



2020 Cattle Handling Initiative

The Application deadline for the 2020 Cattle Handling Initiative Program is Oct. 31, 2020, with a claim deadline of Dec. 4, 2020.

Requirements for Eligibility

Producers must have an existing Vet Client Patient Relationship, which is achieved by having a non-emergency visit within the last calendar year. If Vet Client Patient Relationship has not been established, a visit must be completed to qualify for the program. The following four requirements must also be met for eligibility:

1. Provide equipment cost quotation, and;
2. Producers must have submitted their annual Producer Registration Form, and;
3. Producers must have had a vet visit in the past year confirming a valid Vet Client Patient Relationship is in place, and,

4. Provide a copy of the 2020 Cattle Handling System Review and Upgrade Strategy Form, ensuring the consultation section is completed – producers must have consulted with their Veterinarian OR a DAAF Livestock Specialist.

Assistance Levels

Approved applicants are eligible for financial assistance of 50% towards the purchase of animal handling facilities and/or weighing systems. The maximum assistance is \$3,000 per farm.

Due to limited funding, only a limited number of handling facilities and/or weighing system projects can be approved. Project approval will be considered on a first come-first served basis until funding has been exhausted.

How to Apply

Applications can be found on the NBCP website: www.bovinsnbcattle.ca

Click on the "Members/Programs" tab, then on "Beef Industry Programs" to find the "Cattle Handling Application."

Points of Interest

- Chairman's Message
- Fall Regional Meetings, Production & Management Workshops Being Planned
- MNP Agri-Stability Program Assessment Project
- Humane Handling & Livestock Transportation Regulations
- TEAM Auction Deployment Project
- On-Farm Water Infrastructure
- Sussex Livestock Auction Closed
- Maritime Beef Council Update
- Agri-Stability and Agri-Invest (BRM) Programs
- New Brunswick Food Self Sufficiency Project

Fall Production/Management Workshop Schedule Announced

Plan B: COVID-19 Zoom Webinar (see Page 3 Workshops)

Oct. 13	1 p.m.	District 4: Gloucester, Northumberland	Howard Johnson, Miramichi
Oct. 14	1 p.m.	Districts 5 & 6: Kent, Westmorland, Albert	Four Points Sheraton, Moncton
Oct. 15	1 p.m.	District 8: Kings, Saint John	All Seasons Inn, Sussex
Oct. 16	1 p.m.	District 1, 2 & 7: Victoria, Carleton, York, Sunbury, Queens, Charlotte	Best Western, Woodstock
Oct. 24	10 a.m.	District 3: Madawaska, Restigouche	Four Points Sheraton, Edmundston

NBCP Board of Directors

District 1 & Canada Beef Rep: Trevor Welch

Tel: 246-6000 / Cell: 328-5393
trevor@welchsurveys.ca

District 2: Scott Dixon

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ndixon@asy.com

District 3: Philippe Morin

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District 4: Russell Kaye

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District 6: Bruce Hickey

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District 7: Bev McMurtrie

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District 8: Don Bettle (Chair)

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dgbettle@xplornet.ca

DFNB Rep: Wietze Dykstra

Tel: 375-1090 / Cell: 325-8192
wdykstra@aernet.ca

Dealer Observer:

Thomas Friars

Tel: 434-4093

Friarslivestockhotel@outlook.com

New Brunswick Cattle Producers

2-150 Woodside Lane
Fredericton, NB E3C 2R9
nbcattle@nb.aibn.com
Tel: 458-8534
Fax: 453-1985

Office Manager:

Brenda MacLoon

PID Project Manager:

Paul Breau: 470-8134
nbcattlepbreau@gmail.com

Strategic Opportunities

Co-ordinator:

Cedric MacLeod

Chairman's Message



To say that 2020 has so far been unprecedented is starting to sound like an understatement. I know it is hard to imagine given how often the term 'unprecedented' is used these days, but it is difficult to find a better word. Let me run down a few of the files that we are currently working on at the NBCP office in these unprecedented times.

Covid-19 has impacted New Brunswick relatively mildly compared to other provinces, but we are not out of the woods completely and as our sons, daughters and grand-children head back to school, it will be important for all of us to stay diligent and keep the curve flattened. Many of our members have reported a significant increase in local demand for beef products, Atlantic Beef Products continue to report record processing rates at their facility on Prince Edward Island and both calf and cull cow prices have, thankfully, stayed strong throughout the pandemic. The NBCP have worked closely with government to raise potential market and production issues that may have impacted NBPC members throughout the Covid-19 outbreak. Market impacts, thankfully, have largely been positive but production issues, specifically drought, has become a much greater challenge.

Few areas of the province have escaped the impact of drought conditions. Growers are reporting a shortage of winter feed and stalled pasture growth is bringing cattle to town a bit earlier than we would typically expect.

We encourage you to assess your feed inventories carefully, test your feed as possible and seek to balance least cost rations.

If you can't pencil the purchase of additional feed and need to market calves and/or cows, refer to the NBCP weekly market report and negotiate your sale price based on strong beef demand and prices. There is no reason to fire-sale your herd, feed is short but beef demand is strong. Feel free to call the office for a copy of the market report.

We continue to look to the future and the potential for market volatility to challenge NBCP members. Work continues to establish an Eastern Settlement Index and develop a Beef Price Insurance Program for the Maritime region. The Beef Cattle Research Council has supported this effort with a significant funding investment, which is greatly appreciated.

We will provide updates on these and other programs at our fall regional meetings in October. We understand that Covid-19 and now drought is putting considerable stress on many of our members. Please don't hesitate to call your local Director or the NBCP office for support, you are not alone.

As always, connect with us via the NBCP website www.bovinsnbcattle.ca, on Twitter at @BovinsNBCattle or on Facebook at www.facebook.com/NewBrunswickCattleProducers.

You can also drop us a line via email at nbcattle@nb.aibn.com or give us a call at 506-458-8534.

Enjoy the fall and stay safe.

Sincerely,

Don Bettle

Chairperson

NBCP Board Member Announcements

- At 2020 Regional Meetings, Russell Kaye was elected in District 4, Bev McMurtrie was elected in District 7 and Wietze Dykstra has been appointed as the Dairy Farmers of New Brunswick Representative.
- We would like to thank Charlie Dyer and Richard Siddall for serving on the Board as Directors for Districts 4 and 7 and Gilbert Matheson as the Dairy Farmers of New Brunswick Representative.

Fall Regional Meetings, Production & Management Workshops Being Planned

NB Cattle will be offering in-person Regional Production & Management workshops for producers this fall in Miramichi, Moncton, Sussex, Saint John and Woodstock. Host facilities have been chosen to allow for effect social distancing, according to NB Department of Health guidelines.

The workshops will focus on the results of our Agri-Stability Program Assessment Project, Risk Management program Myth Busting, VBP+ Program Updates linked to Calf Club and Specialized Sales Projects and an update on Humane Handling and Livestock Transportation Regulations.

Both the Miramichi and Edmundston sessions will have simultaneous translation.

The Fall Regional Business Meetings will follow the production workshops and start at 7:00 PM with the exception of District 3, which will start at 2:30 PM.

COVID-19 Plan B

If a second wave of COVID-19 restricts our ability to hold in-person meetings, we will deliver online workshops and industry updates through Zoom Meetings that producers can attend from home. Nominations for Regional Directors will be accepted virtually from the floor, and where elections are required, producers from that region will be provided a mail in ballot to cast their vote. If Plan-B is enacted, we will notify members through email and voice mail.

MNP Agri-Stability Program Assessment Project

We have contracted Meyers Norse Penny (MNP) Accountants to conduct a modelling exercise to understand how Agri-Stability responds to cattle price variation for a number of beef farm sizes and makeups in New Brunswick.

The NB component is part of a larger collaboration that includes the Canadian Cattlemen's Association, Alberta Cattle Feeders, Association and Beef Farmers of Ontario. Modelling is being completed to assist us in having productive conversations around changes to Business Risk Management Programs at the Provincial and Federal Levels.

An update on the project will be offered during the NBCP regional meetings, as well as a 'Myth Busting' presentation on what Agri-Stability is and is not designed to do for Canadian agriculture producers.

Humane Handling & Livestock Transportation Regulations

Jonathan Wort, Manager of Livestock and Field Crops at Perennia, will attend our Fall Producers Workshops to provide an update on recent changes to CFIA Livestock Transport Regulations and the potential impact on your farm and business. The workshop topics will include a general overview of the regulations and discussion will revolve around how producers can proactively meet the requirements of the new regulations.

Regulatory changes largely revolve around humane animal handling and a strong understanding of animal

behavior. These topics will be explored in detail during the workshop. The overall intent of the workshop is to meet the general awareness requirements in the regulation for NBCP members.

TEAM Auction Deployment Project

With the closure of the Sussex Auction facility, NBCP has been actively seeking alternative marketing options for its members. Working closely with MBC, NBCP is exploring the opportunity to work with beef industry stakeholders to deliver online auction events in the region. This effort is focused on bringing additional bidders to current auction facilities, not replacing the very important work that they do for the sector. Project activities will include building farm profiles to support online marketing efforts buyers throughout the Maritimes, Quebec & Ontario. If you wish to participate in this project, please contact the NBCP office for more details.

On-Farm Water Infrastructure

Exceptionally dry weather throughout the summer has taken its toll on pasture grass and water systems alike. Many producers have contacted NBCP seeking support and advice on keeping cattle watered. There are options through Provincial CAP programs to capture 35% cost-share on pasture water pumping systems. Contact your local DAAF office for details. We have also enclosed a Ducks Unlimited Fact Sheet describing additional options for cost-shared infrastructure. Other programs and information are available, please reach out for details.

Sussex Livestock Auction Closed

News of the closure of the Sussex Auction Barn was met with sadness for many. The NBCP has supported efforts by the Sussex and Studholm Agriculture Society over the past several years to develop a longer-term strategy to secure investment for this auction facility, which unfortunately, have not been successful. We understand that the Board of Directors that oversaw the operation of the Sussex auction facility deliberated for some time and made the most appropriate decision based on the financial viability of the facility. NBCP makes no determination on the appropriateness of the decision, and defer entirely to the wisdom of the Board of Directors for the Sussex and Studholm Agriculture Society.

We understand that the closing of this facility will impact the ability of local producers to market their livestock in the same manner that they have become accustomed to, and may create some short-term challenges as growers identify alternative market outlets. The NBCP is currently working on a number of projects that may help to limit the market impact for these growers:

Weekly price updates

Starting the first of June 2020, the NBCP in association with the Nova Scotia Cattle Producers, have been publishing a weekly market price summary for the major cattle market centers in Ontario, Quebec and the Maritimes. Weekly price updates are being shared with the membership through group email to the NBCP mailing list. If you are currently not receiving this update, please contact the office to have your email added to the list: financemanager@bovinsnbattle.ca

If you do not have access to email, but wish to access the most current price summary, feel free to call the NBCP office at: 506-458-8534 or find the historic price summaries at: www.bovinsnbattle.ca

Regional Calf Clubs

NBCP has held a number of meetings regionally to discuss the development of Maritime Calf Club groups modelled after the successful Calf Club programs implemented in Ontario over the past decade. The Calf Club model is built around a collaborative approach to grouping calves for offer to end users. While the Ontario Calf Clubs host a specialized sale, the maritime model has considered this to be an option, but not a necessity. The long-term goal is to implement a consistent herd-health protocol on partner farms and create larger lots of uniform calves to entice buyers to offer premium prices for Calf Club lots of calves.

A series of mid-summer meetings are being planned to further this initiative. If you are interested in participating in a the Calf Club development project, please contact the NBCP office at 506-458-8534 or financemanager@bovinsnbattle.ca.

Online Sales

Online sales have become commonplace across the Country even before the advent of the Covid-19 pandemic and the need to re-evaluate public gatherings and maintain social distancing. NBCP in association with the Maritime Beef Council is currently developing a project concept that will support the development of owner lots of cattle that can be marketed through online, timed auctions, and be moved either through collection facilities in the Maritimes or marketed direct to a feedyard. If you are interested in participating in this alternative marketing model for your calves, please contact the NBCP office at 506-458-8534 or financemanager@bovinsnbattle.ca.

Alternative Marketing Options

A number of alternative facilities are available regionally to support your calf marketing needs, please find here a list of market alternatives:

Carvell's Livestock Auction Barn,
Wilmot, NB
Attn: Carvell Crandlemire
506-391-6188
carvellcrandlemire@gmail.com

Atlantic Beef Products, Albany, PEI
Attn: Bruce Andrews
902-437-2727 ext 224
bandrews@abpi.ca

Atlantic Stockyards Limited, Truro, NS
Attn: Scott & Natalie Dixon
NS, 902-893-9603,
ndixon@atlanticstockyards.com

Encan St. Isidore Auction
Saint-Isidore-de-Dorchester, QC
Attn: Douglas Brooks
450-827-2410

Full list of Licensed NB Dealers can be found at:
<https://bovinsnbattle.ca/licensed-dealers/>

Please don't hesitate to contact the NBCP office for additional support and/or information on any of the numerous projects being developed and delivered by NBCP.

Maritime Beef Council Update



Hi all! I hope the summer treated everyone well and the forage is getting off in good volumes and quality for winter feeding! Here are a few of the projects that we have on the go within the Maritime Beef Strategy.

Maritime Beef Conference

Well, COVID-19 certainly has taken its toll here: **we will be moving to a VIRTUAL conference series that will be scheduled over a few weeks this October/November** time period. We would like to thank all of the sponsors and attendees for working with us through all of the uncertainty with this spring's conference. Stay tuned as there will be more coming on the schedule and topics for the Conference series as it develops.

Atlantic Forage Field Day

Another event that unfortunately needs a different layout for 2020. We have many producer and extension people that are working on short videos that we will be highlighting on a regular basis.

Atlantic Beef School

Again, we are looking at offering those modules that lend themselves to a virtual delivery. i.e. Herd Procurement/Replenishment with Sean McGrath, and Farm Business Management with Steve Kenyon to a virtual type offering this fall/winter. Hoping that we will be able to launch the Herd Health & Cattle Handling modules in March if things allow.

Production Clubs

We will be entering year 2 of some pilot production clubs in the region. The feedlot club on PEI will continue

this fall where we left off last spring by bringing feedlot producers together. There are plans in both NB and NS to create pilot cow/calf club group marketing. Keep your eyes peeled for more on this into fall. Production Club Calves will all be vaccinated according to a common protocol to create high health status animals in the feedlot.

Data Management

Our Pilot Project is ongoing: we have 25 participants who are trialing data management softwares of various cost and attributes to see which ones live up to their marketing slogans. HerdTrax, Bio 360, Cattlemax, Herdly, and LivestockED are the 5 that are being piloted. The participants had gotten their herds entered and have been going through the various production cycles and entering data.

Value Chain Alignment

This is also known as our Dairy-Beef focused segment. I am pleased to announce that we have version 1 of the "Breeder to 500lb feeder Beef on Dairy" Manual completed. You can find it on the website www.maritimebeef.ca under the resources tab. This coming winter, we'll be working on the next installment of "500lb feeder to finish for Beef on Dairy" to add to the library. We also have a project that we are working with UPEI and some academics from across the country on which has the goal of creating a sustainable vision and strategic plan for the development of a dairy-beef supply chain in the Maritimes.

These are the major projects that the Maritime Beef Council are working on for the next few months. Many thanks to the Board members and Provincial Cattle Producer Organizations who are committed to moving forward the Maritime Beef Strategy.

Agri-Stability and Agri-Invest (BRM) Programs

New Brunswick Department of Agriculture Programs:

<https://www2.gnb.ca/content/dam/gnb/Departments/10/pdf/Covid19/FundingProgramsAgri-FoodSector.pdf>

Agri-Stability and Agri-Invest are the two main Business Risk Management (BRM) programs that producers should be considering for their operations. If programs are to be made available for agriculture, they are likely to be flowed through the Agri-Stability and/or Agri-Invest programs. NBCP members are therefore strongly encouraged to enroll in these programs as soon as possible. Please see the link above or contact Duncan Fraser at 381-0698.

New Brunswick Food Self Sufficiency Project

COVID-19 has exposed some cracks in New Brunswick's food system, largely around local processing capacity for meat products. Demand for locally produced meat and vegetables has grown considerably as well, as New Brunswickers seek to support their local farmers.

If you have thoughts on how NB can increase its food self-sufficiency please contact the NBCP office or your Regional Director and we will ensure that they are conveyed to government for consideration.

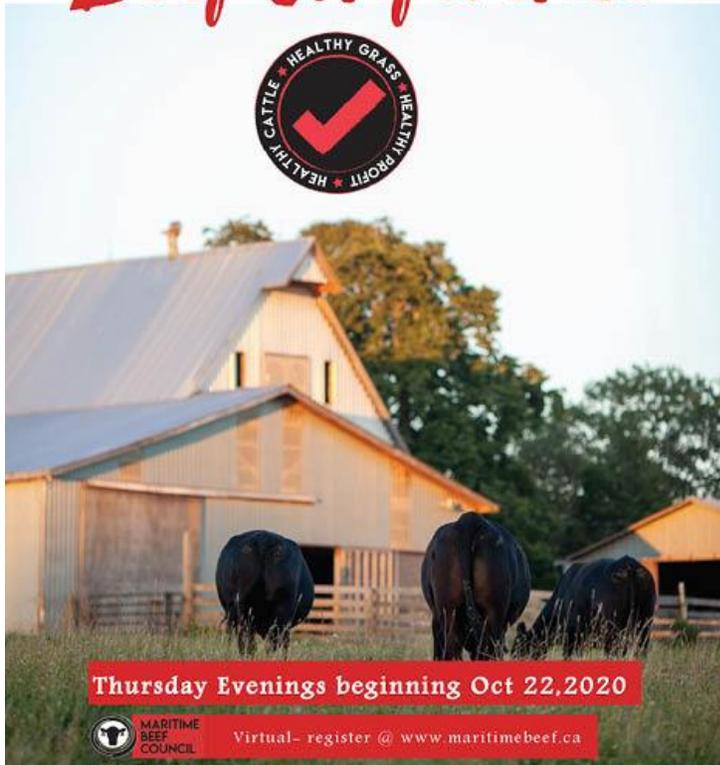
Registration Required

Reminder that the NBCP No Fee Annual Producer Registration is 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.

2020 Maritime Beef Conference



2020 Maritime Beef Conference Virtual Series

Will be offered via Zoom platform:

Thursday October 22nd 7:00-8:30pm

Thursday October 29th 7:00-8:30pm

Thursday November 5th 7:00-8:30pm

Thursday November 12th 7:00-8:30pm

Thursday November 19th 7:00-8:30pm

ZOOM Details will be emailed. Our Zoom Room is limited to 100 people so please register early and we'll upgrade if the response is strong.

NOTE If you register, the recording will be available afterwards.

Content translation into French is being worked on.

Please indicate on your registration if you require this service.

Contact Amy at (506) 349-5395 or
maritimebeefcouncil@gmail.com

Atlantic Beef School Herd Procurement & Replenishment Offered Virtually through Zoom

Thursday November 26: 7pm-9pm

Friday November 27: 2pm-4pm

Saturday November 28: 10am-12pm

TUITION FEES:

VIRTUAL MODULE Tuition: \$43.48 +HST= \$50

GUEST LECTURER: Sean McGrath

Sean McGrath is a 5th generation rancher who together with wife Tanya and their family manage a 112-year old operation breeding roughly 250 females each year and custom-grazing another 200 pairs in the summertime. The ranch markets purebred and commercial cattle as well as grass finished beef and is structured around grazing. Through his company Ranching Systems, Sean provides consulting services to the beef industry, primarily focusing on livestock genetics and ranch/range management. Sean writes for several beef industry publications and through his company provides electric fencing supplies, forage seed and range monitoring education and tools.

REGISTER VIA www.maritimebeef.ca on Eventbrite by November 23,2020