



March 21, 2016

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E-Newsletter

An update from Manitoba Beef Producers

Darling new CCA president

CCA Media Release

Ottawa, ON – The Canadian Cattlemen's Association (CCA) Board of Directors is pleased to welcome Dan Darling and David Hayward-Farmer, who were elected by acclamation as President and Vice President, respectively, on March 12, 2016 at the CCA Annual General Meeting (AGM) in Ottawa, ON.

Darling moves to President after serving a two year term as Vice President, a position to which he was acclaimed to on March 7, 2014 at the

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Ag in the City

The 2016 edition of Discover Ag in the City was held Friday and Saturday at The Forks Market in Winnipeg. (Above) MBP Tradeshow Spokeswoman Karen Emilson speaks with with a visitor to the MBP booth. The event is held annually to promote agriculture awareness to urban consumers and audiences.



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In the News

A look at the news and other information impacting Manitoba's Beef industry

• [CCA Reports: It's been an honour](#)

• [Beef producers look at the impact of transportation](#)

• [2016 Manitoba Spring Roads Restriction Program information](#)

• [Achieve cream of the crop through crossbreeding](#)

Deadline for Farmland School Tax Rebate nearing

The Farmland School Tax Rebate was implemented in 2004 to support the rural economy by providing farmland owners with school tax relief. The rebate percentage has increased from 33 per cent in 2004 to 80 per cent in 2015.

Landowners are required to submit an annual application to Manitoba Agricultural Services Corporation (MASC). Once you are registered with MASC and receive a rebate, a pre-printed application form for the following year will be mailed to you when they become available. Pre-printed 2015 applications have now been mailed to those who received a rebate in 2014. If this is your first time applying for the rebate, application forms and additional information is [available here](#).

APPLICATION DEADLINE - MARCH 31, 2016

Completed and signed Farmland School Tax Rebate applications for the 2015 property tax year must be received by the MASC by March 31, 2016. Your 2015 property taxes, any penalties or interest charges, and CLPA lease fees must be paid by March 31, 2016.

The deadline to apply for the 2014 and earlier year rebates has now passed.

REGISTER TO ATTEND THE
CANADIAN BEEF INDUSTRY CONFERENCE

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KEYNOTE ADDRESS BY ARLENE DICKINSON | LIVE MUSIC BY AIN'T NO RODEO

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FOR MORE DETAILS AND TO REGISTER, VISIT
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CCA names new president, vice-president

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CCA AGM. He replaces Dave Solverson, who moves to the position of Past-President. In his time as President, Solverson achieved the successful conclusion of several key trade files, most significantly the repeal of U.S. mandatory Country of Origin Labeling (COOL). The successful repeal of this legislation marked the end of a seven year trade war. COOL was a long and arduous battle, and a costly one with legal fees nearing \$4 million. However, that amount – paid by beef producers through their provincial check-off – is eclipsed by the cost of COOL discrimination inflicted on Canadian and Mexican producers. Solverson was also active in negotiations surrounding the Trans-Pacific Partnership and the successful implementation of the Canada-Korea Free Trade Agreement.

Darling, who farms in Ontario, brings a fresh perspective to the CCA. He intends to keep up the focus on trade, with top trade priorities including achieving a bilateral trade agreement with Japan, access for beef from animals over 30 months of age with Mexico, and resolution of the longstanding technical barriers that have prevented the European Union from approving Canada's main packing plants to export to the EU. As traceability is important to expanding trade, he would like to



**CCA President
Dan Darling**

see movement towards having the industry-supported Cattle Implementation Plan accepted as the business plan that best reflects the realities of cattle production. "The CCA is well-respected and has earned its reputation as an organization of influence because of the good work they do," Darling said. "I am truly honoured to take on the role of CCA President and will continue to focus on achieving excellence in all files and to represent the best interests of beef producers across Canada."

Haywood-Farmer's family has been ranching in Savona, B.C. for almost 100 years. As a third generation rancher, he has learned from his father and grandfather the dedication it takes to raise



**CCA Vice-President
David Haywood-Farmer**

healthy robust cattle on some of the most dry grasslands in the province. A former President of the B.C. Cattlemen's Association, environment continues to be a key priority for him as he moves into his new role with CCA. He sits on the Foreign Trade committee and chairs the Domestic Agriculture committee.

Darling resides in the heart of apple country, in the Township of Cramahe of Northumberland County where he and his brother Van operate a cow-calf operation with 250 cows and background calves on 1,500 acres. He is a past-president of Beef Farmers of Ontario (BFO) and represented Ontario beef farmers provincially on the BFO Cow-Calf and Government Relations Committees.

Nominate an outstanding researcher by May 1

The Canadian Beef Industry Award for Outstanding Research and Innovation is presented by the Beef Cattle Research Council (BCRC) each year to recognize a researcher or scientist whose work has contributed to advancements in the competitiveness and sustainability of the Canadian beef industry.

Nominations are welcome from all stakeholders of the Canadian beef industry and will be reviewed by a selection committee comprised of beef producers, industry experts and retired beef-related researchers located across the country.

To be eligible, nominees must be Canadian citizens or landed immigrants actively involved in research of benefit to the Canadian beef industry within the past 5 years.



Benefit to the industry must be evident in a strong research program aligned with industry priorities, a demonstrated passion and long-term commitment through leadership, teamwork, and mentorship, involvement in ongoing education and training (where applicable), and active engagement with industry stakeholders.

Nominations for the 2016 award will be accepted until May 1, 2016.

The recipient of the inaugural 2015 award was beef cattle nutrition and management expert Dr. John McKinnon. Remaining 2015 nominations and new 2016 submissions will be equally considered for the 2016 award. It will be presented at the Canadian Beef Industry Conference in August.

Learn more and find the nomination form at <http://www.beefresearch.ca/about/award.cfm>

Have 15 minutes? BCRC wants you to make an impact on the future of research

As someone receiving this newsletter, you're almost guaranteed to be what we call a 'Canadian beef industry stakeholder', meaning you:

- own or manage beef cattle,
- conduct research on beef, cattle or forages,
 - are a large animal veterinarian,
- own or work for an abattoir/beef processor,
- are a government employee in a beef-related role,
- work or volunteer for an organization that actively supports the beef industry, or
- have another valuable role that supports and relies on Canadian beef production.

You hold a stake in the beef industry, so the Beef Cattle Research Council (BCRC) and the Beef Value Chain Roundtable (BVCRT) rely on your input on research issues.

Please consider answering our 15-20 minute questionnaire by May 31st.

Your feedback will inform the next five-year National Beef Research Strategy and impact the long term competitiveness of the Canadian beef industry.

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Labour gap in Canadian beef sector could quadruple by 2025, study finds

CCA Media Release

Ottawa, ON – Chronic workforce shortages in Canada’s agricultural sector are expected to continue, with the number of unfilled jobs in the beef sector forecasted to more than quadruple over the next decade.

According to the Labour Market Information Study (LMIS), the labour gap is significant, with unfilled vacancies costing the beef industry \$141 million in sales (farm gate cash receipts) in 2014.

The study, released today by the Canadian Agricultural Human Resources Council (CAHRC) and Conference Board of Canada provides an overview of the current agricultural labour market and a 10-year projection that forecasts the supply and demand of labour to 2025. The LMIS was initiated in early 2014 and includes a 10-year national outlook along with a forecast for 10 different provinces and 11 commodity groups, including Canada’s beef cattle industry. A number of methods were used to conduct the study including an industry survey, interviews with agriculture producers and stakeholders, and numerous focus groups and webinars.

The study’s findings underscore the need for the Canadian Agricultural and Agri-Food Workforce Action Plan, said Canadian Cattle-



**CANADIAN
CATTLEMEN'S
ASSOCIATION**

National Voice Of Cattle Producers

men’s Association (CCA) President Dan Darling. “A dedicated plan for Canadian agriculture is critical to ensure the industry has a sufficient workforce to take advantage of significant opportunities in the future,” he said. Proactively addressing workforce issues in agriculture, in terms of insufficient labour to fill jobs at packing plants and farms and the lost opportunity those chronic job vacancies create, are top priority for the CCA.

According to the study, over the next 10 years, the labour gap in the Canadian beef cattle industry could widen to 12,500 workers. The LMIS indicated this future increased labour gap could be partially caused by a spike in labour demand of as many as 2,500 workers. Export dependent and protein-based commodities, such as the Canadian beef cattle industry, are expected to have productivity growth around 2.5 per cent over the next 10 years. Additionally, trade agreements such as the Trans-Pacific Partnership

(TPP) and the Canada-EU Comprehensive Economic and Trade Agreement (CETA) are likely to generate more beef exports. These factors will create an increased demand for labour as the beef industry works to capture this growth. However, the study suggested that a declining labour supply in beef production is the largest contributor to the projected growing labour gap.

Retirement of beef cattle producers is the driving factor behind the decrease in labour supply; the study indicates that one-third of the current workforce will retire over the next decade. Immigration is likely to account for growing share of the future labour force in Canadian agriculture and beef production, but some provinces may benefit more than others due to regional economies and demographics. CAHRC and the Conference Board of Canada are planning to release a 10-page report and 2-page fact sheet on labour supply and demand for beef in late April or early May.

You can't tell by looking...



But you *can* tell with Green Gold

You might have a strong hunch but you really can't tell the RFV just by looking at an alfalfa crop. That's why you should sign up with the **Manitoba Forage & Grassland Association's Green Gold** program. As this year's alfalfa crop is maturing, Green Gold collects twice-weekly samples from fields throughout eastern, central and western/interlake Manitoba and sends them into Central Testing Laboratories to pinpoint the best day for your first alfalfa cut. MFGA will then share our results with you via direct email and on the MFGA Green Gold web page.

To sign up, email John McGregor, MFGA Green Gold Coordinator, john@mfga.net.

We are seeking volunteers for the Green Gold program by clipping samples from your field. Contact John if you are able to participate.



Deadline extended to March 24

Consultation – Strategic Emergency Management Framework for Agriculture

Federal, provincial and territorial (FPT) agriculture ministers have committed to improving Canada's approach to emergency management in agriculture and want your ideas and feedback. Emergency management is most effective when it reflects the combined thinking of governments and stakeholders.

The public consultation will be open until March 24, 2016.

Consultation document

FPT governments have jointly drafted the Strategic Emergency Management Framework for Agriculture in Canada to encourage discussion. The current approach to emergency management has served Canada well; however, there are areas where improvements would strengthen its effectiveness. The Framework recognizes the evolving and increasingly complex risks faced by the Canadian agriculture sector and proposes a stronger, more cohesive and collaborative approach to preventing, mitigating, preparing for, responding to and recovering from emergencies.

FPT governments need your input to ensure that the Framework resonates with the needs and expectations of all stakeholders.

When reviewing the draft Framework, please consider the following:

What are your suggestions to improve the prevention and mitigation of risks in the Canadian agriculture sector?

What are your suggestions to improve collaborative action and cooperation?

What are your suggestions to improve sector resilience?

Do the proposed strategies outlined in the draft Framework resonate with you?

Are there any additional strategies that should be added?

Do the proposed strategies reflect stakeholder roles, needs and experience in emergency management?

What activities/practices do you or your members currently undertake that you see as contributing to emergency management, now and in the future?

How can FPT governments best support you or your organization/association in terms of emergency management? Do the roles and responsibilities outlined in the draft Framework and Annex 1 resonate with you?

Are there any additional suggestions you would like to see considered in this Framework?

Contributing your comments

You can provide your perspective until **March 24, 2016** by reviewing the [draft Framework](#) and completing the consultation questions.

Alternatively, you may send an email to AgEM-GUAg@AGR.GC.CA to request an electronic copy of the draft Framework and [consultation questions](#). Feedback can be:

emailed to AgEM-GUAg@AGR.GC.CA, or

mailed to:

Policy, Planning and Emergency Management

Agriculture and Agri-Food Canada

Floor 5, Room 216

1341 Baseline Road, Tower 5

Ottawa ON K1A 0C5

Canada

Comments received will be included in a "What We Heard" report and posted on this website.

Please note that all information shall be collected in compliance with the [Access to Information Act](#) and the [Privacy Act](#). All information shall be treated confidentially and used solely for the purposes of this consultation.

All comments will be considered as the Framework is finalized.

The revised Framework will be presented during an FPT agriculture ministers' meeting in summer 2016. It will also be posted online and emailed to stakeholders following the meeting.

For more information on the Framework, please visit the [questions and answers](#) page.

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The Agricultural Institute of Canada (AIC)'s next conference, *AIC 2016 Disseminating Agricultural Research: Bridging the gap between idea and adoption* is taking place April 13-14, 2016 in Ottawa!

When: Wednesday, April 13 and Thursday April 14, 2016

Where: Ottawa Marriott Hotel – Ottawa, ON

Who should attend? Individuals involved in or affected by agricultural research and research dissemination, federal and provincial governments, private groups involved in research and/or agriculture, academia, and industry organizations.

In July 2015, agricultural stakeholders gathered in Ottawa to help develop a national agricultural research policy for the 21st century (*read our conference report [here](#)*). Broad consensus among participants identified building strong networks for research dissemination as a key area in the [policy](#) released September 2015.

Excellent research is conducted in Canada but to achieve our full agricultural potential, it must be successfully communicated not only with other researchers but also with farmers and producers on the ground.

In order to further inform this area of the policy, AIC is bringing together stakeholders involved in, or who make use of agricultural research to discuss topics including:

- Intellectual property protection
- Modern research extension strategies
- Maximizing technology transfer to industry stakeholders
- ... and many more!

Join us in Ottawa April 13-14, 2016 for *AIC 2016*, a conference that promises to engage participants and stimulate lively debate, with opportunities to learn from industry experts and contribute input on these important policy issues.

Visit the conference [website](#)
[Register](#) for AIC 2016: Disseminating Agricultural Research
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