

The Culinary Issue

BROUGHT TO YOU BY:



Alberta Beef Producers

ALBERTA BEEF PRODUCERS 165, 6815 – 8 STREET NE CALGARY AB T2E 7H7

# 

# INDULGE YOUR SENSES

People from all walks of life and cultures enjoy beef in many different ways. Whether it's filet mignon, a home-cooked lasagna, shepherd's pie or taco-night Tuesdays, there's literally no shortage of ways to enjoy beef. What's more, it provides endless opportunities to bring family and friends closer together.

Explore All the Ways to Eat Alberta Beef at allwaysalbertabeef.ca

Alberta Beef





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#### ON THE COVER

As we head into the winter months and holiday celebrations, the cover of this issue provides comfort, inspiration and appreciation to our ranching families. As we gather with loved ones, we recognize this industry's unwavering commitment to producing top-quality beef.

# #AllForTheBeef

# WITH BRAD DUBEAU



It's been a year of real extremes for beef producers in Alberta. We were excited to see the record-high prices for calves and yearlings in the fall run. Although we have seen prices soften in October and November the prices are still strong. It's where they need to be for producers, in light of those ever-rising input costs.

But much of the current market strength is due to the shrinking supply, which is also related to the ongoing challenges of drought faced by many producers. It's something your organization has been spending a lot of time on.

We certainly appreciated the recognition of the difficult circumstances, with the creation of the Canada-Alberta Drought Livestock Assistance Program, which is providing up to \$165 million to maintain breeding herds. While we're thankful, we're also discouraged by the program design, which utilized a drought map. It's an approach that drew lines and made producers ineligible for a program they needed as much their neighbours in the eligible areas. Because of the rains being so spotty in the central parts of the province, some drought-impacted producers were left out. We had advocated for a Need Feed approach to assist those hit hardest across the province, not one based on boundaries.

We heard from frustrated producers who could not access the assistance, and we asked for reconsideration to expand the drought maps. Unfortunately, our requests were not addressed.

Right from the original announcement of the program, we've been pushing to elevate the conversation on business risk management tools that are effective, reactive and timely on a more sustained basis. We need to move away from Agri-Recovery type situations to ensure producers have equal access to tools that work well in times of need, whether it be drought or massive market fluctuations – things that are out of the control of the producer and out of the norm – equal access to dependable tools.

We heard from frustrated producers who could not access the assistance, and we asked for reconsideration to expand the drought maps. Unfortunately, our requests were not addressed.

These developments have led us to double down on our efforts to push for changes to Agri-Stability, or even the introduction of other products that do a better job of supporting the livestock industry as a whole and specifically cow-calf producers for financial sustainability. It can be done. For instance, we've heard very positive feedback on the changes that were made to Moisture Deficiency Insurance (MDI). We're grateful to see the program now reacting and flowing dollars out to producers, allowing them to be able to start securing feed much earlier, based on lack of rainfall earlier in the season. We all realize there's no such thing as a perfect program. But continuing to work on programs that are BETTER is a main focus of ABP's government relations.

I would also strongly encourage producers who may not yet have been involved in one of the available programs through AFSC to take a second look at the options and consider using them. Unless there's a lot of runoff or spring rainfall, the drought effects could carry over into 2024, and it's prudent to plan ahead with protection like MDI.

A big thanks to those of you providing valuable feedback during our fall Engagement Sessions in Lethbridge, Red Deer and Edmonton, with the Medicine Hat (December 15) and Grande Prairie (January 5) sessions still to come. We have been seeking your input on the five main pillars of ABP. We've been working hard to reduce administrative costs, and increase our investments in programming, and the resources to make those programs successful. But it's vital for us to be on the same page with what producers want.

The five pillars driving ABP's work are:

- · Beef production and extension (research)
- Consumer communications and marketing (education)
- Stakeholder communications (including producers)
- · Government relations and policy
- · Environmental stewardship

Your feedback will inform how we make changes to ABP's plan review, coming up in 2025. It's critical we're accountable and relevant to your business.

If you couldn't attend a session, we still welcome your views. Just scan the QR code to get to the survey.

We'll be analyzing the information received and taking the highlights to producer meetings for further discussion. Those meetings get underway in January, and you'll find all the dates and details in this issue. They are also your opportunity to bring forward any key issues in the form of resolutions, which are properly structured to include background and action requested. We're doing things a little differently this time. The meetings start earlier, so everyone can come enjoy a beef supper, as well as a social time after the meeting ends. Also, keep in mind the AGM for Alberta Beef Producers is coming up February 27, in conjunction with the Alberta Beef Industry Conference in Calgary. We hope to see you there.

It's been great to see the mild fall, which should help make winter feed go further. As we approach the season, we want to say 'Merry Christmas' from our outfit to yours. May the New Year bring green grass, more strong markets and policy improvements to the cattle world!

If you couldn't attend an Engagement Session this fall, we still welcome your views. Just scan the QR code to get to the survey.





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# All Ways to Eat & Cook Alberta Beef

ALBERTA INFLUENCERS SHOWCASE ALBERTA BEEF IN NEW AND INTERESTING DISHES

# **Gyudon @cookingwithchow**

I will be warming up this season with a new beef favourite recipe – gyudon. Gyudon is a popular Japanese dish known for its simplicity, comforting, and delicious flavours. The name "Gyudon" is a combination of two Japanese words: "gyu" meaning beef and "don" referring to a bowl of rice.

#### **INGREDIENTS**

- · 1 medium onion, thinly sliced
- · 1 pound (450g) thinly sliced beef
- 2 tablespoons mirin
- 1 tablespoon sugar
- · 2 tablespoons soy sauce
- 1 tablespoon oyster sauce
- · Pinch of salt
- · 1 cup dashi stock
- · 1 tablespoon cooking oil
- · 2 cups cooked short-grain white rice
- Optional toppings: sliced green onions, pickled ginger and onsen egg / egg yolk

#### **INSTRUCTIONS**

- Heat 1 tablespoon of cooking oil in a large pan over medium heat.
- 2. Add the thinly sliced onions and cook for about 5 minutes or until they soften and start to caramelize.
- 3. Stir in the mirin, sugar, soy sauce, oyster sauce, dashi stock and a pinch of salt. Bring to a boil.
- Add the thinly sliced beef to the pan and cook until it changes colour and is no longer pink. Stir occasionally to prevent sticking.
- 5. Simmer the mixture for a few more minutes until the sauce thickens slightly.
- 6. Serve the Gyudon over a bowl of cooked rice.
- 7. Garnish with sliced green onions, pickled red ginger and an onsen egg if desired.

@loveabbeef @lovecdnbeef
#AllWaysAlbertaBeef #makeitcdnbeef
#beef #gyudon #beefrecipes
cookingwithchow.ca/gyudon-japanese-beef-rice-bowl/

All Ways Alberta Beef is rooted in showcasing the tradition, pride, quality and versatility of Alberta Beef. From all the ways producers show steadfast dedication to their work to the ways a chef passionately prepares this essential ingredient and to the ways we enjoy it, there's ritual and tradition in every bite of Alberta Beef.

Focusing on how we cook and eat Alberta Beef, we have been working with local influencers over the past few months to showcase non-traditional recipes that feature beef as well as showcasing local restaurants that proudly serve it.

Following is a collection of posts by our partner influencers from October 2023. Take inspiration and try some new recipes and dishes this season.

# Pampa Brazilian Steakhouse @jensnoms



I've partnered with Alberta Beef Producers @loveabbeef to showcase three restaurants in Edmonton that offer nutritious, high-quality Alberta beef.

My first stop was Pampa Brazilian steakhouse @eatpampa. The rodizo is \$64.95 per person, which seems pricey, but you definitely get quality meat (including AAA Alberta beef) despite it being AYCE.

The picanha, which is the rump cut of beef, was so juicy and cooked perfectly tender with the flavourful outer fat cap. Even a born and raised Brazilian highly approved and could not get enough!

I also highly enjoyed their petit tender beef garlic steak. It seemed well done but was anything but rubbery and I'm a huge garlic fan so heck yeah.

Of course, don't skip out on the Brazilian cheese bread. I somehow can inhale 10 of these and still want more. The caramelized pineapple is also great to keep the appetite going and refreshed!

# Pampa Brazilian Steakhouse@krispybites

Alberta beef is known for its rich taste and consistent quality. Thanks to our climate and strict industry standards, we produce some of the best beef in the world! I was invited by @loveabbeef to visit a few local restaurants that proudly serve Alberta beef.

My first pick was @eatpampa – a one-of-a-kind Brazilian steakhouse that offers a rodizio experience. An endless parade of servers take turns coming to the table with 13 different cuts of meat, and there's also a salad bar with hot sides. This is an all-you-can-eat experience with unlimited servings of AAA Alberta beef! My favourite was the pampa picanha signature cut, perfectly cooked and seasoned with coarse sea salt.

Where is your favourite place to get Alberta beef? Do you prefer dining out or cooking your own steak at home?



# **Bridgette Bar**

**@biteofcalgary** 



Alberta is known for its nutritious and high-quality beef, we are super excited to be collaborating with @loveabbeef to highlight a few restaurants that showcase this in their menus!

Starting off our three-part series, it's no doubt that @thebridgettebar is a local Calgarian favourite, their Wagyu Beef Carpaccio and Wood Grilled Beef Strip Steak are both made with Alberta's finest, high-quality beef. The thinly sliced Wagyu Beef Carpaccio paired with the mushroom vinaigrette was a great refreshing start to our meal! The Wood Grilled Beef Strip Steak was perfectly seared, juicy and tender.

# **Bridgette Bar**

@yyc.cravings



We love @thebridgettebar and they have launched a new menu item, the Wood Grilled Beef Strip Steak made from Alberta Beef!

We have partnered with Alberta Beef Producers (@loveabbeef) to showcase some of the best restaurants in Calgary that offer nutritious, high-quality Alberta beef! Bridgette Bar is definitely one of them.

The Wagyu Beef Carpaccio is also a must try, along with their classic Garlic Bread, which is always a solid 10/10.

# The Nash @acheatdayeverday



Night out @thenashyyc!

I have partnered with @loveabbeef over the next few months to showcase some of the best restaurants around the city that have our high-quality, delicious and nutritious Alberta Beef!

First stop is @thenashyyc, they have everything made in house with many ingredients sourced from local producers. With rotating seasonal specials, friendly & quick service you'll always enjoy a nice night out at The Nash!

For more recipes and local Alberta restaurants to visit, check out allwaysalbertabeef.ca

# "My heroes have always been cowboys"



# " and still are it seems..."

Resolute, determined and dedicated. "Salt of the earth" real people, thats the cattle folks we deal with, a credit to our industry. Fall prices have never been better, enjoy it, we all deserve the good times. 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, and proud of our industry.

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12 Noon MST

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- By spring our buils 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 grazing 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.
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  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 bingeing 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.



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See you on January 27th

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- all commercial cowmen.
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- 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

# I.C. Quanfock Bull Sale

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Very satisfied." -B. Greaves, MB





pleasure." - J. Comrie, MB



Pat and Mac Creech

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- 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 videos 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.
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  - 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...

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# Seed Growers Working with Plant Breeders

At Corns Seeds they don't just grow seeds, they also work with the plant breeders who develop those seeds.

BY ASHLEY ROBINSON

The Corns family has been farming for four generations. In that time, they've always focused on innovating to grow and keep the farm going for the next generation.

"Land stewardship has always been a really big focus on our farm. We're kind of born and bred farmers. So, we've always paid a lot of attention to what varieties are going to do well here and what varieties are going to leave the land in good shape," says Whitney Corns. Her grandfather Harvey Corns was the one who started the family's interest in the seed industry. In the 1960s, Harvey started growing rye seed for Progressive Seeds, but it wasn't until the 1990s when brothers Bryan and Gary (Whitney's father) Corns started the family's pedigreed seed business. Whitney herself returned to the family farm six years ago after a stint working in the Okanagan Valley in British Columbia in the wine industry.



"(Bryan and Gary) have farmed together their whole lives. And they were quite progressive with trying new crops and trying new rotations and using different types of equipment to improve soil health around our operation," Whitney explains.

The Corns have 9,000 acres of cropland and grassland in Grassy Lake, Alta. The cropland is a mix of irrigated and non-irrigated, running on a four-year crop rotation. For pedigreed seed, the family grows winter and spring triticale, winter wheat, barley, oats and forage peas and sell sorghum sudangrass, millet and other cover crop seeds. They also grow commercial canola, silage and feed grains.

We were really out there trying to find different varieties and different grains to help our operation, help our cows make good-quality feed.

The family doesn't just grow seed and other crops, they also have a 400-head herd of Red Angus beef cattle. The livestock have elevated the seed side of the business, with the Corns taking an interest in forage seed and other grains to feed their animals.

"The livestock market really hadn't been addressed and focused on by a lot of seed companies. So, we were really out there trying to find different varieties and different grains to help our operation, help our cows by making good-quality feed," Whitney says, adding this interest is what pushed them into the pedigreed seed business.

Their decision to get into the seed industry doesn't stop at the seed growing level. The Corns have also taken an active role in working with plant breeders and breeding programs to test out and discover the best varieties to grow on irrigated and non-irrigated land and find what are best to feed to livestock.

"We do spend a lot of time working with the research stations, specifically out of Lacombe," Whitney explains. "We're always up to have discussions with the plant breeders and look at the data and plots they have." One of the plant breeders the Corns work with is Mazen Aljarrah, the triticale crop breeder at the Olds College Field Crop Development Centre (FCDC) in Lacombe, Alta.

"Corns Seeds has really tremendous experience on triticale market, especially in the southeastern part of Canada and U.S. Corns Seeds provides FCDC with all (the) support to market and promote our released triticale varieties," Aljarrah explains.

The Corns provide important information to Aljarrah and his team about what end users are looking for regarding crop varieties.

"It's really important for someone to link all of those together and communicate what the end consumers are looking for and what their needs and requirements are," Whitney says.

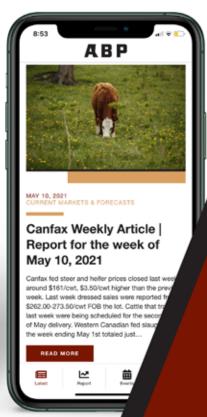
The relationship is mutually beneficial. Aljarrah adds he'll frequently hear from the Corns telling him which future triticale varieties would be beneficial for farmers growing the crop or farmers feeding it to their livestock.

As the farm moves forward, the Corns are working on succession planning. Three years ago, they changed the operation's name from Corns Brothers Farm to Corns Seeds to include the next generation now working on the farm — Whitney. As Whitney looks toward the future of the farm, she wants to expand the seed side of the business and start dedicating more time to on-farm research and demo plots. She also wants to strengthen the farm's crop rotation by introducing new crops and utilizing the land the Corns have by focusing more on double cropping.









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# Meet Some of ABP's Newest Staff Members

ALBERTA BEEF PRODUCERS IS EXCITED TO INTRODUCE SOME NEW FACES TO OUR TEAM. PLEASE JOIN US IN WELCOMING RYAN, KARA, KALEY AND JILL!



# RYAN ROSS Controller Assistant

Ryan Ross has a bachelor's degree from the University of Lethbridge and has worked in accounting for more than two years. Ryan has a background in agriculture and grew up on a cattle ranch southeast of Lethbridge.

Ryan is known to play guitar and plays in a rock/alternative band called Waterfront.

As Controller Assistant, Ryan collects and administers the ABP Service Charge and Federal Levy; manages Accounts Payable, Accounts Receivable, and assists with the month-end and year-end procedures; and leads ABP's Service Charge refund process.



# KARA OOSTERHUIS Digital Content Specialist

Kara grew up on a grain farm near Bow Island, Alberta. After attending SAIT and the University of Calgary – where she obtained a degree in communication and media studies, and a diploma in broadcast news – Kara began her professional career working in agricultural communications and agricultural journalism.

Kara now resides near her family's farm, raising a mix of livestock, consisting mostly of goats (because something has to eat all that kochia). Kara has a passion for storytelling, but even more so, asking the questions that matter. You can find her surrounded by farmers/ranchers and a cup of coffee – or at an upcoming ABP event!

Kara will begin her tenure as Digital Content Specialist at the end of November, when she will manage ABP's digital content, from writing and editing articles to publishing podcasts and interacting on social media.



# KALEY SEGBOER-EDGE VBP+ Coordinator and ABP Stewardship Lead

Kaley Segboer-Edge has a bachelor's in environmental science with a psychology minor. She has worked in various capacities in encouraging and supporting producer adoption of best management practices. She's worked closely with VBP+ during her tenure as the Certified Sustainable Beef Framework Manager at the Canadian Roundtable for Sustainable Beef.

Kaley lives off-grid with her husband and their two-year-old in Central Alberta, where her favourite weekends are spent roping with family.

As VBP+ Coordinator and ABP Stewardship Lead, Kaley coordinates all aspects of VBP+ on-farm producer audits; liaises with industry and government working groups and committees representing beef producers' priorities in stewardship; and coordinates work on wildlife files as they relate the beef industry and ABP.



# JILL MCLERIE Advertising Sales Representative

Jill grew up on a large commercial cow-calf operation at Spruce View, AB. She is still heavily involved on her family ranch, and she and her brother have established Black Chrome Livestock, raising purebred Black Angus genetics.

Jill attended Lakeland College, where she obtained her diploma in agribusiness with a major in marketing and communications. She also has a Certificate in Graphic Design from Red Deer Polytechnic. Before taking on her role at ABP she worked for Olds College in Continuing Education as a Programming Coordinator for the School of Life Science & Business.

As Ad Sales Rep, Jill coordinates advertising sales for ABP's quarterly print publications and digital advertising on ABP Daily.

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# Decision Time: Selecting Heifers for the Season Ahead

BY ROBIN GALEY

EACH WINTER MANY PRODUCERS FACE TOUGH DECISIONS ABOUT WHICH HEIFERS TO RETAIN TO BREED AS REPLACEMENTS, AND WHICH TO SELL OR SEND TO THE FEEDLOT. RECENT RECORD-HIGH CATTLE PRICES HAVE GREAT INFLUENCE OVER THOSE DECISION



It often begins with a visual appraisal... How does she look? How tall is she? What does she weigh? Is she old enough? Deciding which heifers will successfully conceive in the first two cycles is a challenge. Research underway at Lakeland College in Alberta aims to identify technological tools that support predictive analysis and reduce the guesswork.

Commonly, producers consider genetics, performance, growth, carcass traits and maternal traits. New technology, such as remote sensing and genomics, is being investigated to see if it helps producers better predict the success of a replacement heifer.

"Really, I don't want to allocate expensive pasture and feed to heifers that won't pan out in the end. This research is about finding indicators and identifying some good technology that will help us make the best decisions," says Dr. Susan Markus, rancher and livestock research specialist at Lakeland College.

Markus is leading the research in the *Precision Ranching* for *Improved Reproductive and Grazing Efficiencies* project, designed to look deeper into the factors that determine fertility earlier in the production cycle rather than waiting until pregnancy checking time.

The study is in its second of four years, and based on information collected to date on yearling females, Markus has been studying which factors might predict long-term success or failure to calve in the first two cycles.

Although it's too soon to draw conclusions, Markus says the data suggests two tests appear to be helpful in replacement heifer selection: a reproductive tract score (RTS) via ultrasound and a DNA-based replacement heifer profitability index value (RHPI). "We're still going through the data, but the promising thing we've found is that the RTS and RHPI can help inform our decisions," says Markus.

### REPRODUCTIVE ASSESSMENT

The RTS can be done by a qualified vet using an ultrasound. The scan costs approximately \$6, and goes a step beyond external palpation to help identify the heifer's maturity and state of puberty. It also identifies abnormalities in the reproductive system. Ideally it is performed no more than 60 days prior to breeding.

Markus notes that the research data shows intramuscular fat is highly related to RTS, and open females have lower RTS, while there was no correlation found between fertility and body frame score, suggesting RTS may be a more helpful indicator than selecting the bigger heifers. "We've tested these heifers for almost anything we could look at, both on and under the hide" says Markus. "We found the reproductive tract scan makes the most sense."

### **DNA TESTING**

In the retroactive review of data on the first group of heifers, now pregnant with their second calves, Markus says, "We looked at their calving dates and related that back to some of the other characteristics. On the genomic side, the replacement heifer profitability index value seems to be quite valuable to assist in potential culling decisions."

The replacement heifer profitability index (RHPI) can be obtained from a DNA test, which costs \$35 to \$40 one time in the life of the animal. It helps identify heifers with increased hybrid vigour, feed efficiency, fertility and longevity.

"Having genetic information like the RHPI allows me to first select the most mature animals using the reproductive tract scoring, and then layer on top of that the ones with the most genetic potential," says Markus. "If I invest \$6 in the ultrasound and \$35 to \$40 in the DNA test, then I can have a little more confidence in my decisions to not just get a heifer in calf, but to get a good calf."

#### PLANNING AHEAD

Putting together the tools Markus identifies with the breeding timeline, a good strategy to achieve high pregnancy rates (along with good nutrition and a health protocol) may be to begin with DNA testing early in the new year on the heifers being considered. Producers can use the resulting RHPI values to begin sorting animals for genetic potential before spring.

Reproductive assessments could then be done within 60 days of bull exposure, and the results of those used to sort again. "Every month you wait, your heifers are going to get more mature. You want to find the ones that match up to your breeding season in order to get the best pregnancy rates in the first two cycles of breeding," Markus suggests.

## **CONFORMATION MATTERS**

Conformation – studying the shape and structure of the heifer – is still one of the most commonly applied steps in determining an animal's ability to produce viable offspring, and it will continue to be important.

But Markus's research points to the possibility that verifiable, quantifiable and reliable data about the inner workings of the animal may help producers more confidently select replacement heifers in the future.

"Instead of only looking at length and depth and those things we typically visually assess to determine if they are a good heifer, we can use the replacement heifer profitability index value and the reproductive tract scoring to increase confidence that the heifers we pick are going to get pregnant early, and that they're probably the ones with the most genetic potential leading to more valuable offspring," Markus concludes.

# VALUATIONS SUPPORT BULL SELECTION

Selecting bulls to sire the next generation is a complex process, too. Bull values vary based on characteristics like calving ease and lower birth weight, and depend on maintenance costs, performance factors and prices. Given the large variations in bulls available, deciding how much to invest in exchange for which traits and characteristics can be a challenge. For help with estimating breakeven bull prices, try the bull valuation calculator on the Beef Cattle Research Council (BCRC) website. The calculator provides a general idea of how much a bull is worth based on ranch traits and characteristics. It's a useful tool that helps producers have greater confidence in their bull selection decision-making process. Find it at beefresearch.ca



# BULLS LIKE THESE SELL FEBRUARY 10, 2024

OPEN HOUSE: FEBRUARY 3-4, 2024 | AVAILABLE ANY TIME FOR CATTLE VIEWING

















# **COMING SOON:**

# Lidocaine-Infused Castration Bands

BY ROBIN GALEY

# NEW CASTRATION BANDS CONTAINING SLOW-RELEASE LOCAL ANESTHETIC PROVIDE PAIN RELIEF FOR CATTLE DURING CASTRATION.

Large animal veterinarians in Alberta will soon be providing producers with anesthetic-infused castration bands made in Canada. While producers currently inject pain relief or give it topically, a new process, developed by Solvet and Alberta Veterinary Laboratories (AVL), impregnates existing latex elastration bands with lidocaine.

"Providing pain relief during procedures like castration is important to animal health and welfare. Solvet came up with this technology to push lidocaine into the same castration bands that have been on the market for years and years," explains veterinarian Dr. Roy Lewis.

"We already had the lidocaine in another form, and the bands were already there, too. They've come up with the technology to combine the two, solely for the purposes of animal welfare. It's quite ingenious really," says Lewis.

The bands will address pain and discomfort through the slow release of lidocaine, which begins acting within two hours after the band is applied and lasts for up to 42 days, relieving the animal's pain for the whole time the scrotum is falling off.

Calgary-based Solvet and AVL developed the new product, which has already been tested successfully on hundreds of animals. "They are the same little green bands producers are used to and exactly the same applicators, so there is no redundancy and no new equipment required," says Lewis.

The small bands can be used on calves up to 250 pounds to support bloodless castration without injections, resulting in less steps and less handling costs for producers. Ongoing studies in the U.S. and Canada aim to demonstrate increased average daily gain (ADG) while reinforcing the welfare benefits of the lidocaine-infused elastration bands.

It goes without saying that this will help cattle do better during this procedure.

"Farmers and consumers don't want our animals to feel pain at any time if they don't have to," says Dr. Merle Olson, who co-founded Solvet with Dr. Barb Olson. "Really, this is the future of cattle management; pain control and animal welfare are top of the list."

Since the anesthetic-infused band, called LidoBand, falls under the category of compounding rather than being a prescription drug, it will likely be available through veterinary clinics. It is expected to be available in the U.S. market by the end of 2023 and in Canada sometime in 2024.

"It goes without saying that this will help cattle do better during this procedure. How much better we don't know for sure, but the bottom line is it's a pain control mechanism that supports animal welfare, and that just makes a whole lot of sense," Lewis says.  $\checkmark$ 



Alberta Beef Industry Conference 2024

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## **KEYNOTE SPEAKER**

Dr. Pippa Malmgren

Bestselling author and expert in the Economy, Leadership, and Technology

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# An Update on Living Labs

BY KARIN SCHMID



# WE COULDN'T BE HAPPIER ABOUT THE RESPONSE TO THIS PROGRAM TO DATE.

A huge thank you to our producer participants, our partners and supporters, the AALL contract staff, Canfax Research Services, Nu Nenne Advisian Environmental, and our research leads and their teams from Agriculture and Agri-Food Canada and the University of Alberta for getting us this far!

The Alberta Agrisystems Living Lab (AALL) is focused on measuring the impacts of beneficial management practices (BMPs) on profitability, productivity, greenhouse gas emission reduction and carbon sequestration in the following areas:

- · Cropping systems and crop rotations
- · Land use changes
- Nutrient management (fertilizer and manure)
- · Grazing management
- Livestock feeding
- Carbon on the whole farm (where can you maximize carbon sequestration on a particular landscape)
- Soil health impacts

Twenty-nine producers across Alberta have implemented, or will be implementing, one or more of 14 BMPs on their operations.

Baseline measurements are mostly complete with first-year soil, forage and crop measurements and analysis underway. The AALL also held three summer field days, two soil workshops with Indigenous communities and a webinar so far in 2023. In addition, we are currently analyzing the results of our Adoption Rate Survey, which will provide valuable insight into baseline rates of adoption of several of these BMPs. Other data currently under analysis includes cost of production and information required to estimate baseline GHG and carbon storage on these operations using the Holos model. Cost-benefit modelling of selected BMPs is beginning later this year (with more to follow in subsequent years), and we are also examining non-financial drivers of adoption related to producer values and attitudes.

Stay tuned for more AALL online events through the rest of 2023, and join us for more learning opportunities in 2024! Visit agrisystemsII.ca for more information.

# What Does ABP Do?

THE MISSION OF THIS ORGANIZATION IS TO STRENGTHEN THE SUSTAINABILITY AND COMPETITIVENESS OF THE BEEF INDUSTRY FOR THE BENEFIT OF BEEF PRODUCERS IN ALBERTA.

# THIS IS ACHIEVED THROUGH THE ONGOING WORK AND ADVOCACY EXECUTED THROUGH OUR FIVE PILLARS:

- Government and Policy Advises on industry policies and government advocacy.
- Production and Extension Provides policy direction and technical support in the areas of cattle health and welfare, research, environmental stewardship and policy.
- Marketing and Communications Works to increase brand recognition and build on Alberta Beef's consumer and public loyalty.
- **4. Stakeholder Relations** Manages stakeholderfacing communications initiatives, maintains media relationships and advises on media inquiries.
- 5. Stewardship and VBP+ Promotes and manages the uptake of the VBP+ program and liaises on wildlife and environment files as they relate to the beef industry.

### **ABP**

ABP is at the heart of Alberta's cattle and beef industry. We work on behalf of more than 18,000 beef cattle producers to maintain the Canadian beef advantage: outstanding genetics; robust food safety, beef grading, animal health and environmental standards; efficient production practices; high standards of animal care; responsible environmental stewardship; and world-class processing facilities that consistently produce safe, nutritious, high-quality and great-tasting beef.

\$2.00 refundable



The Canadian Cattle Association (CCA) is the national voice of Canada's 60,000 beef farms and feedlots. Founded by producers and led by a producer-elected board, CCA works to address issues that concern Canada's beef producers.



service charge

**\$2.50**non-refundable levy

# **The National Check-Off Agency**

The goal of the Canadian Beef Cattle Check-Off is twofold; to increase sales of domestic and export beef, and to find better, more efficient methods of producing beef and beef cattle.

#### **PSE**

The Public and Stakeholder
Engagement (PSE) program.
The program operates as a division of the CCA but is funded by the Canadian Beef Cattle Check-Off.
Previously called Issues
Management while operating as a pilot, PSE aims to deal with consumer-facing issues related to beef production in Canada and maintain public trust in the Canadian beef industry.

#### **BCRC**

The Beef Cattle Research Council (BCRC) is Canada's national industry-led funding agency for beef, cattle and forage research. The BCRC's mandate is to determine research and development priorities for the Canadian beef cattle industry and to administer Canadian Beef Cattle Check-Off funds allocated to research.

#### Canada Beef

Canada Beef provides market development and promotion services to the Canadian beef and veal industry. A division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is funded by cattle producer check-off, import levy and federal and provincial government industry development funds. Canada Beef is responsible for the delivery of domestic and international market development and promotion programs through offices in Canada, Mexico, Japan, China and Taiwan.

# Reminders For Humane Transport

Every day, thousands of cattle travel by trailer. Most of these animals are fit for the journey and experience no negative outcomes. However, there are instances where we must ask, "is this animal fit to load and be transported?"

Updates to the Health of Animals Regulations Part XII, Humane Transport took effect in 2020. Now, there are certain conditions listed in legislation that determine an animal's fitness for transport.

First, a couple of definitions:

**Unfit** – cannot be transported except upon the order of veterinarian to receive care.

Compromised – can be transported only to the nearest place where it can receive care or be humanely killed (this place cannot be an auction market except in an emergency situation). In these cases, you must use special provisions like loading in a separate compartment, providing extra bedding, and the maximum journey must be less than 12 hours.

Conditions that render an animal unfit for transport include, but are not limited to: very poor body condition, severe cancer eye, extreme bloating and lameness to the extent that it can't walk on all four legs and exhibits signs of pain, halted movement or a reluctance to walk. If a cow is in the last 10 per cent of gestation or has given birth during the previous 48 hours, it is also unfit for transport.

Conditions that render an animal compromised for transport include, but are not limited to: unhealed injuries, blindness in both eyes, peak lactation, an unhealed or acutely injured penis, mild bloat or lameness that doesn't fit the unfit definition.

Lameness can be one of the more difficult conditions to accurately judge prior to loading. Is the animal simply stiff, or is there a problem with mobility and they are in pain? Tools like locomotion scoring can help to objectively determine whether an animal's gait is normal, and if they should or shouldn't get on that trailer.

It only takes one viral video to ruin livelihoods.

It's critical to familiarize ourselves with the various conditions that would classify cattle as compromised or unfit for transport, to ensure public confidence in our production systems. It only takes one viral video to ruin livelihoods.

More information is available on the CFIA website at inspection.canada.ca ▼

# LOCOMOTION SCORING

# OF BEEF CATTLE





#### Clinical Description: Normal

#### Normal

- Description:

   Animal walks normally
- Hind feet land in a similar location to front feet
- No apparent lameness or change in gait







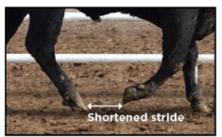
#### Clinical Description:

Mild Lameness

#### Description:

- Animal exhibits shortened stride, dropping the head slightly
- Does not exhibit a limp when walking





2

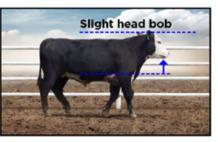
## Clinical Description:

Moderate Lameness

#### Description:

- Animal exhibits obvious limp, favoring affected limb or limbs
- · Limb(s) still bears weight
- · Slight head bob when walking





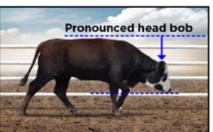
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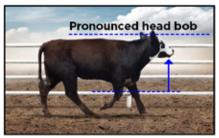
## Clinical Description:

Severe Lameness

### Description:

- Animal applies little or no weight to affected limb
- · Reluctant or unable to move
- While walking, animal's head will be dropped and back arched, with head bob and limp detected





- Locomotion scoring is based on the observation of cattle walking (gait), with special emphasis on head bob and stride length.
- Animal observations should be made on a flat surface that provides good footing.
- Locomotion score 1 or higher should be examined to determine cause of lameness.
- Appropriate treatment and management practices should be applied to minimize economic loss due to lameness and improve overall animal wellbeing.

For more information: contact your Zinpro representative or visit **zinpro.com/beef** 



Developed by Zinpro Corporation in conjunction with Kansas State University and the Beef Cattle Institute.

# From the Government Desk

BY MARK LYSENG

The cattle market is strong right now, and that's a relief to a lot of cattle producers. But why don't we have new producers flocking to the industry?

A major barrier is the lack of effective agri-insurance. Cattle producers have managed through drought in the last five years, and that's something current insurance options don't adequately cover.

Cattle producers have experienced two AgriRecoveries in the last three years, signifying extreme opportunities for improvement. A quick look across the fence at the cropping sector shows the industry impact of responsive insurance programming.

Livestock Price Insurance (LPI) and Moisture Deficiency Insurance (MDI) provide support to producers in certain scenarios. LPI provides disaster insurance in case of a price crash, and MDI now includes more parameters than just rainfall, such as heat.

I would like to clearly state that MDI did pay out very well in 2023 and the improved program has shown itself as more responsive for producers. Big thank you to Agriculture Financial Services Corporation (AFSC) for listening to producers and improving the program.

Both MDI and LPI meet their program design; however, the beef industry is complex. It needs an agri-insurance suite that supports a variety of management styles and insurance scenarios. With the right improvements, AgriStability, or a similar margin insurance program, could contribute to a more equitable agricultural industry.

Alberta Beef Producers (ABP) is working with AFSC to enhance insurance offerings. Margin insurance programs, like AgriStability, continue to be the focus, as they give protection for production, price and inputs, thus giving the most stability to producers.

The beef industry isn't looking for a subsidy advantage; we are just looking for programming that provides similar levels of support to other agricultural sectors. It is not likely the beef sector will get another AgriRecovery in the near future so we need further improvements.

Get involved with changing the business risk management (BRM) program by contacting AFSC.

# AFSC pilot to evaluate options for AgriStability change to improve program responsiveness for the cow-calf sector

Historical AgriStability analysis demonstrates that capturing full winter feed and pasture cost, along with removing feed inventory price swings during droughts, could significantly improve the responsiveness of the AgriStability program for Alberta's cow-calf sector. A pilot study will be undertaken to determine the most appropriate program design under various winter-feeding practices.

In early 2023, AFSC completed a review of the AgriStability program specifically focused on finding options that would improve program responsiveness to the cow-calf sector. Program improvements that could meaningfully benefit cow-calf participants focus on the limited program eligibility of feed and pasture costs and the significant feed inventory price adjustments during drought.

Different production systems and practices to obtain winter feed and pasture for the cow herd have the current AgriStability program only capturing a portion of total feed and pasture costs. These are the largest components of input costs to the cow-calf sector, and initial analysis confirms this as a significant limitation to the program. Additionally, with drastic increases to feed

values during drought years, current inventory valuations can result in significant positive inventory adjustments in drought years, despite producers being short production. Initial analysis confirms this is distorting the timeliness of program payments and a potential change to remove the price-inventory adjustment of feed would better connect program payments to disaster years.

AFSC is currently looking for cow-calf producers – of diverse production styles – to participate in a pilot for 2024. The purpose of this pilot is to determine the most appropriate way to capture full input costs, regardless of how winter feed and pasture are grown or purchased.

Pilot participants do not need to be enrolled in AgriStability but do need accurate historical income and expense reporting, as well as year-end inventory reporting. Pilot participants will have analysis completed on their farm and payment calculations under various methodologies to help determine the most responsive and appropriate program design for any potential changes.

Producers interested to participate in the pilot can contact Stuart Chutter at schutter@afsc.ca ▼





Cattle Identification Magency Agency

Cattle Cation Identification Agency

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.

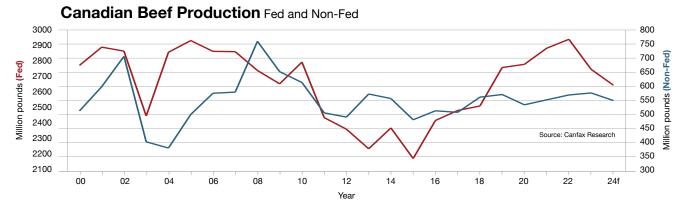
But one thing hasn't – our commitment to

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

ENTIFICATIO



## **CANFAX CATTLE MARKET UPDATE**

# 2023 Beef Retail Prices Reach New Highs, Domestic Supplies Projected Lower

Average retail beef prices have finally turned lower after trending counter-seasonally higher through the summer. If seasonal trends play out for the remainder of 2023, retail beef prices will decline a significant 7 per cent in October, rebound 10 per cent in November, then decline 12 per cent in December. Retail prices (stewing cuts, striploin cuts, top sirloin cuts, rib cuts and ground beef) averaged \$22.20/kg in September, 1.5 per cent lower than August's all-time high of \$22.54/kg. High-end beef rib and top sirloin prices were down 16 per cent and 2 per cent, respectively, from their all-time highs in August. However, those price declines were largely offset by increases in stewing beef (+14 per cent), striploin cuts (+6 per cent) and ground beef (+2 per cent).

On the competing meat front, September retail pork prices declined 2.1 per cent from August to \$9.84/kg. Price increases of 10 per cent for bacon and 2 per cent for loin cuts weren't enough to offset the 22 per cent and 5 per cent drop in shoulder and rib cuts. Poultry prices also fell in September, down 2.4 per cent from August. The most popular, chicken breast, saw prices increase 5 per cent. Whole chickens were down 12 per cent, drumsticks were down 11 per cent and thighs were down 1 per cent. Competing meat prices fell more than beef, resulting in larger price ratios; with beef-to-pork at 2.26:1 and beef-to-chicken at 2.22:1.

Canada's beef cow inventory sits at 3.66 million head as of July 1, down 1.5 per cent from last year. The number of beef heifers retained for breeding was down 3.2 per cent

to 600,900 head. Both metrics of future beef supplies point to a reduction in beef production until at least 2026. Once herd re-building begins, domestic beef production will be further reduced, as breeding heifers are retained on cow-calf operations, rather than moved into feedlots.

Total domestic beef production (including slaughter exports and offals) is projected to be down 5.3 per cent to 3.42 billion pounds in 2023. Fed production (slaughter + exports) is expected to be down 6.5 per cent to 2.75 billion pounds. Non-fed production, up 1.7 per cent to 578,000 pounds, will support total production this year.

In 2024, total domestic beef production is projected to continue to decline around 3-5 per cent from 2023. Fed production is projected to be down approximately 4 per cent; non-fed production is projected to be down almost 5 per cent.

Reduced domestic production in 2023 has opened a window for larger import volumes this year and is expected to continue in 2024. When domestic beef production increases, it will be easier to move consumers away from imported beef to Canadian beef than it will be to move consumers from pork or poultry to beef. Therefore, increasing import volumes during times of reduced domestic production should be seen as a positive for the Canadian beef industry as it supports per capita consumption.

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

# Holiday Inspiration

FROM CHRISTMAS IN NOVEMBER

EVERY YEAR, THE JASPER PARK LODGE HOSTS AN INCREDIBLE FOUR-DAY FEAST AND FOOD FESTIVAL. THANKS IN LARGE PART TO COMMODITY SPONSORS SUCH AS BEEF, MILK, CHICKEN, PORK, GRAINS AND PULSES, A COMMUNITY OF FOODIES GATHER TO LEARN FROM FOOD NETWORK AND MICHELIN STAR CHEFS.





This year the Jamaican-inspired beef dish was brought to the table by David Adjey, from the Food Network show Restaurant Makeover.

# Alberta Beef Short Ribs with Black-Eyed Peas

Serves 4

#### **INGREDIENTS**

4 racks Alberta Beef short ribs, about 1 lb each

course salt, to taste

freshly ground black pepper, to taste

1/4 cup corn oil

2 Tbsp prepared jerk rub

1 large carrot,

peeled and roughly chopped

2 ribs celery,

peeled and roughly chopped

1 large onion,

peeled and roughly chopped

6 Roma tomatoes, roughly chopped

2 Tbsp blackstrap molasses

4 cups veal jus

1 bottle dark beer

1/2 cup sherry

2 bay leaves

1 recipe Black-Eyed Peas\*

#### **INSTRUCTIONS**

- 1. Preheat oven to 325°F.
- 2. Season the short ribs with salt and pepper.
- 3. In a heavy-bottom saucepan over high heat sear the ribs in corn oil on all sides until evenly caramelized, about 5-6 minutes. Remove the ribs from the pot and coat with Jerk rub. Reserve at room temperature until needed.
- 4. Return the pot to medium-low heat and sauté the carrot, celery and onions until slightly caramelized and soft, about 5 minutes. Add the tomatoes and continue to cook until they start to break down and become soft, about 10 minutes. Add the molasses, veal jus, beer and sherry and bring to a boil.
  - Add the seared ribs and bay leaves. Cover and transfer to the middle rack of the oven.
- 5. Braise until the ribs are fork-tender and nearly falling off the bone, about 50 minutes.
- 6. Remove from heat and cool completely in the braising liquid.
- 7. Carefully remove the ribs and strain the liquid then discard the vegetables. Transfer the strained liquid back to the stove and reduce over low heat by half. Pass it through a fine mesh strainer several times until the liquid is clear. Bring the ribs back to a simmer, about 3-4 minutes in the sauce, adjust seasoning if necessary and reserve.

# **Black-Eyed Peas**

#### **INGREDIENTS**

- 1 cup black-eyed peas, soaked in cold water overnight.
- 4 cups vegetable stock
- 1 calabaza pumpkin (or butternut squash) peeled, cut into ½ inch dice
- 2 Tbsp olive oil
- 6-8 pods okra, sliced into 1/4 inch rounds
- 8 sprigs cilantro, stems discarded and chiffonade
- 2 scallions, washed and minced
- 1 lime, juice only

course salt, to taste

freshly ground black pepper, to taste

#### **INSTRUCTIONS**

- In a small saucepan over medium heat bring the black-eyed peas to a boil in the vegetable stock. Reduce the heat and simmer until the beans are soft but still retain their shape, about 20-25 minutes. Remove from heat and cool completely in the cooking liquid.
- 2. Drain and reserve.
- 3. In a small sauté pan over medium heat, sweat the pumpkin in the olive oil until translucent. Add the rest of the ingredients and continue to cook for about 3 minutes. Adjust seasoning to taste and remove from the heat. Keep warm until needed.

#### WHEN READY TO SERVE

Spoon equal portions of the black-eyed peas in the centre of four warm dinner plates, and place a rack of braised short ribs on top of each. Ladle a generous portion of braising sauce overtop and garnish.

## PUBLIC PERCEPTION RESEARCH RESULTS

# How do Canadians Feel About Beef?



HOW DO CANADIANS FEEL ABOUT BEEF – THE PRODUCT, THE INDUSTRY, ITS PEOPLE AND ITS PRACTICES? ALL OF THIS IS REVEALED IN THE LATEST PUBLIC PERCEPTION RESEARCH FROM PUBLIC AND STAKEHOLDER ENGAGEMENT (PSE), A NATIONAL CHECK-OFF FUNDED PROGRAM JOINTLY DELIVERED BY CANADA BEEF AND THE CANADIAN CATTLE ASSOCIATION.

# **SURVEY SPECIFICS**

The public perception research is conducted every three years to determine must-win audiences, key messages that improve sentiment and other vital information for public outreach. With PSE just coming into five years of being a fully funded program, this was the second research study conducted. There were 2,300 participants included in the survey who were a representative sample of Canadians by age, gender religion, education, location, etc.

## **BEEF - THE PRODUCT**

Canadians love our product.
Impressions are extremely favorable for loving the taste (90 per cent), thinking of beef as high-quality food (89 per cent) and saying beef is healthy (84 per cent). In fact, beef is seen as having the highest nutritional value amongst all animal proteins, followed closely by chicken.

However, beef is also perceived as having the largest environmental impact of all proteins and is tied for the most expensive with fish/seafood.

A large majority of people (86 per cent) say they consume beef at least occasionally. About one quarter of Canadians feel they should eat less beef and state cost and environmental concerns the main reasons. The majority (64 per cent) of Canadians say they should eat about as much beef as they do now, and 13 per cent say they should be eating more beef.

Impressively, 28 per cent of Gen Z respondents (born between 1997 and 2013) indicate they would like to eat more meat overall. When asked about eliminating animal-based protein completely, a strong majority of Canadians (83 per cent), including Gen Z, say it would be difficult.

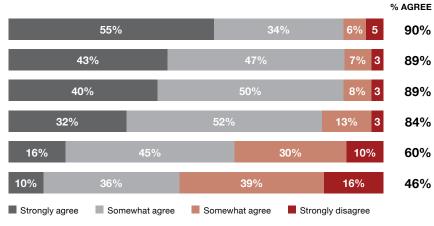
## **BEEF - THE INDUSTRY**

Canadians feel most positive about the industry's ability to produce high-quality food (73 per cent good or excellent) and contribute positively to the economy (68 per cent). Canadians are less sure about the industry's practices, with just more than half believing the industry humanely treats animals (52 per cent) and makes sincere efforts to limit environmental impact (52 per cent).

Most Canadians say the industry is headed in the right direction, and while about one-third say they're unsure about the direction of the industry, a lack of positive impressions can mean uncertainty or a lack of knowledge, not negativity. Beef farmers and ranchers are seen positively by 70 per cent of Canadians, and this number has increased by 2 per cent since the last survey was done three years ago.

### Beef wins on taste, quality, scores lower on environmental impact and affordability





### CONSUMER INTEREST AND COMMUNICATIONS PREFERENCES

Canadians are very curious about where their food comes from, with 94 per cent wanting to know more (36 per cent say they are really curious – with a majority being urban and young Canadians). However, consumers are not necessarily seeking out this information on their own or know where to do so from sources they trust.

So, how do we reach Canadians that are interested in learning more about how beef cattle are raised? Most Canadians get their information about food from grocery stores, documentaries and farmer's markets, but the number-one preferred source of information on where their food comes come is farmers and ranchers themselves. Of everyone involved in the food

system, it is farmers and ranchers that are most trusted, a fact that is supported in other national surveys. The second-most trusted stakeholder is groups representing farmers, demonstrating trust comes from the ground up.

There is a clear market for content on social media from beef producers with a high level of engagement. Canadians like to consume content in short-video or photo format. They also prefer content focused on entertainment, daily life and food, with some variation amongst generations. While only 16 per cent seek out content about where their food comes from on social media, 62 per cent say they would engage with the content if they came across it, highlighting the importance of meeting the consumer where they're at.

The results show that the majority of Canadians love and support Canadian beef and want to know more. Canadians want to hear directly from the source and groups that represent them, highlighting the importance for producers to actively engage in public outreach. It is also why PSE highlights farmers and ranchers in documentaries, social media content and with influencer outreach to amplify the reach and leverage that trust from Canadians.

### **FURTHER QUESTIONS?**

Please contact Amie Peck, Stakeholder Engagement Manager at pecka@cattle.ca 🕶

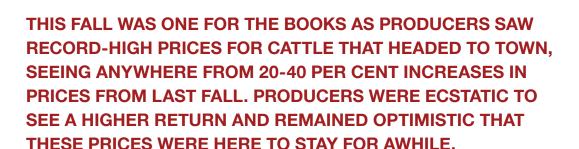
Public and Stakeholder Engagement is a national check-off funded program that works to build public trust in the way beef cattle are raised in Canada.

**OUT AND ABOUT WITH ALBERTA BEEF PRODUCERS** 

## Fall Run Brings Record Cattle Prices

BY TAYLOR KALBFLEISCH





A topic that was frequently discussed with producers was the feed and water supply heading into the winter months. Having only visited mostly northern to central auctions in Alberta, most producers in the area seemed to be ok, as they either had feed reserves from previous years or had secured enough feed and water for the winter. The feeling may be different as we head into the southeast locations in the next few months, as some producers were forced to wean and sell calves earlier than usual. There may be growing concern come spring if Alberta does not receive the snowfall or early

rains needed for those who depend on spring run-off, as water sources are at all-time lows or have completely disappeared in some areas. This will only contribute to the steady decline in the national herd numbers that producers have been seeing for the past three years.

### **AUCTION MARKET TOURS CONTINUE**

We would like to thank all of the auctions that allowed us to visit with producers already this fall. We do have a few more stops left on our tour in the upcoming weeks. Come and join me and some of our delegates at a sale near you:



### **Picture Butte**

Picture Butte, AB November 28, 2023, 10:30 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. ▼

### **EVENT RECAP**

We began this fall's engagement sessions in Lethbridge at the Alberta Livestock Expo in hopes of promoting more beef presence at the conference in the future. Over the following weeks we made our way north, hosting social hours at both the 49th Annual Canadian Finals Rodeo in Red Deer and the 49th Farmfair International beef show in Edmonton. We were able to reconnect with many producers throughout these events and gather valuable feedback on where they would like to see ABP going forward.

If you haven't already visited with us at one of the previous engagement sessions, feel free to join us at our next two:

### **Medicine Hat Pen Show**

Medicine Hat, AB December 15-16, 2023

### **Peace Country Beef Congress**

Grande Prairie, AB January 5-6, 2024

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### BRODIE HAUGAN REPRESENTS CANADIAN CATTLE YOUNG LEADERS PROGRAM AT

# World Food Forum

ON OCTOBER 16-20, 2023, A SMALL DELEGATION FROM THE CANADIAN CATTLE ASSOCIATION (CCA) ATTENDED THE WORLD FOOD FORUM TO HIGHLIGHT THE SUSTAINABILITY STORY OF THE CANADIAN CATTLE INDUSTRY AT AN INTERNATIONAL LEVEL.

Alberta Beef Producers' Chair Brodie Haugan attended the event through the CCA's Canadian Cattle Young Leaders (CYL) program as a past graduate.

The Forum had a large focus on youth, providing an excellent opportunity for young leaders in the beef industry to engage and amplify the message that we need more, not less, sustainably produced foods like Canadian beef.

"The voice of youth is critical in the future direction of our industry, and it all starts with keeping young people at the table and engaged in the discussion," said Haugan. "The World Food Forum was a great experience to learn more about the food security and climate challenges facing agriculture around the world, and how the Canadian beef industry can be an important part of the solution."

Scan below to read more about the delegation's work at the World Food Forum.





The generous support of our Canadian Cattle Young Leaders partners made Brodie's participation possible at the World Food Forum to highlight the Canadian beef industry's environmental sustainability story. Thank you goes out to our Platinum Partner, McDonald's Canada; Foundation Partners, Cargill, MNP, New Holland and Elanco; and Gold Partners, Farm Credit Canada, RBC Future Launch and Alltech.

# Welcoming Our New and Returning 2024 Delegates

All producers who put their names forward for a position on the delegate body for 2024 have been acclaimed, and we will not be holding an election.

### **SOUTHWEST ZONE CANDIDATES**

**Cole Barten** grew up on a cow-calf operation outside of Lillooet, B.C., where they raised and butchered Black and Red Angus cattle on the VBP+ certified Bar Ten Ranch.

Cole moved to southern Alberta and currently lives and works on the Salt Ranch, south of Cardston, with his family. He is passionate about the cattle industry, specifically areas surrounding environment and research. Cole thinks it's important for the younger generation to have a seat at the table for these conversations, and looks forward to providing different perspectives and ideas, while also learning from previous generations.

Sheila Hillmer and her family have a farming and ranching operation near Del Bonita, and her two sons are beginning the process of succession in the family business. Sheila is a Key Account Manager with Elanco Canada, a global animal health company. Sheila works with corporate feedyards and is based in southern Alberta. She also spends a significant amount of time developing and executing Learning and Development, both internally within Elanco and externally to customers.

Sheila is Vice Chair of Alberta Beef Producers and Finance Chair of the Canadian Beef Check-Off Agency. She is passionate about the industry and the future of beef and sustainability.

### **SOUTHEAST ZONE CANDIDATES**

Brad Mappin, along with his wife Terri and their two boys, operates a cow-calf and backgrounding/yearling operation near Byemoor. Brad attended the University of Alberta, receiving his B.Sc. in Ag Economics, and spent 20 years in ag finances. He has been a 4-H leader for several years and, together with other like-minded producers, started the Palliser Grazing Club.

### **NORTHWEST ZONE CANDIDATES**

Bernie Doerksen runs a mixed commercial herd of roughly 35 cows, as well as a small oilfield lease mowing business. During the winter months he focuses on a public accounting and taxes contract.

Bernie is involved with the Whitemud Community Pasture as a director, and the La Crete Polar Cats Snowmobile Club.

His interests including following his sons and daughter in their different sports and school activities, as well as being involved in his church.

### **NORTHEAST ZONE CANDIDATES**

Aydon Almberg is a fourth-generation rancher of Lazy HE Ranch LTD in the Czar, Alberta area. Currently the ranch runs an 1,800-head cow-calf operation and retains ownership of their calves for backgrounding. Lazy HE Ranch also has a 3,000-head capacity feedlot, which includes cattle bought for backgrounding and future grass stock.

Aydon was part of the local 4-H club for nine years, where he showed cattle and took part in all of the judging programs 4-H offered. After high school he attended Lakeland College in Vermilion where he received a diploma in Agri-business. Following college, Aydon returned home to continue working on the family ranch. He also participated and graduated from the Canadian Cattle Young Leaders program.

On the side Aydon and his wife along with two young sons raise and train cow-bred quarter horses for use on the ranch.

Aydon serves on both ABP's Tier Advisory Team and Issues Management Committee.

Jay Hager and his family run a 400-head cow-calf operation near Provost. They also operate a welding business that fabricates cattle handling and feeding equipment, and custom fence in the summer.

In addition to his role on the Board of Directors, Jay sits on ABP's Issues Management Committee.

Kaylee Chizawsky and her family run Foresee Cattle co. near Vegreville, where they raise a mixture of commercial cows as well as purebred red and black Simmentals. Kaylee graduated from the University of Alberta with a Bachelor of Science in Agriculture, majoring in Animal Science, and has obtained her Professional Agrologist recognition from the Alberta Institute of Agrologists.

Kaylee currently works as a territory manager for Zoetis in their cattle and equine division. She's also a graduate of Canadian Cattle Young Leaders, and currently serves as the Alberta representative on the Canadian Cattle Youth Council. Kaylee sits on ABP's Research Committee and is also the ABP representative for Alberta.

### **CENTRAL ZONE CANDIDATES**

Colin Rice has a B.Sc in Agriculture from the University of Alberta with a major in crop science. His farm has about 1,500 acres of grain west of Lacombe. The farm also has 250 cow-calf pairs and a 1,500 head backgrounder feedlot.

Colin grew up on a mixed farm and came back to farm full-time in 2010. Before that point he was an agronomist with Sturgeon Valley Fertilizers.

Colin looks forward to continuing as an ABP delegate and getting more involved in the cattle side of the agriculture industry in Alberta.

Doug Roxburgh lives near Bentley, where he and his wife Katie, run a first-generation cattle operation. In addition to backgrounding their calves, they also market bulls and females, and raise commercial bred heifers. Doug is a senior nutrition consultant who helps producers develop year-round nutritional programs.

In addition to his position on ABP's Board of Directors, Doug is an Alberta representative to the Canadian Cattle Association.

There are currently vacancies in four zones – Northwest, Central, Southeast and Southwest.

Northwest: two-year vacancies (2), one-year vacancy (1) Central: two-year vacancy (1), one-year vacancy (1) Southeast: two-year vacancies (2), one-year vacancy (1) Southwest: two-year vacancy (1)

To be considered for the remainder of a 2023-2025 vacancy, eligible producers should submit a 2024 Nomination Form to a delegate in their zone, who can then appoint them to serve the duration of that term, subject to the Board of Directors' approval.

To be considered for a 2024-2026 vacancy, eligible producers should submit a 2024 Nomination Form to a delegate in their zone. A delegate serving during the 2024 Annual General Meeting can then appoint that person to serve for the duration of that term, subject to the Board of Directors' approval.

Interested? Find the nomination forms on albertabeef.org

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# ABP 2024 Producer Meetings

(C) @barxpphoto



### Registration

\$10 for supper.

Tickets via Eventbrite or call ABP at 403-451-1174 (pay at the door).



Join fellow beef producers for a chance to connect and converse over roast beef dinner featuring local caterers.

Deadline for online resolutions is Jan. 10, 2024.

NW ZONE | Jan.15, 2024 La Crete Heritage Centre, La Crete

NW ZONE | Jan. 16, 2024 Hampton Inn, Grande Prairie

Central ZONE | Jan. 18, 2024 Ramada by Wyndham, Westlock

Central ZONE | Jan. 23, 2024 Best Western Wayside Inn, Wetaskiwin

NE ZONE | Jan. 24, 2024

Ramada by Wyndham, Wainwright

NE ZONE | Jan. 26, 2024 Neighbourhood Inn, Bonnyville

**SE ZONE | Feb. 6, 2024** 

Stettler Community Centre, Stettler

SW ZONE | Feb. 7, 2024 Pomeroy Inn & Suites, Olds

SE ZONE | Feb. 14, 2024

Hampton Inn, Medicine Hat

SW ZONE | Feb. 15, 2024

Westminster Community Hall, Lethbridge

SW ZONE | Feb. 16, 2024

Frank Wills Memorial Hall, Cochrane

### **Agenda**

4:30 - 6:00 p.m. Producer Meeting

6:00 - 7:00 p.m. Supper

7:00 - 8:30 p.m. Producer Meeting

8:30 - 10:00 p.m. Social

### ABP's 2024 Annual General Meeting

Feb. 27-28, 2024

### Hyatt Regency Hotel, 700 Centre St S, Calgary, AB

In conjunction with the Alberta Beef Industry Conference, Feb. 28 & 29, 2024. Visit **abpagm.eventbrite.ca** to get your free tickets.



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