and Kelly Hall of Bar None South Ranches received the ESA in 2008. At that time, the Halls were part owners and managers of the 9,000-acre operation, located east of Parkland, to the Little Bow River Valley and west in the Porcupine Hills.

"For decades we have been working with our partners on being committed to our land and water," said Kelly. "When we were asked to be nominated for this award, it was an honour to know someone else recognized the efforts we have made."



ROUND ROCK RANCHING, 2014

The McGrath family received ABP's 2014 ESA for their commitment to Round Rock Ranching, located near Vermilion, and north of the Battle River.

"Conservation is important to me because that's just the way we were raised," said Sean McGrath. "We've discovered here or maybe knew all along is that the better we do at conservation, the lower our costs are and the more value we produce. The land keeps getting better." 

Working for You at ABP

ANOTHER YEAR HAS GONE BY AND WHILE WE'VE HAD TO BID FAREWELL TO A FEW BELOVED TEAM MEMBERS, WE HAVE ALSO WELCOMED A FEW NEW FACES. HERE IS A GUIDE THROUGH THE NEW AND FAMILIAR FACES WORKING FOR YOU AT ABP.



BRAD DUBEAU
General Manager



DONALD POITRAS
Controller



KATHY JARDINE
Executive Assistant
and Accounting Assistant



KARIN SCHMID
Lead, Beef Production and Extension



MARK LYSENG
Lead, Government Relations



LINDSAY ROBERTS
Marketing and Communications Manager



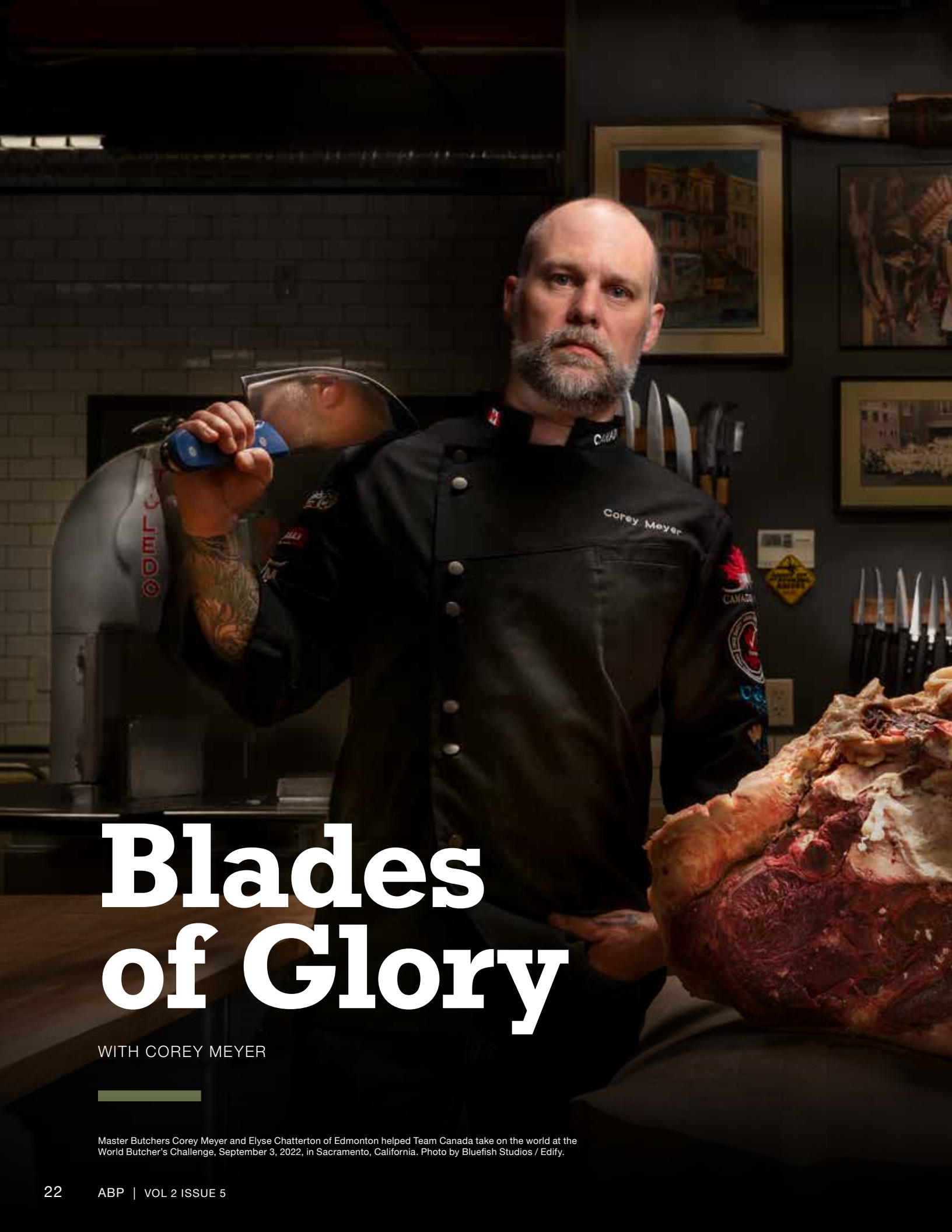
DEBRA MURPHY
Stakeholder Relations Manager



TAYLOR KALBFLEISCH
Marketing Assistant



PIPER WHELAN
Digital Content Specialist



Blades of Glory

WITH COREY MEYER

Master Butchers Corey Meyer and Elyse Chatterton of Edmonton helped Team Canada take on the world at the World Butcher's Challenge, September 3, 2022, in Sacramento, California. Photo by Bluefish Studios / Edify.



OUR ALBERTA BEEF AMBASSADOR AND MASTER BUTCHER, COREY MEYER, RECENTLY CAME OUT FROM BEHIND HIS MEAT COUNTER AT ACME MEATS IN EDMONTON, ALBERTA, TO REPRESENT TEAM CANADA AND COMPETE AGAINST THE BEST BUTCHERS FROM AROUND THE GLOBE AT THE WORLD BUTCHER'S CHALLENGE (WBC) ON SEPTEMBER 3, 2022, IN SACRAMENTO, CALIFORNIA.



Often referred to as the “Olympics of meat,” Corey was joined by five other professional butchers from across the country, who represented Team Canada, to battle for the title of the world’s best butchers.

The concept of the World Butcher’s Challenge is to develop an environment where butchers strive to exceed industry practice in areas of general workmanship, meat cutting, displaying and the creative usage of beef, lamb, pork, and chicken product.

Not for the faint of heart, the art and skill of butchery is demanding. Step that up a notch in a competition that has you transforming a side of beef, a side of pork, a whole lamb and five chickens into a themed display, within three hours and 15 minutes. No easy feat.

“This was the first time Canada entered a team in the WBC,” says Corey Meyer. “Thanks to the support of our sponsors like Canada Beef, the team worked long and hard both individually and apart, to train and practice for the competition for three and a half years leading up to the event. At the event we divided the team into roles with two breakers breaking down the proteins, two trimmers further trimming the meat product down and cutting it into appropriate sizes. Then from there, they passed it on to the two finishers, who creatively plated and fancied the meat up for presentation. It’s all the true definition of teamwork,” says Corey.

When the WBC started in 2011, it was a feisty competition between New Zealand and Australia. Now the biannual butcher competition extended its team list to feature 13 countries, including this year’s champions The Butcher Wolfpack Team Germany. It’s a growth in tandem with the heightened popularity and interest in the butcher culture in the past decade. The trend is seeing a rise in raw meat cuts on social media as well, as more consumers are showing interest in how their food arrives to the plate.

“We competed amongst the best of the best, and although we didn’t win, we placed 11th. I pay a lot of respect to those teams,” says Corey. “It was also nice to see women competing in this challenge. We are seeing a growing trend of women joining the profession and it is fantastic.” 

With excerpts from Edify edifiedmonton.com/food/sourcing-prep/blades-of-gory/



The latest Canadian beef & forage research & innovation

YOUR GATEWAY TO TOOLS & RESOURCES



LEARN MORE

Winter Stewardship... Check



AS THE SHORTEST AND COLDEST DAYS APPROACH, NOW IS THE RIGHT TIME TO PREPARE THE HERD FOR THE WORST WINTER MIGHT BRING. WE ASKED VETERINARIAN DR. ROY LEWIS TO HELP US CHECK OFF CHORES TO COMPLETE NOW, BEFORE THE CHILLIEST DAYS ARRIVE.

BY ROBIN GALEY

✓ Feed

Start by ensuring you have secured enough winter feed for the size of your herd. “Thankfully, feed supplies are easier to source this year than last,” says veterinarian Dr. Roy Lewis.

✓ Water

Given the dry fall we had, it’s more important to double check water sources. Check dugouts for water quality and depth, ensure you have enough for winter, and address any issues with water freezing. “The good news is water consumption goes down to about half in the winter from what it is in the summer. But big cattle herds still drink a ton of water, so you want to be prepared,” says Dr. Lewis.

✓ Nutrition

Test feed to ensure it meets the herd’s nutritional requirements. “Even when it looks good, it may not be as nutritious as we’d like. Whether you’re feeding hay, silage, straw or whatever you want to ensure the supplemental vitamin and mineral components you need have been sourced or are on hand,” Dr. Lewis says.

✓ Health

Are all health management procedures and treatments caught up? “It’s good to get health in order now, because in the winter any health issues will be exacerbated, whether it’s bad feet, lameness, chronic infections or whatever,” says Dr. Lewis. “This also applies to treatments like parasite control or vaccinations. It’s best to do these before it’s too cold to do anything, provided the timing is right.”

✓ Supplies

When it comes to supplements, medications and vaccines, it's wise to stock up now – if you can. “I feel for farmers...why stock it now if you don't need it for three months? But we find there can be shortages of the most bizarre things right now. We almost have to have an inventory of everything six months ahead, because it's surprising what will all of a sudden run short,”

Dr. Lewis says.

One example is a scours vaccine that is expected to be back ordered this winter. “Fortunately, there are three scours vaccines, but the shortage of one creates a domino effect as producers look for alternatives, so the others may run out too if they're not prepared for the increase in demand,” says Dr. Lewis.

✓ Weaning

Have you weaned the calves where they know the location of feed and water? “There are so many techniques for low stress weaning, from two stage to fenceline. It's something interesting for producers to look at and think about, if they haven't already,” Dr. Lewis suggests.

✓ Pregnancy

Have you pregnancy checked the cows and made good decisions about which to ship and which to feed over the winter?

✓ Body condition

Measure body condition scores – roughly, Dr. Lewis suggests. “A rough estimate is fine. What I'm really looking for is to identify those few cows that are way too fat or too thin. That's the purpose of it really.”

Feed extra now to any animals with low scores. “It's tough to put on weight in January when it's 30 below, so it's better to feed extra now to get them into better shape. When they're better insulated for winter, it supports both their health and the health of the unborn calf,” says Dr. Lewis.

✓ Herd management

Have you made culling decisions and arranged to market any animals that are getting shipped, either to auction mart or plant? “There is more direct movement to the plant happening now, which eliminates extra transportation. It's a real positive for both producers and the animals,” Dr. Lewis says.

✓ Calving season

Calving season tends to creep up. Prepare now, by securing a supply of gloves, castration rings, lubricant, surgical soap, selenium, vitamins A and D, and anything else you may need. Also, is your calving area ready? “One of the last things we think about is getting pens cleaned out to be ready for spring, but it's a lot easier to mend fences and move manure in the fall – you're not going to get it out in January,” says Dr. Lewis.


✓ Biosecurity

To support biosecurity, ensure vaccinations are up to date, and that facilities are kept clean to reduce infection and disease spread. “Moving manure provides a double benefit, because you get fertilizer you can spread on your fields at the same time as the pens get cleaned out,” Dr. Lewis says.

✓ Bulls

Don't forget about your herd starters. Are they in good shape for breeding? It's wise to put them in a protected area and provide bedding for winter so they don't get frostbitten testicles. Attend to any nutritional needs, vaccinations, and health problems now. “They are the hardest to handle, but many things can be done without handling. It's better to attend to their needs ahead of time than wait until two weeks before breeding season, and then realize they're lame,” says Dr. Lewis.

✓ Ask an expert

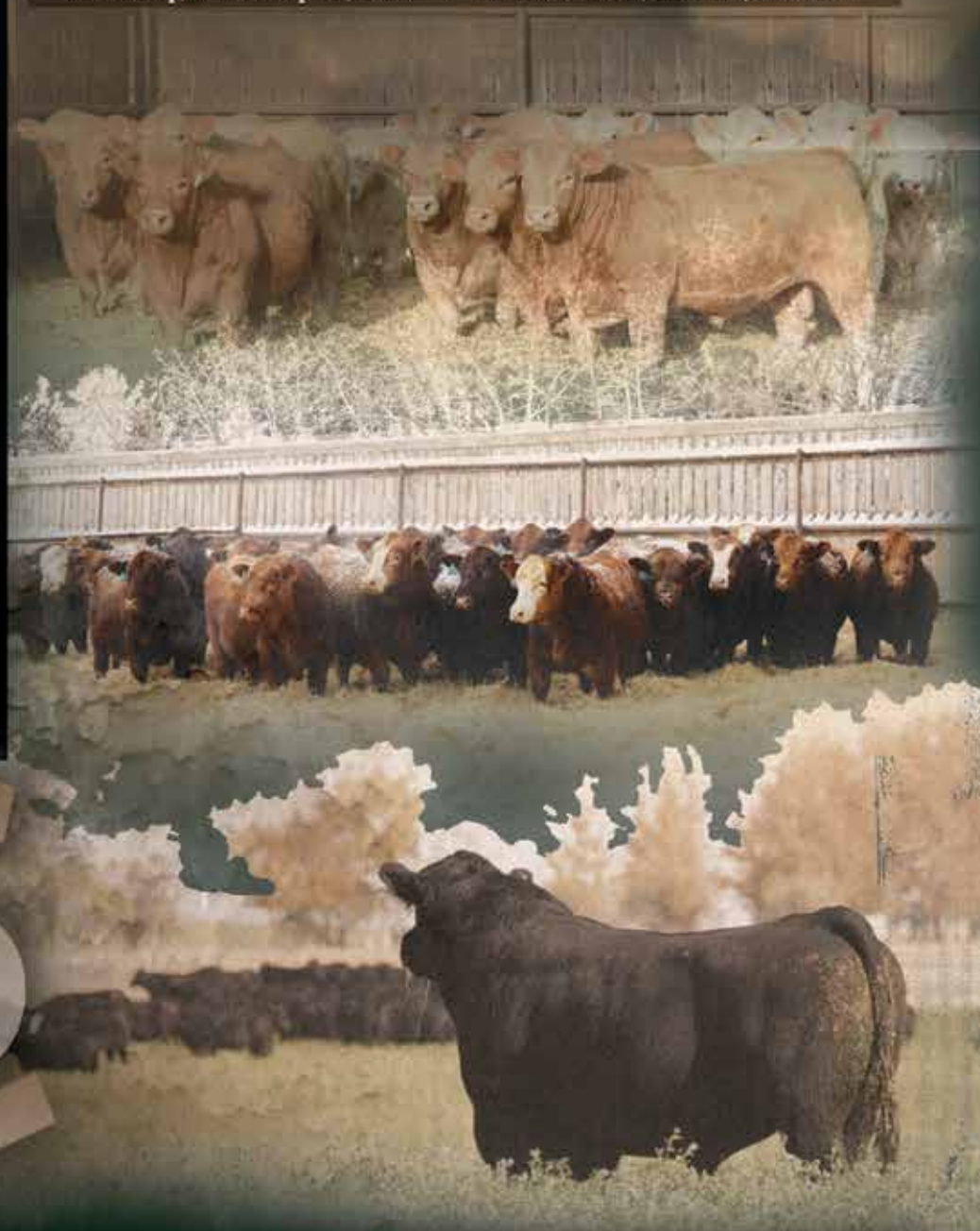
Last but not least, check with your veterinarian, nutritionist, hoof trimmer or other expert for help with any health concerns or treatment questions. Find excellent information online at: abpdaily.com; beefresearch.ca; and cattle.ca 

SODERGLEN RANCHES ²⁰²³ *Select* BULL SALE

Saturday, February 11, 2023 • At the Ranch, Airdrie, Alberta

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2023 SODERGLEN SELECT BULL SALE

Saturday, February 11, 2023
At the Ranch, Airdrie, Alberta

Join Us

The More You Treat Her Like a Cow, The Better Cow She Will Be

TIPS FOR WINTERING REPLACEMENT HEIFERS

BY DR. ELIZABETH R. HOMEROSKY, DVM, MSC., DABVP


ONE OF THE MOST ILLOGICAL THINGS WE DO AS BEEF PRODUCERS IS OVERFEED OR PAMPER OUR HEIFERS THROUGH THEIR FIRST WINTER IN HOPES MORE WILL BECOME PREGNANT IN THE SPRING. THEN WE SAY, “OH, BY THE WAY... DON’T EXPECT TO BE SPOILED LIKE THAT EVER AGAIN!” AND WE ARE GENUINELY UPSET WHEN THEY COME UP OPEN AS A LACTATING 2-YEAR-OLD.

Here is the secret when it comes to replacement heifers; the more you treat them like cows, the better cows they will be! Let’s look at some research regarding how you can better prepare your heifers for life in the herd.

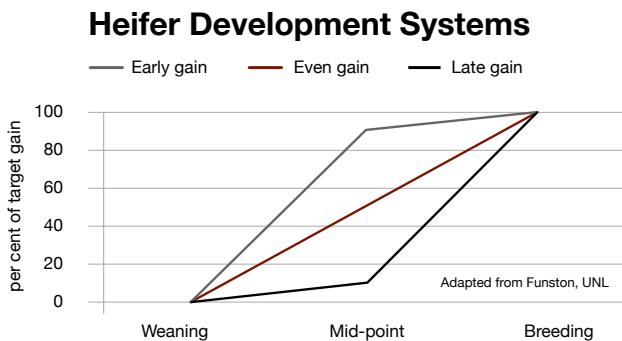
Our understanding of how to properly develop a replacement heifer has changed a lot since my time as a professional gate opener on my family’s operation. I remember experts at various cattle events encouraging my dad and I to grow our replacement heifers to

75-80 per cent of mature body weight at the time of breeding. By the time I entered college, that number dropped to somewhere between 65-70 per cent. And now, some research has demonstrated you can safely develop heifers for breeding at 55 per cent of mature body weight without impairing reproductive performance or increasing the risk of dystocia. Keep in mind you must ensure these girls maintain a positive energy balance through calving.



 @ciarasandumphotography

This strategy is often referred to as a “rough-it” or “extensive” development system. Having practiced this strategy in my own herd for the last eight years, I can tell you this system is extremely economical and works incredibly well for spring calving heifers. Sorry, those January through March calvers don’t count. But, WHEN and HOW your heifers put on the pounds is just as important as reaching the desired target weight. Here are three different weight gain strategies:



The early-gain group (**gray line**) is comparable to a traditional drylot system where heifers are likely bunk-fed high-quality feed through the winter but may stall when they hit grass and potentially even lose some condition prior to breeding. The even-gain group (**red line**) is probably how most folks are used to developing heifers. Heifers may be doing some winter grazing but are regularly supplemented throughout the winter. The late-gain group (**black line**) is like a backgrounding system where we are consciously limiting gains and reducing our input cost through winter. This is most often achieved by requiring heifers to graze predominantly dormant forage through the winter, or feeding them lower-quality forages, knowing we can take advantage of compensatory gain when those heifers hit grass the following spring. Now let’s look at the impacts of these three systems.


A study led by researchers at the University of Nebraska-Lincoln evaluated the impacts of the even- vs. late-gain system on reproductive efficiency and feeding costs. Following two breeding cycles, both groups achieved 87.5 per cent conception rate; however, heifers developed in the late-gain system had a ~15 per cent increase in first cycle conception rate. They also consumed 12 per cent less feed through the winter, thereby drastically reducing input costs. A solid win for the late-gain heifers!

Another study conducted at the U.S. Meat Animal Research Center comparing heifers from all three gain systems discovered the late-gain group also had a distinct advantage when it came to longevity. Because those girls were less likely to come up open in subsequent years, there were significantly more of the late-gain heifers remaining in the herd by age five compared to the early- and even-gain developed heifers.

So, why do these “rough-it” or “extensive” systems work so well? We can take advantage of compensatory gain and the impact it has on fertility. It is far better to have a slightly thin heifer gaining weight than a slightly over-conditioned heifer losing weight at the start of breeding season. Heifers losing weight or condition going into the breeding season generally have lower conception rates, especially in the first cycle.

More importantly, we are challenging these females early and determining who is best adapted to our environment and management style. While heifers in the early- or even-gain groups are waiting on a feed truck or tractor, the late-gain heifers are out developing more efficient grazing habits that will serve them well for years to come. In fact, heifers in my own herd are forced to graze through the first winter storm alongside their dams so they have the opportunity to pick up some good habits before they are weaned.

Long story short: if you run your heifers like your grassers, with the exception of turning out a bull of course, you will always achieve more economical pregnancies. Expose a few more heifers the first year – you try this strategy if you fear your herd isn’t entirely in sync with Mother Nature. Personally, I would rather find out who doesn’t fit my management system early, and have them come up open as a heifer, compared to subsidizing them through their first calf and then having them come up open as a second or third calver.

By the way, those open 800-1000lb. heifers sell pretty hot in August and September if you can preg-check them early. Moral of the story: other than pail-feeding a handful of grain here and there to improve temperament, there is no over-feeding allowed when it comes to developing replacement heifers. 

Out and About with Alberta Beef Producers

BY TAYLOR KALBFLEISCH,
ABP Marketing Assistant



PRODUCERS HAVE BEEN ON THE MOVE NON-STOP THIS FALL, AND ALBERTA BEEF PRODUCERS HAS BEEN FOLLOWING RIGHT BEHIND.

Throughout my first month with Alberta Beef Producers, I have had the amazing opportunity to attend some prestigious shows. Here are some of this fall highlights:

50TH CANADIAN RED ROUND UP OLDS, AB OCTOBER 14-16, 2022

During the banquet on October 14th, the 100,000 Junior Heifer Futurity top 10 were revealed. In order to qualify for this event, the Junior members (21 years of age or younger) purchased heifer calves in 2019, known as the first leg of the competition. The juniors would then proceed to compete with their purchased lots over the course of the next three years ending in 2022. As they would compete, points would be accumulated by the pair until the final leg. The top 10 would then receive payouts at the banquet from 10th place – \$5,000 to 1st place – \$20,000. These lots would then be sold in the Junior Futurity Sale at the end of the night. First place was awarded to Peyton Christman with Red Six Mile Enid 232G who sold for \$22,500 to La Conquista Ranches of Okotoks, Alberta. On October 15th the animals were then exhibited in their respective classes throughout the day

prior to the 50th Annual Canadian Red Round Up sale. The highest-selling lot of the evening would go to Lot 56 – Red Allison Spring Rose 131K who sold for \$35,000, consigned by Allison Farms. The sale grossed a record breaking \$1.3 million. It was inspiring to see the amount of junior participation and involvement with such an event.

44TH STOCKADE ROUND UP LLOYDMINSTER, SK NOVEMBER 1-4, 2022

Over the course of this four-day event I was able to observe a variety of breeds compete in their respective categories where the quality of animals did not disappoint. The atmosphere of the entire week was energetic and filled with excitement as things began to feel normal again in the show world. Everyone was happy to display their stock, visit with other producers and clients, and overall, just to be out and about again. We would like to congratulate Harry and Jean Lake on receiving the 2022 Cattleman of the Year award. Hats off to the coordinators at the Lloydminster Agricultural Exhibition Association who made the entire week an entertaining and distinguished event for all.

Congratulations to the Supreme Show Winners:

Female: Mader Darlin' 4H

Exhibited by: Twin Springs Farm Ltd, Lloydminster, SK

Bull: RPY Paynes Hitman 67J

Exhibited by: Paynes Livestock, Lloydminster, SK

FARMAIR INTERNATIONAL EDMONTON, AB

NOVEMBER 9–12, 2022

This year Farmfair International looked a little different for Alberta Beef Producers. We were able to host an exhibitor social night on Friday evening to show our appreciation to all of those who supported this year's event. Following the great food and company, Alberta Beef Producers partnered with Canada Beef to host the amazing grill master Mel Chmilar Jr. from Dark Side of the Grill, where he demonstrated how to properly smoke and prepare a variety of cuts of beef for those who wish to impress at the dinner table this holiday season.

Congratulations to the Supreme Show Winners:

Female: Mader Darlin' 4H

Exhibited by: Twin Springs Farm Ltd, Lloydminster, SK

Bull: Rust Forged of Fire 0412

Exhibited by: KT Ranches, Cherryville, BC

AUCTION MART MINUTE

This fall Alberta Beef Producers began our tour across the province visiting multiple auction mart locations. The goal was to reconnect with the auctions and producers after facing the pandemic for the past few years. If we haven't visited your location do not worry! We have plans to pay you a visit before Christmas. These were some of the high points from the sales we attended:

North Central Livestock, Clyde, AB

October 25, 2022 – Regular Pre-sort Sale

Total Head Sold: 3,991

Vold, Jones & Vold, Westlock, AB

October 29, 2022 – Bred Stock Sale

Total Head Sold: 679

Viking Auction Market, Viking, AB

November 1, 2022 – Regular Pre-sort Sale

Total Head Sold: 3,800

North Central Livestock, Vermilion, AB

November 4, 2022 – Regular Pre-sort Sale

Total Head Sold: 4,311

Dryland Cattle Trading Corp., Veteran, AB

November 14, 2022 – Regular Calf Sale

Total Head Sold: 3,286

Provost Livestock Exchange, Provost, AB

November 14, 2022 – Regular Calf Sale

Total Head Sold: 5,463

WRAP UP

We wish you all the best through the holidays and we will see you in the New Year! Keep an eye out for an Alberta Beef Producers representative at these up-coming events:

November 30 – Southern Alberta Livestock Exchange

Gordon Turner Farms Bred Heifer Sale, 1:00 P.M.

December 3 – Picture Butte Auction Ltd.

Special Bred Stock Sale, 1:30 A.M.

December 3 – Balog Auction

The British Connection Bull Sale, 1:00 P.M.

December 3 – Perlich Bros. Auction Market Ltd.

Stock Cow & Bred Heifer Sale, 1:00 P.M.

December 7 – Calgary Stockyards

Bred Cow & Heifer Sale, 11:00 A.M.

December 9 – Stettler Auction Mart

Bred Cow & Heifer Sale, 11:00 A.M.

December 9 – Vold, Jones & Vold, Ponoka, AB

Bred Cow Sale, Noon

December 9 – Vold, Jones & Vold, Rimbey, AB

Allen & Aaron Bred Cow Dispersal Sale, 6:00 P.M.

December 10 – Thorsby Stockyards

Raised Right Heifer Sale, Noon

December 13 – Olds Auction Mart

Special Bred Cow & Heifer Sale, 1:00 P.M.

December 14 – Bow Slope Shipping Association

9th Annual 66 Ranch Bull & Bred Female Sale, 1:00 P.M.

December 16 – Innisfail Auction Mart

Daines Ranch Angus Herd Dispersal, Noon 

Save The Date

January 20 & 21, 2023






January 20 & 21, 2023

The CRE proudly presents the 36th Annual Canadian Bull Congress January 20 & 21, 2023. This is Canada's Premier Bull Congress featuring 7,500 annual visitors from across Canada and internationally. 12 different breeds of cattle will be represented with 250+ livestock exhibitors.

The Canadian Bull Congress is excited to welcome both traditional and new Agri-Business Trade Exhibitors, Breed Associations, Livestock Exhibitors, Sponsors and Guests.



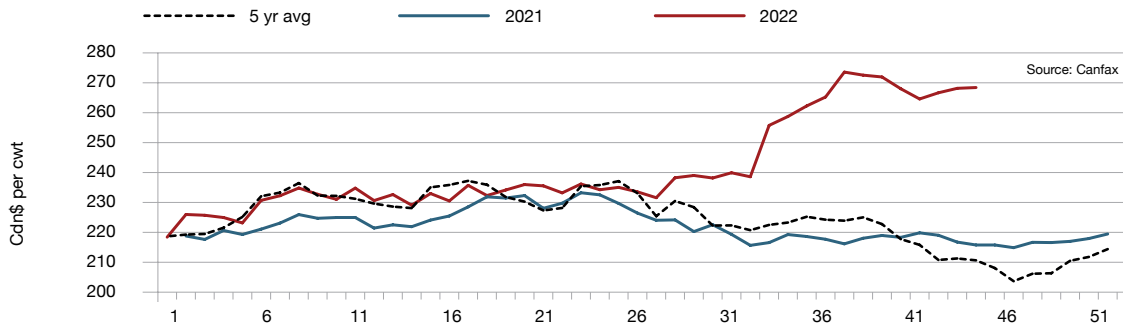
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cre.ab.ca

Alberta Weekly Fed Steer Price



Canfax Cattle Market Update

FED AND FEEDER MARKETS TAKE A BREATHER, CALVES REMAIN STRONG

This past year has been a challenging one with high feed prices. Severe drought in the US corn belt and the Midwest U.S., as well as global food concerns due to the Russia/Ukraine conflict resulted in record high barley prices this spring when prices touched \$475/tonne in May. A brief reprieve occurred in July and August as prices dipped to be relatively cheap at \$365/tonne. Feedlot producers who locked in at that price will have considerable advantage for fed cattle profitability than do those who waited as October barley prices rebounded back to \$460/tonne.

Alberta 550 lb steer prices remain historically strong. Prices dipped for four consecutive weeks at the beginning of September from the annual high of \$274/cwt, but have since rebounded, finding a price ceiling at \$267/cwt in October. Third quarter 550 lb steer calf prices are 13 per cent higher than last year, averaging \$253/cwt. Alberta 850 lb feeder steers found resistance near \$240/cwt and have trended sideways since the end of August. Third quarter 850 lb steers are 17% higher than last year, averaging \$225/cwt.

In addition, the cull cow market has been strong this fall, with Alberta D1,2 cows averaging \$109/cwt for the third quarter, 23 per cent higher than the five-year average for the third quarter. At \$102/cwt in October, D1,2 cow prices are 42 per cent higher than last year.

Alberta fed cattle prices have moved higher for almost the entire year, though the Canfax Trends report indicates prices are still shy of breakeven. An 850 lb steer placed in April and marketed in October had a breakeven of \$184.66/cwt live; but the cash price was \$180.63/cwt. Simple hedging has not provided feedlots with consistent profit opportunities, as more sophisticated risk management strategies are needed.

Alberta fed steer carcass weights in the third quarter were record large, at 920 lbs: 11 lbs heavier than the third quarter of 2021 and 18 lbs heavier than the five-year average. This is unfortunate, as heavier-weight cattle are preventing price leverage from moving to feedlots and weakening the basis. The October cash-to-futures basis was \$22.57/cwt. The year-to-date Alberta cash-to-futures basis is \$8.15/cwt; the weakest since 2014. The US fed market is expected to have tighter supplies in the next few months, encouraging Canadian fed cattle exports South.

The decline in the Canadian dollar encouraged fed cattle exports. From June to October, the Canadian dollar lost 6.5 per cent of its value, to close October at US\$0.73. Year-to-date Canadian fed cattle exports are 36 per cent higher than last year and 14 per cent higher than the five-year average, at 217,193 head.

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

Cows in the Classroom

BY AMIE PECK,
Stakeholder Engagement Manager, PSE

ON A BEAUTIFUL DAY IN EARLY OCTOBER, 35 TEACHERS FROM AROUND ALBERTA GATHERED IN THE WARM SUNSHINE ON WA RANCHES, JUST WEST OF CALGARY. ON A HILLSIDE SURROUNDED BY CROP FIELDS, THE TEACHERS HAD A TERRIFIC VIEW OF THE SLIVER OF NATIVE GRASSLAND THAT REMAINS IN THE COULEE AROUND SKULL LAKE. IT WAS A PERFECT SPOT TO DISCUSS THE ROLE OF BEEF CATTLE IN PRESERVING WHAT LITTLE REMAINS OF ALBERTA'S NATIVE GRASSLANDS, ESPECIALLY CONSIDERING HIGH CROP PRICES AND INCREASING PRESSURES TO CONVERT LAND.



Dr. Ed Pajor, from the University of Calgary Veterinary Medicine program, spoke to the teachers about the role of W.A. Ranches in youth and post-secondary education. Alberta producers Cherie Copithorne-Barnes and Bob Lowe discussed the status of native grasslands, the ecosystem services that cattle provide and the immense soil carbon that exists in these landscapes.

The tour was organized by Inside Education, a not-for-profit group that develops classroom resources, professional development tours for educators and workshops for students. After touring multiple different farms and ranches, the teachers were then tasked with testing a first version of the Guardians of the Grasslands online game.

It is all part of a new partnership with Public and Stakeholder Engagement (PSE), a nationally funded check-off program jointly delivered by the Canadian Cattle Association and Canada Beef. Recognizing that Gen Z is the most removed, and most skeptical, of food production means that classrooms are a vital space to incorporate information about beef production in Canada. Combined with a long-standing relationship with Ag in the Classroom Canada, and its Alberta member Ag for Life, these educational partnerships ensure contact with a wide variety of urban and rural students across the province.


“The teachers gained a ton of info about grazing, beef production and grassland ecosystems, and I am confident that they will all bring that content into their classrooms in unique and meaningful ways,” said Kathryn Wagner, of Inside Education.

The Guardians of the Grasslands Grazing Game will build on the themes of the short documentary, including the role of cattle in preserving and maintaining Canada’s endangered native grassland ecosystems. The project is jointly funded by PSE, Alberta CAP funding, the

Designed with grade 7–10 curriculum outcomes in mind, students will manage native grasslands with a herd of cattle, learning how their decisions impact wildlife species, soil carbon, invasive weeds and the overall health of the ecosystem.

Canadian Cattle Foundation and Ducks Unlimited Canada. In-kind contributions are also being provided by Birds Canada, the Nature Conservancy of Canada and Storybrokers Media House. The project has been in development throughout 2022 with the final version expected to be launched and available to teachers for February 2023. Designed with grade 7–10 curriculum outcomes in mind, students will manage native grasslands with a herd of cattle, learning how their decisions impact wildlife species, soil carbon, invasive weeds and the overall health of the ecosystem.

Partners in education are critical for the development of the game, ensuring terms, learning outcomes and curriculum links are consistent with expectations of teachers. They are also vital for delivery of these science-based resources, essential for bridging the urban-rural divide and maintaining public trust in Canadian beef production.

For more information about the Guardians of the Grasslands Grazing Game, please contact Amie Peck at pecka@cattle.ca 

Increasing the Vaccine Bank

AS A COMPONENT OF CANADA'S PREPAREDNESS FOR FMD

Protecting Canada from the threat of Foot and Mouth Disease (FMD) requires constant vigilance. For the livestock sector, this threat is serious and would have devastating consequences on the Canadian beef industry and our economy.



Photo by Mindy Lou Trucking

FMD is a highly contagious viral infection of cloven-hoofed animals including cattle, pigs, and sheep. Canada remains FMD free, but as an industry we cannot be complacent. The risk of FMD entering North America exists, as the world opens to more frequent travel following the pandemic. Everyone has a role in ensuring FMD remains out of Canada.

Canada has been FMD free since 1952. Our FMD-free status is critical to maintaining access to our international markets for beef and live cattle trade.

With many areas of the world being FMD positive and the elevated risk in Indonesia, the Canadian Cattle Association (CCA) continues to advocate for the establishment of a Canadian vaccine bank. This is a key part of our preparedness plan to help mitigate losses to the Canadian beef industry and our economy if FMD were ever to occur in Canada.

A vaccine bank is a strategic reserve of frozen antigen concentrate that can be quickly formulated into a vaccine if an outbreak is discovered in Canada. Canada participates in a shared North American vaccine bank with the United States and Mexico. While this bank was historically considered sufficient to meet our needs, evolving science and international trade regulations mean that FMD vaccine is now more accepted than in the past. With this evolution, the United States recognized that the shared North American bank was not sufficient to mitigate their risk and invested in a dedicated bank for their country.


Canada remains FMD free, but as an industry we cannot be complacent.

It is important that Canada make a similar investment to bolster our response capacity. There is full agreement on the need for a larger, national vaccine bank among Canada's beef, dairy, and pork sectors. The challenge remains securing the funding needed to support establishing and maintaining the doses. Specifically, CCA, together with other national livestock associations, is recommending the establishment of a vaccine bank comprised of 30 million doses with 2.5 million of 12 different strains as part of our emergency preparedness plan.

An investment by the Government of Canada in a Canadian FMD vaccine bank is a critical component in preventing catastrophic losses to the sector and the broader Canadian economy should FMD occur in our country. The projected annual cost to maintain the vaccine bank is \$3.2-4 million including potency and licensing testing. The potential financial impact of an FMD outbreak in Canada is estimated at \$50 to \$60 billion.

This fall, CCA increased communication about the urgency for Canada to invest in a Canadian FMD vaccine bank. Together, with our provincial counterparts across the country, we called on the federal government to invest in this critical infrastructure. Recently, CCA met with representatives from the federal government in Ottawa to reinforce the importance of establishing Canada's vaccine bank.

Establishing the vaccine bank is a necessary step in ensuring Canada's preparedness for an FMD incursion. To support the effective use of the bank, our industry is increasing its collaborative work with the government, other cloven-hoofed commodities, and Animal Health Canada to bolster our prevention, response, and recovery plans.

CCA will continue to build on our advocacy efforts on this issue and the FMD vaccine bank is a key ask in our submission for the pre-budget consultations. 



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- + **Convenience** of shopping from anywhere, anytime
- + We're **always open** and you can shop on any device – mobile responsive
- + **Our shelves are never empty**
- + You can access all approved CCIA tags at **competitive prices** and have them delivered to your mailbox

The advantages are obvious



Sign up today at info@canadaid.ca or call our client support team at 1-877-909-2333

Visit our webstore at tags.canadaid.ca

CCIA

UHF Tag Numbers Now Supported in National Tracking Database

RESPONDING TO A NEED BROUGHT FORWARD BY INDUSTRY AND UNDER THE DIRECTION OF THE BOARD OF DIRECTORS, CANADIAN CATTLE IDENTIFICATION AGENCY (CCIA) HAS JUST LAUNCHED AN INITIATIVE THAT LINKS NON-APPROVED ULTRA HIGH FREQUENCY TECHNOLOGY (UHF) SECONDARY TAGS TO APPROVED CCIA TAGS IN THE CANADIAN LIVESTOCK TRACKING SYSTEM (CLTS) DATABASE.

This new feature allows UHF users to link the UHF tag to the CCIA tag, so when either tag is read, it points to the same animal in the database.


“This is a positive step forward in supporting UHF currently being used for management purposes and in some cases, it will facilitate cattle exports and provide accurate information for accompanying health papers,” says CCIA’s General Manager, Anne Brunet-Burgess.

UHF technology is of interest to some segments of the industry where the technology is being leveraged for better record keeping. Some of the potential advantages of a UHF technology-based system include a longer read range and the ability to read many tags at once, making handling more efficient. UHF tags require dedicated

reading equipment for this technology. This new feature in the CLTS was made possible with the financial support of Agriculture and Agri-Food Canada under the AgriAssurance Program.

The global standard currently in use for electronic livestock identification uses low-frequency radio frequency identification (RFID) ear tags for livestock. Discussion regarding the move to a new technology which uses ultra-high frequency has been going on for over a decade. While the international standard for a UHF numbering scheme for livestock is still under development, CCIA’s tag pairing initiative makes it possible for industry to get a head start using this new technology. To activate this feature, CLTS account holders must contact CCIA.

The history of tags in Canada goes back to 1998 when the first iteration of the National Identification (ID) program was implemented by CCIA for cattle and bison. For more detail on the evolution of tags and how it all came to be a national program with global ties, see *The Story of Tags* at canadaid.ca/tags-and-technology/the-story-of-tags/

Canadian Cattle Identification Agency (CCIA) is led by a Board of Directors representing 15 livestock organizations across Canada, including: livestock producers, auction markets, livestock dealers, feedlots, veterinarians, and processors. CCIA is the responsible administrator of traceability for beef cattle, bison, sheep, and pending regulation cervids and goats in Canada (except for Québec where CCIA only administers bison and goats). 

ALBERTA CATTLE FEEDERS' ASSOCIATION

The Economic Impact of Alberta's Cattle Feeding Industry

With the many issues the cattle industry is currently facing, the Alberta Cattle Feeders' Association (ACFA) is shining a light on a positive aspect of the Alberta feedlot sector – the economic impact.

ACFA hired Serecon Inc. to quantify the economic impact of the cattle feeding sector in Alberta. The project was completed in early 2021 using data from the summer of 2020 as the basis. Through the contributions of actual financial information from feedlot operators, it was possible to estimate the contribution made by the feedlot sector to the overall Alberta economy.

Did you know the total economic output generated by feedlots is 2.9 billion dollars? And that one feedlot animal turns into 9,000 jobs? And this impact extends into many facets of day-to-day life that you don't even think about. ACFA has put together a video highlighting the economic impact the cattle feeding sector has on Alberta, relating it to our day-to-day lives.

Whether you look at the big numbers or the details, the cattle feeding industry plays a big part in keeping Alberta thriving. Not only do feedlot operators spend money in their local regions, but the jobs created help to keep the local community vibrant and alive. And these farms help to create significant economic spinoffs and employment further up the value chain. With over 70 per cent of Canada's federally inspected cattle slaughter capacity located in Alberta, the direct link between cattle feeding and processing drives value throughout the production chain.

To learn more on how Alberta's cattle feeding sector contributes to the province, we invite you to watch this short video at cattlefeeders.ca/industry

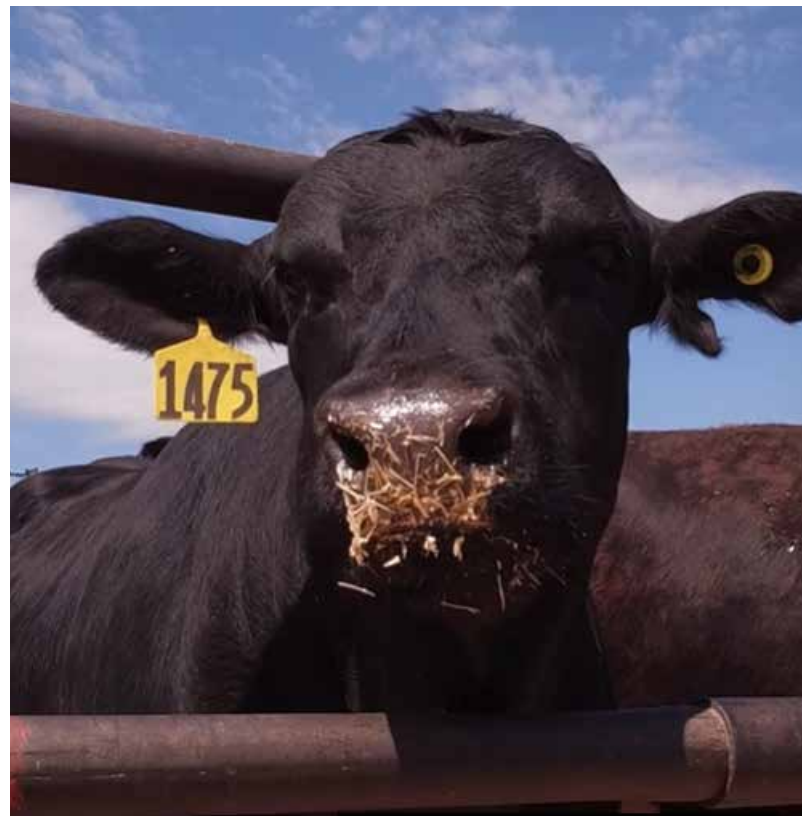
Cattle feeding creates
\$334 in labour income per head.


NEW ACFA MEMBER BENEFIT – FEEDLOT TRAINING COURSE LIBRARY

The Alberta Cattle Feeders' Association is very excited about a new member benefit – the Feedlot Training Course Library. This site, for ACFA members and their staff, provides feedlot producers with easy-to-use, real-time training tools to facilitate the training and retraining of successful feedlot employees and to ensure the production of safe, high-quality beef.

The site contains a series of short, easy-to-use training videos that will teach the basic core skills to work safely on a feedlot. The videos, made by Dr. Joyce Van Donkersgoed, are meant to supplement the specialized training provided by herd health veterinarians and nutritionists.

“Without well-trained and competent feedlot processors and pen riders, it is hard to effectively manage animal health and welfare, and ensure good performance of feedlot cattle. I’ve spent years training feedlot staff and to me training is key to retaining good employees and ensuring they do their job well. We need to support continuous learning to ensure continuous improvement in our businesses. Continuous monitoring of feedlot staff is also important to identify areas for improvement and where additional training or retraining is needed. We can’t manage what we don’t measure and monitor,” said Dr. Van Donkersgoed.



This well-thought-out, comprehensive training program ensures employee safety and the safety of cattle and aims to make jobs on the feedlot more enjoyable for all involved. To become an ACFA member and take advantage of the many benefits of membership, including these feedlot training videos, visit cattlefeeders.ca 

Checking In with Government Relations

MARK LYSENG,
ABP Government Relations Lead


OVER THE FALL PRODUCER BOTTOM LINES HAVE BEEN A FOCAL POINT FOR GOVERNMENT RELATIONS. ALTHOUGH CALF PRICES ARE OUTSTANDING, INPUT COSTS HAVE CUT INTO ANY PROFIT THE PRODUCER COULD HAVE CAPTURED FROM THE MARGIN.

This scenario highlighted the need for a business risk management program that considers the costs of productions, production risk and price risk. Cow-calf producers do not have such a program which has been a main push through the Sustainable Canadian Agricultural Partnership (S-CAP) consultations.

Conversely, in August there was substantial concern that the federal government would restrict fertilizer use. ABP started working with the provincial government to identify the massive industry impacts have. Much of this issue came from poor communication of the objectives; however ABP still notes that crop production is an essential part of our industry and any changes to their production impacts us.

ABP executive met with ABVMA executive to discuss mechanisms to tackle the veterinary shortage. It is an undeniably complex issue, being felt across many developed countries but certainly in rural areas. Both organizations recognize the beef industry is the most impacted industry and will work in unison going forward to ensure sustainable solutions.

In September, ABP lead a campaign to lobby the provincial government to support the livestock industries in securing permanent access to a larger Foot and Mouth Disease (FMD) vaccine bank. Currently, Canadian producers have access to a very small amount of FMD vaccine which would be unlikely to control an outbreak. ABP worked with Alberta Cattle Feeders' Association, Alberta Goat Association, Alberta Lamb Producers, and Alberta Pork requesting the provincial government to pressure the federal government to invest \$3.2M annually into an effective vaccine bank.

ABP has also been working alongside Western Stockgrowers' Association and Alberta Grazing Leaseholders Association to bring changes to recreational use of undeveloped road allowances in the province. Currently every municipality creates their own bylaws (or does not) regarding road allowance use, leading to conflict between landowners and recreationalist. ABP met with Rural Municipalities Association and a representative from the provincial Ag Service Board to discuss the issue. This will be an ongoing project as many council members have a poor understanding of the issue. 

Welcoming Our New and Returning 2023 Delegates

THE RESULTS ARE IN!

All producers who put their names forward for a position on the delegate body for 2023 have been acclaimed, and we will not be holding an election.

CHEERS TO OUTGOING DELEGATES

First, to acknowledge outgoing delegates and directors for 2023. On behalf of Alberta Beef Producers, thank you for your contributions to the Alberta beef industry, and specifically, for the time you dedicated to ABP.

Rod Carlyon	Austin Dow	Erin Moskalyk
Cathy Sharp	Gary These	Melissa Van Sickle

And now for those who put their names forward for another term, and those joining the team in 2023!

CENTRAL ZONE CANDIDATES

Brenda Rosadiuk and her husband Anthony live on a family farm just north of Evansburg, where they operate a cow-calf operation with their two adult sons. Brenda comes from a strong farm background, and believes “the younger generation of their farm brings a positive perspective of progressive farming, which creates a positive outlook for the cattle industry.”

Brenda brings governance and community engagement skills as well as financial knowledge from her work in public service.

Brenda “looks forward to representing the zone as a strong member representing the needs and ideas of producers” in her area.

Central Zone can appoint up to three delegates to fill two-year term vacancies.

NORTHEAST ZONE CANDIDATES

ACCLAIMED

Emil Dmytriw is a fourth generation cow-calf and grain farmer near Innisfree, Alberta.

“As a producer, I feel like I deal with the same issues and concerns as most other producers. If re-elected, I will continue to work hard and be your voice for the beef industry, to keep it strong, feasible and sustainable for years to come. I thank you for your support.”

George L’Heureux operates a cow-calf ranch near Lac La Biche.

“As I reach retirement, I am downsizing to a 60 head cow-calf operation. I will be able to dedicate more time to ABP to assist the industry in going forward. I am also involved in municipal politics as a county councillor, chair of the local ASB Board, chair of the Athabasca Heifer Co-op, and vice-chair of the Lac La Biche Ag Society. I look forward to serving as a delegate of ABP.”

Josie Pashulka lives in the County of Two Hills near Derwent. She farms with her husband and three sons. They have 400 beef cows with purebred Angus Simmental and Maine-Anjou. They also farm 2,000 acres of grain, silage, hay, and grazing corn.

Their farm practices rotational grazing, winter grazing, zero-till, and they use AI and embryo transfer in their program. Josie was a 14-year 4-H Beef Leader and active in her local ag society. She currently teaches AI at Lakeland College, is a Green Certificate tester, and a VBP+ Auditor.

Miles Wowk, along with his family, runs a commercial cow-calf operation. Miles grew up in the beef industry, participated in 4-H for 10 years, and has served as an Alberta representative to the Canadian Cattle Association for six years, where he currently chairs the Animal Health and Care Committee.

“I am constantly striving to develop a sustainable future for the next generation of ranchers.”

“I believe that a strong voice will move our industry forward in this province and I look forward to your support.”

SOUTHWEST ZONE CANDIDATES

ACCLAIMED

Fred Lozeman operates a mixed farm along with some family members and dedicated employees producing cattle, grains, oilseeds, and forage on landscapes that vary from native range to irrigated cropland.

Fred has served as an ABP delegate for six years, including six years as a Director, about five years each on the ABP Research Committee and the ABP Governance Committee, and about four years as an ABP representative for BCRC (including two years as the BCRC Finance Chair).

“My experience with ABP and BCRC has been rewarding, and has convinced me that the work accomplished through our combined provincial service charge and national levy helps to ensure a healthy, vibrant beef industry.”

Graeme Finn and his wife Heather run a cow-calf and grass finishing operation near Madden. They run a year-round grazing program based on regenerative agriculture. He is president of Union Forage.

“I currently sit on the ABP Research Committee, BCRC, CRSB Research/Science Committee, and a past director for ACIDF and FFGA. I would like to stay involved with the ABP Research Committee to help bring relevant and practical research to the farm gate.”

Jim Bowhay along with his wife, Nola, and family, owns and operates a mixed farm operation in Sundre, Alberta. The mixed operation includes cow-calf, horses, butcher turkeys and laying hens. Jim often refers to it as a ‘mixed-up operation.’

Jim has been very involved in both cattle industry and government while being on the Provincial Board of the Alberta Cattle Feeders’ Association for 12 years, and on the LIS board for six years. He has also worked in the field as a Brand Inspector for several years.

Jim has a real passion for our youth in the industry, which is demonstrated by 50+ years of 4-H involvement. Jim has been involved in many boards over the years but feels a need to help this generation and the next be both sustainable and profitable.

Lee Irvine and his family run a grass/backgrounding operation in the Cochrane area. Lee's career has allowed him the opportunity to market cattle through TEAM and Calgary Stockyards, to sit in boardrooms of multinational pharmaceutical companies and to run the Auction Market and Feedlot software for ViewTrak Technologies.

Lee has also been an auditor for the Verified Beef Plus Program and an ABP delegate and board member for the past two years.

"My interest in being a delegate for the Alberta Beef Producers is to continue to leverage my background to ensure the cattle industry has an effective voice and moves forward in a sustainable way."

SOUTHEAST ZONE CANDIDATES

ACCLAIMED

Brodie Haugan was born and raised on his family's ranch, located south of Medicine Hat by the town of Orion, AB. Brodie received a Bachelor of Science in Agribusiness, with distinction from the University of Saskatchewan (2013). Brodie spent a year working for the Farm Management Consulting (FMC) team at MNP in Lethbridge, AB and in the summer of 2014 returned home full-time as a partner in the family operation, Haugan Land & Cattle Co. Ltd.

Along with his parents (Byron & Sheila) and fiancée (Melissa Lemmer) Brodie operates a commercial cow-calf herd, works with several feedlots backgrounding and finishing cattle and grows both feed and cash crops to diversify their operation.

Brodie is a graduate of the Cattlemen's Young Leaders (CYL) program (2012), a past board member of the Young Cattlemen's Council (YCC) and for the last eight years has been a Southeast Zone delegate for the Alberta Beef Producers (ABP). He was elected to the Board of Directors in an at-large position for the past four years sitting as the finance chair for the past two as part of the executive team. If successful Brodie plans to let his name stand once again for the board and executive team.

"I look forward to continuing the good work ABP has delivered in past years and will ensure beef producers continue to have a strong voice and reliable representation."

Craig Lehr was born and raised near Medicine Hat. Craig attended Olds College for three years and was able to gain "valuable experience working off the farm and doing some travelling." He now resides back home, on the fourth-generation Short Grass Ranches. Short Grass Ranches is operated by five partners, and consists of a cow-calf operation, backgrounding feedlot, and irrigated and dryland farming.

Kent Holowath operates a mixed farm, including grain, cow-calf, and backgrounding enterprises with his wife, Jill, and son, Garrett.

"I have been a long-time volunteer in my community and I currently act as a director with the Big Valley Feeder Association. Being a delegate has been rewarding and I would like the opportunity to continue working for our Alberta beef producers."


Southeast Zone can appoint one delegate to fill a two-year term vacancy.

WHAT DOES THAT MEAN?

Interested and eligible beef producers are encouraged to put their names forward to their Zone to fill vacancies open to appointment. The Zone then brings the details of those producers to the Board for approval.

These are great opportunities for those who may have hesitated when faced with the word 'election!'

NORTHWEST ZONE CANDIDATES

Northwest Zone will bring **Gary These's** name forward following the AGM. Following his appointment, **the Zone can appoint an additional five delegates, including three two-year term vacancies, and two one-year term vacancies.** 

 @barxpphoto

COMMUNITY EVENTS IN 2023

Where Will We See You in the New Year?

We are currently finalizing the plans for our Producer Meetings and Annual General Meeting. Watch for the details in early January!

ABP Producer Meetings

Mid-January – mid-February
Province-wide

Cattle Industry Convention & NCBA Trade Show

February 1–3
New Orleans, Louisiana

Alberta Beef Industry Conference

February 22–23
Banff, AB

ABP Annual General Meeting

February 28 – March 1
Red Deer, AB

CCA Annual General Meeting

March 22–24
Ottawa, ON

For details on ABP events, keep an eye on your mailboxes, and for the details of all of these and more, head to our Events page online! abpdaily.com/events 

AD INDEX

- | | |
|---------------------------------|--------------------------------|
| 2 Rawes Ranches | 34 Camrose Regional Exhibition |
| 13 Hill 70 Quantock | 40 CCIA |
| 25 Beef Cattle Research Council | 50 MC Quantock |
| 28 Soderglan Ranches Ltd. | |

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;
- (l) 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).

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;
- (l) 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).

CENTRAL ZONE

comprises those lands that are located within the following areas:

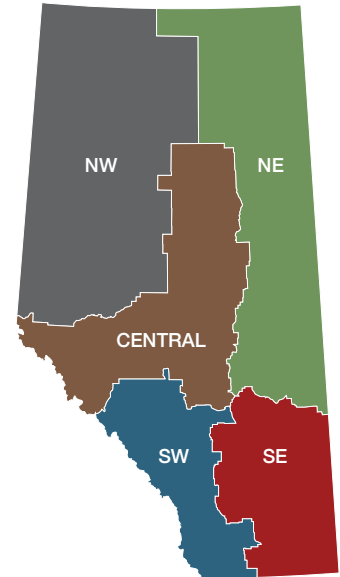
- (a) Lacombe County;
- (b) Ponoka County;
- (c) County of Wetaskiwin No. 10;
- (d) Leduc County;
- (e) Strathcona County;
- (f) Improvement District No. 13 (Elk Island);
- (g) City of Edmonton;
- (h) Sturgeon County;
- (i) Thorhild County;
- (j) Athabasca County;
- (k) Municipal District of Opportunity No. 17;
- (l) 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).

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;
- (l) 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;
- (l) 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).



**SCAN HERE TO
FIND THE DELEGATES
IN YOUR AREA**

"They call us old school"

**400
Bulls**

"...and we're proud of it"

We have been at this for more than 50 years. The cattle don't make many mistakes, they "walk what we talk". Our simplistic practical management and the integrity of our program have simply made us better with age. Wisdom gained from years of experience. Hard working ranch bulls, no purebred "fluff" and cows that paid for the ranch. Old school and proud of it!

M.C. Quantock Bull Sale



"Canada's Bulls"

Saturday, Jan. 28, 2023

12 Noon MST

Exhibition Grounds, Lloydminster, AB/SK All Cattle in heated facility!

Free Beef Lunch 11 a.m.

Many folks tell us coming to our sale is on their bucket list. If you've always wanted to come, this is the year. We'll be ready with lots of fellowship, good food and lots of great cattle. Our sale is an "experience" and we'd love to have you come. If you can't make it, our highly successful Sight Unseen program is a customer favorite and easy to use.

See you on January 28th
- Mac

How our bulls are developed...

We sell all summer born two year old bulls. We believe they are the ideal age and we develop them to maintain soundness and longevity.

- Calves are born mid-May until the first week of July - grass calved - checked, tagged and weighed only once per day. No night checks, cameras or calving barn. (with this system problems eliminate themselves.)
- We wean in November, bull calves are backgrounded in big groups till spring on a silage based growing ration.
- By spring our bulls are well grown out but not fleshy... just perfect to take advantage of our grass.
- Bulls are sorted by breed and size into groups of 30-50 bulls.
- Bulls go to our management intensive grassing paddocks from late May or June until late October.
- Water is provided by solar systems or surface piped fresh water.
- We move bulls to fresh grass every two days all summer long.
- The pasture is good quality, everyday, it ensures they grow well all summer. A real bonus here is that they are used to a man on foot and constant checking.
- As summer progresses we supplement the bulls with a low energy, high protein pellet made specifically to our specs and made of pea and lentil hulls. No starch, high fibre with added minerals and vitamins. (about the nutrient content of good alfalfa hay)
- In late fall the bulls are brought to our bull lots and placed on our silage based bull development TMR (total mixed ration.) This is ideal because every mouthful the bull takes he has the right proportion of all nutrients, no binging on just grain. No barley or coarse grain is fed, just our bull development pellets.
- Our rations and protocols have been developed over years of experience to bring you the best, most durable bulls possible.



*** 40+ year program...
uniquely our own.**

*** "old school" proven genetics.**

*** 54 consecutive,
consistent bull sales.**

*** nearly 14,250 bulls sold**

*** 76% repeat customers...
all commercial cowmen.**

*** you deal with the owner...
the guy that bred'em, fed'em and
knows'em.**

*** Durable, good looking bulls...
delivered free anywhere.**

our customers just

- Our customers "just love" our fresh, virgin two year old bulls, they're just not available many places in any numbers... we sell 400!
- Our customers "just love" that our bulls come from a big working cow herd raised under every day conditions... not purebred pampered.
- Our customers "just love" that we deliver bulls for free everywhere there are cows in Western Canada.
- Our customers "just know" that if there is trouble, we will look after them.
- Our customers have realized how easy it is to buy our bulls.
- 40% of our Western Canadian bound bulls sell Sight Unseen. Call me anytime to discuss this option. We'll provide references close to you. Many customers believe its the best way to buy.

Mac

**Mac... 1-800-561-BULL (2855)
mcquantock@hotmail.com**

Box 10888, Lloydminster, AB T9V 3B1

www.canadasbulls.com

M.C. Quantock Bull Sale

400 "Fresh Virgin Two Year olds"



two year old registered
Red Angus Bulls



two year old Super Baldie Bulls



registered two year old Charolais Bulls



two year old registered Black Angus Bulls



two year old registered
Dehorned Hereford Bulls



two year old Super Guppie Bulls



two year old
Black Super
Baldie Bulls



two year old H-2 Bulls

For hundreds of
pictures, updates
and video go to

www.canadasbulls.com
and find us on Facebook 

Absolutely Free Delivery - \$150 Bull Development fill spring



We will safely deliver each and every bull to your nearest central location in Western Canada. You have my word - we'll work with you to get them within 30 - 50 miles of your ranch. Ontario, Quebec or the Maritimes - we'll cost-share delivery. Talk to Mac for details.

"There were five bulls that came off the trailer. I picked the one I liked best in my head. Not knowing which one was mine. Once they sorted them the one I picked ended up in my trailer. Thanks a lot. You guys got me the bull I would have picked myself and you did it sight unseen." -C. Tonneson, AB

"We bought two hereford bulls sight unseen. The whole process of getting such good quality bulls was absolutely painless, right from the first conversation to delivery. The bulls were everything we expected and more. Easy fleshing they maintained their weight through breeding" - G&S Clark, AB

"The Sight Unseen Purchase Program you offer, coupled with a rock solid reputation, unquestioned convenience and a large battery of quality, affordable sale bulls has again made bull buying from your ranch a pleasure." - J. Comrie, MB



Pat and Mac Creech

Why our sight unseen is so successful and easy to use

Sight Unseen Purchase Plan

It may be your best way to buy this year...

While we will do our best to stage a near normal live auction and we certainly encourage our customers to come view the bulls anytime before the sale, remember sight unseen is a foolproof option.

- I will personally visit with each and every customer, discuss your requirements and talk through bull choices.
- I know these bulls. My men and I have calved them, watched them grow, fed them and handled them. You deal with us not a third party.

- We guarantee your complete satisfaction. While we seldom deliver an unsatisfactory bull, it is entirely your choice to accept him on arrival...SIMPLY PUT - YOU MUST LIKE HIM WHEN DELIVERED OR WE TAKE HIM HOME NO PROBLEM.

- When you have viewed the bull book, the DVD and the photos, you and I will make a short list of your choices and discuss your budget.

- We will absolutely never bid on or buy a bull that you and I have not carefully pre-selected as being suitable.

- Most important...WE DON'T WANT YOU TO PAY FOR THE BULL UNTIL YOU HAVE SEEN HIM YOURSELF in the flesh at your ranch. Then and only then do you make settlement.

- You can call anytime at your convenience to talk bulls.

Call/email...for the Free Bull Book a 75 page, 4 color "wishlist" of the best bulls available...Videos downloadable on our website...

If you would like your own DVD mailed directly to you - Please Call 1-800-561-2855 (BULL)

1-800-561-BULL (2855) Thanks Mac



Cheers to 2022

On behalf of Alberta Beef Producers board of directors and staff, we want to thank all of our producers and industry supporters with us staying connected with us this year. We are excited to continue to bring together the beef community across this province in 2023.

**Best wishes this
holiday season!**