

100 per cent Canadian

Randy Zubukovec (left), proprietor of Vanilla Beans in Westport, is in charge of making sure Andy's Foodland gets its weekly shipment of Kawartha Dairy ice cream, which uses 100 per cent Canadian dairy content. Kawartha Dairy General Manager Blake Frazer (right) explained to local dairy producers at Dairy Day at Kemptville College (Feb. 22) that the ice cream is made the way it always has been — to be the richest and creamiest.

Press Photo — Duncan

Kawartha Dairy

• continued from previous page

Frazer said that Kawartha Dairy will maintain it's high-quality, all-Canadian standards no matter what the competitors are doing.

The Kawartha Dairy will continue to use 15 per cent butter fat in its ice cream, compared with the 10 per cent butter fat standard in the industry. The extra five per cent fat and real cream may not be a selling point for some, but for Ontario's dairy producers, it's definitely something to cheer about.

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OTTAWA VALLEY SEED GROWERS — WE AIM AT THE BEST — OTTAWA CANADA

SPECIAL SUPPLEMENT TO THE WINCHESTER PRESS

2006 Ottawa Valley Farm Show

by Tom Van Dusen
OVFS General Manager

OTTAWA — The 79th edition of the Ottawa Valley Farm Show (OVFS) — Ontario's longest running agricultural trade show — is shaping up as another winner. More than 300 exhibitors will be on hand at Lansdowne Park from March 14 to 16 offering a wide range of equipment and services.



Tom Van Dusen

The directors of the Ottawa Valley Seed Growers Association (OVSGA), sponsors of the Farm Show, president Keith Matthie, secretary-treasurer Mary Joynt, assistant Sue Pascoe and myself, look forward to seeing you at the show.

Everyone is invited to the official opening at 12 noon on Tues., March 14 at the OVSGA booth on the concourse.

A revamped cattle breed information display will be located on the concourse level of the Civic Centre. The Seed Growers' Court of Honor exhibit will be located on the concourse as will demonstrations, crafts, and other merchandise. Once again, show dates coincide with March Break in Ontario schools. Children are welcome at the show, with no admission charge for those under 12 years old.

The annual seed awards ceremony will take place Wednesday afternoon (March 15) on the concourse. The occasion is used to recognize Eastern Ontario growers judged earlier in the week to have the best entries in several crop categories.

PARKING

Lansdowne Park management will be charging to park on the grounds. The farm show organization has no control over this fee. Free parking cannot be provided without an increase in space rental fees. Exhibitors entering through Gate 5 will be able to purchase a ticket good for one entire day, allowing them to exit and re-enter the grounds any number of times.

FOOD AND BEVERAGES

Beginning at 8:30 am every day of the show, we'll have coffee and donuts in each building sponsored by various exhibitors. Lansdowne food contractor Aramark will operate the main dining room and concessions in the Aberdeen Pavilion, and at the west end of the concourse. Food and beverage service will be available in the Coliseum, and the Women's Institute will be serving tea and cookies for a donation in the Exhibit Hall.

SHOW BULLETIN: *The Eastern Ontario AgriNews* will once again sponsor the daily bulletin.



Insure your tomorrow

Agricorp's Dean Patterson, of Edwards, was at the Eastern Ontario Crop Conference in Kemptville on Thurs., Feb. 23 showcasing the company's production insurance programs. New for the 2006 crop year is an organic soybean option. Patterson will also be at the Ottawa Valley Farm Show March 14 to 16. *Press Photo — James*

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Kawartha Dairy

All-Canadian: the best ice cream in the west comes to the east

by Meghan Duncan
Press staff

KEMPTVILLE — The Kawartha Dairy churned out its first products in 1937, but it wasn't until 1955 that the dairy began producing ice cream. Fifty years later, the Kawartha Dairy Company has carved out its niche in the ice cream market, and is showing no sign of slowing down.



Kawartha Dairy General Manager Blake Frazer

"Our ice cream is still made the way Kawartha Dairy always made it — the richest and creamiest in Canada," said the company's general manager, Blake Frazer, who spoke at Dairy Day at Kemptville College on Wed., Feb. 22. And what is Kawartha Dairy's role in the ice cream industry? To produce ice cream using 100 per cent Canadian dairy ingredients — no butteroil, sugarblends, or other imports are used.

"This is what differentiates us," said Frazer. "This is our strategy and we plan on sticking with it. It sells for itself."

The Bobcaygeon, Ont.-based company was a favorite among tourists to the area, but the company was forced to grow when people began looking for the products outside of cottage country.

Vanilla Beans in Westport was the farthest east the ice cream was available, but now Andy's Foodland in Winchester also carries the brand.

"It's growing," Frazer said. "It all started with the producers... wanting to have a Canadian product."

He explained that meetings, trade shows, fairs, and other events are great for spreading the word about the company — and it was those events that started the buzz for the products in Eastern Ontario. Dairy producers, being undercut on a regular basis by butteroil and sugarblend imports, are eager to promote Kawartha Dairy ice cream.

Randy Zubukovec, proprietor of Vanilla Beans, said that he makes the trek out to Andy's once a week, usually on Thursdays, to drop off the goods, and has received a line on a couple other businesses in the United Counties that are interested in selling the ice cream.

"We're actively searching that out," he said, noting that deliveries can be arranged, and the more businesses there are wanting Kawartha products, the easier it will become it make the deliveries.

"The ball just keeps on rolling," said Frazer. He said that when the ice cream markets flat line, the company's profits grow by at least seven per cent each year.

As for the other ice cream manufacturers, who use cheaper, imported ingredients, "they go their way and we go ours," said Frazer. "It just gives us something to set ourselves apart from."

Frazer said that he hasn't even looked at the difference in manufacturing cost between import-ingredient ice cream and his company's home-grown version.

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HACCP

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Flemming identified customers as being those who represent processors, handlers, distributors, retailers, and food service companies.

"We've been developing this program since 1997 and began implementing it in 2005," said Flemming. "It's a voluntary program, but customers may be demanding compliance in the future."



Fred Baker, who runs a sheep operation near Mountain, is concerned that implementation of a proposed HACCP-based program will increase the cost of production without adding any profit.

The HACCP-based program is made up of a series of guidelines to identify problems in production and offers suggested courses of action to deal with these problems. It addresses issues such as feed, watering, and bedding. Farmers subscribing to the program would be required to submit their operations to audits for compliance.

It is the position of the CSF that the development of Canadian on-farm food safety programs is being driven, in part, by what competitors are doing. The CSF points to sheep producing countries such as New Zealand and Australia, which are developing and implementing HACCP-based programs.

Flemming stated that consumers are becoming more aware and concerned about food safety issues following the BSE crisis and avian flu outbreak. The CSF believes that these concerns have translated into requests and demands from consumers that some proof of quality assurance come with the food they purchase from the grocery store.

There is at least one individual who is against implementation of the HACCP-based program. Fred Baker, who lives near Mountain and has been raising sheep for decades, doubts that consumers are making such demands.

"They'll ask about the price and when a product was packaged, but they have a basic assumption that the food is safe," he said.

According to Baker, a majority of sheep farmers are already adhering to most of the practices set out as guidelines in the HACCP-based program, because those practices make good economic sense for farms as a businesses.

"We do the work that needs to be done," he emphasized.

Baker is particularly resistant to the requirement for audits, especially if farmers are to bear the cost of those audits. He is concerned that subscribing to the program will increase the cost of production without adding any profit.

"Any program imposed on farmers that does not allow for economic gain should be opposed," he said, acknowledging that the concept is being introduced as a voluntary program, but expressing concern that it may become mandatory in the future.

Baker also questioned the wisdom of some of the guidelines. He said one critical control point has identified a problem with the existence of standing water in areas where animals are habitually kept. "Show me a farm in Eastern Ontario that does not have standing water at some point from October to December," he said.

Baker, a director with the Ontario Sheep Marketing Agency, was also a presenter at the Sheep Day conference. He discussed the various factors that affect the dress of an animal and following his talk, he had four of his own lambs brought into the hall to give other farmers some hands-on experience at grading the animals.

Sheep farmers are experiencing a renewal in their sector. When the BSE crises struck several years ago, the American border was closed to sheep as well as beef, even though sheep are not susceptible to BSE. As a result, some sheep farmers saw sale prices fall as low as 20 per cent below the cost of production.

"It has bounced back now, because there are fewer lambs on the market," said Baker.

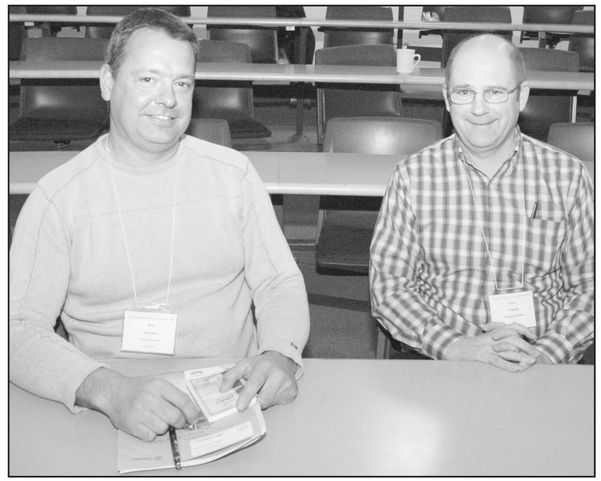
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Rick Schouten (left) of Richmond and Kevin Ferguson of Osgoode are two of 16 crop producers that had the chance to test a light bar and E-Z Steer guidance system through an Ottawa-Carleton Soil and Crop Improvement Association trial during the 2005 crop season. *Press Photo — James*

Hands-free

O-C Soil and Crop tests guidance system

by Bonnie James
Press staff

KEMPTVILLE — Last year, members of the Ottawa-Carleton Soil and Crop Improvement Association tested out a hands-free GPS (global positioning system) guidance system. Two members of the group, Rick Schouten and Kevin Ferguson, were at the Eastern Ontario Crop Conference in Kemptville on Thurs., Feb. 23 to discuss the results.

"There are a lot of little [advantages] that add up," said Ferguson, who farms near Osgoode.

The Ottawa-Carleton association received a grant from the Ontario Soil and Crop Improvement Association to conduct the trial, which saw about 16 farmers try out the guidance system — Ag Leader's E-Z Steer and E-Z Guide Plus Lightbar.

Also participating in the panel discussion at the crop conference were Jordan and Morley Wallace of GPS Ontario, who installed the systems for the trial. The Wallaces also use the guidance system for their own cash crop operation in North Gower.

Schouten and Ferguson used the guidance system for a range of farm equipment throughout the crop year, including discs, planters, and combines. Overall, the reaction of those who tested the system was positive. Using a light bar means that there is less overlap in the field, resulting in a cost savings for seed and fertilizer, as well as fuel and equipment wear and tear.

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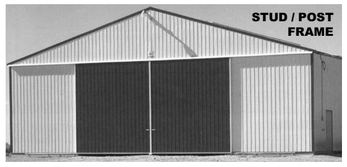
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Guidance system

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"Nutrient management is driving a lot of this," said Morley Wallace, noting that crop producers are having to watch the amount of fertilizer they apply very carefully.

The testers found the system simple to operate once they were familiar with it, and liked the fact that it can be transferred from machine to machine.

Switching the guidance system from tractor to tractor doesn't take long — about 15 minutes — pointed out Jordan Wallace.

The Ottawa-Carleton testers also found that the system reduced driver fatigue.

"You are amazed at how much better you feel without having to steer," said Schouten, adding that the hands-free system makes it easier to eat lunch or talk on the phone. "It's hard to imagine that steering takes that much out of you."

The only disadvantage that the testers found was that the satellite signal can get lost if a driver is doing lots of tight turns in a small field. There can also be issues with using the guidance system on a tractor with a loader, as the signal can be blocked. One other potential problem is if a tractor has a strobe light on top of the cab. The mirrors can refract the guidance system signal.

The technology is improving, however. Jordan Wallace pointed out that the system now has tilt compensation, making it more workable for rough or hilly terrain. As well, the manufacturers now recognize that the best place for antennae placement is over the front axle, rather than on the roof of the cab.

Jordan Wallace walked those present at the crop conference presentation through the financial breakdown of how to justify the purchase of a GPS guidance system. The E-Z Steer and lightbar package has a cost of $9,400. Wallace outlined the numbers that show how the purchase can be covered in only a few days of field time.

The Wallaces will be at the Ottawa Valley Farm Show from March 14 to 16 and will host a seminar on March 15 at 10 am on the concourse entitled "Precision farming: justification of a capital purchase."

"I gain two acres and hour cutting hay," said Jordan Wallace.

Morley Wallace noted that there is a domino effect when using the guidance system — doing one job precisely (cutting hay for example) has beneficial results that follow in other jobs (such as raking and baling).

The Wallaces are very technology driven in their own crop operation. Morley Wallace explained that he is now using software that allows him to custom plant a field on the fly — with different seed for the low-lying areas and the ridges.

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Sheep producers encouraged to adopt HACCP-based program on the farm

by Matthew Barbour

SPENCERVILLE — Local sheep farmers are being asked to consider incorporating a HACCP (Hazard Analysis Critical Control Point)-based program into their operations. A number of them were introduced to the concept for the first time at the annual Sheep Day in Spencerville on Sat., Feb. 25 by Jennifer Flemming, executive director of the Canadian Sheep Federation (CSF).

HACCP is aimed at identifying and preventing possible hazards in food production before they occur. It is a layer of safety control that has been added to regulatory measures already in place in the food industry. HACCP has been designed for the food processing sector and is mandatory for feed mills and abattoirs, but does not apply to sheep farm production.

However, the CSF is encouraging its members to consider implementing a HACCP-based program on their farms as a marketing tool to make their product more attractive to customers.

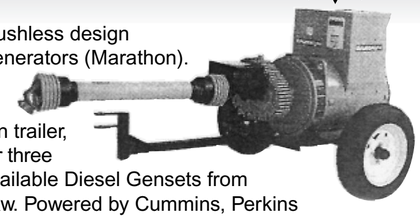
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Jennifer Flemming, executive director of the Canadian Sheep Federation, gave local sheep farmers an introduction to the HACCP-based on-farm food safety program during the annual Sheep Day conference in Spencerville on Sat., Feb. 25.



At the annual Sheep Day conference in Spencerville on Sat., Feb. 25, Fred Baker gave a presentation on the various factors that affect the dress of an animal and later had four of his own lambs brought into the hall to give other farmers some hands-on experience at grading the animals. *Photos — Barbour*

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Dairy heifers at show

EBI anchors expanded livestock section

OTTAWA — Anchored by Eastern Breeders Inc. of Kemptville, the 2006 Ottawa Valley Farm Show will feature an expanded and relocated livestock section.

The attraction will be situated at the west end of the Civic Centre Concourse, one of the farm show's six display areas at Lansdowne Park that also include the main exhibit hall, the arena, the Aberdeen Pavilion, Coliseum, and outdoor mall.

More than 300 exhibitors are signed up for the March 14, 15, and 16 event, the largest agricultural trade show in Ontario east of Toronto.

While the new attraction doesn't mark the full return of live animals, which left the show three years ago when the sprung structure was torn down, EBI will bring in five dairy heifers to a pen forming part of the livestock display.

To be surrounded by livestock breed information booths previously located elsewhere on the concourse, EBI, an artificial insemination co-operative, will offer continuous educational presentations on a wide range of agricultural subjects including showmanship, on-farm herd management software, cattle evaluation, and proper semen handling procedures.

The 2006 farm show will serve as a launchpad for the most state-of-the-art genetics management program available — ProGen, a revolutionary tool designed by experts for experts.

"With the power and flexibility of ProGen, dairy breeders will be able to optimize the genetic progress of their herds," said EBI's Paul Stewart, adding the program's many advanced features and personalized breeding options will be demonstrated at the show.

Now in its 79th year, the farm show is sponsored by the Ottawa Valley Seed Growers Association. John Joynt, chair of the association's livestock committee, said EBI's participation in the expanded section will bring it all together.

"EBI has a history at our show of presenting exceptional, colorful displays," Joynt noted. "Their booth will be the focal point of the livestock section."

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4-H members to clown around at farm show

OTTAWA — With the Ottawa Valley Farm Show (OVFS) landing once again in spring break for many Ontario schools, what better way to welcome young farmers of the future than with colorful clowns cruising the corridors.

Decked out in full circus-style regalia, the clowns are 4-H members in disguise as the Ottawa Valley Seed Growers Association, sponsors of the farm show set for March 14, 15, and 16 at Lansdowne Park, raise the profile of 4-H at the 79-year-old event.

"We've always had a good 4-H presence at the show," said OVSGA president Keith Matthie. "But we couldn't pass up a chance to get the youngsters even more involved and, at the same time, contribute some money to 4-H in return for the clown service."

The young people who'll participate are members of the 4-H Clown Club under the direction of Barb Smith of Osgoode.

"It has been a popular program and the kids have taken part in a number of events," Smith said, adding they were excited about being featured at the farm show.

Five young club members will tour the show site, stopping to entertain visiting children. As part of the 4-H display on the Civic Centre Concourse, the club will operate a stand offering face painting and balloon animals.

"It's a great fit," said OVFS general manager Tom Van Dusen. "It's another way to support 4-H while providing an exciting attraction."

Van Dusen pointed out that, in recent years, the show has almost always landed at spring break, causing some parents to think twice before attending. However, most see it as an educational opportunity and come with their children.

"We remind parents that children are invited to the show," said Van Dusen. They'll learn a lot about farming and rural living and be entertained at the same time. And admission is free for children under 12."

This year's show is shaping up as another sold-out success, with more than 300 exhibitors, making the OVFS the largest event of its kind in Ontario east of Toronto.



All about quality

Doug Dulmage, milk quality specialist with Dundas Agri-Systems Inc., will be on hand at this year's Ottawa Valley Farm Show to display the latest from Boumatic. The Brinston-based dealer specializes in milking components, cooling systems, and parlor systems, as well as the PastureMat cow comfort system, and Gallagher Power Fencing. Dulmage was at Kemptville College's Dairy Day. Press Photo — Duncan

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Ottawa Valley Farm Show special events





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MARCH 14, 9 AM to 5 PM

* 8:30 am: morning coffee and donuts in all exhibit areas provided by Geomembrane Technologies Inc., M&P Farm Equipment, KPMG, Advantage Seeds, and Kemptville College.
* 10 to 11 am: seminar, concourse: Author Bill Kemp, "The Economic Use of Energy Efficiency and Renewable Energy."
* 10 am to 3 pm: 4-H Clown Club members entertaining on concourse and other exhibit areas.
* Noon: Official opening on the concourse, guest speaker to be announced. Coffee and cake supplied by Ottawa Valley Seed Growers director Linda Vogel.
* 1 to 3 pm: Assembly Hall, Live country music with the Highland Fiddlers.
* 2 to 3 pm: seminar, concourse: Investors Group, "Innovative Cash Flow for Farm Transfers."
* 5 pm: concourse: Ontario Farmer reception for advertisers.
* all day: concourse east end, seed show.
* all day: concourse west end, new livestock display. Information presentations by Eastern Breeders Inc.

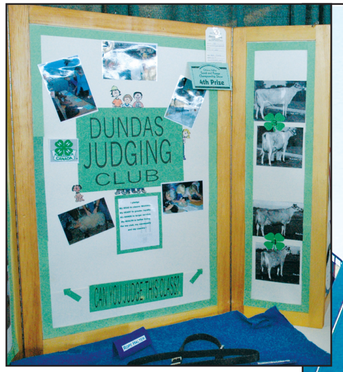


MARCH 15, 9 AM to 8 PM

* 8:30 am: morning coffee and donuts for exhibitors provided by the Ontario Plowmen's Association.
* Farm Show Bulletin distributed by *Eastern Ontario Agri-News*.
* 10 am to 3 pm: 4-H Clown Club.
* 10 to 11:30 am: seminar, concourse: GPS Ontario, "Precision Farming - Justification of a Capital Purchase."
* Noon to 2 pm: concourse: seed awards ceremony, presentations and reception.
* 1 to 3 pm: Assembly Hall, Highland Fiddlers.
* 2 to 4 pm, room 63, exhibit hall, reception open to all Kemptville College alumni.
* all day: concourse, seed show.
* all day: concourse, new livestock display, EBI info sessions.

MARCH 16, 9 AM to 4 PM

* 8:30 am, morning coffee for exhibitors provided by KPMG, Wood Doctor Outdoor Furnaces, Pro Seeds, and Fawcett Tractor.
* Farm Show bulletin compliments of *Eastern Ontario AgriNews*.
* 9:30 am to 3:30 pm: concourse: Ontario Seed Growers Association update.
* 10 am to 3 pm: 4-H Clown Club.
* Noon: concourse, OVSGA director and auctioneer John Joynt will call the 15th annual Prestigious Pedigreed Seed Sale which has raised more than $61,000 for the Children's Hospital of Eastern Ontario (CHEO). This year, net proceeds will be split between CHEO and the Canada Foodgrains Bank.
* 1 to 3 pm: Assembly Hall, Highland Fiddlers.
* all day: concourse, seed show.
* all day: concourse, new livestock display, EBI info sessions.





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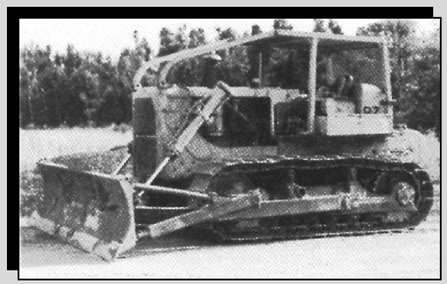
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