



2020 Virtual Regional Meetings & Fall Producer Workshops – 2021 Virtual Regional Meetings

Due to Covid-19 restrictions, the 2020 Regional Meetings were held virtually in January 2021. Training sessions were held in December and January to assist producers in navigating the Zoom online software. Attendance was similar to the in-person session normally held around the province. There are videos of the 2020 Chairman's Update, 2020 Financial Statement Review and 2020 Budget Review on our YouTube channel.

Our Fall Producer Workshops included Transportation of Animal Regulation Changes by Jonathan Wort, Perennia, AgriStability – The Myth, The Math, The Legend by Steve Funk, MNP and a Maritime Beef Council Update by Amy Higgins. Our Fall Producer Workshops were also presented using the virtual format, recorded and posted on our YouTube page.

With current Covid-19 conditions causing in person meeting concerns, we will be holding our fall regional meetings online again this year. The dates for the meetings will be January 11th, 12th, 13th, 14th & 15th, 2022. More details to follow.

Hay West Update from CFA

Thank you to all of you who have registered to sell or donate hay to the CFA Hay West initiative. It's been very

gratifying already, to phone farmers in the west to let them know hay is coming, and to talk to the ones who have already received a load. They are all very thankful!

We have a lot left to do. Currently there are approx. 25,000 bales in the Atlantic provinces, and about 20,000 bales in Ontario and Quebec waiting to be moved, and the calls keep coming in. We've already moved 8 containers and 9 trailer loads into Manitoba and have started expanding the trips to Saskatchewan and Alberta.

We ask for your patience as we line up the loads. Right now, there is a bit of a slowdown since, as you know we've applied to the Federal government for freight funding, the money still has not landed in the CFA bank account.

Please be aware that if you've registered on your member organization's spreadsheet, you do not have to register again on the CFA website. If you as yet have not registered anywhere, we leave it up to you where you want to do so. <https://www.haywest2021.net/>

Just to review. We are paying 10 cents per lb for the hay, and selling it for 10 cents a pound in the west. If someone donates hay, we will still sell it for 10 cents and the difference will be allocated to the freight cost fund.

Points of Interest

- 2020 Virtual Regional Meetings & Fall Producer Workshops – 2021 Virtual Regional Meetings
- Hay West Update From CFA
- Chair's Message
- Genetic Enhancement Program
- Beef Herd Renewal and Improvement Program & Beef Rotational Grazing Initiative Program
- DFNB Voluntary Levy Program
- BSE/ESB
- Genomics Education & Training Project
- Two New DAAF Staff
- Business planning for NB Cattle Producers
- AAFC List of designated regions announced for 2020 Livestock Tax Deferral Provision
- Guardians of the Grasslands recording
- Maritime Beef Council Update
- Record of Livestock Movement Books at DAAF Regional Offices

You do have the option to donate some but not all of your hay. The best way to do it on your invoice is simply to calculate the 10 cents a pound and then to put down a percent discount/donation on the invoice.

Thanks again, and we hope to be there soon.

NBCP Board of Directors

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Chair's Message

We are very fortunate in New Brunswick to have had an excellent growing and harvesting season in 2021! Producers in some areas of Canada are facing great challenges with both forest fires and drought this year. We have heard from many of our producers that they have surplus forages available to ship out West which is welcome news to our Western partners.

The Canadian Federation of Agriculture has undertaken the organization and facilitation of the Hay West 2021 project and are asking producers to be patient as they line up loads. Some loads have already been moved into Manitoba and they have started expanding the trips to Saskatchewan and Alberta. See update on page # 1.

The Maritime Cattle Producer Associations have been promoting the Cows East concept as well, which would see cattle move east to the Maritimes to be boarded or purchased based on the one-on-one business case between local and western growers. If you are interested in this model and have not already contacted our office, please contact the NBCP office to be put on our list.

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. Local demand for beef products has remained strong and both calf and cull cow prices have, thankfully, stayed strong throughout the pandemic.

Save the date October 29th and 30th for the Maritime Beef Conference. Due to Covid-19, this year the conference will be 100% virtual. Head over to www.maritimebeef.ca for virtual tickets.

We have several new programs available to producers this year such as the Beef Rotational Grazing Initiative Program and Beef Heifer Retention Program, Beef Genetics education and training webinars and a one-year pilot project to help producers improve their farm managerial and financial accounting abilities to enable business risk management program participation. See the program details in this newsletter.

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.

With Covid-19 causing in-person meeting concerns, we be holding our fall regional meetings online again this year. The dates for the virtual meetings will be January 11th, 12th, 13th, 14th & 15th, 2022. More details to follow.

As always, connect with us via the NBCP website: www.bovinsnbcattle.ca, Twitter: @BovinsNBCattle, or Facebook: @NewBrunswickCattleProducers

You can also drop us a line via email at financemanager@bovinsnbcattle.ca or give us a call at 506-458-8534.

Enjoy the fall and stay safe.

Sincerely,

Trevor Welch
Chair

Genetic Enhancement Program – Evaluating Feed Efficiency of NB Bulls

The Genetic Enhancement Program – Evaluating Feed Efficiency of NB Bulls has been approved again for the 2021-22 year.

Applications for the program are available at: <https://bit.ly/2ZohBKr>

Beef Herd Renewal and Improvement Program & Beef Rotational Grazing Initiative Program

NB Cattle Producers and the NB Department of Agriculture, Aquaculture & Fisheries (DAAF) are pleased to announce two new programs for beef producers, Beef Rotational Grazing Initiative Program and Beef Heifer Retention Program. These programs have been carefully designed to support beef sector growth through the following channels:

1. Retention of high-performance genetics as replacement females in the cow herd
2. Adoption of enhanced pasture management practices to increase the capacity of New Brunswick pastures and accept an expanded beef herd.

You will note that both of these objectives are clearly outlined in the Maritime Beef Sector Growth and Expansion Strategy, available here: <https://bovinsnbcattle.ca/develop/>

Details on both programs can be accessed at the following website links. Please note that it may be possible to access funding for cattle handling equipment through this program, but

will be on a case-by-case basis and will need to support the goals of the project, ie. Supporting animal handling for genetic sampling and/or breeding, or supporting a pasture management project.

Beef Herd Renewal and Improvement Program: <https://bit.ly/3zB8KBo>

Beef Rotational Grazing Initiative: <https://bit.ly/3INvysL>

Applications and guidelines are available at the links above.

The program is being administered by staff at the NB Department of Agriculture, Aquaculture & Fisheries (DAAF). If you have any questions regarding the program, please contact one of the following DAAF Livestock staff in your region:

Bathurst Region

- David Fontaine, 506-543-2660, david.fontaine@gnb.ca

Moncton Region

- Duncan Fraser, 506-856-2277, duncan.fraser@gnb.ca

Grand Falls Region

- Dorothee Blanchet-Brochu, 506-473-7755, Dorothee.Blanchet-Brochu@gnb.ca

Sussex & Moncton Region

- Katie McCallum, 506-856-2277, Katie.mccallum@gnb.ca

Fredericton Region

- o Amy McFadgen, 506-453-2108, amy.mcfadgen@gnb.ca

DFNB Voluntary Levy Program

The DFNB Board met in February 2021 and agreed to offer their producers a voluntary annual levy payment option by having their levy calculated and remitted by DFNB. This method was implemented with DFNS and many producers found this method to be much more convenient than having the levy

deducted at point of sale each time. DFNB will provide this service to their members and the levy amount will be calculated using an agreed-upon provincial formula based on Daily Quota (DQ) holdings. Effective April 1, 2021 the DFNB Voluntary Levy Program came into effect. Under this program NB Dairy Producers are able to participate in the program and pay a once-a-year checkoff levy based on a formula.

Two options were made available to producers:

Option A – DFNB will offer a voluntary annual levy payment option for producers to remit their levy once per year based on the formula below, or

Option B - Producers can continue to remit through a third-party collection entity (Auction Markets, Licensed Drivers or Abattoirs) and submit annual Producer Registrations to NBCP. 24.5% of producers have opted for Option A for 2021-22

BSE/ESB

The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced that Canada has been officially recognized by the World Organization for Animal Health (OIE) World Assembly of Delegates as a country with negligible-risk for bovine spongiform encephalopathy (BSE). By obtaining this recognition, Canada has achieved the most preferred status under the OIE's three-tiered categorization system for evaluating BSE risk.

More details are available in the [news release](#).

Bovine Spongiform Encephalopathy Sampling in New Brunswick
Bovine Spongiform Encephalopathy (BSE) Surveillance English - See the link for more details:
<https://bit.ly/3u6dX3g>

Genomics Education & Training Project

Genomics is a useful tool that is now more accessible in the beef industry than ever. The dairy industry can be looked at as an example of the rate of genetic improvement that can be achieved in a relatively short period of time by incorporating genomics to make retention decisions at a much earlier age which shortens the generation interval of improvement.

In beef cattle, the potential is high. In the registered seedstock segment, producer uptake of the technology is higher than the general commercial cow-calf segment. This can be attributed to the genetic evaluations of the Canadian breed associations incorporating the genomics information and integrating them directly in “genomically enhanced Expected Progeny Differences” (or g-EPD’s). There have been commercial genomic indexes developed which makes the technology more accessible to those who may not participate in formal genetic evaluations by simply pulling some hair and dropping it in the mail.

Performance Data historically has been collected on beef animals at certain points in the production system: Birthweight/Calving Ease, 205 day weaning weights, 365-day yearling weights, and carcass merit is currently only known by the producer who shipped that animal (and any informal feedback loop that exists). So, this data is coming back 9 months after the initial breeding for birthweight/calving ease, 16 months for weaning weights, 22 months for yearling weights, and various carcass merit information- either collected through ultrasound or through processing.

Starting with retention heifers, the opportunity here to is to identify the replacements from a group as early as possible in order to:

a) sell non-replacements early as feeders instead of developing them to be retained, and

b) retain the highest genetic potential heifers and understand their traits in order to make an informed decision on bull selection for that animal or group.

New Brunswick producers have access to the Genetic Enhancement Program through CAP programming in the Department of Agriculture Aquaculture and Fisheries allows for 100% coverage up to \$500 to beef herds participating in an approved herd genetic evaluation program will be eligible. (Things like genomics, data management software, and ultrasound testing are included in this bucket).

NB DAAF has also established an advanced growth program to support replacement heifers that have been genomically tested. NBCP is offering training seminars about the ins and outs of genomics and how to apply them over the course of the next few months.

If you are interested in learning more about genomics and how to apply it to your retention, selection or breeding plans- please contact Amy at maritimebeefcouncil@gmail.com to set up a consultation.

The webinar series dates are as follows:

YouTube link for August 5th: “*Beef Genomics 101*” webinar recording – click and view this link prior to the November 25th webinar for a good understanding of the Beef Genomics basic training. <https://bit.ly/3IN5ePI>

YouTube link for August 19th: “*Incorporating Beef Genomics in your Herd*” webinar recording – click and view this link prior to the November 25th webinar for a good understanding of ways to improve the beef genomics in your herd. <https://bit.ly/3CQOtdp>

November 25th: *Analysing Genomic Results*, 7-8pm Atlantic Time on Zoom.

Registration is required in advance. Simultaneous Translation will be provided. This session will be recorded and available to all who register.

<https://bovinsnbcattle.ca/category/news>

Two New DAAF Staff

DAAF has announced that Dorothee Blanchet-Brochu has joined the Livestock Sector Development Branch in the role of Livestock Development Officer in Grand Falls, serving Northwest and Western New Brunswick, effective April 12, 2021. Dorothee comes to us from Québec and is a recent graduate of Laval University.

DAAF has also announced that Katie McCallum will be joining the Livestock Sector Development Branch in the role of Livestock Development Officer in the Moncton Office, serving Southeastern New Brunswick, effective May 10, 2021 on a one-year term. Katie was raised on a cattle farm in New Brunswick and is a recent M. Sc. graduate of Dalhousie Agriculture Campus.

Please join us in welcoming both Dorothee and Katie to the department and extending best wishes in their new roles on the Livestock Sector Development Team.

Dorothee can be reached at the Grand Falls office (506) 473-7755, cell (506) 426-6376 or Dorothee.Blanchet-Brochu@gnb.ca

Katie can be reached at the Moncton office (506) 856-2277 or Katie.McCallum@gnb.ca

Business planning for NB Cattle Producers

Objectives:

A one-year pilot project for the beef industry to improve their farm managerial and financial accounting abilities and to meet reporting requirements for business risk management programs.

Eligible Applicant:

Cattle farm operation or a mix farm having at least 10 cow-calf or 20 cattle finishing or custom fed cattle operation.

Eligible Activities:

Professional fees and services related to the implementation of managerial accounting and reporting system customized to the farm to meet reporting requirements for AgriStability and complete the first-year report for AgriStability for a first-time applicant or applicant returning after a 3 years absence from AgriStability.

Level of Assistance:

1. One-time assistance for an eligible applicant up to 75% of the eligible cost, to a maximum contribution of \$3,500.
2. The 10% new entrant top up is not applicable.
3. Software are not eligible items.
4. Limited to fund availability.

How to apply:

Clients are responsible to submit a completed CAP application form and attach any additional required documentation and a quotation (as described in the program guidelines) and submit to any Department of Agriculture, Aquaculture and Fisheries (DAAF) regional office or directly to the CAP Administrator, Industry Financial Programs, Department of Agriculture, Aquaculture and Fisheries, P.O. Box 6000, Fredericton, NB E3B 5H1, or by e-mail to CAP.ADMIN@gnb.ca

AAFC List of designated regions announced for 2020 Livestock Tax Deferral provision

On May 11th, Agriculture and Agri-Food Canada announced the list of designated regions eligible for the 2020 Livestock Tax Deferral provision.

Provinces with eligible regions for the tax deferral include Quebec, New Brunswick, Nova Scotia and Prince Edward Island. The full map and list of designated regions can be found [here](#).

The Livestock Tax Deferral provision allows cattle producers located in designed regions who sell part of their breeding herd due to extreme weather to defer a portion of sale proceeds to the following year. Proceeds from deferred sales are included as income in the next tax year, when they may be at least partially offset by the cost of reacquiring breeding animals. In instances of consecutive years of drought or excess moisture and flood designation, producers may defer sales income to the first year in which the area is no longer designated.

In order to defer income, the breeding herd must have been reduced by at least 15 per cent. If the breeding herd was reduced by at least 15 per cent, but less than 30 per cent, then 30 per cent of income from net sales can be deferred. Where producers reduced their breeding herd by 30 per cent or more, 90 per cent of income from net sales can be deferred.

The announcement of eligible regions for the 2020 Livestock Tax Deferral was delayed considerably compared to recent years. With the 2020 individual tax year payment deadline of April 31, 2021 already passed, eligible producers may need to take additional steps to utilize the deferral.

If producers are eligible and choose to

utilize the livestock tax deferral but have already filed their tax return, CCA recommends producers consult their tax professional about filing a [2020 tax return adjustment](#).

Guardians of the Grasslands YouTube Recording

Guardians of the Grasslands is a short documentary produced by Story Brokers Media House in partnership with Canadian Beef, Ducks Unlimited Canada and the Nature Conservancy of Canada. This film explores the vital role cattle play in preserving our endangered native temperate grasslands and was shot on location at the Waldron Ranch Grazing Co-op in southern Alberta.

The documentary has found great film festival success, including being selected for over 17 events in almost every province and even internationally, such as the Nature Without Borders and Wildlife Conservation film festivals. It has won accolades, including for Research at the Yorkton Film Festival and Best Documentary at both the Montreal Independent and Central Alberta Film Festivals.

May 4th marked the official public launch of the film, which was celebrated with a screening and an exclusive panel discussion on the value of preserving and maintaining grasslands for all Canadians. Canadian Beef will be working hard to promote the short film through media outreach, partner industries and social influencers. Our goal is **100,000 views** by January 1, 2022.

We hope you will view the documentary and share with family and friends:

Guardians of the Grasslands (English): <https://youtu.be/CG4ROvCu0Y>
(French Subtitles): <https://youtu.be/y7NBhEktVWA>

Maritime Beef Council Update

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 projects we have on the go within the Maritime Beef Strategy.

Maritime Beef Conference

Occurring October 29th and 30th, 2021, recently changing from hybrid (in-person and virtual) to exclusively virtual. This was based on mitigating factors with event planning, in this dynamic environment of COVID-19 related Public Health recommendations between the three provinces, creating hesitancy for attendees, sponsors, and speakers. Head to www.maritimebeef.ca for virtual tickets. *All Maritime Beef Producers in good standing with their provincial cattle producer organization will be able to use PROMO Code "BEEF" for 50% off the Virtual Ticket.*



Atlantic Forage Field Day

Another event that unfortunately needs a different layout for 2021. We have many producers and extension people that are working on short videos, that we will be highlighting regularly starting this fall.

Atlantic Beef School

Virtual Dairy-Beef Nursery School is going to be held November 16th-18th. The format will be three two-hour sessions 10AM-12PM Tuesday, Wednesday and Thursday. Registration will be available via www.maritimebeef.ca. We will be organizing a Feedlot School module for early December and other modules will occur over the course of the winter.

Production Clubs

We will be entering year two of some pilot production clubs in the region. There was a feedlot club meeting held in August, and the cow-calf group has landed on bringing their animals to Atlantic Stockyards October 19th, so stay tuned on results from that sale.

Data Management

Our Pilot Project is ongoing: we have 25 participants who are trialling 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 five being piloted. Participants had got 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 under Resources. This 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 we are working with UPEI and academics from across the country on, with the goal of creating a sustainable vision and strategic plan for the development of a dairy-beef supply chain in the Maritimes.

Simply Verified Beef Podcasts

<https://anchor.fm/simply-verified-beef> Hosts Bree Patterson (British Columbia VBP+ Coordinator) and Amy Higgins (New Brunswick VBP+ Coordinator) join expert guests from coast to coast, speaking on various parts of the

Canadian beef supply chain from farmers and ranchers to consumers, in this podcast. VBP+ stands for Verified Beef Production Plus, a voluntary on farm food safety program.

These are the major projects the Maritime Beef Council is working on the next few months*. Thanks to Board members and Provincial Cattle Producer Organizations committed to moving forward the Maritime Beef Strategy.

Record of Livestock Movement Books at DAAF Regional Offices

Record of Livestock Movement books that were printed under our Animal Welfare Transportation project are available in limited quantities at the DAAF Regional offices. This is a one-time printing opportunity under the project. Each local Department of Agriculture office will have a limited supply of the books which will be available for pickup by producers and dealers until the supply is exhausted.

The recorded session regarding the Transportation of Animal Regulation Changes by Jonathan Wort, Manager of Livestock and Field Crops with Perennia is available on our YouTube page at this link in both English and French along with all the other presentations from the Regional Meetings: <https://bit.ly/3I00I3t>

It is not mandatory for everyone hauling cattle to use this specific book, however, it is mandatory for everyone hauling cattle to record the specific information we have included in the book in some way that it can be shared with CFIA if it is requested by them.

Under the regulation anyone transporting cattle must keep a copy of livestock movements for two years.