



Points of Interest

- > ABP offers incentives to VBP+ participants
- > Price insurance update
- > Set up your forage production strategy

Fall workshops and regional meetings

The 2018 NBCP fall workshops are an opportunity for beef operations to complete training in humane animal handling,

Verified Beef Production Plus (VBP+), on-farm traceability requirements and the requirements of the Certified Island Beef brand for cow-calf producers.

Lunch and dinner will be on your own and fall regional meetings will follow the training workshops.

Please note that in order to accommodate our guest speakers, several districts are combined to host these events, but the election of regional directors will be completed, as necessary, for each of the eight districts that make up the NBCP board of directors.

Fall workshop keynote speakers

Humane animal handling

Jane Morrigan of Integrity Livestock is an expert in humane livestock handling and was trained by Dr. Temple Grandin. Jane is an instructor in animal welfare at Dalhousie University - Faculty of Agriculture and a red meat plant animal auditor. Attendance at this workshop is mandatory for producers who wish to ship cattle through the Certified Island Beef brand at Atlantic Beef Products.

Forage management

Dr. Robert Berthiaume finished his career at Valacta as the Dairy Forages Production Expert after years of forage production and feeding research with

Agriculture and Agri-Food Canada. Robert knows forage production inside out and is well aware of the unique challenges faced by forage producers in the Maritimes. High quality, high yielding forage stands are essential to minimizing costs for beef producers and maximizing profit, Dr. Berthiaume will help you plan for forage success.

Other topics

The workshops will also include sessions on obtaining certification for the Certified Island Beef Brand and Verified Beef Production+. Atlantic Beef Products is currently offering bonus incentives for producers who qualify through these programs.

Dates and times, fall regional workshops and meetings

Oct. 10	10 a.m.	District 4: Gloucester, Northumberland	Howard Johnsons, Miramichi
Oct. 11	10 a.m.	Districts 5 & 6: Kent, Westmorland, Albert (Election in District 5)	Quality Inn, Dieppe
Oct. 12	10 a.m.	District 8: Kings, Saint John (Election in District 8)	All Seasons Inn, Sussex
Oct. 13	9 a.m.	District 1, 2 & 7: Victoria, Carleton, York, Sunbury, Queens, Charlotte (Election in District 1, District 2)	Knights Inn, Woodstock
Oct. 20	9 a.m.	District 3: Madawaska, Restigouche (Election in District 3)	Four Points Sheraton, Edmundston

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Chairman's Message



We had a long, cold spring that took us through a wet summer in some spots and dry in others.

This resulted in a difficult growing season resulting in the feed inventory being down in some areas.

The NBCP stayed on top of this and continues to work on it, sourcing extra feed and monitoring who needs it. We've spoken with the government about the issue as well. Options for farmers include buying feed, custom feeding some or all of their herd or, as a last resort, liquidation, which we don't want to see. We will continue to stay on top of the issue.

The NBCP, along with the Maritime Beef Council and Canadian Cattlemen's Association, also continue to push hard for price insurance for cattle in the Maritimes. Calf prices look like there is a big demand and prices should stay strong over the fall run. Atlantic Beef is now paying a premium of two cents per pound for animals that have gone through the VBP+ program, so producers could start that process to cash in on the extra money. You can read more about this on page 3.

I encourage each of you to get out to the fall regional meetings in October. The meetings will be preceded by the NBCP fall workshops. This free professional development is an opportunity for beef operations to complete training in humane animal handling, VBP+, on-farm traceability requirements and the requirements of the Certified Island Beef brand for cow-calf producers.

I also want to remind you that there are several ways you can stay up to date on NBCP activities as well as get in touch with us. Please visit the [NBCP website](#) where you will find regularly updated news, a calendar of events, program information and other valuable resources to help you succeed. Follow us on [Twitter](#) and join our [Facebook Page](#). While there, be sure to send us a Tweet or Facebook message. Of course, you can always drop us a line via email at nbcattle@nb.aibn.com or give us a call at 506-458-8534.

Sincerely,

Nathan Phinney,
 Chairperson

Check out the calendar of events at www.bovinsnbcattle.ca/events

Registration required

Reminder to producers that the NBCP No Fee Annual Producer Registration is now mandatory.

Registration is required for voting at the fall regional meetings. Producers are advised to keep their registration up to date to avoid delays with program funding application approvals.

If years are lapsed, producers will need to go back and complete incomplete years. Registrations expire March 31 each year.

Programs available

2018 Beef Cattle Handling and Weighing Systems Initiative

NBCP is pleased to once again offer financial incentives for producers to upgrade their cattle handling and/or weighing systems.

To qualify for financial assistance of up to 50 per cent of the cost of new handling equipment to a maximum of \$3,000, producers must complete one of the following:

- Participate in NB Enhanced Beef Herd Health & Quality Initiative and complete a Handling System Review and Upgrade Strategy Form
- Attend a VBP+ Workshop or be a registered VBP+ operation and complete a Handling System Review and Upgrade Strategy Form
- Have a signed veterinarian affidavit confirming an on-site veterinarian visit to develop a Herd Health Protocol and complete a Handling System Review and Upgrade Strategy Form

Funding is limited and offered on a first-come, first-served basis. The application deadline is Oct. 31, 2018 and the claim form must be returned to the NBCP office by Dec. 7, 2018.

Producers must complete their Annual Producer Registration Form and submit copies of all sales receipts from Jan. 1, 2017 to Dec. 31, 2017 showing they are in good standing with NBCP to participate.

The application form and program guidelines are available at www.bovinsnbcattle.ca.

2018 Beef Enhanced Herd Health and Quality Initiative

The 2018 Enhanced Herd Health and Quality initiative is designed to support producers in implementing comprehensive herd health programs and increase the confidence in the health status of New Brunswick feeder calves.

In order to participate in the program, producers must have an on-farm consultation with their veterinarian and provide a receipt for the visit. Financial assistance is available to NBCP members who complete all the program requirements based on two options:

- Up to a maximum of \$32 per beef cow/calf pair with the veterinarian administering the vaccinations and providing a signed Certified Veterinarian Vaccinated Certificate, or
- Up to a maximum of \$20 per beef cow/calf pair with producers administering the vaccines themselves and completing a vaccination records worksheet

Application deadline is Oct. 31, 2018 and the claim form must be returned to the NBCP office by Jan. 11, 2019.

Producers must complete their Annual Producer Registration Form and submit copies of all sales receipts from Jan. 1, 2017 to Dec. 31, 2017 showing

they are in good standing with NBCP to participate.

The application form and program guidelines are available at www.bovinsnbcattle.ca.

2018 Canadian Livestock Traceability Initiative

The NBCP is once again offering support to its members to prepare for participating in the Canadian livestock traceability program, which is expected to come into enforcement in 2019 through federal regulation.

The NBCP traceability field agent, Paul Breau will host workshops throughout the year and be available for one-on-one support and training for producers to register their Premise Identification Number (PID) on the Canadian Livestock Tracking System (CLTS) and upload information on calf birth dates and animal movements.

Each producer is required to have a PID number in order to record cattle movement per federal regulations, which are expected to come into force in late 2019.

Assistance will be available for producers who complete the PID application and have a PID number assigned by the New Brunswick Department of Agriculture.

For more information, contact Paul Breau, Project Manager, at 506-470-8134.



SUSSEX & STUDHOLM AGRICULTURAL SOCIETY #21 CO-OP LIVESTOCK AUCTION BARN

REGULAR MONTHLY LIVESTOCK AUCTIONS
PLEASE CONSIGN FEEDER CALVES (506) 434-1572

WE RECEIVE FEEDER CALVES THE TUESDAY BEFORE FEEDER SALES
THE BARN IS OPEN NOON TO 8 P.M. PROOF OF VACCINATION
MUST BE SHOWN FOR ANIMALS TO BE SOLD AS VACCINATED.

FOR MORE INFORMATION, CALL TEENA FRY AT (506) 434-1572

THANK YOU TO ALL OF OUR PRODUCERS AND BUYERS FOR YOUR CONTINUED SUPPORT!

SUSSEX & STUDHOLM AGRICULTURAL SOCIETY #21, EST. IN 1841, IS THE OLDEST CONTINUALLY RUNNING AGRICULTURAL SOCIETY IN THE WORLD

Prepare now for changes to animal antibiotic sales

Health Canada is implementing changes to the regulations that control access to and the use of antibiotics in livestock. Beginning Dec. 1, 2018, all livestock producers will need a prescription from a licenced veterinarian before they can buy medically important antibiotics for treating livestock.

Over-the-counter sales of antibiotics will no longer be allowed at places like feed stores. This means that, as a producer, if you don't already have a Veterinary-Client-Patient Relationship (VCPR), you need to establish one.

VCPR is the relationship that is established between a veterinarian and farmer, where the vet has an understanding of the farm operation, the livestock and its management. If you have a working relationship with your vet, they visit the farm on a timely basis and you work with this vet to ensure the ongoing health of your livestock, then you probably have an es-

tablished VCPR.

If the vet never comes to your farm and you have been buying antibiotics from a feed store then you need to consider what you are going to do. On Dec. 1, 2018, you will no longer be able to access antibiotics from that source and you will need a prescription. In order to obtain this, you will need a VCPR with the vet.

If you are in this situation, you need to establish this relationship with a veterinarian or vet clinic now. Don't wait to the last minute. A critical part of the acronym VCPR is the R - Relationship. Good relationships develop over time and take effort. If you don't have a vet, start by talking to other producers and find out who they work with.

Based on these conversations, contact the vet you think is a good fit for you and your flock/herd and talk to them about establishing a valid VCPR with them. It may be the best fit for your

needs may not be the closest vet to your farm.

Yes, there will be a cost; vets have bills to pay, just like farmers. However, anything in which you invest money and time that improves your farm should pay for itself. Rather than relying on vets for emergency calls, consider this an opportunity to establish a flock or herd health program.

Funding is available for this. See 2018 Beef Enhanced Herd Health and Quality Initiative on page 3. This could help in being proactive in improving the health of your livestock, increasing the returns for your operation and reducing the number of reactive emergency calls.

For more information, check out the article at: or talk to your veterinarian.

*-Jonathan Wort; Livestock Specialist
Perennia*

ABP offers more money to VBP+ participants

Atlantic Beef Products (ABP) now offers a two-cents-per-pound premium to feedlots selling certified Verified Beef Products+ beef.

What is VBP+ ?

The VBP+ program for registered beef cattle producers helps meet industry standards for food safety, animal care, biosecurity and environmental stewardship. It's a complete validation package for sustainable beef production practices at the farm, ranch and feedlot levels. VBP+ is in place across the country and administered in New Brunswick by the NBCP. It requires a small time commitment, includes easy-to-follow and convenient training, creates up-to-date records and opens up to oversight through a third party audit.

A VBP+ training component will be held as part of the NBCP fall meetings. See Page 1 for details.

Going the extra step to get VBP+ registered is an excellent way producers can demonstrate they are proud of their product, the care they provide their beef animals and their commitment to land management and conservation.

Special local price

ABP noticed when Canadian food service operations like McDonald's and Loblaws began offering a premium price for sustainably-raised, VBP+ certified beef.

ABP president Russ Mallard says the larger restaurant and grocery store chains wanted VBP+ beef and were willing to pay a higher price in order to tell customers the good-news stories of Canadian farmers. While ABP doesn't have any customers requesting VBP+ beef yet,

Mallard says he wants to be ready and have product available when the re-

quest comes. In the meantime, the premium price is coming out of ABP coffers.

"We just decided to offer this out to our producers - feedlots only - to finished cattle," Mallard explains. "It will promote to more producers to document, for a large part, what they are doing already. It's an incentive to them."

Mallard says the premium is available on 750-pounds and up, AAA animals.

He hopes the incentive will encourage producers to document many of the steps they already take to raise sustainable cattle, and recognize the additional work the documentation takes. Mallard anticipates it's only a matter of time before clients request VBP+ beef and ABP will be able to meet the demand.

-Allison Finnamore

ABP implements changes after Grandin visit

In March, Dr. Temple Grandin attended the Maritime Beef Conference in Moncton. A special evening event brought together members of the public with Maritime beef producers to hear Grandin share how she meets the challenges of autism every day and how autism's unique perspective brings special insight to the world. There was also a beef cooking demonstration by Chef Mathieu Paré from the Canadian Beef Centre of Excellence and Duane Ellard from Canada Beef, a reception featuring Canadian beef and book signing by Grandin.

Prior to her public appearance in Moncton, Grandin travelled to Atlantic Beef Products in Prince Edward Island to meet with ABP president Russ Mallard and procurement and logistics manager Bruce Andrews. She also toured the beef processing facility.

Walk-around

Mallard says ABP already had several of Grandin's designs in place for humane care and handling of cattle, but the livestock expert was

anxious to get into the barn and walk the same path as the animals on their way to slaughter.

"She was generally satisfied that we had things in pretty good shape," Mallard says. "She walked the chute and we walked with her."

Grandin pointed out a couple of small openings in the chute that could distract animals, catch their attention and cause stress. After noting the openings, Mallard says they were immediately covered and will remain covered.

Lighting changes

As a result of Grandin's visit, changes were also made to the lighting in the knock box. Mallard says Grandin immediately pointed out that a light was shining in the animal's eye, raising the discomfort level.

"We diffused the light so it doesn't startle the animals, and changed the angle," Mallard explains, adding a piece of cardboard that Grandin taped in place at the time has since been permanently replaced with

stainless steel. The dark curtain that surrounded the box has also been replaced with a lighter-coloured curtain, Mallard says. Grandin pointed out to Mallard and Andrews that just like most humans, livestock don't like going into a dark place, so installation of a light-coloured curtain creates a more relaxed animal.

Golden opportunity

The opportunity to bring the industry's leading humane-care-and-handling expert to the processing facility for a personal tour was one that was too good to pass up, Mallard says and he seized the chance to host Grandin for a few hours.

"It was a golden opportunity to have her here," Mallard says. "She hadn't been to our plant before, so we got to talk to her and have some one-on-one time with her. She was so interested in even the smallest detail of the operation."

Mallard says all of the changes Grandin recommended have been made at ABP.

Price Insurance Update

Last year, the NBCP reported that the Maritime Beef Council was exploring price risk management options for Maritime beef producers.

The Maritimes is the only region of Canada that does not have access to a beef-specific price risk management program. Regional producers can, however, access Agri-Stability and other initiatives under the Federal Business Risk Management portfolio.

Phase-1 of the project to identify price risk management options for Maritime beef producers is complete and a number of possibilities have been identified.

The Maritimes faces unique challenges for deploying price insurance, due to the relatively low volume of cattle marketed in the region. However, the NBCP continues to work through the Maritime Beef Council to identify a go-forward strategy that will support sector growth.

Get ahead of the crowd with a forage production strategy

New Brunswick has dealt with drought in some areas of the province for the last five years. That's a challenge for cattle producers since dry conditions often lead to feed shortages. To help mitigate the challenges, it's important to have a forage production strategy following a drought year, or years.

"We have seen that the most proactive farmers are the ones that will get through this crisis in a better position because they are in front of the crowd," says Robert Berthiaume, the forages and dairy production expert with Valacta in Quebec.

This means being the first to locate and buy hay if necessary and having an accurate assessment of the feeding quality of their forage inventory so they can make informed decisions as to what type of emergency feed to buy.

It also means starting an action plan during the dry spell. For example, says Berthiaume, they will seed winter cereals, such as wheat, triticale or rye, in the fall. This will provide a much needed supply of high quality forages early in the following spring.

"In summary, a plan based on an accurate assessment of the situation is essential," he says.

Top three tips

Berthiaume offers the following top three tips to cattle producers for developing a forage production strategy following a drought year:

1. Based on herd size and structure, determine your forage requirements in terms of quantity and quality.
2. Assess your inventory and take samples to determine quality.

Check you crop rotation and make necessary changes.

3. Allocate forages to match animal requirements; if it does not match, be proactive. Either buy forages or by products or whatever is suitable for your situation.

More info

Berthiaume says while there is a lot of information online by simply searching "drought," the best information will come from an accurate forage inventory.

"This will require weighing some bales, for example, and taking samples," says Berthiaume. "Do this early to be ahead of the crowd!"

Producers can also learn more at the NBCP fall workshops where Berthiaume will speak about forage management.

-Trudy Kelly Forsythe

Maritime Beef Sector Growth Strategy

The Maritime Beef Council (MBC) continues to make progress in the implementation of the regional beef herd growth strategy.

Funding has been secured through the Atlantic Canada Opportunities Agency (ACOA) to more fully explore program options to support herd growth. Details on the results of this initiative will be available in late March 2019.

The development work for Maritime Beef School modules is expected to start in the fall of 2018, and will build on the success of the two Maritime Feedlot School training modules already delivered. Discussions are ongoing with Atlantic Beef Products, the region's only federally-inspected beef processing plant, to identify and explore new marketing opportunities that increase carcass value and net returns to primary producers in the region.

NBCP-specific programs are being built on Growth Strategy priorities and in conjunction with MBC members to ensure uniformity of programing in the region. Extension events, such as the 2018 Forage Field Day and 2019 Maritime Beef Conference, which is currently being planned, are also being designed to support the regional growth strategy. The MBC continues to explore options to access federal economic development programs to support sector growth.