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The Marketing Issue



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Volume 3 Issue 3 SEPTEMBER 2023

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Published by:

Brad Dubeau,
Alberta Beef Producers

Editor
Lindsay Roberts

Creative
Tracy Irving

Front Cover Design
Park Digital

Writing
Dianne Finstad
Robin Gale
Kimberly Gray
Taylor Kalbfleisch
Mark Lyseng
Debra Murphy
Lindsay Roberts
Julie Sharp
Piper Whelan

**Social Influencers
and Photography**
Ciara Griffith
@ciarasandumphotography
Kirk Prescott
@bar_xp_photo

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

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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

Marketing in the cattle industry takes on many different shapes and avenues. From private treaty sales, direct to consumer, or through auction markets, producers are constantly innovating and adapting their business models as times change and consumers become more invested in where their food comes from. This issue's front cover is dedicated to the movement of beef cattle from producer, to consumer and everywhere in between. This is the third in a series of front cover spotlights on the beef industry.



Highlights from the Chair

WITH BRODIE HAUGAN

It's been a whirlwind of a growing season, and it's hard to believe we're nearing autumn already.

Our spring was mired by unprecedented wildfires, and despite our greatest hopes for precipitation, many of us are managing our way through yet another drought. Yet there is optimism – we are seeing historic demand and prices for our product, increased awareness of the role native grasslands plays in our ecosystem, and the continued development of a transparent, unified voice representing the Alberta beef industry.

This past month beef industry representatives from across the country came together at the Canadian Beef Industry Conference (CBIC) in Calgary. Alberta Beef Producers was proud to host the pre-tour, which highlighted great initiatives and stories in agriculture, including the award-winning Wray Ranch. Wray Ranch and the Wray families are this year's recipients of our provincial Environmental Stewardship Award, and, excitingly, were announced the national winners during the conference. My sincere congratulations to the Wray families on their well-deserved recognition!

In July, ABP invited Alberta beef industry groups to the table. Representatives have non-voting seats on our board to increase our communication and transparency, create a unified voice for our industry, and further drive collaboration and efficiencies for the betterment of the Alberta beef industry. These groups currently include Alberta Cattle Feeders' Association

(ACFA), Western Stock Growers' Association (WSGA), Alberta Grazing Leaseholders Association (AGLA), Feeder Associations of Alberta (FAA), Alberta Auction Markets Association (AAMA) and Alberta Veterinary Medical Association (ABVMA).

On drought response, I was grateful to see this year's early release of initial prescribed regions under the Livestock Tax Deferral provisions. There are 18 regions under States of Agricultural Disaster in the province, and 56 areas are listed as regions designated for Livestock Tax Deferral within western Canada. The ability to defer income on livestock sales to next tax year will dramatically lower tax burdens for those who choose to utilize the provisions. And for those who hope to or need to destock temporarily, the potential to offset some of the costs of reacquiring breeding animals will make that option much more feasible.

That said, not everyone impacted by drought will choose to sell breeding animals. That's why we are continuing to push for a timely decision on AgriRecovery. Livestock producers need to know their options as soon as possible. Many who hope to keep animals are looking at tacking on weeks or even months of extending feeding. There will be some hard numbers to crunch for many of us, and the sooner we can evaluate our options and make those decisions, the better.

Our spring was mired by unprecedented wildfires, and despite our greatest hopes for precipitation, many of us are managing our way through yet another drought. Yet there is optimism...

However, AgriRecovery is not, and should not be, an every-year option. For the benefit of consumers and producers alike, we need Business Risk Management (BRM) programming that is timely, consistent, and supports the whole cattle industry.

I am thankful for the positive relationships and collaborative meetings between ABP and Agriculture Financial Services Corporation (AFSC) as we explore potential augmentations to the BRM suite. We've had positive discussions around making AgriStability more relevant to livestock producers, specifically the cow-calf sector. For example, making relatively simple changes to eligible expenses and changing how feed is assessed year-to-year could go a long way in more adequately and equitably supporting the cow-calf sector.

We're also seeing positivity in the markets, and I'm excited about the potential for profitability in our sector. Let's hope fall and winter moisture recharges allow producers to capitalize on the opportunities ahead.

I look forward to continuing to work with the cattle community in my role as Chair and hope to have the opportunity to connect with each of you at the upcoming Engagement Sessions and Producer Meetings this fall and winter. 🇺🇸

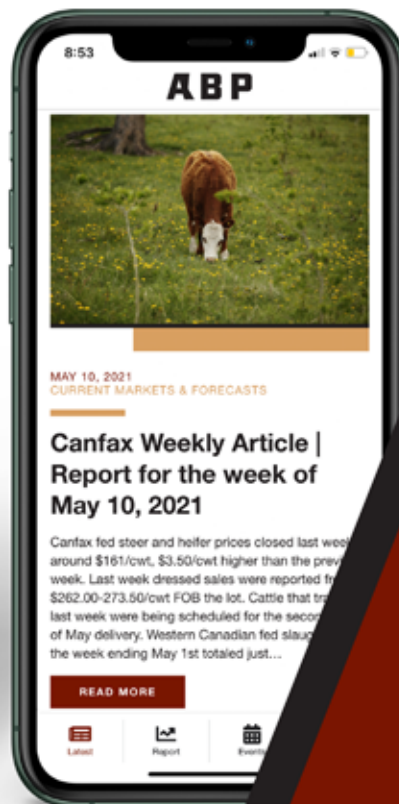
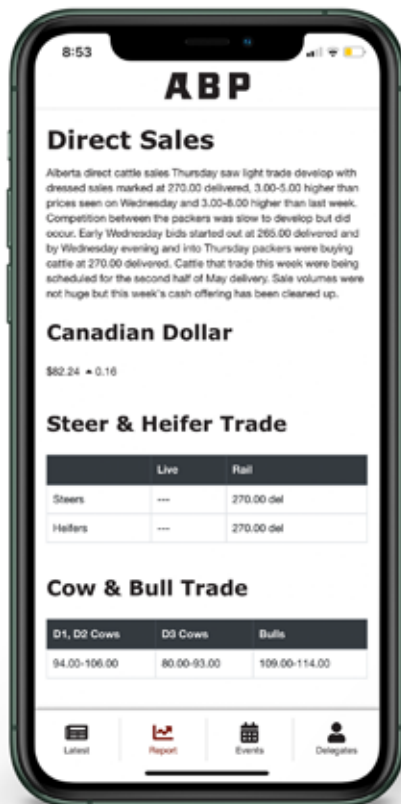


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THINKING ABOUT ALTERNATIVE FEED SOURCES?

Think Outside The Box

BY ROBIN GALEY

After facing a third year of drought across much of Alberta, producers are getting creative in the search for alternative feed options. Here are some ideas to help beef cattle survive – if not thrive – through another difficult year.



Continuing dry weather is translating into a tight feed supply again this fall. By mid-August, some producers were already feeding cows, three to four months earlier than in a good year. Lynne Girardin, ruminant nutritionist with BeefSmart, suggests using creativity and ingenuity to source alternative feed.

“If you can bale it or put a fence around it, we can test it to make sure there are no toxins and the nutrients aren’t out of whack for the class of cattle, and they can feed on it. We’ve been feeding almost everything under the sun,” she says.

THINK THROUGH ALL OPTIONS

A quick list of feed options includes: cereals, including wheat, barley, and oats; legumes, both peas and lentils; and brassicas, including canola regrowth (if sulfur levels are acceptable). Creative producers are also having success feeding animals hauled-out or failed annual cash crops, crop stubble and weeds such as kochia.

Girardin says, “Cattle are amazing at taking lower quality feed and turning it into energy and protein, and not just surviving on it but thriving.”

Another option is fencing new areas for pasture. “I’m testing slough bottoms and marsh areas, and new fences are getting put around areas that have never been grazed before. We first walk through new pastures and see what’s in there to make sure nothing will hurt grazing animals. As long as we know what we’re dealing with in terms of nutrient composition and toxins, we can feed almost anything,” Girardin says.

ASK AROUND

Checking in with other farmers and food producers may pay off, especially if you have contacts who farm in areas that received more rain this year. “They may have more feed available than they need, or in some cases producers sold their own cows but still have pasture available,” Girardin says.

Of course, there’s a nutrient-cycling benefit for landowners who allow cattle to graze their land, Girardin points out. “Any manure and urine left behind while the cattle are out there is like free fertilizer, so that’s a good concept to sell to your neighbours.”

TEST FIRST

The preliminary step in using alternative feed sources or pastures is to test for toxins, such as ergot, fusarium, DON, and particularly nitrates, which can be high in drought-stressed feeds. “Nitrates can be present at any growth stage, so that’s an important one to watch out for. Another common toxin is oxalate in weeds, and it’s important to test for, because it can be very toxic to cattle,” says Girardin.


When cattle are feeding in new areas, be sure to test water sources and slough bottoms. “Green algae problems generally occur a lot earlier in the year in water sources, but anytime we have a change in temperature or lengthy period of drought, well water properties and nutrients can change. The key is to test everything the animals might be eating or drinking so you know what you’re dealing with,” Girardin says.

GET HELP TO DO-IT-YOURSELF

Nutritionists are available to help with testing, but aren’t essential. “In a drought period, producers are already stressed for cash, so they may prefer to do all the necessary testing on their own to avoid extra costs,” says Girardin.

To do it yourself, start with good information. The Beef Cattle Research Council (BCRC) website offers great feed testing information as a starting point, and a ruminant nutritionist or feed company salesperson may be able to answer questions.

The key, suggests Girardin, is to start by testing a representative sample. “Ensure your tests will give you the results you need to make a good decision in the first place, so you don’t end up having to make a difficult decision later.”

Considering the many alternative feed sources available is wise even in good years, because it extends grazing time, Girardin says. “It allows producers to reserve their best feed supply for when it’s most needed, and it has kept many from having to sell the herd. There are multiple options available; we just have to think outside the box.” 

Disrupting the System Through Collaboration

BY KIMBERLY GRAY

A decade ago, the craft beer industry in Alberta took off. With major policy changes to minimum production capacities in the mid 2010s, smaller craft breweries tripled in just a few years.



As brewing increased in Alberta, so did the hops, grain, and barley farmers – disrupting the province’s agriculture industry and growing a base of brand-loyal consumers who value high quality. Could the same concepts work with Alberta beef?

Calgary-based Janus Solutions is one organization working toward building, organizing, and fostering Canadian craft-oriented beef. An industry that puts the producer first, while giving more choice to consumers. Run by a tight-knit team of self-proclaimed ‘mavericks,’ with decades of experience producing, processing, and

marketing in the Canadian beef, food and beverage, and livestock industries, Janus is now turning their attention to craft beef. They’re working with people at all levels of the supply chain who have a passion for making change.

“[Producers] here in Alberta have spent decades dialing in how to make exceptionally good cattle,” said Janus Solutions President Larry Dalton. He cites one of the biggest barriers for craft beef is a producer’s focus on the size of the cow because the product is sold by the pound.

Janus’ vision is to focus on the quality and story behind the beef to attract consumers who value where their food comes from. The company is building ecosystems and expandable modular abattoirs as a parallel disruption to the two-processor world of beef. They’re creating smaller, closed-loop systems and encouraging collaboration amongst all aspects of the supply chain.

“The mixture of art and science in agriculture means there’s a lot that can go into that to develop the kind of meat quality and standards people are interested in purchasing,” said James Bradbury, Principal of Bradbury&Company and strategic partner at Janus Solutions.

With smaller production volumes – starting at 50 but staying under 300 head a day – producers can carve off some of their product for streamlined craft production.

Janus works with its customers to create a system where everybody across the value chain gets transparency and control.

Bradbury explains that, like craft beer, branding craft beef is done in food service. Once a brand is established, retailers will bring that brand on in higher volumes.

“To be noticed as a craft, you also need to be recognized by craftsmen,” said Bradbury. “And a lot of the time, that’s a chef.”

EDUCATING ON CRAFT BEEF

Modern Steak has served high-quality food in Calgary for nearly a decade. With three locations around the city, the restaurant directly sources artisan beef from local ranchers. Focused on what they call ‘edutainment,’ Modern Steak takes great pride in representing both Alberta beef and their producers, while also providing an illuminating food experience their customers can’t get from a store. They’re the only steakhouse in the province to own their own Black Angus bull and an exclusive line of craft beef.

Owner Stephen Deere says the commitment to quality and the relationships with producers are changing the business model from a volume game to selling the story of exceptional beef that is sourced differently.

“These ranchers and farmers are starting to see that you can actually do something smaller to get more profitable,” said Deere. “They’re starting to realize that their ranches and their family names, or ranch names, are now becoming something that is marketable.”

Deere says understanding the story of his beef and taking ownership of the relationships puts a healthy pressure on everyone to ensure the product is great. He’s often joked with restaurant guests that if there’s a problem, he can get the rancher on the phone right away.

One of their signature dishes, the ‘Filet Trio’ includes a filet from three ranches. Just like a sommelier with wine, guests are taught to sample each filet from the lightest to the fullest.

“The best compliment we can get is: ‘I never realized beef tasted so different,’” said Deere.



Photo credit: Modern Steak

INTEGRATING THE VALUE CHAIN

Going forward, Deere wants to see Alberta beef achieve some sort of Protected Designation of Origin, like other benchmark products around the world such as Champagne, Parmesan cheese, or Kobe beef – but it won’t work without broader collaboration.

“It is going to be a very special dance of producers and marketing boards and restauranteurs to be able to bring it together,” said Deere.

The Janus Solutions team seems to agree. They have plans to construct up to three of their plants in Alberta, and up to 10 across the country in the next five years, creating options for producers and making craft beef more broadly available to conscious consumers.

“There’s a lot of players on the supply and value chain,” said Bradbury. “Trying to get all of those together and integrated is a challenge unless you start from scratch, so that’s what we’re doing. We’re breaking the system.”

Learn more about craft beef at janussolutions.ca and modernsteak.ca 

Fall Run Begins with Optimism



WHAT TO EXPECT AT THE AUCTION MARKETS

BY TAYLOR KALBFLEISCH

As the leaves begin to change and the weather starts to shift, producers remain optimistic as prices stay at record breaking highs. With that said, there has been a rising concern on the duration of the shockingly high prices, and what it means for our industry here at home.

Having some similar concerns, regarding my own operation, I approached our local Fieldman Leo Leblanc from North Central Livestock in Clyde, Alberta for some insight on what the fall markets may bring.

“These are record high prices. We are seeing about a 20-40 per cent increase in prices across the board, that’s probably pretty accurate”, he told me. “I would say that cows are about 20-25 per cent higher, and feeder calves are more at about 40 per cent more than last year.”

“Feeder prices are going to remain strong. We’re short on replacement stock and the cow herd numbers are down. There is enough demand and enough areas with feed that can background or finish these calves and carry them into the New Year. It will be interesting to see what happens because these cattle are so high. 1000 lb open heifers are going for \$2.80/lb. If you have cull cows and/or bulls, it’s time to sell them now before [prices] go down, because these are crazy good prices, and they are not going stay this high.”

These truly are incredible prices, which Alberta hasn’t seen in the beef industry in seven to eight years and not nearly to this magnitude. There are a few factors that led to this much needed increase in cattle prices.

Travis Olson of Olson Ranches, a purebred Angus breeder in Athabasca, Alberta also shows some optimism going forward as he plans out his strategy going into fall.

“The dollar dropping on us has been good, and the U.S corn yield being strong has helped to keep the cost of finishing fat cattle down, making the return on the fat cattle phenomenal, he says. “It’s kind of the perfect storm. The other thing is that people are still buying a lot of hamburger and steaks. When they were locked up and couldn’t go out and dine, or go out on vacation, they were deprived of that for almost two years so now they want to go out and enjoy. The demand for our product is still high.”

Even though prices are at record high, producers may face some tax challenges when it comes to selling or purchasing stock this fall. But larger or mixed operations may have the means to avoid the high taxes that will come in tow, if they choose to sell.


“When you start seeing 700 lb calves coming off the cow bringing \$3.40/lb-\$3.50/lb (\$2,500-\$2,600 for calves off the cow). This will allow producers to have the opportunity to reinvest back into the herd, whether they retain more replacement heifers or purchase more bred stock,” says Leblanc.

What we could see going forward is fewer of the smaller cow/calf operations and more grasser/feeder operations as fewer producers will focus on re-building or maintaining the herd that they would have to care for over the winter months. This will also give them the

option to purchase cattle that could be released on grass. If feed isn't a concern, producers may find themselves purchasing bred stock to calve out and sell at a strong price as pairs in the spring.

"There will be a premium on good, young, bred stock this fall," says Leblanc. "This will make breeding stock a hot commodity this fall bringing in a high premium for cows and bred heifers."

Both Olson and Leblanc believe that prices are to look promising going forward, making it justifiable to spend a little more on bred stock when calves continue to sell high, or to retain a few more heifers if you have the feed available.

If we can endure a warm and lengthy fall and allow cattle to continue to graze into the better part of October, it will allow the auction markets to place the cattle efficiently. If there are no pressures of time limitations, Leblanc remains optimistic that the markets will remain strong this fall. 

There will be some areas of the province that will be tight for not only feed but water supply before the winter months hit. ABP is currently in the process of working with the provincial government on support programs that will be available for beef producers that may find themselves in that type of position.

Auction Mart Tours

Alberta Beef Producers had the opportunity to visit a few locations in the northern part of the province starting with **North Central Livestock (Clyde)**, **Vold, Jones & Vold (Westlock)**, **Dryland Cattle Trading Co. (Veteran)** and **Provost Livestock Exchange (Provost)**. Come and join me and some of our delegates, at a sale near you:

FALL SCHEDULE

Vold, Jones & Vold

Beaverlodge, AB
September 28, 2023, 9:00 a.m..

Southern Alberta Livestock Exchange

Fort Macleod, AB
October 10, 2023 @ 9:00 a.m.

Balog Auction Mart

Lethbridge, AB
October 11, 2023 @ 10:30 a.m.

Perlich Bros. Auction Market

Lethbridge, AB
October 12, 2023, 10:00 a.m.

Foothills Auctioneers Inc

Stavely, AB
October 16, 2023, 11:00 a.m.

Picture Butte Auction

Picture Butte, AB
October 24, 2023, 10:30 a.m.

Viking Auction Mart

Viking, AB
October 31, 2023, 9:00 a.m.

Vermilion Livestock Exchange

Vermilion, AB
November 1, 2023, 9:00 a.m.

Thorsby Stockyards

Thorsby, AB
November 6, 2023, 9:00 a.m.

Vold, Jones & Vold

Rimbey, AB
November 7, 2023, 9:00 a.m.

Vold, Jones & Vold

Ponoka, AB
November 8, 2023, 9:00 a.m.

Stettler Auction Mart

Stettler, AB
November 14, 2023, 10:00 a.m.

Innisfail Auction Mart

Innisfail, AB
November 15, 2023, 9:00 a.m.

Olds Auction Mart

Olds, AB
November 21, 2023, 9:00 a.m.

Calgary Stockyards

Strathmore, AB
December 7, 2023, 9:00 a.m.

Medicine Hat Feeding Co.

Medicine Hat, AB
December 14, 2023, 1:00 p.m.

Bow Slope Shipping Association

Brooks, AB
December 15, 2023, 9:00 a.m.

Taking the Stress Out of Weaning?

A LOOK INTO UCVM RESEARCH

BY DIANNE FINSTAD

Weaning can be a stressful time on cattle operations, as calves are separated from mother cows. It's a natural process, but ranch realities require it be herd coordinated and sped up from what would occur in nature.

While much of the animal welfare research related to weaning has focused on calf stress and its implications on calf health going forward to the feedlot, current work is focusing on the dams to try to understand what the separation stress does to them.

As often happens in the world of research, answering one question opens the door to more.

Dr. Karin Orsel of the University of Calgary was the principal investigator on a 2020 study on the health impacts of optimized pre-conditioning of calves. While it was already established that pre-conditioning provides a healthier calf for the feedlot, the snag was who should pay for it. Feedlot operators told scientists the reality

was the volume of pre-conditioned calves was too small to allow them to make up full pens, and their question was whether mingling with non-preconditioned calves diminished the benefits.

So Orsel and the team set out to find the answer in the commercial research setting of their WA Ranches living lab. They took 250 healthy calves and gave them the 'cadillac' pre-conditioning treatment, utilizing the best science, vaccination, and management methods. Fence-line weaning was used to minimize handling, and the steers went on 40 days of feed before heading to the feedlot pens at Olds College. Another 250 comparable calves were purchased at auction, with five various combination pens to check the mingling impact.

The study has been published, and basically showed the pre-conditioned calves always outperformed the others for health, and that mixing them with calves not pre-conditioned didn't harm their performance.

"That answered the question of feedlots," says Orsel. "But the challenge is always how do you convince ranchers to do [pre-conditioning] if there's not a premium or program in place that makes it worth their while?"

In the meantime, the management of WA Ranches was so impressed with the fence-line weaning, they decided to implement it on some of their regular herd.

"What was really interesting is we've always focused on how the calf perceived weaning, but we've never really studied how the moms perceive the weaning. So that was the follow-up study in the fall of 2022," adds Orsel.

One hundred mature cows with heifer calves were selected as the study's test group, and three weaning methods were compared: abrupt weaning, silent weaning (nose flap), and fence-line weaning.

The parameters of fence-line weaning included a five-to-seven-day time frame where dam and calf could see and hear each other but were separated by a fence, so the calves couldn't nurse, with the theory being the cow is motivated to wean the calf without the stimulation of suckling.

Abruptly removing cows from calves is the most common method used on ranches. The second Western Canadian Cow-Calf Survey led by John Campbell at the University of Saskatchewan (2017-18) showed more than 70 per cent of respondents use the abrupt approach.

"The calves hate abrupt weaning," says Orsel. "There's nothing more stressful. It's hard on the calves, full stop. Nobody can convince me otherwise. The interesting thing is it's not the worst perceived by cows."

So Orsel and fellow animal behaviour researcher, Dr. Ed Pajor, director of WA Ranches, brainstormed why. Their best guess from observing other species in nature is that a mother will look and look for a lost offspring, but if they can't find it, they turn the page and move on. That's what they think happens with abrupt weaning.

"But the fence-line weaning that worked really well for calves, the dams really hated it, because they see their calf, they hear their calf, but they can't get to it. They will keep trying. They will show up at the fence and bawl and bawl, and ask the calf to come out," adds Orsel.

"So you have this interesting challenge where the different methods are perceived differently by cow and offspring. Now we have to really figure out what do we recommend to the industry? Ultimately, we want to help the calf in the feedlot. But we also want to make sure that whatever we do is worth the while of the cow-calf producer. So we're currently analyzing our data of how the cows perceived the stress."

That includes extensive observations of dam behaviour and stress measures like cortisol in saliva and feces.



Photo credit: Dr. Karin Orsel of UCMV

The next question to investigate is whether the stress has an impact on future mothering abilities of the cows. Pajor started a follow-up study this spring on the same group of cows to measure how they bonded with their calves. Are there unintended consequences? Do they associate a calf with something stressful, which impacts their maternal qualities? What about replacement heifers? Another project the team would like to explore (but hasn't yet received funding) is whether the calf in-vitro is impacted by the dam's weaning stress.

The fence-line weaning technique is being further explored as well. WA Ranches Manager and Cow Boss Jonny and Heidi Bennett reported to the researchers the cows were so much easier to move after the fence-line weaning, compared to after an abrupt weaning. They also didn't like the extra handling required to install and remove the nose flaps for the silent approach.

Orsel would like to get more such feedback from producers, so she's doing a survey this fall on weaning methods ranchers choose and why.

"We want to understand if people fence-line wean, why do they do it? There must be different drivers and barriers than just money, because the money incentive is not there."

Producers interested in participating in the weaning questionnaire can email karin.orsel@ucalgary.ca 

THE 2023 ENVIRONMENTAL STEWARDSHIP AWARD:

Celebrating Wray Ranch

BY PIPER WHELAN

SINCE 1992, ALBERTA BEEF PRODUCERS HAS RECOGNIZED FARMS AND RANCHES ACROSS THE PROVINCE WHOSE NATURAL RESOURCE STEWARDSHIP PRACTICES CONTRIBUTE TO THE ENVIRONMENT AND ENHANCE PRODUCTIVITY AND PROFITABILITY.

In July, Alberta Beef Producers, Ducks Unlimited Canada, and the Nature Conservancy of Canada were pleased to announce Wray Ranch and the Wray family as the recipients of the 2023 Environmental Stewardship Award.

In August, the Canadian Cattle Association selected Wray Ranch from seven regional nominees as the 2023 national Environmental Stewardship Award (TESA).

A DEEP REVERENCE FOR THE LAND SHAPES EVERYTHING THAT TAKES PLACE ON WRAY RANCH.

This perspective is evident in all that the Wray family does, whether they're touring visitors in pastures that overlook a dramatic coulee, moving cattle to a new paddock, or reviewing production data at the kitchen table.

"Being out on the landscape, being engaged with nature is very rewarding," says Doug Wray, the third generation of his family to manage this ranch west of Irricana, Alberta.

"We get to see life cycles, we get to see calves born, reach maturity, become cows in the herd. It's a very natural world to live in, to have a hand in all of that."

In 1910, Doug's grandfather arrived in the Irricana area, northeast of Calgary, and for eight decades, the Wray family ran a mixed farm, with the local conditions supporting both crop and pasture production.



Supporting life below the surface is just as important, and the family has restored the health of their soils by leaps and bounds.

Doug and his wife Linda have operated the ranch for the past 25 years, shifting their business to a grazing operation in the late 1990s. As they both loved raising cattle and were looking to the future, with their children going their own directions, livestock became their new focus.

The couple worked with Doug's parents and brother to create a system where they would carefully manage the land for a lower rental rate, which would allow for this new direction and to share the benefits of the grazing operation. Soon they seeded 1,000 acres of former cropland to high-legume perennial pastureland and divided pastures into 20-acre paddocks to support more frequent pasture rotations.



Today, Doug's nephew Tim Wray and his wife Joanne have partnered with Doug and Linda to manage the ranch, bringing the fourth and fifth generation of the Wray family into the fold. Together, the experience, perspectives, and skills of both generations blend for proactive decision making.

CARE ABOVE AND BELOW THE SURFACE

The Wrays have used a year-round grazing system for more than 20 years, carefully monitoring each paddock for forage volume and quality. From May to October, their cattle graze tame pastures, and after weaning in early November, calves winter on swath-grazed greenfeed. The cow herd winters on native coulee pastures, which are stockpiled to last until late January, at which time the herd is moved to greenfeed swaths. If there is sufficient grass, backgrounded calves will be kept over to the next fall as yearlings.

This system allows more than just the cattle to thrive naturally. With funding from ALUS and Rocky View County, the Wrays have supported wildlife on the ranch by fencing riparian areas and implementing offsite watering projects run by solar and wind-powered pumps.

Supporting life below the surface is just as important, and the family has restored the health of their soils by leaps and bounds. When they first moved from conventional tillage agriculture to a grazing operation, the organic matter on their 1,000 acres of cropland was 2.3 to 3 per cent. Today, the organic matter is more than 7 per cent – the result of pasture management and tillage practices that prioritize conservation and the use of swath grazing and bale grazing in winter.

These management practices have also helped to increase infiltration capacity and soil aggregate stability while reducing soil compaction and density. As well, this land is estimated to sequester up to 60 tonnes of carbon dioxide equivalent per acre.

ALWAYS MOVING FORWARD

A commitment to continuous improvement drives their activities, as the Wrays are always looking to learn more about grazing, pasture management, and soil health.

“It’s never a process that stands still,” says Linda.
“You’re always trying to move forward.”

To do so, they utilize the trusted experts and peers in their network, including their veterinarian Waylon Wise, nutritionist Karen Schiml, agronomist Daryl Chubb, and covercrop seed supplier Graeme Finn. Being involved in organizations such as the Foothills Forage and Grazing Association (FFGA) has been instrumental to their progress, too.

These efforts have certainly paid off, as Wray Ranch was in the top twenty percentile of cow-calf operations in a national economic benchmarking study of beef producers.

With their sights set on future generations, the sustainability of Wray Ranch continues to be a major priority for the family.

“Living on a ranch that’s been in the family now for 113 years, and with the next generation coming on board, we want to leave our land better than we found it, and being stewards of the land is something that we all aspire to,” says Doug.


Among the environmental goals they’ve set for their operation is to continue to reduce soil compaction, which can be difficult in a year-round grazing system when the ground starts to thaw in spring. Their current efforts, which include stockpiled pasture, supplemental feed,



and using back fencing and alleyways, has limited spring compaction to around 15 per cent of their crop lands, and they hope to improve this number.

At the heart of all their goals is the ability to care for this land and their cattle, a privilege the Wray family doesn't take for granted.

“When I look at this place and what it has brought to our family, it’s been a place where people encounter the majesty of life and the power of friendship,” says Tim.

“To try and give another generation the opportunity to experience that is very motivating.” 



From the Government Desk

BY MARK LYSENG

WE ALL HOPED THAT 2023 WOULD TURN OVER A NEW LEAF FOR DROUGHT IN ALBERTA, BUT IT HAS PROVED ANOTHER DIFFICULT ONE. MOST OF THE PROVINCE WAS SEVERELY IMPACTED BY THE RECORD HEAT IN MAY, AND WHILE MANY FARMS AND RANCHES RECEIVED RAINS IN JUNE, IT WAS NOT TIMELY ENOUGH TO SAVE HAY CROPS.

The lack of winter feed has Alberta Beef Producers pushing for a 2023 AgriRecovery. A potential AgriRecovery this year will need to be complex because the impacts are not as ubiquitous as 2021 – some producers are under severe drought conditions, where others are doing okay.


The intent of AgriRecovery is to offer a disaster relief program that should be triggered every 10-15 years. But cow-calf producers have called for AgriRecovery in two of the last three years, highlighting the need for a more effective risk management program. ABP is working with Agriculture Financial Services Corporation (AFSC) to enhance the Livestock Price Insurance (LPI) program and AgriStability.

LPI does a good job of mitigating price risk for producers; however, right now most producers are being impacted by fluctuations in input costs such as feed. Therefore, ABP is working closely with AFSC to explore how AgriStability can be augmented for cow-calf producers.

There are two main suggestions: 1) Accepting more allowable costs are a major first step, and other changes could make the program even more relevant, and 2) The program currently has price inventory adjustments of non-market feed, which makes purchasing feed in drought years much harder.

In late August, the federal government announced preliminary regions eligible for Livestock Tax Deferral. This option is useful to producers who need to destock; however this is just one tool in the toolbox. ABP recognizes the overwhelming challenge of destocking, which is why we're looking at other options as well.

In addition to our work on drought and BRM, we had the opportunity this summer to meet with Members of Parliament and Members of the Legislative Assembly to discuss a variety of topics including AgriInsurance program, grasslands, Electronic Logging Devices (ELDs), and U.K. trade.

ABP also worked closely with Western Stockgrowers' Association, Alberta Grazing Leaseholders Association, and Northern Alberta Grazing Association to develop the Rangeland Grazing Framework, which reprioritizes grazing on public land. The document highlights the importance of ranchers for ecosystem health and how producers need to be supported through policy for them to maintain their role on the landscape. 

We are all hoping for a good fall for everyone harvesting, and that we all get the soil moisture recharge that we need. Hopefully, there will be announcement regarding risk management tool changes soon, so stay tuned.

ABP 2023 Engagement Sessions



Scan for more
details on
upcoming events



**Join fellow beef
producers at an
engagement session
near you:**

Alberta Livestock Expo

Agri-food Hub and Trade Centre
(MNP Meeting Centre)
Lethbridge, AB

Oct. 11, 2023

Cocktails 6:00 p.m. Dinner 7:00 p.m.

(Ticketed event. Scan the QR code
to register.)

Canadian Finals Rodeo

Westerner Park (Frontier Room)
Red Deer, AB

Nov. 4, 2023 at 5:00 p.m.

Farmfair International

Edmonton Expo Centre
(Ringside Hall B)
Edmonton, AB

Nov. 10, 2023 at 7:00 p.m.

Medicine Hat Beef Pen Show

Medicine Hat Exhibition
& Stampede (Ringside)
Medicine Hat, AB

Dec. 15, 2023 at 12:30 p.m.

Peace Country Beef Congress

Evergreen Park
(Lewis Hawkes & Drysdale Hall)
Grande Prairie, AB


Jan. 5, 2024 at 6:00 p.m.

Effects of Smoke Inhalation on Beef Cattle

BY ROBIN GALEY

Drifting smoke caused by massive wildfires has been a greater problem in Alberta this summer than ever before. We spoke to veterinarian Dr. Roy Lewis about how inhaling smoke might be affecting beef herd health.



 @barxphoto

Following a record-breaking wildfire season in Canada, in which as much as two million hectares of land were destroyed in the province of Alberta alone, the effects of smoke inhalation have been on the minds of many people.

The presence of smoke has been significant enough that the news now often reports particulate matter (PM) levels, advising people when to stay indoors. But how has all the smoke impacted beef herds, which remain outdoors throughout the grazing season?

The potential harm associated with smoke in the air is measured according to the level of particulate matter (PM), which affects the respiratory system.

While no clear research data has calculated the effects of smoke inhalation on beef cattle in Canada, veterinarian Dr. Roy Lewis has extrapolated probable effects from a research study conducted in the U.S. “Animal science researchers in Idaho looked at the production of dairy cattle affected by wildfire smoke, and found that milk production decreased during exposure, and that these effects continued after the smoke had cleared,” he says.

The study quantified long-term exposure and production losses, finding that it took about a week for cows to recover their milk production after smoke decreased to acceptable levels. “The immune system was affected, and the production of milk was affected. Findings included a reduction in hemoglobin and an increase in inflammatory indicators such as white blood cell count,” says Lewis.

The potential harm associated with smoke in the air is measured according to the level of PM, which affects the respiratory system. Depending on the type of fire, the smoke may carry toxins such as carbon dioxide and monoxide, nitrous dioxide, and hydrocarbons, all of which can negatively affect breathing.


A key finding in the Idaho study was identifying that particulate matter at or above 35ugPM 2.5 had negative effects on animal production. “Particulate matter at the level of 2.5 is breathed in and essentially clogs up the lungs, setting up inflammation and causing long-term damage,” says Lewis. “For every 100ug increase in particulate matter, the study identified a 1.2 kg decrease in milk production.”

Extrapolating those results to beef cattle herds, Lewis suggests issues in mature cattle will likely vary depending on where they are in the calving, milking, and rebreeding cycle. “Producers should expect that milk production will likely drop in milking cows. And watch for signs of stress-related diseases and pneumonia in calves especially,” he advises.

Smoke inhalation may also affect the growth of calves – not only will they be dealing with the smoke themselves, but they also may receive less milk from their mothers. “Producers should be aware that they will likely have more respiratory infections and pneumonia cases to treat.”

Lewis suggests producers document any changes they find in the herd as a result of smoke inhalation, and consider both the intensity and duration of exposure. The dairy cows followed by the Idaho study were housed inside for seven days with high levels of smoke in the area, while Alberta’s beef cattle are kept outside all season long.

Another watchout is that herds exposed to smoke over an extended period may have lower fertility rates. “We all know that when a treated calf recovers from pneumonia, they often have some permanent lung damage, resulting in lower lifetime productivity. That may occur in some animals following this season.”

Looking forward, producers can begin to follow particulate matter readings offered through weather channels to help them predict possible health and growth changes affecting animals in their care. “The longer the animals are exposed to particulate matter in the air, the greater the effects we might expect to see,” Lewis concludes. 



Scott Guenther. Photo credit: Covy Moore

From Ranch to Rodeo...and Back Again

BY DIANNE FINSTAD

RODEO'S ROOTS ARE FIRMLY PLANTED IN RANCHING TRADITION, AND THE CONNECTION REMAINS STRONG TODAY AMONG MANY OF THE SPORT'S TOP COMPETITORS.

In fact, for rancher Scott Guenthner, the current Canadian Steer Wrestling Champion, the pull of life at home led him to choose a rodeo route limited to only Canadian events. While that still involves considerable miles, it's much less than what he did to achieve three qualifications for the Wrangler National Finals Rodeo (NFR) in Las Vegas.

For Guenthner, the decision has not only has been better for family and business, it's also proved to be a recipe for continued rodeo success. Not only did he claim the national title in 2022, but he gave a dominant performance at this summer's Calgary Stampede, to walk away with his first \$50,000 bonus cheque. It was extra special because he's a second-generation Calgary Stampede champion, as his father Ken won the event at Calgary in 1982, the first year there was a \$50,000 bonus.

"I was going through a (memories) box the other day and I was in Grade 3 or something and I wrote that my goals were to win Canada and the Calgary Stampede. I've won Canada three times, so now it was like, 'OK, Calgary, I have to do it sometime.' So now to get to go in the books with my dad is kinda cool."

The rodeo event with the closest ties to the working ranch is calf roping, so it's no surprise tie-down specialist Beau Cooper grew up with cows around.

"We've always been involved in ranching and had cows," says the 22-year-old, who lives north of Stettler. "Our cousins and everybody around us have always had a lot of cows, so we help out there too."

It's been a breakthrough season for Cooper, who will be heading to his second Canadian Finals Rodeo (CFR) and his first NFR. A career highlight came in July with his big \$50,000 win at the Calgary Stampede, as he became the first Canadian cowboy to win the tie-down roping title since 2014.

It's clear spending more time with his growing family (baby #3 is due in January) and looking after cows at the Guenthner operation near Provost has not made the 32-year-old rodeo rusty.

"I still practice before a rodeo in Canada," says Guenthner. "I practice more now – I'm finetuning some of the skills I might have overlooked a bit when I was rodeoing hard. I'm enjoying it and I'm a lot happier in life. I was a little tired and stressed when I'd come home from rodeoing in the States. This way, I'm home all week."

It wasn't the easiest year on the ranch, with Special Areas #4 one of the drought disaster zones. But being in the northern part of the municipality, the family did get some hay and silage for winter feeding.

"There's good years and there's bad years. We were fortunate enough to get some crop. Some people didn't get any, some got dried out and some grasshoppered out. Not the happiest year to come back to, but it is still a great time, and I get to be with my family and my kids."

[[Growing up, my favourite time of year was branding in spring. That was a big deal.]]

Whether it's sizing up the calf he's drawn to rope, or giving his horse a chance to do some pasture riding, Cooper values ranch experience for his rodeo work.

"You learn a lot of stuff out on the ranch, whether it's just taking care of your horses or cattle or your calves, for that matter," says Cooper. "Just learning to read a cow and what they're going to do, that's a huge asset that can help you in the arena and out of the



Beau Cooper. Photo credit: Covy Moore

arena too. Being aware of your surroundings and being a better horseman – there's so many things that go into helping you. It's not just getting on and swinging your rope and tying a calf down. There's a lot more that goes into it than that.

"Growing up, my favourite time of year was branding in spring. That was a big deal. When I got old enough to finally get to rope, then I'd heel some in the branding pen and drag them, or wrastle a smaller one, or get to ride one. That's where it all started for me, was in the branding pen."

Along with feeding out his practice roping calves as they get bigger, Cooper has also started his own cattle herd, with around 30 head. It's a good place to invest what he hopes will become significant rodeo earnings.

"I'm thinking about buying some land and having my own little place, so I can build up and have my own ranch eventually – a spot to run some cows. If we can take that \$50,000 from Calgary and turn it into about \$200, 250,000 from Red Deer and Vegas, that would be perfect!"

You'd be hard pressed to find a hotter saddle bronc rider than Ben Andersen this summer. And that's no small accomplishment given the sheer volume of Canadian talented riders making their mark on the world standings.

Highlighted by a career-high 94-point ride on Calgary Stampede's Xplosive Skies to win the Hardgrass Bronc Match in Pollockville, he was also runner-up at the Calgary Stampede Showdown round to his cousin Dawson Hay. He's qualified for his second NFR, and near the end of the competition year, the coveted season leader title for Canada was well in sight.

Like so many of his fellow bronc riders, the cattle herd size depends on available help and parents' patience, since rodeo travels keeps them away so much.



Ben Andersen. Photo credit: Covy Moore

In late August, just after a weekend posting back-to-back 87.5 marks to win both Lethbridge and Okotoks, Andersen was on the road to Eckville to gather and sort yearlings for sale. He was looking forward to getting back to ranch work.

"It starts to wear a guy out a little bit all the traveling. You get excited to get home for a bit," says Andersen, who put 6,000 kilometers on his truck one busy rodeo week in August.

Like so many of his fellow bronc riders, the cattle herd size depends on available help and parents' patience, since rodeo travels keeps them away so much.

Andersen, who's 23, has already bought a place with his girlfriend Macy Auclair, running about 30 head of mother cows and some yearlings.

"That's all I want right now anyways," says Andersen. "Not being home enough, it's tough to keep care of everything. I've got Dad to help me, and my brother and sister live around there, and I've got some good community around me, so there's lots of people to help. It's a lot of fun ranching cattle in that community."

Like Cooper, Andersen feels ranch life is good for his bronc riding.

"Definitely the horsemanship side of it, being able to read the horses, and to know what they might need to help them perform."

Auclair, a breakaway roper on track for her first CFR, can lend a valuable hand when it comes to roping calves. Growing up on an acreage in Ponoka, she didn't have the ranching background Andersen did.

"It's definitely a learning curve for her. This winter she pulled her first calf, so that was a new experience for her," adds Andersen.

Rodeo earnings are already being put towards the cattle enterprise.

"I bought a bale truck last fall for the winter, so that was a pretty big investment. I'm just gonna keep picking away at it and by the end of my rodeo career hopefully I can just go right into it.

"I definitely wouldn't trade that lifestyle for the world." 

You can watch all of these 'rodeo ranchers' compete at the Canadian Finals Rodeo in Red Deer, Nov. 1-5, 2023.

TRACING BACK A **QUARTER CENTURY** OF LIVESTOCK IDENTIFICATION

Canadian
Cattle
Identification
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For Industry
BY INDUSTRY

A lot has changed since the CCIA was founded 25 years ago, from our corporate logo to our new offices and National Distribution Centre in Calgary.

But one thing hasn't – our commitment to **delivering a world-class traceability and ID** program that Canada's livestock industry can be proud of.

To learn more about our history and our role as a Responsible Administrator, visit canadaid.ca



CANADIAN
CATTLE
IDENTIFICATION
AGENCY



Canadian Beef Industry Conference (CBIC)

ABP Summer Event Recap

STAMPEDE

We kicked off Calgary Stampede with a bang. On July 10, ABP led the second annual Alberta Beef Industry Stampede Summit with co-hosts Alberta Cattle Feeders' Association, Alberta Auction Markets Association, Alberta Grazing Leaseholders Association, Alberta Veterinary Medical Association, Western Stock Growers' Association, and Canadian Cattle Association.

Stampede Summit saw around 200 attendees, including Federal and Provincial Ministers; Members of Parliament; Members of Legislative Assembly; political staffers; representatives of the beef and cattle industry; and members of the media.

At the event, The Honourable RJ Sigurdson, Minister of Agriculture and Irrigation, announced that the Provincial Government sent a Request for Assessment to the Government of Canada on July 4 as the first step in the AgriRecovery process.

CATTLE TRAIL & KITCHEN THEATRE

This year Cattle Trail looked a little different as the organizations came together to create a comprehensive story about the industry, from grassland conservation all the way to the supper table.

To wrap up Calgary Stampede we participated in "Kitchen Theatre" where we hosted a "Beef Black-Box" competition. Local chefs and BBQ pitmasters went face to face in a timed competition where they were challenged to present their take on the multiple ways to use top sirloin cap steak.

CBIC

Alberta Beef Producers kicked off the 2023 Canadian Beef Industry Conference by hosting the pre-tour on Monday, August 14, 2023. The tour was off to a great start with a breakfast provided by Canadian Cattle Identification Agency to celebrate their 25th Anniversary.

Our in-pasture presentations from Doug and Tim Wray of Wray Ranch were a big hit. The second tour stop was graciously hosted by Rimrock Feeders. The last tour consisted of a walk in Sunterra Greenhouse. Here, employees grow and harvest tomatoes and strawberries year-round. Coincidentally the tomato vines produced from Sunterra are fed to the neighboring cattle housed at the Rimrock Feeders operation. Their water is also recycled through the hydroponic growing system.

With a portion of our staff volunteering for the Social Committee, we were able to assist in the production of a few events to keep the 600+ attendees entertained throughout the week. Producers were allowed to showcase their photography skills by submitting their best photos. On the Wednesday evening, the CBIC banquet was held, filled with a night full of Canadian Trivia. To wrap up the CBIC events, Lammles presented the *Bull Fighters Only* performance which was filled with excitement and action as the competitors tested their agility and speed against multiple, and very agile, bulls. 🐮

Canadian Cattle Young Leaders Program Celebrates Graduates

BY JULIE SHARP

ON AUGUST 15, 2023, THE CANADIAN CATTLE ASSOCIATION'S (CCA) CANADIAN CATTLE YOUNG LEADERS (CYL) PROGRAM HIGHLIGHTED ITS IMPRESSIVE GRADUATES AS THEY CROSSED THE STAGE TO BE RECOGNIZED AT THE CANADIAN BEEF INDUSTRY CONFERENCE (CBIC) IN CALGARY, ALBERTA.

The Canadian CYL Program welcomes young people, ages 18-35 across Canada, involved in various aspects of the beef supply chain. Through mentorship, networking, and travel, the Canadian CYL Program acts as an industry succession planning tool to equip the next generation of leaders with the skills and tools they need to drive the continued growth and profitability of the Canadian beef industry.



Presentation of the Reg Schellenberg Next Generation Legacy Award. (L-R) Chair of the Canadian Cattle Foundation, Bob Lowe, CCA Youth Leadership Coordinator, Jessica Radau, Reg's daughter, Stacey Schwartz, award recipient, Carling Matejka, Reg's wife, Shannon Schellenberg, Reg's son, Coy Schellenberg, and Saskatchewan Cattlemen's Association Chair, Keith Day.

Throughout the program year, graduates worked with a mentor in their specific area of interest in the Canadian beef industry for a nine-month period. They were also granted a \$2,000 budget to put towards travel to see their mentor and take in various industry events and learning opportunities. In addition, graduates completed several outlined program requirements such as the Verified Beef Production Plus Training and the Beef Advocacy Canada course.

This year's group of graduating participants marks over 180 graduates from across Canada since the program was established in 2010.

At the graduation celebration, the Canadian Cattle Foundation also unveiled the Reg Schellenberg Next Generation Legacy Award to support the Canadian CYL Program. Each year, the award will honour a CYL graduate who embodies the same dedication, passion for the Canadian beef industry, and leadership qualities that the late CCA President, Reg Schellenberg did. The first recipient of the Reg Schellenberg Next Generation Legacy Award is Carling Matejka from Ponoka, AB.



Program graduates received their certificates from mentors who were in attendance at the Canadian Beef Industry Conference.

This year's Alberta CYL graduates are:

Austin Ashbacher (Arrowwood)
mentored by Jeff and Lyndsay Smith

Carling Matejka (Ponoka)
mentored by Amie Peck

Delanie Ferguson (Crossfield)
mentored by Clinton Monchuk

Gleise Medeiros da Silva (Edmonton)
mentored by Anne Wasko


Jill Renton (Cayley)
mentored by Andrea Stroeve-Sawa

Nicky Nixdorff (Airdrie)
mentored by Sheila Jensen

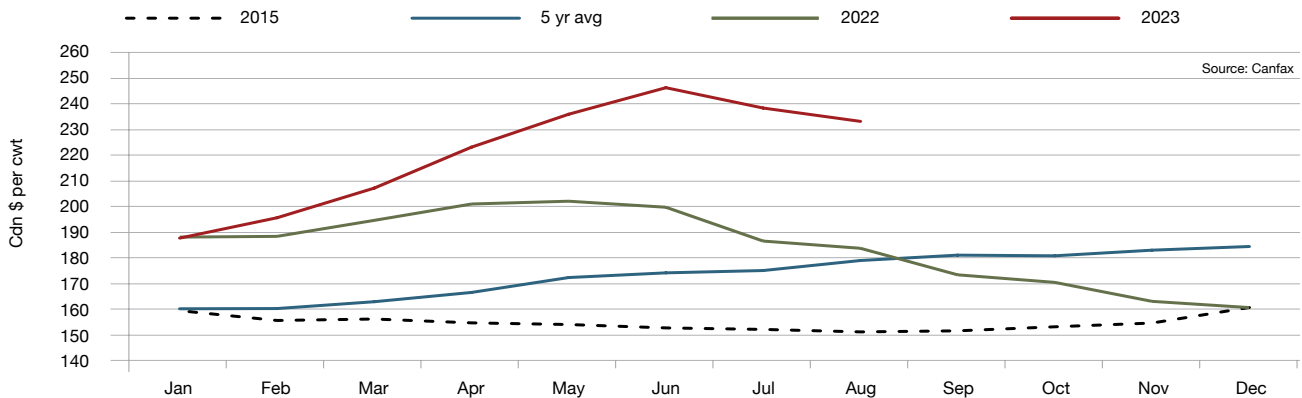
Russell Gallelli (Crossfield)
mentored by Mike Panasiu

We are also grateful for the contributions from previous CCA board member, Brad Osadczuk (Jenner), who mentored Raelynn Blumhagen, a young producer from Jaffray, BC, and Shylo Penrod with Rimrock Feeders in High River, AB, who mentored a student studying agricultural technology from Cartwright, MB, James Kinley.

The celebration also welcomed the 2023 CYL semi-finalists to the stage who attended the conference to participate in the annual CYL Selections competition that took place earlier in the day. Sixteen of the 24 competing semi-finalists will be awarded a spot as a finalist in the upcoming program year.

CCA's Canadian CYL Program is made possible through the generous support of Platinum Partner, McDonald's Canada, Foundation Partners Cargill, MNP, New Holland, and Elanco, and Gold Partners, Farm Credit Canada, Alltech, and RBC Future Launch. 

Alberta Monthly Fed Steer Price



CANFAX CATTLE MARKET UPDATE

Fed Market Taking a Breath, First Half Feedlot Placements Lower


Alberta fed steer prices climbed week over week for almost the entire first half of 2023, with only two of 26 weeks where prices slipped from the previous week. New all-time high prices near \$248/cwt (live) were established in June. However, since the beginning of July and through the entire month of August, fed steer prices softened, largely following historical trends, albeit at a significant premium. Alberta live steers averaged \$233/cwt in August, a five per cent drop from their June highs. Alberta live steer prices have softened between June and August in seven of the last 10 years, averaging a three per cent drop.

Cattle on feed inventories have been below year-ago levels since January and have been at or below the five-year average since April. Drought conditions in some parts of the Prairies, combined with historically strong feeder prices in June and July, resulted in feedlot placements 32 per cent (48,000 head) higher than June and July 2022, after being 14 per cent (almost 100,000 head) lower from January to May, compared to January to May 2022. Fed prices continue to tread into uncharted territory and have pulled significant numbers of heifers from cow-calf operations intended for breeding into beef production. Total placements were supported by heifers, accounting for 54 per cent of all placements

in June, dropping to 40 per cent of all placements in July. The five-year average for heifer placements is 37 per cent and 32 per cent respectively.

From 2013-2022, on average, there has been an 18 per cent drop from first-half high prices to second-half low prices for Alberta live fed steers. From the first-half 2023 high at \$248/cwt, this puts the second-half low near \$203/cwt. There is generally a dip in fed steer prices in the summer months before rebounding to end the year, though tighter year-to-date cattle on feed supplies in both Canada and the U.S. makes it unlikely that the Alberta fed steer market will come anywhere near such a significant drop.


The calf market is poised to climb until November, increasing feedlot breakevens. As markets shift on both fed cattle prices and input costs, risk management strategies need to adjust as well. The new Quarterly Trends report published by Canfax looks at potential range of profitability using targeted risk management approaches and combinations for all six classes of cattle listed in the Trends report.

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

A Thank You for Supporting Alberta's Beef Industry

We just want to say a quick thank you to all the cattle buyers and sellers who pay check-off remittances on private treaty sales. Your check-off dollars are working for you here in Alberta – in areas of beef production and extension, government relations and policy, environmental stewardship, communications and marketing, and stakeholder relations – as well as

nationally and internationally – with Canadian Cattle Association, Canada Beef, the Beef Cattle Research Council, and Public and Stakeholder Engagement.

We appreciate the extra effort you make to invest in the industry and bring the cattle community together in Alberta. 

CURIOUS HOW TO REMIT ON PRIVATE SALES?

Head to albertabeef.org/checkoff-downloads for more information.

Sale of Cattle by Livestock Dealers

**LIVESTOCK DEALERS
LICENSED BY LIVESTOCK
IDENTIFICATION SERVICES
LTD. (LIS) UNDER THE
*LIVESTOCK IDENTIFICATION
AND COMMERCE ACT*
ARE AUTHORIZED TO
SELL CATTLE ON BEHALF
OF PRODUCERS.**

When producers deliver cattle to a livestock dealer to sell on their behalf, they “supply” the cattle to the dealer, as opposed to “selling” the cattle to the dealer. Livestock dealers must pay producers for any cattle supplied or sold to them within two business days of possession or price discovery, whichever is later.

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The following explains how a livestock dealer must complete the sections of the livestock manifest when cattle have been supplied to the livestock dealer for sale on behalf of a producer.

1. The purpose of the manifest is "Transport for Sale by Dealer on behalf of owner". That box must be checked in Part A of the manifest.

When the box "By Dealer on behalf of owner" is checked, the Livestock Inspectors will inspect the cattle on the basis that the livestock dealer has been authorized to sell the livestock on behalf of the owner.


2. Part B of the Livestock Manifest will be filled out one of two ways, depending on whether there is a livestock security interest in the livestock.
 - a) If there is no livestock security interest in the livestock, the name of the owner supplying the livestock to the dealer will be put in Part B, "On Account of".

Part B – Transportation and Sales Details		DATE <i>Date</i> /MM/DD
Owner or Dealer Name	<i>Livestock Dealer's Name</i>	Phone # <i>Dealer's phone #</i>
Owner or Dealer Address	<i>Livestock Dealer's Address</i>	
On Account of	<i>Full name of person supplying the livestock and Town</i>	
Livestock Location Before Transport, Sale, Consignment	<i>Location of the supplied livestock</i>	Premises ID # <i>Premises ID #</i>

- b) If there is a livestock security interest in the livestock, Part B would be filled out so that the lending institution is named before the person supplying the livestock as seen in the following diagram.

Part B – Transportation and Sales Details		DATE <i>Date</i> /MM/DD
Owner or Dealer Name	<i>Livestock Dealer's Name</i>	Phone # <i>Dealer's phone #</i>
Owner or Dealer Address	<i>Livestock Dealer's Address</i>	
On Account of	<i>Name of Lender o/a Name of person supplying livestock and Town</i>	
Livestock Location Before Transport, Sale, Consignment	<i>Location of the supplied livestock</i>	Premises ID # <i>Premises ID #</i>

3. Part C, "Owner Certification" will be signed by the Livestock Dealer.
4. When livestock is supplied to a livestock dealer, Part F, "Livestock Security Interest Declaration," is not to be filled in.
5. In Part F, the box after "Check if Livestock Security Interest Declaration is by separate document", must be checked, and it's the responsibility of the livestock dealer to obtain a stand-alone security interest declaration from the owner and pay the sale proceeds accordingly.
6. The sale proceeds will be payable to the livestock dealer on account of the owner or lender provided:
 - a) The manifest has been completed properly.
 - b) The brand, if any, on the livestock is registered to the person listed in Part B, "On Account of"; and
 - c) Any other brands, if present, have been clear by the Livestock Inspector with proper documentation.
7. Payments made to the livestock dealer should record all the names in Part B, "On Account of", so that the livestock dealer can pay the person who supplied the cattle.
8. If cattle being transported by a livestock dealer is from more than one owner, or there is more than one livestock security interest in the cattle, a livestock manifest must be completed in each individual case.
9. It is the responsibility of the Livestock Dealer to ensure that all sections on the manifest are complete and accurate.
10. Livestock Permits and brand owner authorizations are required if the cattle are being transported out of the province by the livestock dealer.

If you have any questions, please contact Rob Maerz at (403) 225-6306 or rob.maerz@lis-ab.com 

FAA

FEEDER ASSOCIATIONS OF ALBERTA LIMITED

\$12.4 Billion

HIGHLIGHTS

- **100% Financing for Feeder Cattle***
 - **Competitive Interest Rates • 5% Security Deposit**
 - **\$3 Million eligible for Members; \$3 Million for Farm Corporations**
 - **Interest Rebate Program, up to \$350K Interest Free**
 - **Eligibility: minimum age 18, resident of Alberta, owns/leases land**
 - **Approved by local Feeder Association**
- *less 5% pooled security deposit
*For financing growing and finishing purposes

Contact Feeder Associations of Alberta Limited at:
info@feederassoc.com | www.feederassoc.com
Toll Free: 1.844.333.3377 | Fax: 587.635.5672



**Cash Advances For Alberta and
Saskatchewan Livestock & Grain Products***
\$370M Funded in 10 years

CASH ADVANCE PROGRAM HIGHLIGHTS

- Cash advance on your sellable commodities • Maximum advances up to \$1M
- up to \$350K Interest Free • Payment due within 30 days of the sale of your commodity
- Due dates follow program deadlines: Cattle could have up to 24 months for repayment. Crops, Sheep and Goats could have up to 18 months.
- No membership or branding of livestock required
- Eligible Livestock: Feeder, Finisher and breeding stock for Cattle, Sheep and Goats.
- Eligible Crop/Forage/Grass Seed: Barley, Corn, Oats, Rye, Wheat, Hay, Grass Seeds, Canola, Peas, etc.
- For Application Requirements and Security Options see website www.feederassoc.com

*Made available by Agriculture and Agri-Food Canada's Advance Payments Program

Contact The Western Cash Advance Program at: wecap@feederassoc.com | www.feederassoc.com
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FEEDER LOAN GUARANTEE PROGRAM

**in Private Financing for Alberta Feeder Association
Members in our 87 years!**



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- 10% security deposit - with option to use the equity in your own cattle creating a security deposit
- Interest rate of Prime + 0.9% • Loans up to \$250,000 per operation; special requests for maximum \$500,000 loans
- Only cattle used as security, no land security required
- No prepayment penalties • Payments annually June 15 or Dec 15
- Administration fees written into the loan • No membership required
- Heifer Calf Program: interest only for first year if rolled into a bred heifer loan
- Eligible Livestock: heifer calves, bred heifers, cow/calf pairs, bred cows, ewes and yearling lambs.
- Branding: all cattle branded with the ABFI Brand Local Feeder Association Identifier over Shelter over Triangle
- Prepayment offered so offspring does not require to be branded
- For Application Requirements, Loan Terms, Financing Per Head see website www.feederassoc.com

**Contact The Alberta Breeder Finance Program at: abfi@feederassoc.com | www.feederassoc.com
Ph: 587-635-5669 | Toll Free: 1.844.333.3377 | Fax: 587.635.5672**

*A great
opportunity for young
and first time farmers or
ranchers or those looking
to expand their existing
breeding stock
herd!*

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ALBERTA BEEF PRODUCERS' DELEGATE NOMINATIONS ARE NOW OPEN, WITH TWO-YEAR POSITIONS AVAILABLE IN ALL FIVE ZONES, AND ONE-YEAR POSITIONS AVAILABLE IN CENTRAL, NORTHWEST, AND SOUTHEAST ZONES.

Becoming an ABP delegate is one of many ways you can become more involved in Alberta's beef industry.

ABP is a proud, grassroots producer-led organization, working on behalf of cattle and beef producers in Alberta. We need strong members in our delegate body to provide leadership and connect with producers.

As a delegate, you'll represent the needs and ideas of producers in your area. You'll also keep those same producers in the know on the latest from ABP.

If you are passionate about Alberta's beef industry, 18 years or older, and have paid check-off in the last two years, consider running as a delegate in your zone.

Interested producers should review the ABP Delegate Responsibilities and submit the 2024 Delegate Nomination Form **before 11:59 p.m. on November 15, 2023.**

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Positions Available in All Five Zones

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ABP Zones and Delegates

SOUTHEAST ZONE

Darren Bevans

PHONE 403-634-6451

EMAIL dbevans@deseretranches.com

Nanita Blomquist

BOARD MEMBER

SE ZONE COORDINATOR

PHONE 403-323-111

EMAIL bnanita@hotmail.com

Brodie Haugan

BOARD CHAIR

PHONE 403-580-9534

EMAIL brodie.haugan@gmail.com

Craig Lehr

PHONE 403-581-7242

EMAIL craiglehrsgr@gmail.com

Scott Schifner

PHONE 403-901-7090

EMAIL sbarsranch2005@gmail.com

Kent Holowath

BOARD MEMBER

PHONE 403-820-6352

EMAIL holowath@telusplanet.net

CENTRAL ZONE

Martin Clausen

PHONE 780-307-7042

EMAIL m.clausen4@gmail.com

John Doherty

CENTRAL ZONE COORDINATOR

PHONE 403-894-3494

EMAIL farmerjohn@stonepostfarms.ca

Colin Rice

PHONE 403-318-2464

EMAIL colinrice@gmail.com

Brenda Rosadiuk

PHONE 780-542-1186

EMAIL rosrn4@gmail.com

Doug Roxburgh

BOARD MEMBER

PHONE 403-392-4541

EMAIL doug.roxburgh@bullseyefeeds.ca

Karen Shaw

PHONE 780-233-8697

EMAIL shaw.karen.ab@gmail.com

NORTHEAST ZONE

Aydon Almberg

PHONE 780-209-0211

EMAIL almbergaydon@gmail.com

Kaylee Chizawsky

PHONE 780-632-1982

EMAIL chizawsk@ualberta.ca

Emil Dmytriw

NE ZONE COORDINATOR

PHONE 780-603-3645

EMAIL barwd1@gmail.com

Jay Hager

BOARD MEMBER

PHONE 780-753-4375

EMAIL 07jaybar@gmail.com

George L'Heureux

BOARD MEMBER

PHONE 780-689-8036

EMAIL georgelheureux1@gmail.com

Josie Pashulka

PHONE 780-787-0077

EMAIL kenpashulka@hotmail.com

Miles Wowk

BOARD MEMBER

PHONE 780-210-2501

EMAIL wowkmiles@gmail.com

NORTHWEST ZONE

Bernie Doerksen

NW ZONE COORDINATOR

PHONE 780-841-1769

EMAIL raffi.resort@gmail.com

Cali Smith

PHONE 780-502-0432

EMAIL ccsmith13@hotmail.com

Gary Smith

PHONE 780-841-2565

EMAIL gsmith1669@gmail.com

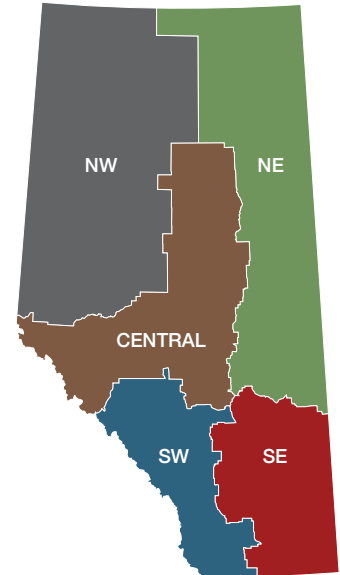
Gary These

BOARD MEMBER

PHONE 780-625-6668

EMAIL gjthese@gmail.com

ABP ZONE MAP



SOUTHWEST ZONE

Jim Bowhay

PHONE 403-994-0517

EMAIL jnbowhay@gmail.com

Graeme Finn

PHONE 403-312-2240

EMAIL graeme@southerncrosslivestock.ca

Jana Harman

SW ZONE COORDINATOR

PHONE 250-212-7152

EMAIL jana.harman1992@gmail.com

Sheila Hillmer

VICE CHAIR

PHONE 403-394-5798

EMAIL hillmer_sheila@elanco.com

Lee Irvine

BOARD MEMBER

PHONE 403-671-4878

EMAIL lee@irvinefamily.ca

Kyle Lemmer

PHONE 403-862-7674

EMAIL lemmer.kyle@gmail.com

Fred Lozeman

FINANCE

PHONE 403-625-6391

EMAIL flozeman@telusplanet.net

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CA-RVL-230800001