

The Messenger

OSMA and the Industry

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Ontario Sheep Marketing Agency

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Deadline to submit material is the 20th of the month before. Please send all submissions to Meggy at mchan@ontariosheep.org, or call 519-836-0043 ex. 29 with any questions.

Out and About: March Recap

Wonder what OSMA gets up to in a month? Here are the highlights of where we were representing you!

- Mar 1 Livestock Research Innovation Corporation Board meeting
- Mar 3 Central Ontario Ag Conference
- Mar 3 OSMA Board meeting
- Mar 8 Sheep Value Chain Round Table Conference Call
- Mar 10 Lake Erie and Phosphorous Agriculture Sector Working Group
- Mar 11 Ontario Livestock & Poultry Council Board meeting
- Mar 19 Lamb Recipe Challenge Finals
- Mar 22 Forum for Livestock Commodity Group Partners Dealing with Nutrient Management Act
- Mar 22 Ontario Pork Annual General Meeting
- Mar 30 Canadian Animal Health Coalition Board of Directors meeting

Board Notes: March Board Meeting

The Ontario Sheep Marketing Agency (OSMA) has challenged students from Durham, Fleming and Conestoga College to come up with new lamb recipes. Each school had submitted their top three recipes to OSMA and at the March Board meeting, Board members along with some Beef Farmers of Ontario staff, choose the top three recipes to compete in the finals on March 19th at Conestoga College in Kitchener. This is the first year that OSMA has done the challenge and the feedback has been so positive, that plans are already starting for a challenge next year. Current discussions are around whether to expand the number of colleges participating, or invite three different schools to participate. OSMA would like to thank Platters Catering for preparing the recipes for the Board to taste, and Foodland Ontario for their support of the Challenge.

The actual business part of the meeting started the evening before, with the Board being updated on the Strategic Plan. Reviewing the Strategic Plan at the mid-year mark is part of the Board's commitment to ensuring that it is meeting the needs of the industry. One of the activities that have been added is to host a policy day related to sustainability and the environment for the Ontario sheep industry.

OSMA's Research Working Group presented information on the request from the Ontario Forage Crops Committee for funding from forage users to able to continue to offer forage variety testing on a voluntary basis. In 2014, federal regulations under the Seeds Act requiring that forage varieties be merit tested as a condition of registration in Canada was eliminated. The Board has instructed staff to get more information on this request.

The Board has decided to financially support a project that will assess high-risk areas in Ontario for the incursion of disease carrying vectors (Bluetongue) and the establishment of Bluetongue to gauge the potential impacts on Ontario's livestock industry. The researcher has agreed to expand the project to include mosquitoes so that the project can also include Cache Valley Virus.

Representatives from the Ontario Association of Food Banks (OAFB) came in to discuss ways in which OSMA can help facilitate lamb donations. The impetus for this discussion came from producers in district 7 who are looking for ways to ensure that lamb is donated to Syrian refugees. OSMA has agreed to work with OAFB to get information on how to donate lamb onto OSMA's website.

In October 2015, the Agri-Food Growth Steering Committee provided Minister Leal with seven recommendations on how the industry and government could best support meeting the Premier's Growth Challenge and the Minister has accepted

the recommendations. The first recommendation is to build "...sub-sector measurement systems and create indicators that measure progress towards increasing the competitiveness of a sector relative to competitive and comparable jurisdictions."

OMAFRA has provided OSMA with funding to implement a project that will act as the pilot for Ontario agricultural industries to develop sector measurement, metrics and data required to benchmark its competitiveness across the value chain. The Value Chain Management International has been hired to work with OSMA on the project. Part of this project will include discussions on whether or not the industry is using the right information to benchmark competitiveness. As an example, there was a discussion around whether or not the ewe flock size is the right measurement to be taking as it does not speak directly to productivity levels or amount of lamb produced. Instead, should the industry be talking about kg of lamb produced? The challenge here would be how to put in measures for breeding stock.

Ontario Sheep Growth Strategy Project

OSMA has embarked on an aggressive competitiveness project for Ontario's sheep industry. The purpose of this initiative is to identify the knowledge, capabilities and relationships required for our industry to achieve its targeted level of growth — with the entire value chain working as a cohesive unit. This project is funded by the Ontario Ministry of Agriculture Food and Rural Affairs, and OSMA has hired Value Chain Management International to work with us on this project. While the primary emphasis of the project is meat, the project will also identify opportunities for producers and the fibre industry to capture greater value from wool.

Main Objectives

- 1. To assess the competitiveness of Ontario's Lamb Value Chain (OLVC) in maximizing opportunities to create value in the eyes of customers and end consumers
- 2. To assess the efficiency of OLVC in how it operates
- 3. To produce benchmarking and supporting materials to help OLVC attain a sustainable competitive advantage over competing jurisdictions
- 4. To identify "just do it" opportunities that can be implemented immediately by farmers and businesses

Industry Participation

This project cannot succeed without your engagement and participation. To that end, we will be conducting two sets of focus group/workshops — providing an opportunity for participants to discuss the key metrics our industry needs to be more sustainable and more competitive.

The first two workshops will be held on May 31 and June 1. Please **SAVE THE DATE** – more information will be forthcoming.

We are excited to announce this initiative and will keep you in the loop on an ongoing basis. In the meantime, please contact me if you have any questions.

Regards,

Jennifer MacTavish, General Manager OSMA

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Emergency Management on Farms

The Ontario Office of the Fire Marshal and Emergency Management estimates that barn fires cost Ontario farmers more than \$25 million per year (2012-2014 average)

Do you know what to do in the event of a farm emergency? Do you know what to do if you have deadstock to manage?

Barn fires, natural disasters, equipment failures and diseases are devastating events for farmers, their families and workers, and the neighbouring community. Planning ahead to reduce risks, and preventing accidents with a safe operation will help to protect employees, family members and animals.

Emergency events can cause substantial loss to a farm operation and create unique challenges for farmers, including disposing of large volumes of deadstock. The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) has a regulation (ontario.ca/laws/regulation/r09106) that gives you options for deadstock management. These options help to protect water quality, reduce environmental impacts and minimize biosecurity hazards, such as scavenging.

Collection of deadstock by a licensed collector is recognized as the most effective and sustainable disposal method.

In emergency situations, you can apply to OMAFRA for an Emergency Authorization for the storage, disposal or transportation of deadstock. These authorizations can be used when emergency conditions exist that make it difficult for you to dispose of deadstock according to the regulation.

OMAFRA works with the province's farmers, commodity groups, insurance companies, municipalities and trucking companies to ensure that deadstock is disposed of as soon as possible. In granting an exemption, OMAFRA considers the various factors of the situation, such as:

- the urgency of the situation
- the number of animals to be disposed
- biosecurity risks
- time of year
- the condition of the deadstock
- site conditions, including proximity to tile drains, location of surface water and wells, and depth to groundwater

Planning ahead can help alleviate some of the stress during an emergency. Our web page found at ontario.ca/farmsafety has useful resources for farm owners, including information on preventative maintenance for farm buildings and our book, "Reducing the Risk of Fire on Your Farm" (ontario.ca/chqs). We encourage you to develop a contingency plan for emergency situations. Visit ontario.ca/deadstock for information on contingency deadstock planning and the regulation.

For help with managing deadstock in an emergency situation, you can contact an OMAFRA environmental specialist_or engineer in your region (www.nutrientmanagement.ca/nutman/assets/File/IEPDNMcontacts 02-29-2016.pdf), or the Agricultural Information Contact Centre at 1-877-424-1300 or ag.info.omafra@ontario.ca.

Ontario Provincial Premises Registry: Registering is Easy and Free!

Accurate premises verification and identification is critical to the strength of Ontario's agriculture and food sectors. Being able to trace your products as they move through the supply chain on their way to the customer is beneficial because it can protect your reputation in a food safety incident and open new market opportunities.

Established in 2008, the Provincial Premises Registry (PPR) registers unique parcels of land in Ontario associated with agri-food activities. Registering is completely voluntary, and provides the following benefits:

- Premises identification can strengthen your business by improving your market advantage and protecting your brand. It's what retailers are demanding from their suppliers.
- An accurate premises registry enables the Ontario government to swiftly respond to incidents that could financially harm agri-food businesses, such as weather-related disasters, animal or plant disease outbreaks or contaminated food incidents.
- Registering with the PPR is the only way to obtain a Premises Identification Number (PID) in Ontario. Possession of a PID also qualifies you to participate in various agricultural programs.

How to Register

Registering your premises is quick, easy and free. Simply fill out the online application form at www.ontarioppr.ca or call Angus GeoSolutions Inc. (AGSI is the official Registrar of the Ontario PPR), at 1-855-697-7743 to register in English or French.

You will be asked to describe the agricultural or agri-food activities that occur on your premises, to provide emergency contact information for your business and to accept the PPR consent statement. You will need to have your Assessment Roll Number - your tax assessment number from the Municipal Property Assessment Corporation (MPAC) handy, or if not, you will need to provide one of the following:

- Latitude and longitude coordinates from a global positioning system
- Legal land description (lot, concession number and township of the premises)
- Municipal address of the premises to be registered

If you decide to register online

- Visit <u>www.ontarioppr.ca</u> and click on "Register Now".
- Enter your contact information. Enter your premises information and indicate the activities occurring on the premises.
- You will be asked to read and accept the PPR consent statement.
- When you have completed the information categories related to the premises, you have the option to exit, to register a sub-premises (see article #3 in this series for more information) or register another Premises ID.

Once your premises information has been validated by AGSI, your premises will be assigned a unique Premises Identification Number. A PPR certificate will be mailed or e-mailed to you. Most certificates are sent out within two business days of receiving your updated information. You may be contacted if any discrepancies or questions arise.

While voluntary, participation in the PPR can benefit your business' bottom line and it is quick and easy to do. Go online or call today to get started.

Ontario Animal Health Network: Q4 Report

Highlights in the Q4 Small Ruminant Network Producer Report include: Cache Valley Virus, Surveillance Summary, Importance of Colostrum, Diarrhea in Kid Goats and Thank You to Dr. Amy Gaw.

To view the report, please click the following link:

http://oahn.ca/wp-content/uploads/2016/02/OAHN-Small-Ruminant-Producer-Report-Q4-2015-FINAL.pdf

2016 Census of Agriculture is on the Horizon

At the beginning of May 2016, Canadian farm operators will have the chance to take part in a national dialogue by completing the Census of Agriculture questionnaire. Census of Agriculture data is the definitive source of community-level data. By drawing on this data, decision makers will be assured that they are acting in the interest of farmers, farm communities and agricultural operations. Farm organizations are heavy users of census data and draw on this information to formulate policy recommendations, produce communications and outreach work, and conduct market development. Regional, provincial and federal government policy advisors use Census of Agriculture data to help develop programs related to farm support and to evaluate the impact of natural disasters (such as floods, droughts and storms) on agriculture. This allows for a quick reaction when a natural disaster does occur.

Census of Agriculture Benefits

- Identifies trends and provides factual information on emerging issues, opportunities and challenges within the agricultural community.
- Identifies trends and provides factual information on emerging issues, opportunities and challenges within the agricultural community.
- Covers a wide range of topics, such as land use, crops, livestock, agricultural labour, machinery and equipment, land management practices, and farm finances.
- Provides farmers, farm organizations, policy makers, stakeholders and citizens with relevant information about
 the future of the Canadian agricultural sector, and help them make informed decisions regarding agricultural
 practices in this country.

Support your community and complete your Census of Agriculture questionnaire in May 2016!

The Census can be completed by anyone who is responsible for, or knowledgeable about, the day-to-day management decisions of your farming operation. As required by the Statistics Act, the information you provide will be kept confidential and used only for statistical purposes.

For more information, please visit the Statistics Canada website.

2016 Federal Budget Summary & Highlights

Link to the budget and related materials: http://www.budget.gc.ca/2016/docs/plan/toc-tdm-en.html

Although quite modest in its direct investments into Canadian agriculture, the 2016 Budget did contain a number of investments into areas with significant opportunity for Canadian agriculture.

Investments in Canadian basic research capacity, agricultural genomics, federal research infrastructure, rural broadband deployment, and Canada's food safety system will all have considerable benefit to the Canadian agriculture industry.

In addition, ambitious investments into Canada's response and adaptation to climate change hold potential to benefit Canada's agriculture industry and CFA will continue to work with government to ensure industry is well represented in these discussions and that proper incentives and considerations are taken.

The budget also suggests that additional agricultural research funding will be made available and CFA is already making contact with the relevant officials in the federal government to ensure industry informs those future plans.

However, CFA was disappointed to see its tax policy recommendations targeting improved flexibility in intergenerational farm transfers were left out of the budget. Despite a recommendation from the Standing Committee on Finance to commit to a review of the tax treatment of family business transfers, this area was not addressed in the budget.

In addition, Budget 2016 committed to simplification of the income tax act by repealing the Eligible Capital Property Tax Class, and replacing it with a new capital cost allowance (CCA) class. CFA had advocated for the reversal of this decision or the exemption of farm quota from this proposal that was first identified for consultation in the 2015 Federal Budget, as this change can have dramatic negative implications for supply-managed operations selling their operations at the time of retirement.

For more information on the 2016 Budget, please contact me at scott@canadian-farmers.ca or 613-236-3633 ext. 2324. A French summary of these comments will be made available in the coming days.

For the full article: http://cfa-fca.ca/media-centre/news-releases/2016/news-release-march-23-2016-budget-2016-includes-modest-investments-a

Molly Leblanc, Conestoga College, Wins 1st Ontario Lamb Recipe Challenge



Rob Scott, OSMA Chairman, presenting 1st Place to Molly Leblanc of Conestoga College

Congratulations go to Molly Leblanc of Conestoga College for 1st place at the inaugural Ontario Lamb Recipe Challenge with her Juicy Tzatziki Lamb Burger recipe! On Saturday March 19th, at Conestoga College, three finalists from Conestoga, Durham and Fleming Culinary School Programs, faced off in the first ever Ontario Lamb Recipe Challenge Finals. Each student prepared their own original recipe featuring Ontario Lamb and presented it to a panel of four judges. This year, judges sampled Lamb Goulash, a Lamb Burger and Honey Garlic Lamb Chops.

"We all had a blast with this event," says Rob Scott, OSMA Chairman, "It was a great way to promote Ontario Lamb, provide an educational experience to the culinary students, and get some great new recipes we can share with everyone."

Lamb is often thought of as something that is too hard or too time consuming to cook for a weeknight dinner, so OSMA partnered with three culinary colleges to challenge their students to develop recipes featuring Ontario Lamb that could be prepared, start to finish, in less than 40 minutes and used only tools and ingredients that might be found in an average household.

Each college received two lamb carcasses to work with and each submitted their top 3 recipes to OSMA. At the March board meeting, OSMA board members and staff had the challenging task of choosing three recipes to move on to the finals. Chef Kevin Malinski of Platters Catering & Events Inc., and his team did an excellent job of preparing and serving each of the 9 dishes, and also providing feedback to the students on their recipes.

"I want to thank OSMA for a great event!" says Philippe Saraiva, Professor of Culinary Programs at Conestoga College, "It was a fantastic opportunity and I look forward to next year and working together to help students learn more about Ontario Lamb."

Special thanks goes out to each of our judges, Rob Scott, OSMA Chairman, Barb Smith, Foodland Ontario, Charmian Christie, the Messy Baker Blog, and Juliet Orazietti, Linc Farm at Southbrook, as well as Conestoga College for the use of their facilities and equipment. With the great success of the event this year, OSMA has lots of ideas for next year's event so be sure to stay tuned for more details!

Freezer Lamb Sales in Ontario

What exactly are the requirements are for selling meat at farmer's markets or from the farm gate? The regulations really are fairly simple for the sale of meat. There are two regulations which are pertinent and these are the Meat Regulation (31/05) and the Food Premises Regulation 562.

The first thing to know is that without exception, any meat that is to be sold, transported, delivered or distributed in Ontario, must meet the following criteria, in accordance with the Meat Regulation:

- The animal was inspected and approved in accordance with the Meat Regulation prior to and following slaughter, and was approved for use as food in accordance with regulations under the Meat Inspection Act (Canada).
- The animal was slaughtered in a plant operated by a provincially licensed operator or a federally registered establishment.
- The meat is stamped, labelled or tagged with an inspection legend.

Secondly, under the Food Premises Regulation, any meat that is intended to be transported, displayed, stored, sold or offered for sale in a frozen state must be frozen to a temperature of -18°C or lower and maintained at that temperature until sold or prepared for use.

All meat must come from animals slaughtered at a provincially or federally licensed establishment.

All meat must be stamped, labelled or tagged with a clearly visible inspection legend.

All freezers used for storage of meat must be maintained at a temperature of -18°C or lower.

All meat must be frozen to and maintained at a temperature of -18°C or lower.

For more information on these regulations:

Food Premises Regulation 562 –

https://www.ontario.ca/laws/regulation/900562#BK12

Meat Regulation (31/05) –

http://www.omafra.gov.on.ca/english/food/inspection/meatinsp/resp-under-

meat.htmhttps://www.ontario.ca/laws/regulation/050031

Upcoming Events

For more information on any upcoming events please visit the OSMA website at: www.ontariosheep.org/Events.aspx or contact the OSMA Office at 519-836-0043.

- Mar 31 **SW Ontario Sheep Farmers Meeting:** Please note the March meeting date is March 31st! Jillian Craig, OMAFRA Small Ruminant Specialist will be discussing Newborn Lamb Care. Meeting will be held at the Coldstream Community Centre at 7:30pm. For more info contact michadon.jeffrey@gmail.com.
- April 2 **District 1 Breakfast Connections:** The meeting is to be held on Saturday April 2, between 9.30-11.30am @ the Lambton OPP board room. The address is 4224 Oil Heritage Rd., Petrolia. Come for a DVD presentation on "Improving your Management Skills". We will supply coffee and muffins. This meeting is limited to 15 producers. Please reserve your spot by calling (519 666 0626) or e-mailing (dmdekay@isp.ca) Dave DeKay.
- April 9 **District 5 Car Tour:** Save the date, more details to come!
- April 12 **District 3 Meeting:** Please join us this evening as Brent Patterson, Adjunct Professor at Trent University, and Researcher for the Ministry of Natural Resources and Forestry will be discussing Coyote Predation. 7pm at the Clinton OMAFRA Office, 100 Don Street, Box 159, Clinton, Ontario N0M 1L0
- April 13-14 **Agricultural Institute of Canada Conference:** Disseminating Agricultural Research Bridging the Gap Between Idea and Adoption. http://www.aic.ca/events/conferences-and-events/aic2016-home/
- April 15 **District 2 Lamb Banquet:** Save the date, more details to come!
- April 15-16 **Earlton Farm Show:** Saturday April 16 at 11am, there will be a speaker session featuring Jillian Craig, OMAFRA Small Ruminant Specialist. OSMA District 11 producers will have a booth and welcome visitors and encourage local sheep producers to volunteer to help run the booth.
- April 18 **10th Annual Taste of Woolwich:** Join us for a family based event created to promote local farmers and develop local food partnerships. 5-8pm, Woodside Bible Fellowship, 200 Barnswallow Dr, Elmira, ON. For more info call Carol at 519-575-440 ext 5336.
- April 21 **OSMA Board Meeting**

Other Organizations and Reference Information

Victoria County Sheep Producers

Third Wednesday every month starting at 7:30 Oakwood Elevators (Taylor Road, Oakwood) Membership is \$20 per farm per year. Contact: Peter Craig at pdc-raig@outlook.com

Western Ontario Lamb Producers

District 2 and 3 area

For more information email westernontariolambproducers@gmail.com

Southwestern Ontario Sheep Farmers

Meetings 4th Thursday of the month: January to April

Coldstream Community Centre; 10227 Ilderton Road, 519-666-2423

OSMA and the Industry - Monthly Messenger

Chair – Wendy McGowan, 519- 657-5197, Secretary – Geraldine Pennings, 519-764-2455

Grey Bruce Sheep Management Club Location: Grey Gables in Markdale

Ontario Suffolk Sheep Association

www.facebook.com/ontariosuffolk

DISTRICT	CONTACT	INFORMATION
Dist 1	Dave DeKay at 519-666-0626 or	http://osma_district_1.tripod.com/
	dmdekay@isp.ca	
Dist 2	Matt Zehr at 519-363-2029	
	zehr.matt@gmail.com	
Dist 3	Sandi Brock at 519-263-2325	
	brocksandi@hotmail.com	
Dist 4	Jay Mycroft at	District 4 Meeting
	jay.mycroft@xplornet.com or 905-957-	District 4 meetings tentatively to be held the 3 rd Wed. of the
	1114	month at 7:30 at the Ancaster Fairgrounds (630 Trinity
		Road, Ancaster).
Dist 5	Dianne Orr at 519-928-5302 or	
	orr7@sympatico.ca	Check out the District 5 Facebook Page!
Dist 6	Karen Harvey at 905-729-3196 or	
	pkharvey@zing-net.ca	
Dist 7	Judy Dening at 705-324-3453 or	
	theshepherdsgate@xplornet.com	
Dist 8	Michelle Voskamp at 613-848-8972 or	Our monthly meetings are normally held on the third
	secretary@osmadistrict8.ca	Thursday of every month at 7 pm at Napanee High School,
		Napanee.
		For more information visit: www.osmadistrict8.ca/
Dist 9	Tyler Armstrong at 613-433-8255 or	
	pinnaclehaven@gmail.com	
Dist 10	Christine Power at 613-686-1892 or	Check out our Facebook website page:
	christine.power@ic.gc.ca	https://www.facebook.com/OSMAD10
Dist 11	Debra Garner at 705-563-2761 or	
	bill.debgarner@gmail.com	