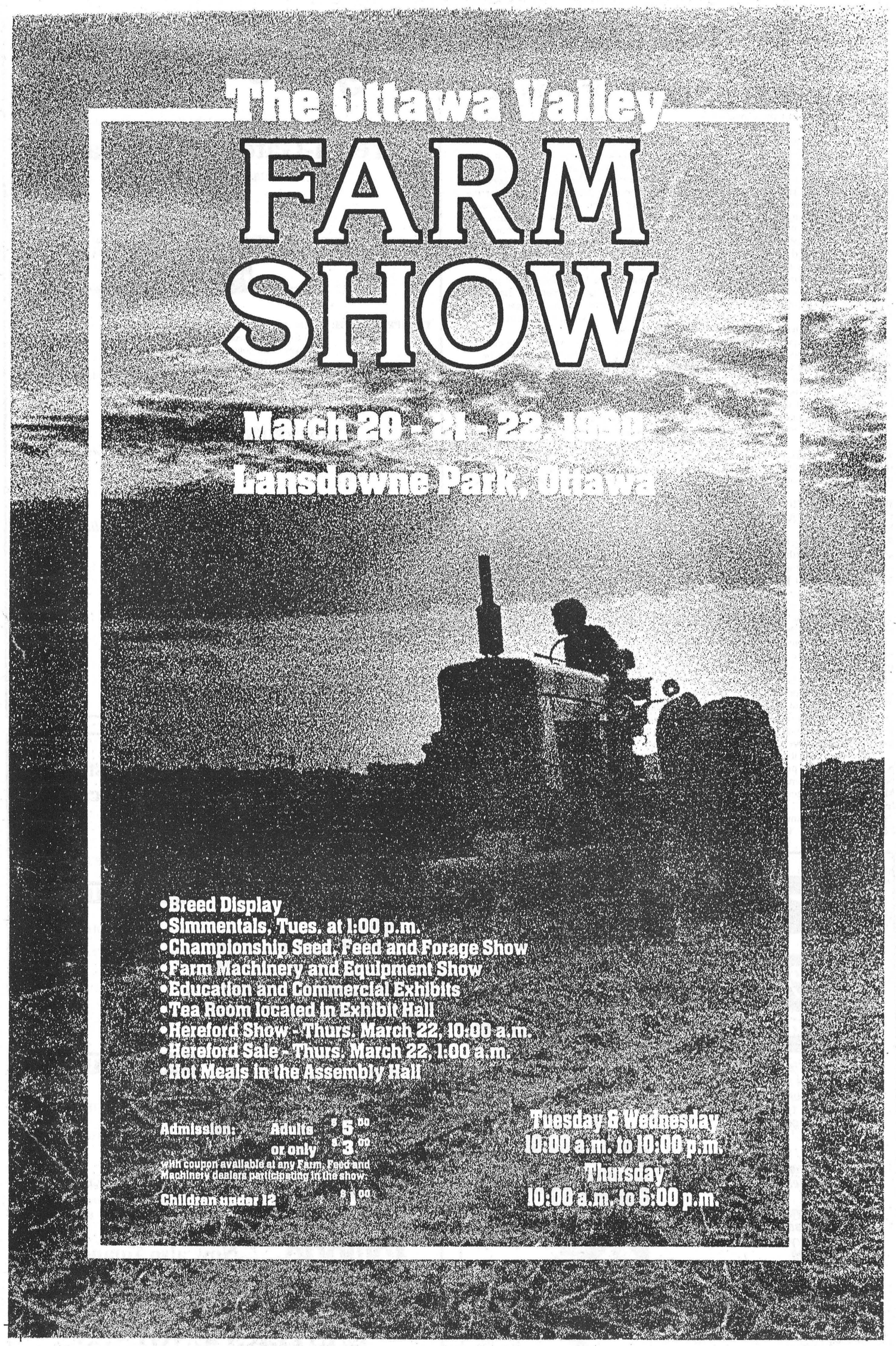


A SPECIAL PULL-OUT SECTION
TO THE WINCHESTER PRESS
Wednesday, March 14, 1990

Japan offers opportunity for Canadian beef producers

Speaking on behalf of the Canada Beef Export Federation, Dennis Laycraft told delegates to the 70th Annual Conference of the Canadian Meat Council, "Japan will offer the greatest opportunity for new market share for Canadian beef of any new market. Our early years of preparation have positioned our beef on the threshold of a major breakthrough. We are about to witness a tremendous change in which volume and variety will be greatly expanded along with a dramatic change in the infrastructure within Japan. It marks the first time in almost 15 years that there will be significant growth in the global grain fed beef market."

"We had to acquaint them (Japanese buyers) with the type and quantity of beef we produce and about our beef and cattle industries. We had to demonstrate the quality and value of our beef and the expertise of our processors. Add to this the unfamiliarity of our beef industry with their system, and their special requirements in terms of specifications and documentation - and you can appreciate that it takes time and tremendous commitment to penetrate this market", pointed out Laycraft.

BEEF PRODUCTION/ CONSUMPTION AND THE ENVIRONMENT

Recently, environmentalists have made statements that North Americans should reduce their beef consumption to "Free massive amounts of grain for human consumption, reduce destruction of the ozone layer and tropical rain forests, as well as improve our health". The following facts set the record straight:

1) Fast food hamburgers in Canada do not contribute to the destruction of tropical rain forest, since they are mostly made from ground beef which is a byproduct of our domestic dairy industry. The U.S. imports no beef from Brazil, and only 2% of Canada's beef inports are from Brazil. McDonald's for example, uses no Brazilian beef in North America.

2) The idea that it takes over 15 pounds of grain to produce one pound of beef most likely comes from Frances Moore Lappe's vegetarian book, "Diet for a Small Planet", John Robbins, "Diet for a New America", and Pollution Probe's, "Canadian Green Consumer Guide". Agriculture Canada information gathered for the establishment of the tripartite beef stabilization program shows that it takes about 4-8 lbs. of grain to produce a pound of beef. This is because beef cattle graze on roughlands and pasture for the majority of their 2-year lifespan; grain is only fed during the last 3-6 months.

The real reasons why world hunger exists are economic ones. Current world production of food is sufficient to provide adequate nutrition for everyone. The problem is that huge numbers of people in developing and Communist nations cannot afford to eat, due to agricultural policies that discourage domestic production.

3) Cattle are not major producers of methane gas, and therefore cannot be categorized as a main cause of the "greenhouse effect". A review by Floyd Byers, a professor in the Animal Science Dept. at Texas A & M University puts this issue in perspective. Byers estimates the contribution of the U.S. beef cattle industry to annual global methane production to be 0.5% of total estimated production, compared to rice paddies, marches, horses, pigs, humans, termites, natural gas, biomass burning, coalmining and oil exploration, which produce the other 99.5%.
According to Environment Canada, carbon dioxide from cars, furnaces, and other combustion is the major component of greenhouse gases, accounting for 50%. Methane from all sources accounts for only 18% of greenhouse gases.

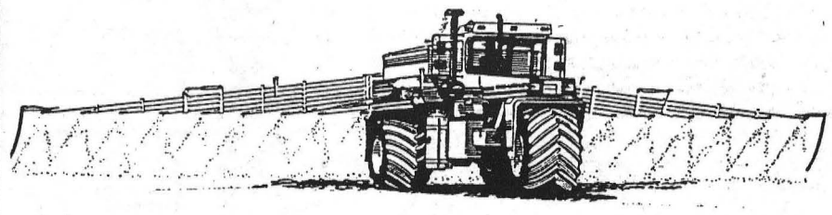
4) The idea that reducing consumption of red meats will "improve our health" is a misconception. The July 1989 National Institute of Nutrition Review, "The Role of Red Meats In The Canadian Diet", based on a report prepared by Dr. Jean Sabry, Professor Emeritus, Department of Family & Consumer Studies, University of Guelph, confirms that beef, pork, veal, lamb and mutton do have a place in heart healthy diets. Further, they provide significant amounts of protein, zinc, niacin, vitamin B12, phosphorus, iron, riboflavin and vitamin B6 to our diet. Since there is no accurate measure of portions of meat (or any other food) eaten in Canada, there is no scientific basis for a recommendation to eat less red meat for better health."

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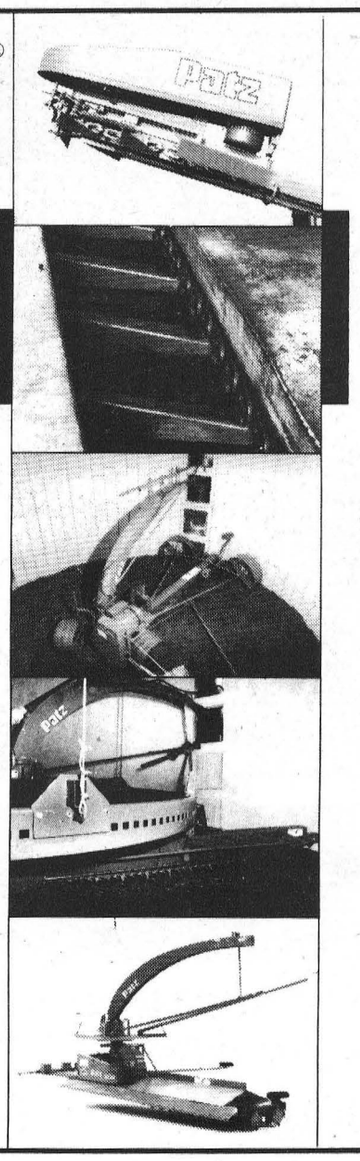
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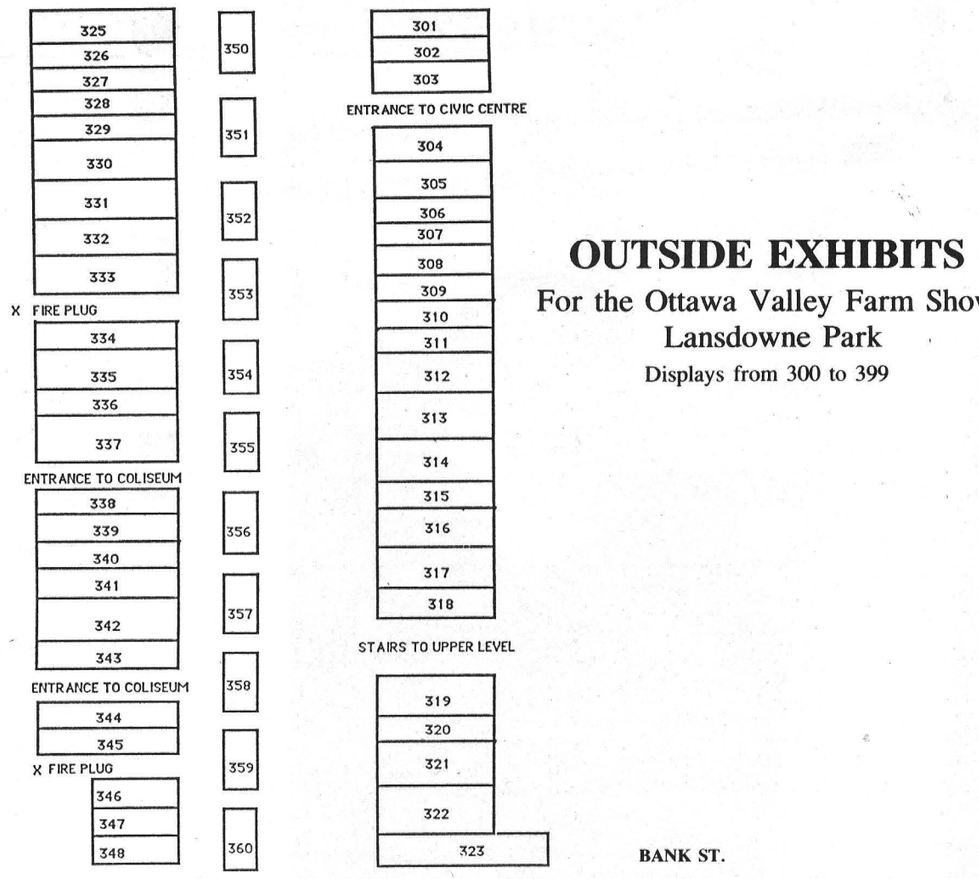
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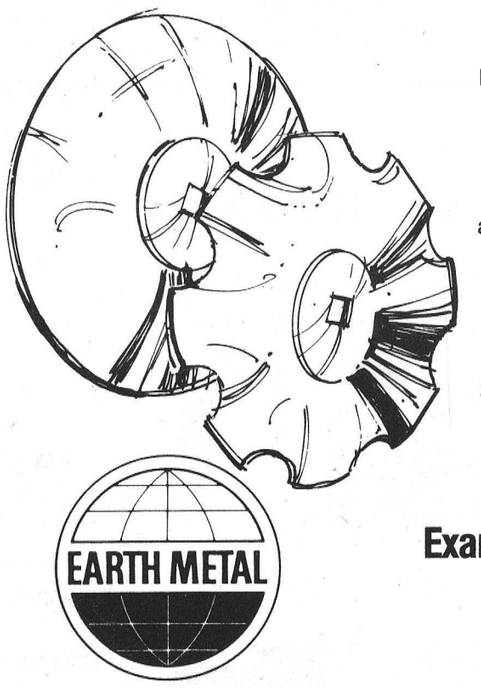
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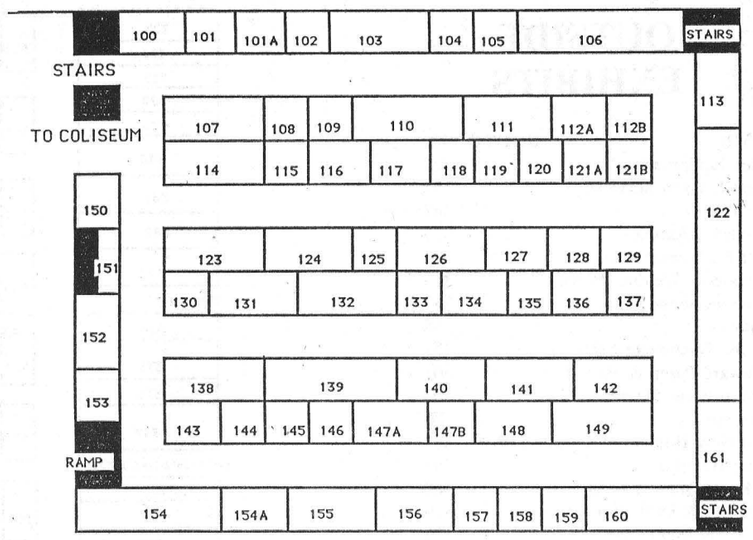
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Press Photo—Fetterly

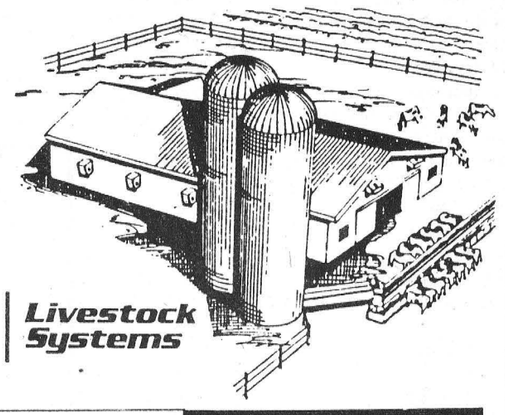


ANNEX

Ottawa Valley Farm Show

Displays from 100 to 199

See us at the Ottawa Valley Farm Show



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Fit for 90's conference a success

Under the theme, Fit For The 90's, the Canadian Meat Council launched the last decade of the century with a very successful 70th Annual Conference held in early February in Toronto.

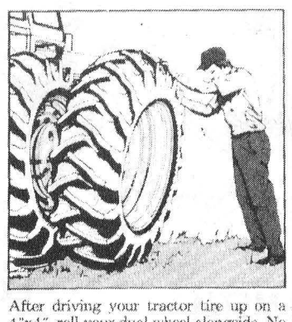
Council President Frank Powell told the delegates, "I believe we have the tools, resources and the skilled people to be survivors in the global scheme of things. When we ring in the year 2000 we will look back with pride on our achievements. Certainly there will be changes, new players will be involved and continuing rationalization in the '90s in all sectors of our business. Let us look at the opportunities ahead and overcome the pitfalls, problems and challenges. We not only have a Canadian population to feed, but as the world population increases and other countries' land base becomes seriously pressed to fulfill their needs, let us utilize our resources effectively and efficiently to meet worldwide demand. We have a moral obligation through improved efficiencies and new technologies to supply much-needed food to the people of the world."

Snap-on duals

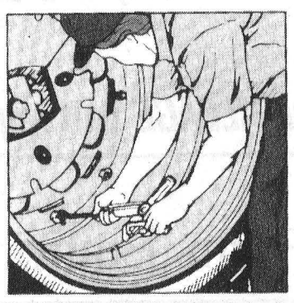
Easy on, easy off...it's a snap!



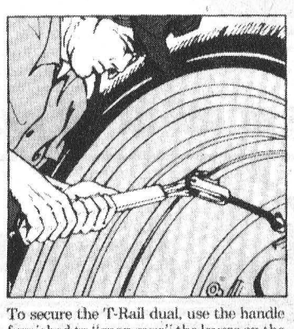
Installation or removal of Snap-on T-Rail duals is done in just a few easy steps. To start, replace appropriate nuts with eye nuts.



After driving your tractor tire up on a 4"x4", roll your dual wheel alongside. No awkward alignment is needed.



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To secure the T-Rail dual, use the handle furnished to "snap over" the levers on the clamps.

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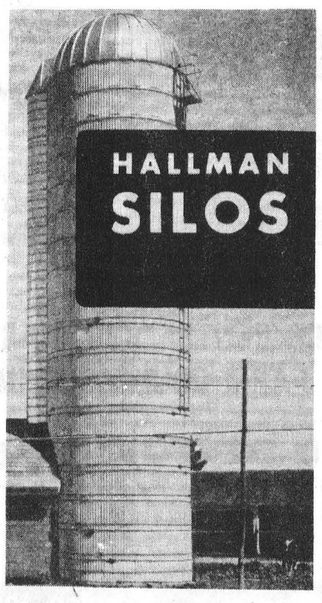
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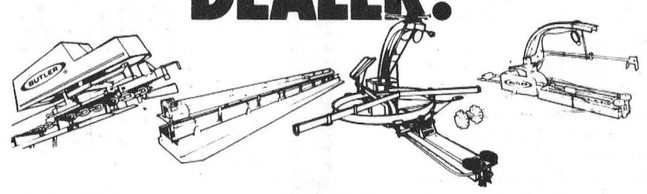
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Crop insurance

A production guarantee plan

Growing crops is big business — and it's good business to insure against losses due to natural causes beyond your control.

Crop insurance will guarantee you a certain level of production from your farm. If your actual production is less than your guarantee, you would have a claim for the difference. The value of this claim depends on the price option you choose.

Insured Perils:

Crop insurance offers protection from most of the natural hazards you cannot control: drought, excessive moisture, excessive rainfall, flood, frost, hail, insect infestation, plant disease and wind. In addition, some perils specific to some crops are covered in the individual plans, such as excessive moisture causing sprouting in wheat.

A Separate Plan for Each Crop:

Each individual insured crop has a specific plan. In that way, the characteristics unique to each crop, such as yield levels or prices, may be accommodated. By having a plan for each crop and insuring each crop separately, you could have a claim on one crop even though the production on another crop is above the guarantee.

Most Crops are Covered

At the present time, there are insurance plans for the following general crops: corn (grain and/or silage), spring grain (oats, barley, mixed grain, spring wheat), soybeans, white beans, colored beans, canola, new forage seeding, hay and pasture, black and burley tobacco and winter wheat. Fruit and vegetable crops not insured through a processor, or a special fruit agent, are insured as general crops.

Individual "Average Farm Yield"

Crop insurance gives you insurance tailored to you and your individual farm. The amount of coverage you can buy is based on your own average farm yield.

Of course, the first year you take out crop insurance, no records are available to use in your average yield. Instead, your "beginning average farm yield" is based on an area average — with an allowance for good management practice. It's recognized that management varies from farm to farm so that your beginning average farm yield may be higher or lower than the area average.

After the first year, your annual yields are recorded and averaged with your "beginning average farm yield" to establish revised average farm yields. After five years, only your actual production records determine your average farm yield. This yield is determined for each crop; in bushels for corn, wheat and soybeans, and in pounds for other crops like white beans or spring grain.

For example: A farmer insuring his corn crop for the first time had his beginning average farm yield set at 70 bu./ac.

1st year average farm yield - 70 bu./ac.

His actual production that first year was 90 bu./ac.

For his second year in the corn program, his average farm yield was adjusted by calculating a five-year average based on his one year's actual production of 90 bu./ac. and four years of his beginning average at 70 bu./ac.

His actual production for the second year was 60 bu./ac.

For his third year in the corn program, his two years' actual production were averaged with three years at his beginning average to establish his latest average farm yield.

His average farm yields for following years would be adjusted in the same way — so after five years, his own actual production records would determine his farm yield.

Minimums and Deductibles:

Unseeded acreage which is eligible for a claim is subject to a three-acre minimum. If unseeded acreage is not systematically tiled, a deductible of three acres will also apply.

For example:

1. If a grower on systematically tiled land has five acres unseeded, he will have a claim on the five acres.
2. If a grower on non-tiled land has five acres unseeded, he will not have a claim since three acres is deducted, leaving only two acres which is less than the three-acre minimum.
3. If a grower on non-tiled land has seven acres unseeded, the three-acre deductible will apply and a claim for four acres will be paid.

Unseeded Acreage Indemnity:

The amount of coverage on eligible unseeded acreage will be one-third of your guaranteed production times the price option purchased; therefore, the higher the production guarantee and the price option, the higher the indemnity per acre.

Total Acreage Insured:

To cover any one crop (e.g. corn), you must insure all the acreage that you grow of that crop. However, you may insure only one of several crops if you wish. For example, most farmers who grow corn and spring grain choose to insure both crops.

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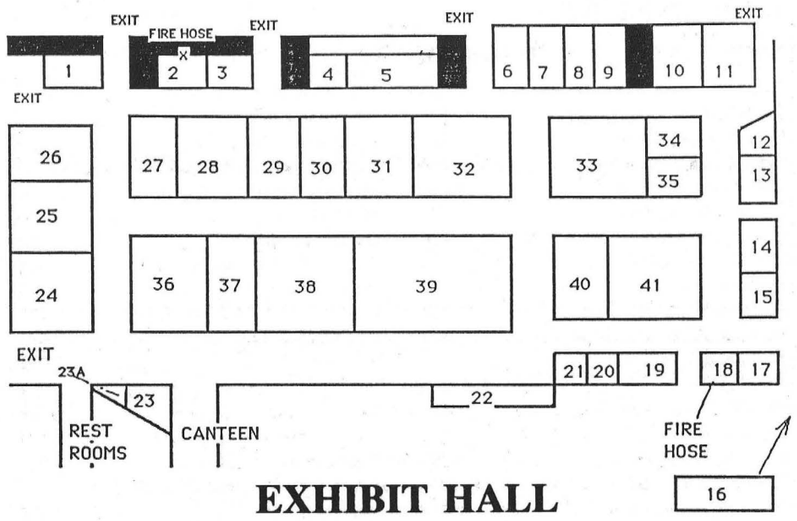


EXHIBIT HALL

Ottawa Valley Farm Show

Displays from 1 to 100

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BIG O

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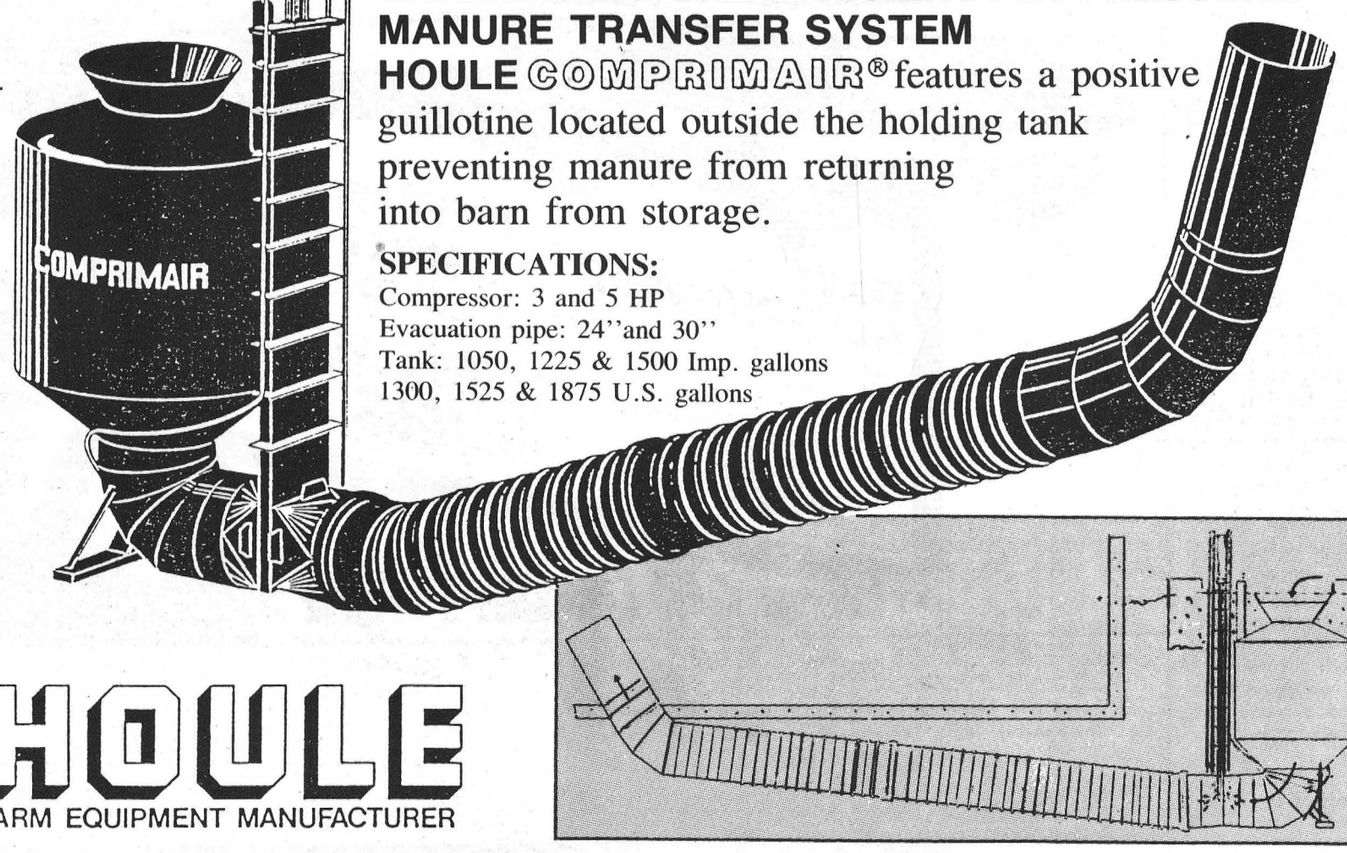
The Quality Alternative in Eastern Ontario

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SAFER AND MORE EFFICIENT AIR PRESSURE MANURE TRANSFER SYSTEM

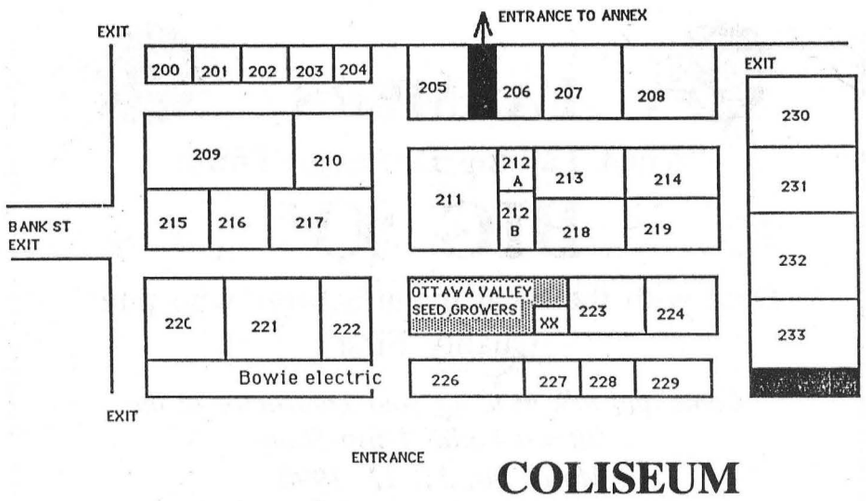
HOULE COMPRIMAIR® features a positive guillotine located outside the holding tank preventing manure from returning into barn from storage.

SPECIFICATIONS:
Compressor: 3 and 5 HP
Evacuation pipe: 24''and 30''
Tank: 1050, 1225 & 1500 Imp. gallons
1300, 1525 & 1875 U.S. gallons



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Ottawa Valley Farm Show

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COLISEUM

NAME	BOOTH NO.	NAME	BOOTH NO.
Agrivent	212A	J.K. Reid Mfg. and Sales	201
Babson Bros. Co. (Canada)	226	Johnstone Equipment	202
Belarus Equipment of Can.	221	Kongskilde Ltd.	222
Brett Equipment Sales	204	La Machinerie Ideale Cie	213
Canadian Cattlemen	Table	Metcalfe Service Centre	232
Cargill Hybrid Seeds	227	Mohawk Equipment Ltd.	208
Clay Equipment	206	Ontario Farmer	228
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Hawk Fence Supply	229	W.R. Smale Co. (1979) Ltd.	219
Hesston Industries	207	Weagant Farm Supplies	233
Houle and Fils Inc.	220	White-New Idea Farm Equip.	217
Hurst Equipment Ltd.	223	Wic Inc.	205

Maturing Canadians to dominate marketplace

By the year 2035, half of Canadians will be over 50, states Jerry Gerber, Senior Partner, Lifespan Communications, New York. Statistics Canada predicts a median age of 40 by the year 2011.

Lifespan's Laboratory For the Study of Older Adults has recently discovered:

- Older adults are often critical of the amount, quality and readability of information on labels. Solutions include symbolized labelling systems, 1-800 numbers for more information, and a cable channel for nutrition topics.
- Brand recognition and package design impact decreases as sight and ability to distinguish colour fails.
- Older adults have difficulty opening packaging such as pull-tab cans, push-open milk and juice cartons, zip-loc bags, clear plastic wrap, salad dressing envelopes and airline snacks.
- The Western office address of the Canadian Meat Council is: 1531 Esso Tower-Scotia Place, 10060 Jasper Avenue, Edmonton, Alta., T5J 3R8. Tel.: 403-425-1134; Fax: 403-426-1509.
- Product formulations for older adults must allow for decreased sensitivity of the eyes, nose and mouth. Gradual reduction in odour intensity and the ability to describe odours, as well as deterioration of taste buds in discriminating sweet, bitter and sour tastes are common traits of aging.
- Mature, affluent empty-nest consumers will demand quality products and personal service, creating markets for food products in table-ready, disposable packaging. Home delivery of precooked foods from restaurants and supermarkets will be the way of the future.
- The older adult still longs for traditional foods such as meat and dairy products, presented in forms that appeal to their health/nutrition awareness and desire for premium quality. Lifespan expects a proliferation of branded meat products as well as new and innovative meat packaging techniques. Gerber believes that aging consumers should be given common-sense messages about meat's role in a balanced, varied diet rather than lists of "yes-yes" and "no-no" foods.
- Dr. Adree Imbach of the University of Montreal's Faculty of Medicine states that, as one ages, one's energy requirement lessens, digestion slows down, ability to chew lessens, and one cannot be overloaded with protein. The leaner the meat, the better for an aging population. Dr. Imbach suggests meat be eaten at the most, once a day and at the least, 2 times a week. Variety in older adults' diets is the key to good appetite.

