

CANADIAN

January/February 2015

Meat Business

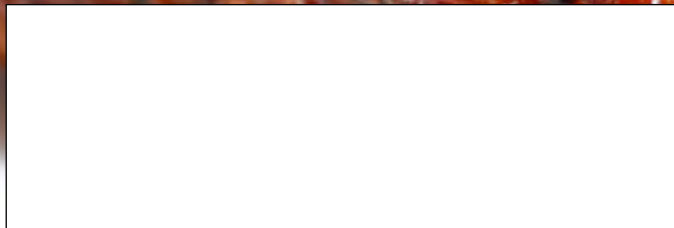
The Beef, Pork & Poultry Industry Magazine

Why We Love Pork...

A Top 10 List of the Things
that Make Pork So Wonderful

Processing Industry
History - Part 3

Banff Pork Seminar and the
3 N's: Networking, Knowledge and Nightlife





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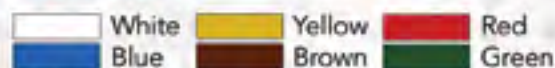
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PUBLISHER

Ray Blumenfeld
 ray@meatbusiness.ca

MANAGING EDITOR

Scott Taylor
 publishing@meatbusiness.ca

DIGITAL MEDIA EDITOR

Cam Patterson
 cam@meatbusiness.ca

CONTRIBUTING WRITERS

Rick Bergmann, Mandy D'Autremont, Will Verboven, Geoff Geddes, Terry Kremeniuk

CREATIVE DIRECTOR

Christian Kent

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**We Communications West Inc.**

106-530 Kenaston Boulevard
 Winnipeg, MB, Canada R3N 1Z4
 Phone: 204.985.9502 Fax: 204.582.9800
 Toll Free: 1.800.344.7055

E-mail: publishing@meatbusiness.ca
 Website: www.meatbusiness.ca

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Canadian pork industry focusing on opportunities

by Rick Bergmann, Canadian Pork Council Chair

THERE'S BEEN SIGNIFICANT downsizing in Canada's hog industry over the last several years in number of producers and size of the national herd. The Canadian Pork Council (CPC) feels the organization must reflect this changed marketplace. At the end of what appears to have been a watershed year for Canada's hog industry, the opportunity is prime to strengthen and insulate the industry from future shocks.

To help do that, the CPC recently finalized a new three-year strategic plan aimed at leading and strengthening the industry. Through this plan, the CPC will focus on four Pillars of Success: Industry Integrity, Competitiveness, Market Penetration and Industry Leadership.

Industry Integrity Pillar

This Pillar targets public stakeholder and customer confidence and combines four elements to defend Canada's hog industry and provide tools to gain and hold market access: biosecurity, food safety, animal care and traceability.

The CPC will build a common platform for on-farm programs to secure national, consistent delivery of food safety, animal care, traceability and biosecurity initiatives. Providing user-friendly producer tools, demonstrating increased on-farm benefits, leveraging program credibility and enhancing on-farm participation are the targets.

This Pillar will also create the capacity to support new market export requirements and meet customer demands.

Competitiveness Pillar

The focus of this Pillar is reducing the cost of doing business for producers. This will be accomplished by concentrating on four elements: swine health, risk management, operating costs and innovation/productivity.

Swine health is the foundation on which a national industry is formed. It's a major cost and poses a risk to market closures. Meanwhile, producers face a combination of production, market and financial risks, challenges that are tough to manage with no tools or strategies. The CPC will determine its role in the development and facilitation of risk management strategies and work to deliver agreed options to producers.

At the same time, the CPC will support initiatives that can lead to lower feed costs and continue to assemble Canadian data for InterPIG, an international swine cost-of-production network. It will also examine controllable factors that influence the base price of hogs, while identifying means by which each partner in the value chain can achieve sustainability.

Market Penetration Pillar

This Pillar will focus on market access as well as facing opportunities and challenges. Work under this Pillar means trade advocacy through continued talks with interested parties will continue, with the plan to increase opportunities with international markets. The domestic market is just as vital as exports. One of the challenges the industry faces is turning around the declines in domestic pork consumption and loss of market share to imports.

Under this Pillar, the CPC will work to ensure favourable terms in trade agreements with key countries and support Canadian Pork International in the development of its initiatives.

Industry Leadership Pillar

This Pillar ensures the organizational structure is in place at the CPC in order to provide increased value to its members. Effectively representing Canadian hog producers is essential to the CPC, and to do so, the structure within the organization needs to be framed properly. National priority setting, communications, national advocacy and member engagement are key under this pillar.

Priorities for the organization will drive the work of staff, committees and partners. Communications from the CPC builds credibility and national advocacy encompasses representation of member interests, program development/delivery and regulatory issues.

Moving Forward

Global pork demand is expected to rise, hog prices are trending upward, the health and management practices of Canadian hog farmers is strong, trade negotiations continue to move forward and producers strive to continue to reduce the cost of production.

It is an exciting time for Canada's pork industry.



Why We Love Pork...

A Top 10 List of the Things that Make Pork So Wonderful

By Scott Taylor

I COULD EAT it every day. From ham to bacon to pickled pig's feet, there is nothing more delectable than the products we call "pork."

Sweet, salty and accompanied by a fat content that tends to chase away those ladies-who-lunch, pork is, in and of itself, food porn. Whether it's sitting in its own grease in a frying pan, covered in bar-b-cue sauce, pickled and/or dipped in sweet-and-sour, pork fed the British Navy and essentially created the Canadian meat processing industry (Remember, they don't call Toronto "Hogtown" because its hockey team has won all those Stanley Cups).

I'm a simple man. Give me fried salt pork, fried grits and eggs fried in pork grease and, well, I'm sorry it just doesn't get any better than that... unless, of course, our choices expand to the cuts, styles and preparations that we've listed below.

Pork comes in many, many cuts and those cuts are often different throughout the world – a pig is not always butchered the same way in Australia as it is in Britain, Canada or the United States. However, our Top 10 list of the reasons why we love pork, should resonate from Sydney to Kansas City and from to London to Montreal.

Speaking of Montreal, if you love pork as I do, then before you die, you must eat at Chef Martin Picard's Au Pied de Cochon. In English, it means "Foot of a pig," and it serves the most extensive menu of foie gras in the world. It will also cook an entire pig for your party and reassemble it on the table so that you gain a true understanding of what it is you're being served and what it is you love so much.

Au Pied de Cochon is a man's restaurant. Chef Martin Picard has publicly stated he doesn't want a "bunch of salad munchers," hanging around his restaurant so even his signature salad comes complete with a big chunk of deep fried pork cartilage cake. The

mild pork cartilage is soft and jellied and is housed inside a thin, crunchy, dark, golden-crumbed pocket of calories and cakiness. Now that's a salad.

The beef industry might like to say: "Beef is what's for dinner." However, we all know that no matter how you serve it, pork is always what's for breakfast.

It's how we all should start our day – every day – and it's why the following 10 cuts of the pig's best, make us crave the cloven-hoofed, non-ruminating beast even more...

10. SAUSAGE: On just about every episode of Chef Anthony Bourdain's television program, No Reservations, he'll sit down



Pork: It's simple. It's the culinary name for the meat from the domestic pig. From pork bellies to baby back ribs and from bacon to prosciutto, humans eat every bit of the butchered pig and history tells us they love every morsel of it. From nose-to-tail, it's a Canadian favorite and here are 10 reasons why.

at a table and swoon, "Ahhh, encased meats." We love 'em. We might not always know what's inside them, but when it's soft and spicy and comes inside an intestine (or reasonable facsimile),

we'll eat 'em for breakfast, on a bun at a ballgame or with a big baked potato at a bar-b-cue.

Sausage is simple and every culture has a version. It is usually minced pork or maybe beef or other mystery meats, often combined with various added ingredients and seasonings and usually stuffed into a prepared intestine or other casing. It is, more often than not, produced in links. For our purpose, we love pork sausage, finely chopped, seasoned and cured. Cook me up a bratwurst on a grill, find me a soft bun and leave me alone. I'm in heaven.

9. BACON: Bacon is the heroine of meat. Once you're hooked, there is no going back. You always need a fix. Just ask Homer Simpson, "Mmmmmm, ba-a-a-con..."

Bacon comes from the under belly of the pig (where all the good stuff is) and like its cousin, pancetta, bacon is cured. However, unlike pancetta, it's also smoked after it's been cured. This is usually a cold-smoking process, meaning that the bacon isn't actually heated or cooked during smoking and remains raw. Smoking is carried out using a wide range of woods, like apple or maple, and each gives the meat its own distinctive, and always delicious, flavor.

Now, you might ask why bacon is ranked No. 9 on our list. Simple, there is more bacon to come.

8. PORK TENDERLOIN: It's been written that "Bacon gets all the love," but make no mistake, this lean and juicy cut is no less worthy. The pork tenderloin, which is also called pork fillet in some countries, comes from the back of the pig and is often sold as a prepackaged product by large grocery chains. Tenderloin can be purchased plain (the way I like them from my favorite meat market – Miller's in Winnipeg) or with a marinade, but I buy them plain so I can marinate them myself.

The tenderloin refers to the psoas major muscle along the central spine. Because these muscles are used for posture, rather than locomotion, they are the most tender if not the juiciest part of the animal. Check the internet for a list of pork tenderloin recipes, a list that goes on for hundreds of pages.



7. HOT BAKED CAPOCOLLO (OR CAPICOLA): This is a big treat in our house. I came upon it while playing basketball at the University of Guelph (the city has a large Italian community) back in the 70s. The centre on the football team, Nick Zuj, used to walk around with a knife and a whole packaged Capocollo in his hand, like a candy bar, and he'd cut off pieces to share with the folks in the gym.

According to Websters, "The name capocollo comes from the capo ("head") and collo ("neck") of a pig. The word 'capocollo' is of Italian origin, but its precise etymology is unknown (in Latin caput means head and collum means head or head and neck). It is a whole muscle salami, dry cured and, typically, sliced very thin. It is similar to the more widely known cured ham or prosciutto, because they are both pork-derived cold-cuts that are used in similar dishes. However, capocollo is not brined as ham typically is."

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Thanks Mr. Webster. When it's produced, capocollo is usually lightly seasoned, often with red wine and garlic and a variety of herbs and spices that differ from region to region. The meat is then salted and stuffed into a natural casing. It is then hung to cure and the length of curing differs, not only from region to region but from person to person.

"Here in Canada, most of your capicola is cured for six months," said my barber, and capocollo connoisseur, Vincenzo Zaurrini. "One of my favorite memories from living in Italy (he's from Pescina) is one hot day – we were about 20 – my buddy says, 'I'll get the beer and the bread, you go down in your basement and get one of your mother's capicolos.' So I snuck in, took a capicola hanging in the cellar and we sat in the mountains, eating that crusty bread, soft inside, with capicola and drinking beer all afternoon. It was paradise.

"Of course, it all ended when I got home and my mother was crazy mad. Seems I'd taken a three-year old capicola. I thought that was good since some of my mom's capicolos had been curing for six years."

The best capocollo is the hot, baked capocollo. It's drier, but doesn't have the gelatinous texture that many "lean" North American capocollos have. Hot capocollo is often very hot because it's rubbed with paprika before curing.

However, always remember that because capocollo, loved for its tender, fatty texture and delicate flavor, is cured for a long time, it is automatically more expensive than almost all other salami. It's a treat, not a staple. At least, not in North America.

6. HAM STEAK (FRIED IN BROWN SUGAR AND MAPLE SYRUP): Must admit, my wife makes a ham steak better than my mother and I never thought I'd admit that. Fact is, when I think of a thick or even thin slice of perfectly cooked ham, I automatically think of a sweet and perhaps even slightly tangy glaze (but mostly sweet).

There is nothing better on the planet than a ham steak – from the leg of the pig – cooked in brown sugar and maple syrup with perhaps a little Dijon mustard to give it some kick, alongside scrambled eggs and hash browns. To heck with Wheaties, that's the breakfast of champions.

5. PANCETTA: Bacon's sexier cousin is simply cured with salt. Occasionally spices and aromatics are added, but the best pancetta is salty sweet and chewy. And salty. And saltier.



Let's go ask Mr Webster what he thinks: "Pancetta is often called Italian bacon, but unlike American bacon, which is most often smoked, pancetta is unsmoked pork belly that is cured in salt and spices such as nutmeg, pepper and fennel. It is then dried for at least a few months. Outside of Italy, pancetta most often comes rolled (rotolata) so that the fat and muscle spiral around each other. Pancetta can also be made as a slab (stesa) so that the fat is mostly on one side. Rolled pancetta is normally cut into circular paper-thin slices before being fried, while slab pancetta is usually chopped or diced before being added to a dish. Pancetta adds a

distinctive pork flavor to pasta and other dishes, without infusing into them bacon's smokiness."

I'm a big fan of rolled pancetta that is cut thin. I often eat all 150 grams before I get home from the meat market, although there is nothing better than rolling the thin slices around vegetables before cooking. Salty, sweet and with fat that melts in your mouth like butter, pancetta makes asparagus feel like filet mignon.

4. PORK BELLY: We often laugh at pork bellies because of their roll in movies, TV shows and comedy routines. The pork belly is a cut of pork from the belly of a pig, a boneless cut of fatty meat that makes my tongue swoon. Most people know that pork bellies were once traded in the futures market and played a huge roll in the Eddie Murphy/Dan Aykroyd movie Trading Places. Trading in pork bellies futures began in 1961 on the Chicago Mercantile Exchange (CME), and allowed meat packers a hedge against the volatile pig market. While they were a major future that were traded for decades, their popularity waned and in mid-2011, the CME halted trading.

A 100-gram (3.5oz) serving of pork belly typically has about 520 calories, but who cares? While pork bellies are very important to Asian cooking, I like the Latin Version, fried up and served with black beans. Scrumptious. It's salty, it's sweet and like bacon, the fat tastes like butter. In fact, there are times when I'll slowly cook down a pork belly until it is crispy and at that point, I might even like it more than I like bacon.

Done right, consuming a perfectly cooked pork belly is an orgasmic experience.

3. BAR-B-CUED SPARE RIBS: The Webster's definition is clear: "Pork ribs that are taken from the sides of the belly that have had most of the meat trimmed off." Or, "a cut of meat from the ribs, especially of pork with some meat adhering to the bones, often barbecued with a pungent sauce."

Indeed. Prepared by a master griller, spare ribs taste a little bit like heaven. Slathered in bar-b-cue sauce and cooked on a hot grill will work every time for me. Hey, Momma, I'll be at this all day so would ya bring me a towel?

2. PROSCIUTTO: Prosciutto is made from the hind leg or thigh of the pig (ie, the ham), and outside Italy, calling something "prosciutto" simply indicates that it's a cured ham.

The quality of prosciutto is based entirely on how – and how long – it's been cured. The outside of the ham is usually rubbed with nothing more than salt, although occasionally (depending on the region) it's also rubbed with a mix of spices. This draws out moisture and concentrates the flavor while the ham slowly air-dries (very much like dry-aged beef). This process can take anywhere from a few months to several years depending on the desired result.

Eating prosciutto by itself is a wonderful experience. Just take a thick slice and let it melt on your tongue. However, if you've ever wrapped a pork loin in prosciutto, you know exactly what happens to the smell in your kitchen and the butterflies in your stomach. The prosciutto becomes crispy and then melts in your mouth. It is to die for.

1. BACON-WRAPPED BACON: Our title here is probably misleading. Although, if you've ever had Pea-meal bacon wrapped in bacon strips and fried up on the grill, it's unlikely anything else you could possibly eat on this planet compares. I love scallops wrapped in bacon, filet mignon wrapped in bacon, hot dogs and brats wrapped in bacon and vegetables wrapped in bacon. "Mmmmmmm, ba-a-a-con."

The fact is, we like pork. And we love bacon and anything wrapped in bacon. Bon Apetit! 🍷

Rabobank Report: How to Navigate China's Growing Protein Market

CHINA'S DEMAND FOR foreign animal protein products shows great growth potential. However, the path to success for western animal protein companies in China will remain complex and challenging.

In its latest report entitled "Bulls in a China Shop," Rabobank foresees that the path to success can be navigated with a relentless focus on adding value to the supply chain, and by teaming up with better positioned local partners, investing in improving relationships with local governments and employing diversification strategies to better manage risks.

"Western companies have struggled to make sustainable profit and to compete in China's animal protein industry due to infrastructural and cultural challenges," explained Rabobank Analyst Chenjun Pan. "However, as the industry accelerates the consolidation and modernization process that is underway, more opportunities are opening and this is likely to continue."

China's animal protein industry is still fragmented and underdeveloped despite recent consolidation and modernization. The supply chain can often be inefficient and difficult to access. As a consequence, some western players choose to establish vertically integrated (VI) operations in order to isolate their business from those structures.

However, the VI model can only provide a temporary solution in China and it requires much higher capital investment. Foreign companies need to clearly differentiate themselves by bringing great value additions, such as new products, western culture or better services, to justify these higher operation costs.

In addition, local culture plays a strong role in Chinese consumers' lives and influences the way business operates. To tackle this, western companies can hire management which knows better how to deal with local suppliers, distributors and governments, or team up with local companies with good access to markets, i.e. Nestle acquired Yinlu and Hsu Fu Chi, but continued to use local brands in each market to achieve localization.

Political goodwill is also crucial to embrace this market. Local authorities expect foreign companies to establish best practices regarding food safety, traceability and

technological improvements. Acknowledging these practices will often help establish political goodwill and help simplify bureaucratic procedures.

In order to navigate China's rapidly growing economy, western companies need to pay more attention to aspects such as challenges of dealing with farmers, understanding local culture and building connections with the government in order to further adapt to the local environment. Although facing challenges, western companies still have many advantages over local companies when it comes to quality assurance, food safety and other aspects of advanced technology. ^M

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IPPE Breaks Record: Estimated 30,000 Registrants and 1,288 Exhibitors

THE 2015 INTERNATIONAL Production & Processing Expo (IPPE) is the largest show on record with an estimated 30,000 poultry, meat and feed industry leader attendees from all over the world. In addition, the show had 1,288 exhibitors with more than 490,000 net square feet of exhibit space. Final numbers will be released after the registration database has been audited for duplications. Sponsored by the U.S. Poultry & Egg Association, American Feed Industry Association and North American Meat Institute, IPPE is the world's largest annual poultry, meat and feed industry event of its kind.

"This year's record-breaking size and attendance numbers are a testament to IPPE's unparalleled education sessions, numerous networking opportunities and unique exhibits. The decision to consolidate three trade shows has produced an annual event that is greater than the sum of its parts," the three organizations said. "The enthusiasm and energy displayed by this year's attendees and exhibitors will only ensure the success and growth of future Expos."

The central attraction was the large exhibit floor. Exhibitors demonstrated the latest innovations in equipment, supplies

and services utilized by industry firms in the production and processing of meat, poultry, eggs and feed products. Numerous companies use the annual event to highlight their new products. All phases of the poultry, feed and meat industry were represented, from live production and processing to further processing and packaging.

The "largest-ever" education slate complemented the exhibits by keeping industry management informed on the latest issues and events. This year's educational line-up featured 25 programs, ranging from a conference on antibiotic use in the meat and poultry industry, to a program on how to export feed and feed ingredients to the United States, to a technical seminar on maximizing the efficiency of the poultry industry conducted entirely in Spanish.

Other featured events included the International Poultry Scientific Forum, Pet Food Conference, Pork 101 Workshop, Tech XChange program, Meat Me in @LANTA activities and publisher-sponsored programs, all of which made the 2015 IPPE the foremost annual protein and feed event of the western hemisphere. [M](#)

Industry Supports New National Beef Strategy

THE NATIONAL BEEF Strategy is all about a new way of doing business. Officially unveiled in January, the National Beef Strategy calls for a transformative change in how industry meets the challenges and opportunities that lie ahead with the goal to benefit all sectors of the industry.

The result of a collaborative effort by Canada's national and provincial beef sector organizations, the strategy is about how organizations can work together to best position the beef industry for greater profitability, growth and continued production of a high quality beef product of choice in the world.

"The need for industry to push itself is now," says Martin Unrau, CCA Past President, co-chair of the National Beef Strategic Planning Group and a member of the Canadian Beef Advisors, a group of experienced beef sector professionals leading the implementation of the National Beef Strategy. "The National Beef Strategy will build on and strengthen the foundational pieces of existing work that have enabled the beef industry to grow to date but in a manner which will be more responsive to current and future needs. This will enable chronic issues, like infrastructure and capacity, to

be addressed more holistically, and lead to programming to help grow beef demand and bridge to where industry wants to be in the future."

This approach is especially important now as the record prices sustained in 2014 have given way to a new price environment going forward. Further, many of the factors which have brought prices to these levels continue to look supportive for the markets for the next one to three years. Improving economic conditions in the U.S., and a potentially weaker Canadian dollar are certainly positive moving forward. Projected lower beef production in North America, flat global production, and growing demand are all very positive for Canadian cattle producers.

Developed by industry for industry, the National Beef Strategy seeks to position the Canadian beef industry as the most trusted and competitive high quality beef cattle producer in the world recognized for its superior quality, safety, value, innovation and sustainable production methods. [M](#)

To learn more about how stakeholders can achieve a dynamic and profitable Canadian cattle and beef industry, visit www.beefstrategy.com.

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Canadian farmers burnt out by government red tape

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WITH CALVING SEASON starting and spring seeding soon to follow, farm families across Canada are looking forward to 2015. These entrepreneurs are eternal optimists who always believe next year will be better. Unfortunately, there is one thing they know won't be better this year - government red tape.

Farmers and ranchers have no issue complying with common sense rules and policies that protect consumer safety, the environment, their employees, and their animals. Red tape is something else. In its simplest form, red tape is government regulations run amok. Governments expect farmers to waste time filling out confusing forms, deal with bad customer service from agencies of all levels of government, and comply with regulations that just don't make sense.

Many of these regulations are made by departments and agencies that lack any understanding about the day-to-day realities of running a farm. An example is the Census of Agriculture. Statistics Canada conducts this survey in mid-May, when farmers are seeding. No wonder farmers are frustrated with StatsCan deadlines breathing down their neck. To make matters worse, farmers receive surveys filled with questions that don't even apply to their business.

Situations like this are why red tape affects farmers personally – taking time away from family and piling on the stress to an already demanding workload. CFIB's 2014 Regulation and Paper Burden Survey found 86 per cent of farmers say red tape adds significant stress to their lives, compared to 78 per cent of

small business owners, generally. Farmers are also among the most likely to say red tape takes time away from friends and family (72%, compared to 63% of all small business owners).


While red tape hits farmers the closest to home, it is also a huge hit to business operations. Sixty-three of farmers and ranchers say they experience business delays because of red tape, compared to 56 per cent of Canadian small business owners, in general.

These frustrations are why 71 per cent of agricultural producers rank red tape as a top priority for government action. In fact, it's their most important issue, ahead of even tax reductions.

For generations, Canadian farmers and ranchers have been working through their red tape headaches, but it's time for governments to take the burden seriously. If governments want to continue growing their agricultural industries, they need to modernize the regulatory environment to reflect the day-to-day realities of farming. This means bureaucrats and politicians alike, need to ask some obvious questions. Do the policies of yesterday make sense today? Are there ways we can harness new technologies to reduce the burden of red tape? How can government agencies collaborate more effectively to reduce duplications?

We've seen some government agencies make steps in this direction, such as the 2012 introduction of the federal One-for-One Rule which requires the removal of at least one regulation each time a new one is introduced. Still, a lot more work needs to be done.

This fight is why the Canadian Federation of Independent Business (CFIB) launched Canada's 6th annual Red Tape Awareness Week™ in January – to fight red tape and get governments to listen. Canada has a proud farming tradition, and red tape shouldn't be something that holds back the next generation from pursuing their entrepreneurial dreams. Governments need to set farmers free from excessive red tape!

If you're burnt out by red tape or have specific examples of red tape that needs to be cut then let us know and read more about what you can do at www.cfib.ca/redtape. 



Mandy D'Autremont is a Senior Policy Analyst, Agri-business with the Canadian Federation of Independent Business. She can be reached at mssask@cfib.ca

Established in 1971, CFIB is Canada's largest association of small- and medium-sized businesses, CFIB is Powered by Entrepreneurs™. CFIB takes direction from more than 109,000 members (including 7,200 agri-business owners) in every sector nationwide, giving independent business a strong and influential voice at all levels of government and helping to grow the economy.



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Processing Industry History - Part 3

Amalgamations, Associations and the Emergence of the Big Three

By Scott Taylor

BY 1921, JOSEPH Flavelle was in charge of The William Davies Co. Ltd. and he'd had already established the first chain of retail meat and grocery stores in Canada. His company was becoming a monster and during the Great War, as many packing houses began to fail, Flavelle had an idea: Get bigger and stronger. So in 1927, Flavelle and J. Stanley McLean, president of Harris Abattoir Co., agreed on a merger. They also convinced the Canada Packing Co. and Gunns Ltd. to join them, and together, the four major packing houses in Ontario, created Canada Packers Ltd.

By 1920, the Canadian meat processing industry was, at best, in flux. Those profitable wartime commodity markets had fallen dramatically. International prices for processed meat around the world had dropped rapidly.

That forced many food producers in Canada to sell their inventory at bargain-basement prices, which, of course, caused prices to drop even faster. The huge Toronto-based William Davies Company was caught in the collapse and by the mid-1920s was facing serious financial stress.

Enter Joseph Flavelle. Raised in a strict Methodist home in Peterborough, Ont., he dropped out of school at age 12 to take a position as an apprentice to a general storekeeper. In 1876, at age 18 Joseph accepted a loan from his brothers and an uncle and bought a flour and feed store in Peterborough.

By 1887, Flavelle had obviously grown tired of small town life and believed the only way to become a truly successful businessman was to relocate to Toronto. Of course, to be fair, his desire to get out of Peterborough might also have resulted from what his biographer called, "His unpopularity in Peterborough resulting from his vigorous leadership of campaigns to apply and enforce the Canada Temperance Act."

Known as Holy Joe, he asked the Lord to guide him to Toronto where he entered into a partnership with Donald Gunn, a trader in pork products. Flavelle handled the produce and provisions end of the business while Gunn led the carcasses, salt pork, and ham and bacon divisions.

The enterprise flourished and that Holy Joe moderately wealthy. He was asked by another Christian man, the Baptist William Davies, to take over the management end of his huge meat-packing business. Davies' own sons were all dying of tuberculosis, so Flavelle became managing director and eventually the controlling shareholder in The William Davies

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Company Limited.

Flavelle took over and changed the industry. Thanks to Flavelle, The Davies Co. significantly improved its curing process by moving to liquid brine instead of dry salt. With a product called "Pea-meal bacon," Davies began to dominate the British market. By 1900 the Davies Co. was butchering and processing about a half a million hogs a year. It had become the largest pork-packing house in the British Empire. Flavelle, who might have worth \$8,000-\$10,000 when he arrived in Toronto in 1887, had become a millionaire and from coast to coast, Canadians started calling Toronto "Hogtown."

But the boom didn't last. By 1927, with his and other companies in dire straits, Flavelle brought together the largest meat packing firms in Eastern Canada – The William Davies Co. Ltd., The Canada Packing Co., Gunns Limited and the Harris Abattoir Co., of which the Davies Co. owned a 40 per cent share. Each and every one had Flavelle's stamp on it and it was obvious that a merger would be a simple task.

First, the near-bankrupt Gunns was acquired by Harris. Harris, Canada Packing and Davies then merged, and on Aug. 13, 1927, Canada Packers Limited was created.

The key to the merger was the Harris Abattoir. Established in Toronto in 1896, it had a slaughter capacity of 500 cattle per week. At the time, it was considered "a bold innovation." It specialized in cattle slaughter at a time when most industrial meat-packers focused on pork. Unlike P. Burns & Co., in Western Canada, its primary product was chilled sides of beef exported to the British market.

By 1930, Flavelle's more concentrated corporate structure began to dominate the red meat industry. For the next 50 years, what was known as The Big Three integrated meat-packers – Canada Packers, Burns Foods, and Swift Canadian (which was sold to Can Amers Foods in 1988) – slaughtered beef, pork, chicken and turkey and processed their carcasses into a complete line of fresh and processed meat products in packing plants from Charlottetown to Victoria.

By the Second World War, most of the plants were organized by the United Packinghouse Workers of America and a system of collective bargaining was developed that brought meatpacking wages well above the manufacturing average. It was a great time for the industry, even for workers, and that's something that simply wasn't happening when the merger took place.

The Union Stockyards in Toronto had become one of the largest and most important meat packing centres on the planet and a number of small plants occasionally opened and closed. Frank Hunnisett Limited (1932) was built on St. Clair Ave., but was acquired by Canada Packers in 1940. By the 1950s, Burns Foods of Calgary owned Canadian Dressed Meats on Ryding Ave. in Toronto. There was also Grace Meat Packers (York) Limited on Glen Scarlett Road. Prime Packers Ltd. built a plant in 1954 on Ryding Ave. Prime eventually sold its plant in 1983, but it continued to be operated by Ryding Meat

Packers and its affiliate, Regency Veal. All Lean Boneless Beef was another small operator, but there was never any doubt that The Big Three dominated the industry.


The Big Three oligopoly was forced to restructure in the 1980s as domestic beef consumption fell due to fierce competition from American packers. The Big Three finally withdrew from fresh beef production and through a complex series of mergers, most of their operations fell under the control of Maple Leaf Foods (controlled by McCain Capital Corporation and West Face Capital Inc.). Today, beef processing in Canada is dominated by three large plants – Cargill Foods in High River, Alta., and Guelph, Ont.; and Lakeside Packers (JBS Canada) in Brooks, Alta.

From its colorful inception in the early 19th century, the Canadian meat processing industry has always been a significant exporter.

This being Canada, from its early days it was led by the pork and beef industries and to this day, meat and meat preparations are still among Canada's highest value agro-food exports.

In fact, since the U.S. embargo on Canadian beef was lifted in 2005, those exports have accounted for about half of total production. The United States, Mexico, Japan, China, Hong Kong and Russia are the most important global importers of Canadian beef and pork.

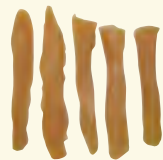
From the days when William Davies used to drive pigs through downtown Toronto to today's clean, highly scientific and technically astounding meat processing plants across the country, Canada has been an international leader in the production of beef and pork.

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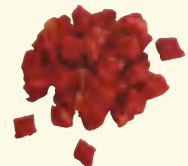
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2014 - A Year to Remember in Agriculture

Agriculture had to confront a number of controversies last year, from rail shipments to trade agreements

By Will Verboven, Troy Media

THERE IS NEVER a shortage of issues, events and controversies confronting the agriculture industry each year – and 2014 was no exception. But no matter how dire, what affects agriculture rarely makes it into the consciousness of city folks as long as cheap food continues to appear in grocery stores.

Last year started out with a grain transportation crisis thanks to a bumper crop the previous fall that saw bins bursting with cereals, oilseeds and special crops. The rail transportation system, you see, is designed to ship only average crop yields and only expands incrementally as business expands. It can't handle a sudden surge from a bumper crop. At the same time, severe weather reduced train numbers through the Rockies and increased oil shipments took up a lot of the railway companies' attention.

Rail companies predicted that better weather would resolve the backlog, which is what essentially happened. But that didn't stop voter-conscious politicians from beating their chests and enacting draconian legislation to expedite grain shipping. In the end everyone claimed victory and the issue will naturally be forgotten until the next bumper crop shipping crisis.

Last year also saw the federal government crow about completing the European Union/Canada free trade agreement. That agreement is supposed to open new markets for Canadian products and usher in a new era of unfettered trade with the EU. Most agriculture commodity organizations went along with the government party line with the usual boosterism, but the reality is a bit different.


For one thing, it may take the EU, with its 28 disparate members, a number of years to approve the principles of the agreement. Then there will be years of wrangling about the details: the EU will still not allow the importation of genetically-enhanced commodities, hormone added meats and it has a host of other non-tariff barriers.

The biggest reality check, however, is that the EU market is already well served by agricultural products from competing countries like the U.S., Australia, and New Zealand. They will all want their own trade deals and will not let Canada steal their

market share. While there may be some increase in agriculture trade to the EU, it will only occur years down the road, hard fought for and probably modest in size. But it was all a good news story at least on the surface.

In the livestock sector, the World Trade Organization (WTO) for the third time ruled in favour of Canada in its long battle against discriminatory American Country of Origin (COOL) legislation. While the decision was appealed, it puts Canada closer to inflicting retaliatory punitive tariffs against American imports to compensate for the damages done by COOL to the livestock industry. The federal Agriculture Minister has engaged in much sabre rattling over the issue but it is not clear whether Canada has the courage to apply punitive tariffs to its largest trading partner. Canada tends to be a boy scout on trade issues and is usually loathe to act against the principles of the North American Free Trade Agreement. Much will depend on what Mexico will do, as it is the co-complainant with Canada at the WTO tribunal.

Interestingly, an unrelated event could push Canada to actually implement the retaliatory tariffs. Canada could go ahead if U.S. President Barack Obama rejects the Keystone pipeline – a sort of “tit for tat” retaliatory response. However, a wide-open American cattle market could have a severe economic impact on the two giant meat processors in Alberta if Canadian cattle move in very large numbers across the border. It's one of those “be careful what you wish for” situations. Besides with record high cattle prices, COOL isn't as critical now as it was a couple of years ago. But all in all, it's still an important issue that could be settled in 2015 – maybe.

2014 also saw a significant swing in farm commodity prices between crops and livestock. The year before saw cereals and oilseeds reach record high prices, but they then moderated in 2014. But last year then saw cattle prices reach sky high levels and hog prices nicely recovering. The question is – will livestock prices now decrease in 2015? I guess its all part of the wild world of agriculture. Happy New Year. 

Will Verboven covers rural issues for Troy Media.

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Canadian Cattlemen's Association Report: Oil and the Dollar Fall

FALLING OIL PRICES have certainly been the buzz in commodity markets and this has also impacted equity markets. Cattle markets have not been immune, as the cattle futures have been under significant pressure recently and were trading at their lowest levels since last August.

Lower oil prices do create concern in Western Canada with respect to its importance to the economy, but lower oil prices can have positive impacts as well for the Canadian cattle industry and consumers. The strong relationship between oil prices and the Canadian dollar has brought the dollar down, which is positive for cattle prices. Lower oil prices also reduces fuel prices, and lowers input costs for a variety of consumer goods, which provides consumers with more disposable income, and in turn benefits beef demand. Lower oil prices alone is not all negative, but concerns from commodity market pressure, and a possible slowdown in the broader economy, and global markets will be key to watch moving forward.

Heading into 2015, it was generally accepted that the majority of the price increases in this bull run had occurred, but there was still hope for some higher highs in 2015. The Canadian cash market has remained very strong, and is at, or above record high prices set in 2014 for many different feeder and slaughter

cattle types. Much tighter cattle numbers and the weak Canadian dollar have been very supportive to the market and offset some of the pressure seen in the U.S. market. At these price levels, for every 1 cent drop in the Canadian dollar, it would increase the price of calves by about 5 cents per pound. Low oil prices and a strengthening U.S. dollar are expected to keep the Canadian dollar at these lower levels for the time being.

Despite all of the volatility, fundamentals in the cattle market remain strong as beef supplies are expected to tighten further this year. A big part of the recent rally in cattle prices has been based on strong North American and global demand. Going forward, demand remains the unknown and concern. The other major factor the markets are watching is the competition from alternative meats. It is well documented that poultry and pork supplies are going to be increasing and provide resistance to higher beef prices. The key factor in regard to competing meats is price spreads. The January live cattle futures are approximately \$18/cwt higher than a year ago, but \$17/cwt lower than the highs set in November. Meanwhile, compared to a year ago, the near-by Lean Hog futures are actually down \$10/cwt. This will be another key factor to monitor through 2015. [M](#)

NAMI Announces Promotions of Key Staff

NORTH AMERICAN MEAT Institute (NAMI) President and CEO Barry Carpenter recently announced the promotion of key Meat Institute and Foundation staff.

William Westman has been named senior vice president of international affairs. Westman joined the American Meat Institute (AMI) in 2010 after a 29-year career with the United States Department of Agriculture's (USDA) Foreign Agricultural Service. Most recently, Westman was the Agricultural Minister Counselor at the U.S. Embassy in Beijing, where he was responsible for the overall supervision and management of USDA's largest overseas operation. Westman is the staff liaison to the Institute's International Affairs Committee.

Norm Robertson will serve as NAMI's vice president of regulatory services. Robertson previously served as the executive associate director of regulatory issues at the North American Meat Association (NAMA). Prior to joining NAMA, he spent 20 years with USDA's Food Safety and Inspection Service (FSIS) in a variety of in-plant and district office roles. Robertson leads the Meat Institute's efforts to provide timely and effective regulatory assistance to NAMI members.

Also in the regulatory services group, longtime National Meat Association and NAMA staffer Ken Mastracchio was promoted to senior director of regulatory services and Andrea Perkins was promoted to director of regulatory services. Mastracchio joined the National Meat Association in 1993 and joined USDA in 1973. Perkins also previously served in various inspection roles at FSIS.

Eric Zito has been named senior director of membership and exposition services. He previously was AMI's director of membership and exposition services, joining the organization in 2006. Zito will oversee NAMI member benefits and recruitment and will assist with exhibit sales for the International Meat Expo and the Annual Meat Conference.

Michael Schumpp, formerly AMI's coordinator of legislative and public affairs, has been named manager of public affairs and member communications. In his new role, Schumpp is the editor of the weekly publication, *Lean Trimmings*.

Christina Marmor has been named senior manager of meetings and conference services for NAMI. In this role, she will coordinate and execute all aspects of NAMI and NAMIF meetings. Marmor began her career in 2000 at AMI and then logged 15 years of meeting and conference management experience at other organizations before joining NAMI.

NAMI Foundation Staff Announcements

Within the NAMI Foundation (NAMIF), Betsy Booren, Ph.D., who joined AMI and its Foundation in 2009, has been named NAMIF president. Dr. Booren oversees the research and technical functions of NAMIF. She also serves as vice president of scientific affairs within NAMI. Booren, who received her Ph.D. in food science from Texas A&M University, is a member of the National Advisory Committee on Meat and Poultry Inspection. She also serves as the liaison to the Meat Institute's Scientific Affairs Committee.

In addition, Susan Backus was named executive director of the NAMI Foundation. Backus, who joined AMI in 1997, will oversee the Foundation's operations and research grants. Backus also serves as the Meat Institute's vice president of regulatory and scientific programs and is the staff liaison to the Meat Institute's Health and Wellness Advisory Committee.

"These talented individuals deserve the recognition and responsibility they are receiving," Carpenter said. "They will help ensure that the North American Meat Institute and our Foundation can be the world-class organizations we aim to be. We are fortunate to have each of them on our team." [M](#)



Spring Creek Farm: The Journey Back to Land

By Cam Patterson

MANY TALK THE talk but very few really walk the walk. Greg Wood and Lisa Clouston run their Spring Creek Farm in Cypress River, Manitoba and they might have been the exception several years ago. In the wake of sustainability roundtables, humane treatment of animals and consumer awareness, they are part of the new wave where terms like Holistic Management and Intentional Grazing define the new science and techniques that are steering farmers back to the land and back to the tradition of family.

Greg and Lisa embraced the Holistic Management system, educated themselves on soil microbiology with the goal to improve farm and animal health. During the process they rediscovered family working the farm together and it grew from there.

They run a butcher shop specializing in grass fed breeds of cattle, sheep, pork and chicken, developed a pasturing system that has quadrupled their productivity. As a result, they achieved environmental sustainability and joined a local food initiative that connected them to a cadre of restaurants in the Winnipeg area specializing in grass fed meat dishes. All this plus a legion of customers seeking a better way to eat their favorite choice cuts.

How did they come to find Holistic Management, a system created by Allan Savory in Africa? It was clear the passion and drive started with the desire to do whatever it took to get it right and turn their Spring Creek Farm around.

It was a question Canadian Meat Business (CMB) wanted to ask Lisa Clouston (LC). Along their journey, they made sure to credit social worker David Irvine with guiding them through the learning curve and eventual success.

CMB: Can you overview the principles of Holistic Management, Intentional Grazing, the choice of breeds and how that has changed your farm and operation?

LC: Holistic Management (HM) is a framework to help each

farmer look at their individual situation and be able to solve whatever problems or work with whatever situation they have. The HM course teaches us how to use “intentional” grazing to recover the land, which in turn grows more grass, which makes it possible to raise more cows in a healthy and sustainable

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way. As Don Campbell, our trainer said, "It is like someone giving you free land" if you can double or triple your capacity to grow grass and add more cattle. Also, a big part of the HM course is the "people" part, because after all, family is the most important. Farmers can grow grass or cows or grain or pigs, but if the family is not functioning, then you have some work to do on that part of your life in order to be successful.

The Holistic Management concept was started by Allan Savory in Africa, (see TedTalk "How To Fight Desertification and Reverse Climate Change" by Allan Savory) along with a social worker who recognized the importance of people in the whole system, and the need to reverse the negative impact that humans have had in trying to manage natural environments. HM focuses on healthy people as well as healthy land and healthy profit. We have a great community of like-minded producers in our HM group. It is about family and community as well as land and profits.

Also, part of our program means choosing the breeds that do well living on the land year round, so we choose Heritage and Rare breeds that are hardy in our climates. The beef (South Devon) marbles very well on grass alone; the Tamworth, Berkshire, Large Black and Hampshire pigs are robust and healthy living outside in winter and summer; and the Clun Forest crossed sheep are very hardy and do great on grass alone; and all of these species taste great. They take longer to get to "market weight" due to their breeds as well as their lifestyles and lack of growth hormones, but they grow at their own rate and acquire great health in a natural environment. We feed them what they need and they grow at their own pace, with great results.

CMB: How has adopting and committing to the holistic farming practices enhanced your business? Enhanced your life on the farm?

LC: HM has enhanced our farm tremendously! Where we had grass one inch high in July previously, we now have paddocks of grass so tall and lush that the calves are getting lost in it! The soil is much healthier, we are holding way more water on the land - busy digging more dugouts and trying to hold water back while others around us are still draining their land! Not to mention the water that is held in the lush root systems and snow is caught in the areas of stock-piled grass. And with the stockpiled grass, the cattle graze that grass into October and November, when before they needed to be fed bales. That is a good chunk of savings right there. We also "bale graze" all winter, so the cattle are leaving all of their precious fertilizer out on the land, where it sinks in and re-fertilizes, rather than having them standing in one area all winter, then needing to have the manure removed at great cost and great waste. If your herd is drinking 500 gallons a day, and they leave all of that liquid out on the pasture every day, then it will be utilized in

the spring after thaw. This makes a huge impact during a dry year. If they are standing in a feed lot, that is all lost and you have an over-fertilized situation in the feedlot, to the point of toxification.

After attending the HM course, we are experimenting with grazing cattle and pigs on polycrops to try to kick-start the return of health to the land. It is interesting.

More importantly, now we work more as a team, involving everyone in the family in the decision-making processes. HM has given balance to our discussions and decisions about the daily operations and the future of our farm. To me, that is having a sustainable family as well as sustainable soil.

CMB: It's been said the secret to true sustainability lies in pasturing properly. Would you agree?

LC: We TOTALLY agree! Our land has changed tremendously since switching over to Holistic Management. The idea is to mimic the impact that the buffalo had on the ground. They "hit it hard" when they grazed, leaving behind a plain that was well used up, heartily stomped and trampled and well fertilized. They moved quickly over areas, so they did not destroy the root systems but rather stimulated them! The result is a strong, richly fertilized soil system. We went from having four large pastures, which were overgrazed as the cattle continually chose their favorite plants, to more than 20 smaller paddocks that the cows "hit hard" with grazing for a few days. Then they are moved off to another part and are not allowed back onto the original piece of pasture until the grass and roots have fully recovered and have seed heads on them again - 45 to 60 days, depending on the time of year, rainfall, etc. With winter bale grazing, they move from bale to bale and are protected by wind fences and bale rows for winter comfort. We also shred straw for them, which leaves a lot of debris on the land, which breaks down and leaves all of the diverse seeds on the land, holds moisture in the ground and makes a more habitable seed bed for new growth - as opposed to bare ground from overgrazing and seeds laying on a dry hard ground baking in the sun. Healthy land leads to better nutrition for more cows, which leads to more profit and an easier go at farming for the family.



CMB: When did you begin Cypress Meats and can you tell me more about the company?

LC: Greg and several family members bought Cypress Meats in 1996 and have owned it since. The other family members split off several years ago. It is a small butcher shop that started out as a "custom" meat cutting shop. In the BSE years, it was really busy. When cows were worth nothing to sell, they still tasted good and people put a lot of beef in the freezers of their friends and families. Since then it has changed direction as more and more people got out of raising beef for themselves, and as grain prices went up, many producers sold their cattle,

dug up their pastures and put in grain. Now we have customers in Winnipeg and at different markets and restaurants. There is a new generation of “educated eaters” who like what we raise and that we raise our animals sustainably and humanely. We do not use hormones or antibiotics (unless there is an injury) with our cattle, pigs, sheep or chickens. People come to visit our farm regularly to check and make sure that we mean what we say before they buy from us. It is a very transparent process.

CMB: Do you think owning a processing company makes you full turnkey operation and is that the way of the farming future?

LC: Having the meat shop is a great fit for the way we raise animals and market them. It also gives our kids many wonderful skills. They are all “hands on” in this business, from raising every species, to going to post-secondary Ag programs to being a meat cutter, to all of them being able to butcher any animal, cut it, wrap it and cook it! It means we have control over how the meat is cut and can cut to the customers’ requests.

Raising our own animals means we have control over the quality of the meat itself. The only part we do not do is the slaughtering, that has to be done at a government inspected abattoir. As for the future, it sure would be nice to see more people interested in learning how to be meat cutters. It is hard to find good meat cutters now, and it is a very important part of the local food system. It is hard work though, so it can scare people off.

CMB: What are some of the other areas in farming, livestock and processing that you are involved in?

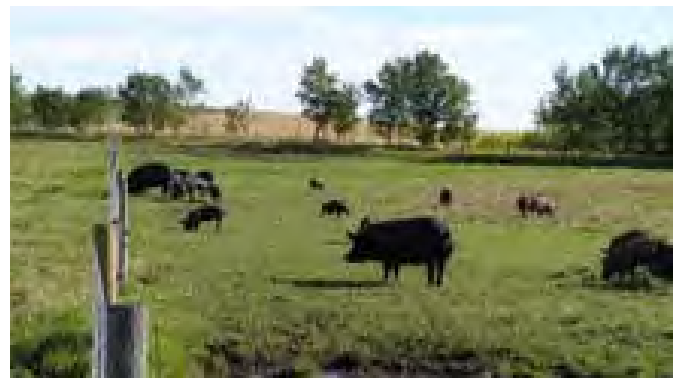
LC: A little “aside” that we do is wash, pick and card the fleece from our sheep. I make comforters and cuddle beds from the fleece from our own sheep. I also like to spin wool and knit a lot, so that is how we started with sheep. Once people heard that we had sheep, then they started wanting lamb meat, so we ended up with more. I have a few alpacas that I keep for their fleece.

CMB: Is social media playing an important role in how you market your farm?

LC: Social media definitely helps us market what we have and it does get the word out about humane, sustainable farming practices. It kind of gives balance to all of the negative press that producers get in the regular media. We don’t sell any of our animals to the conventional market. They are all spoken for by personal clients or our larger customers.

CMB: What is the Harvest Moon Local Food initiative and how did you come to be involved?

LC: This Initiative is a group of about 10 local farm families from South Western Manitoba who have a website for people to order humane, sustainable and locally grown food through buying clubs in Winnipeg. There are protocols around how to raise animals humanely, without antibiotics or growth hormones, and sustainable. The people who access Harvest Moon produce (beef, pork, poultry, organic grains and flours, organic vegetables, bedding plants, jams, etc.) are interested in buying local, supporting local farmers, supporting a local economy, eating ethically raised animals and eating food with excellent nutrition. We became involved when we were asked to join due to our farming practices. We did not need to make any adjustments to fall in line with their healthy and humane protocols. It is a great fit for us. The Harvest Moon famers meet monthly to put orders together on the monthly delivery days in Winnipeg, and then we all take turns driving



the delivery to Winnipeg.

CMB: Would you say that humane practices of livestock reflects in the quality of your meats?

LC: Yes, humane practices definitely add to the taste and quality of the meat, whether it is chicken, pork, lamb or beef. A healthy animal is relaxed and has good weight. When animals are stressed, cold, hungry or crowded, they need more calories to stay alive, need more feed in the winter, have more injuries due to overcrowding and need parasite control if they are in dirty or crowded living conditions. If animals are treated well, with space and good food and good water, lots of exercise and sunshine, then they are living and growing at their best. They are less prone to disease and illness and do better in general. Then their meat will definitely be of higher quality and taste as it should. People also need to re-learn the lost art of preparing and preserving their foods. I am glad to see a strong movement towards that again.


CMB: Where do you see the industry as a whole going as ‘back to basics’ and moving away from the industrialized processes?

LC: We feel that there is a huge movement towards local economy, eating healthier animals, raising animals in humane and natural environments and paying attention to our very delicate and sacred environment. If we do not have our environment, we have nothing. We cannot let that slip away just to save a few dollars at the food counter. When people realize that they cannot eat their money or their electronic devices, we will be further ahead.

CMB: Did your choice to holistic farm positively influence your kids’ decisions to stay in the agriculture industry?

LC: It definitely did influence the kids’ decisions to stay in the ag business. It is their passion now and the HM program helped us to be open to new ideas, to see our land and animals creatively, to try new things, to be accepting of change and go in new directions. HM is infused in the way we farm now.

CBM: Where do you see yourselves 10 years from now?

LC: We definitely see all of our kids being able to make a happy and profitable living on our family farm, serving the customers in growing numbers who are concerned about health, sustainable and humane practices. This market is growing in leaps and bounds as awareness and education increases about all of the topics listed above. Our educated eaters are our partners in all of our changes. And if that particular market falls apart, then we will continue to raise our animals in the exact same way to feed our own family and friends! And on it will go. 

For more information on Harvest Moon Local Food, visit www.localfoodmarketplace.com/harvestmoon



Kevin Salva, COO of Zweigles, Inc thinks it is important for food processors to be able to actually cook on a piece of equipment using their own products to see what the results will be before purchasing cooking equipment.



The more advanced test kitchen allows food processors to outsource their R&D work in a highly efficient and scientific manner. The value this adds for visiting companies who are now able to see firsthand how various equipment performs in unison, while also learning how it can optimize their processes - all before making any investments.

Perfecting Food Processes Through Collaboration

Food processors are utilizing R&D test kitchens that combine equipment and processes from multiple manufacturers to gather scientific data and perfect the final product

IMAGINE A COLLABORATION between multiple cooking equipment manufacturers who partner in a test kitchen facility to deliver end-to-end solutions for food processors with one goal in mind: to provide those customers with a superior process.

The need for that kind of test facility has become more imperative as food-processing systems have become increasingly complex, requiring the integration of multiple technologies that often require incorporating equipment from multiple manufacturers. By experiencing end-to-end processing solutions rather than only limited equipment demos, processors are able to view a complete equipment line that includes everything involved in producing their products from raw materials to packaging.

The outcome of working with this more comprehensive approach is valuable R&D, which can enable processors to develop improved products as well as systems that meet other goals, such as improved product yields, food safety, and shelf life.

This also provides processors a testing ground utilizing high quality equipment from specialized manufacturers rather than just buying from turnkey manufacturers whose systems may not be the best suited solution. True collaboration as such, where multiple manufacturers consult under one roof is rare, as each party is bidding for a limited portion of capital available, but the results are remarkably improved processes.

One such facility is the solution center located at the headquarters of Unitherm Food Systems in Bristow, OK. A manufacturer of advanced cooking, pasteurizing, chilling and freezing systems, the company has partnered with other manufacturers in order to integrate all the equipment necessary to provide visiting processors with a complete production line experience.

“For companies who don’t have their own R&D facilities, Unitherm’s solution center provides access to all of the

equipment and testing processes, resources that we couldn’t afford to have in-house,” explains Kevin Salva, COO of Zweigles, Inc.

Headquartered in Rochester NY, Zweigles is well known for producing “Old World” hot dogs, sausages and lunch meats for more than 130 years. The company is currently expanding its plant and product line to include chicken, beef, and pork products, and recently decided to utilize Unitherm’s test facility to evaluate various types of equipment that were needed to cook these new items.

These advanced resources to which Salva refers include wireless temperature probes, thermal 3D animation of airflow and burner efficiencies, vision technology for belt loading efficiency analysis, and more.

“We can’t realistically set up a pilot lab or a pilot kitchen at our plant,” Salva says. “So, I think this is a great resource for large and small customers to perform real-time testing of their own products on the latest equipment.”

According to Salva, the Unitherm “solution center” test kitchen includes the latest continuous systems of various capacities for both protein and vegetable products. Examples of system capabilities include inline smoking and browning, small footprint “spiral” ovens, and continuous peeling, pasteurizing and grilling of vegetables, such as onions and peppers. The equipment in the solution center is arranged in in-line configurations, so that processors can experience continuous cooking, say, with a spiral oven and complete fry line to see how the two processes work together providing an alternative solution through flash frying.

However, instead of a facility dedicated to one manufacturer’s products, Unitherm includes third-party “partner” suppliers’

systems and accessory equipment in a variety of configurations to provide visitors with a true end-to-end examination of various processing options. This equipment could include virtually any design required from input of raw ingredients through to packaging.

“The equipment selection in our solution center encompasses machinery used in combination with our own product line,” Explains Adam Cowherd, Unitherm Vice President of Sales. “For example, we may incorporate a Grote slicer at the discharge of the oven. This slicer self-sterilizes and can be used for slicing chicken breasts or pork bellies. We’ve also introduced some new technologies such as hybrid cooking systems with Amtek microwave technology.”

In another example, Unitherm offers a former-batter-breader-fryer line using a continuous system provided by Deighton Manufacturing. The system automates the preparation and frying of formed products such as chicken nuggets and fish patties.

In addition to the equipment, tools for tracking the results are also provided, which is crucial to measuring value and success.

“I think it is important to be able to actually cook on a piece of equipment using your own products and see what your results are, versus doing a pilot lab or in-house test kitchen where you’re trying to replicate the equipment and process in your own facility using the equipment you may happen to have,” Salva says. “Being able to test your products on the advanced systems should be very valuable to any company in our industry.”

Furthermore, testing on these scalable systems makes the trials more accurate in predicting future performance once installed in-house, which lends to confidence when making a capital investment.

In the case of Unitherm, its solution center also provides opportunities for discussion with the process engineers and technical sales support who assist in the equipment testing and process development for food manufacturers. In-house engineers make it possible to discuss further customization and development directly between the customer and design team, software such as Solidworks 3D provides a visual to aid in the conversation.

“The more advanced test kitchen allows food processors to outsource their R&D work in a highly efficient and scientific manner,” explains Cowherd. He emphasizes the value this adds for visiting companies who are now able to see firsthand how various equipment performs in unison, while also learning how it can optimize their processes – all before making any investments.

“We focus on the visitor’s takeaway from the testing experience,” Cowherd adds. “We’re incorporating more tools and methods for recording data from the equipment demonstrations and product testing. This enables the visitors to compare systems and processes more efficiently, and also enhances the R&D value of the experience.”

For Zweigles, the testing addressed the characteristics of its new products and the settings and adjustments that were available on various types of equipment that enabled different output from the same system. “We were looking at the ability to adjust the air velocity or the temperature or humidity and measure what the output was in terms of our product,” Salva explains.

In the view of many food processors, the future of machinery purchasing is going this way, where the customer can demand to go into a kitchen and actually try out their product on the equipment. And when that kitchen includes the entire processing line, customers can feel confident that the equipment



Zweigles, known for producing “Old World” hot dogs, sausages and lunch meats, is currently expanding its plant and product line to include chicken, beef, and pork products, and recently decided to utilize Unitherm’s test facility to evaluate various types of equipment that were needed to cook these new items.

best serves their operational parameters and expected results. Zweigles’ Salva feels that anyone who has access to such a solution center is going to get a real-world experience and be able to make a more informed decision. “The testing experience is product-specific and customer-specific, so it shows you what equipment and processes you can use for whatever product you have in mind. Plus, Unitherm adds its input and experience in creating a variety of solutions. I think this would be very valuable for a company of any size.”^M

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Save the Date - 2015 World Pork Expo

THE DATES ARE set for the 2015 World Pork Expo - June 3-5 - at the Iowa State Fairgrounds in Des Moines, Iowa. World Pork Expo is coordinated by the National Pork Producers Council (NPPC) and presents a wide range of activities, including the world's largest pork-specific trade show, educational seminars, and swine shows and sales.

"World Pork Expo is a showcase of pork production," says Howard Hill, D.V.M., NPPC president and Iowa pork producer. "You'll find everything that a producer might use on the farm, from data processing and premier genetics, to new feeders and the latest animal health products. It's a great opportunity to get a crash course in what's new."

In 2014, 20,000 pork producers, their employees and other professionals attended Expo, and the event's general manager, Alicia Newman, expects similar numbers this year. Enhancing the global perspective, representatives from more than 30 countries visit the three-day show each year.

The world's largest pork-specific trade show features hundreds of commercial exhibits from companies throughout the world.

The newest products, services and technologies for producing pork are on display in more than 310,000 square feet of exhibit space. The trade show runs from 8 a.m. to 5 p.m. on Wednesday, June 3, and Thursday, June 4. On Friday, June 5, the trade show is open from 8 a.m. to 1 p.m.

A list of free educational sessions are on tap for June 3 and 4 Wednesday where producers can get updates on issues that affect their businesses, learn about new production and management practices, and review the latest research. The business seminars and PORK Academy also will outline new technologies and business strategies, and offer opportunities for dialogue with experts.

Throughout the week, attendees will find live hogs on display in the swine barn. Highlighting the exhibit is the World Pork Expo Junior National, which has evolved into one of the United States' premier educational programs and shows. Hosted by the National Junior Swine Association (NJSA) and Team Purebred, the Junior National again set a record in 2014, with more than 1,600 pigs exhibited by nearly 750 juniors from 24 states. Rules and entry details are available at nationalswine.com.

An open show rounds out the exhibition, with swine breeders from throughout the nation vying for top honors. In 2014, nearly 600 hogs were exhibited in Expo's open show. A breeding stock auction will be held on Saturday, June 6, beginning at 8 a.m.

There will be no shortage of pork at Expo and the Big Grill is a must-see. Each day, attendees can stop by for a free pork lunch. Staffed by Iowa's Tama County Pork Producers Association, the Big Grill serves up some 10,000 pork lunches during Expo's three days.

"World Pork Expo is the place where producers get together and share ideas, but it's not just for primary owners," Hill says. "Producers should encourage staff members to attend, too. People come from countries throughout the world because there's truly something for everyone at Expo."

For details about event schedules and the latest information on room availability at official World Pork Expo hotels, visit worldpork.org.

Other ways to stay informed include connecting with World Pork Expo on Facebook, following Expo on Twitter (#NPPCWPX), and downloading the free mobile app by searching for "World Pork" in the Apple Store, Android Market or Blackberry's App World.

World Pork Expo, the world's largest pork-specific trade show, is brought to you by NPPC. On behalf of its members, NPPC develops and defends export markets, fights for reasonable legislation and regulation, and informs and educates legislators. **M**

For more information, visit nppc.org.



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By Geoff Geddes

ALL RIGHT, IT'S actually two "N's" and a silent "K", but you get the idea.

And to really get an idea of what the Banff Pork Seminar (BPS) is all about, you need to be there.

I speak from experience. When I started with Alberta Pork in January of 2011, Executive Director Darcy Fitzgerald asked me if I'd like to spend my second week on the job at the Banff Pork Seminar. My head was spinning with a million questions: How do I prepare? Who will I know there? Oh, and what the heck is the Banff Pork Seminar?!

Little did I know that I was in for a real treat: I was headed to the premier educational seminar for the pork industry in North America. My co-worker filled me in on the history of BPS during the drive from Edmonton and shared some fascinating tidbits and little known facts. Unfortunately, I was so distracted by the crystal clear lakes and breathtaking mountains that I missed most of it, but I did catch some key points.

Since 1972, BPS has welcomed delegates from across Canada, the United States, Europe and Asia to Banff in the heart of Canada's stunning Rocky Mountains. The conference program is coordinated by the Department of Agricultural, Food & Nutritional Sciences at the University of Alberta, in cooperation with Alberta Pork and Alberta Agriculture and Rural Development, and with input from an Advisory Committee of pork industry representatives from across Canada.

A Real Who's Who

I quickly learned that anybody who's anybody in the pork world is probably at BPS, a real thrill at the time for an industry "nobody" like me. From renowned academics to cutting edge researchers to CEOs, they all converge in Banff to exchange ideas and business cards. Meetings are held, deals are made and bonds are forged that often last a lifetime.

Like anything, success in the pork business is facilitated by who you know. And if there are industry leaders that you didn't know before you came to BPS, chances are you will know them by the time you leave. Imagine rooms filled with key decision-makers, many there for the express purpose of making decisions, and you'll have a sense of the power and potential that is the Banff Pork Seminar.

Telling You What's What

If networking is the life blood of BPS, education is clearly the heart. A lot has changed with this seminar over the years, but one constant remains: A firm commitment to sharing the latest and most relevant research and information available. And because of its stellar reputation, BPS can attract the best speakers and the brightest minds to engage delegates.

The beauty of this event, apart from the scenery, is that it truly offers the best of both worlds. Over three days and two nights, it covers a lot of ground, and will be sure to address the topics that really matter to our industry at both a big picture and hands-on level.

In the morning, everyone gathers for a thought-provoking plenary session on current issues: Dealing with animal activists, earning consumer trust, the dignity of raising animals for food and preparing for the future of pork production, to name a few. This often leads to some spirited discussion among delegates over coffee, lunch, or a late-night beer (more on that later).

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The rest of the day is devoted to breakout sessions full of practical information that can positively impact your bottom line. Each delegate chooses the breakouts he or she is most interested in, and whether it's tips on financing and feed costs or optimizing efficiency on-farm, the focus remains the same: Giving you the tools you need to get the results you want.

But it doesn't end there. The emphasis on learning and development continues with the awarding of the Dr. FX Aherne Prize for Innovative Pork Production and the RO Ball Young Scientist Award.

Night, Night

This may be the most underrated BPS benefit, yet its importance can't be overstated. How do you quantify the impact of soaking in the mountain air and ambience on a twilight stroll down Banff Avenue? Or the comradery that emerges when you share a beverage or two at the pub with a hundred of your new best friends?


The truth is, you can't, so you might be quick to discount it. But in six months, when you're making a sales call or trying to cement a deal with upper management and they start reminiscing about your spontaneous duet at the piano bar in Banff, you may be singing a different tune.

Admittedly, I could have a bias as a member of the BPS Advisory Committee and an employee of one of their sustaining sponsors. But the numbers speak for themselves: 43 years as a leading industry event; Over 600 delegates attending from around the globe.

Those who attended the 2015 Banff Pork Seminar January 20-22 enjoyed compelling plenary talks such as "Animal Welfare in the Supply Chain" and "Domestic Supply and Export Markets". They heard from leading experts on key topics: Doug MacDougald on PED; Egan Brockhoff on the Code of Practice, and many more.

Through good times and bad, we all keep coming and learning and meeting.

Why? I think it has a lot to do with BPS remaining relevant and cutting edge over the years while similar events have fallen off the cliff. 2014 was a perfect example. When the first case of PED in Canada was reported during the seminar, organizers responded quickly. They assembled an expert panel at the Boar Pit session on the final day to calm industry fears and address concerns. At the same time, they helped attendees hit the ground running in the battle with PED by providing critical information and practical advice to protect their businesses. And in the end, that's what the Banff Pork Seminar is all about. Maybe that's why the industry's top companies continue to support it, and why a leader like Elanco, a long-time sponsor, increased its contribution to become a Sustaining Sponsor in 2015.

Anyway, that's my take on it all. Ask 10 people what BPS means to them, and you'll probably get 10 different answers. But with so much information and activity packed into three days, there's one certainty about the Banff Pork Seminar and its networking, knowledge and nightlife: The only thing silent is the 'k'. 

To learn more about the Banff Pork Seminar, go to www.banffpork.ca



COOL: The Final Round

By Cam Patterson

THE ISSUES, CONCERNS and decisions surrounding the Country of Origin Labelling (COOL) debate continue to make waves on both sides of the border.

Agriculture Minister Gerry Ritz recently concluded a series of meetings in Washington, DC, where he reiterated Canada's position on U.S. Country of Origin Labelling (COOL) to influential newly elected U.S. House and Senate members. It appears that Congress may actually put forth a formal request to U.S. Agriculture Secretary Joe Vilsack to wrangle a legislative remedy for COOL if in fact they lose the final appeal. Minister Ritz held bilateral discussions with key representatives from the House and Senate Agriculture Committees. In the meetings, Minister Ritz called for a legislative fix to COOL, and reinforced that mandatory COOL continues to significantly disrupt the North American supply chain, create unpredictability in the market, and impose additional costs on producers on both sides of the border. While in Washington, DC, Minister Ritz led a delegation which included the Canadian Cattlemen's Association, the Canadian Pork Council, and the Canadian Meat Council. They participated in roundtable meetings with the COOL Reform Coalition and the Barnyard Coalition. During the discussions, Minister Ritz expressed support for each industry coalition's efforts to advocate for a legislative fix to COOL discrimination.

"I'm very encouraged by recent developments in the U.S. Congress," Ritz stated during his press conference from Washington. "I met with the COOL Reform Coalition representing a diverse group of over 100 associations and companies who speak for U.S. food, agriculture and manufacturing sectors. Together we're all calling on Congress to act immediately to assure U.S. compliance with their international trade obligations to provide American export markets and jobs. It's the line in the sand that puts more pressure on the White House to fix this flawed piece of legislation."

Ritz had his usual Canadian team with him. Dave Solverson and Dennis Laycraft from the Canadian Cattlemen's Association, Martin Rick with the Canadian Pork Council, Andrew Dickson of Manitoba Pork, and Jim Laws for the Canadian Meat Council. Also speaking at the conference with unwavering support was Alberta Premier Jim Prentice and Alberta Agriculture Minister Verlyn Olsen.



"There's a window of opportunity here with new members of Congress coming in following the U.S. midterm elections last fall," Ritz stated. "I was able to meet a good number of them over the course of this visit. I sat down with the chairs of the House and Senate Ag committees, livestock sub-committees as well as newly elected members of Congress. A growing number of senior people on Capitol Hill are receptive of this message. They know COOL is harming the U.S. industry more than it could ever hope to deliver for American consumers."

All in all, the general feeling coming from Washington now hints there could be a softening of position on COOL. This is long overdue as the USDA has arbitrarily violated the free trade pact between the NAFTA countries since 2002 with the

label issue. For Canada and Mexico, and the entire Anti COOL coalition, including the newly merged NAMI, this is significant.

“We agree with Mr. Ritz that congressional action on COOL is needed and hope his visit is productive toward helping to achieve a statutory change,” NAMI communications coordinator, Eric Mittenthal said in an email to Canadian Meat Business. “The United States is currently in violation of our WTO obligations and we favor the repeal of the mandatory COOL for beef, pork and chicken. We look forward to working with Congress to fix COOL once and for all, so that the United States comes into compliance with our trade obligations and we restore our strong relationship with our most important trading partners.”

There is a lot that is right about the economic relationship between Canada and the United States. Ritz clarified exactly that when he said, “We’re the world’s largest bilateral trading partners with some three-quarters of a trillion dollars in goods crossing our borders every year. That includes almost \$44 billion in agriculture and food products. Our continental agricultural industries are more integrated and more interdependent than ever before.”

Interdependent seems to be the key word and as a result of the loggerhead blockade to trade relations that COOL has manifested, it is no wonder that negotiations and diplomacy has waned to stronger language from Ottawa to Washington and the threat of trade tariffs quickly looming into reality.

“So the clock is ticking and the American Administration knows our resolve to implement retaliatory measures has trained everyone’s eye on the ball,” Ritz adds. “There’s a lot at stake. Some 35 U.S. states have Canada as their number-one export market. That includes over \$2 billion in U.S. beef and pork sales to Canada. They know that Canada stands ready to impose

retaliatory tariffs on a long list of U.S. goods from beef and pork to orange juice and wine.”

Ritz is quick to state that retaliation is not the preferred option to bring COOL into trade compliance. He remains hopeful a fair solution could be arrived at outside the WTO process, a process that is costly and timely; time our interdependent meat industry on either side of the border can no longer waste. The U.S. meat industry has warned that seven processing plants continue to be at risk as a direct result of COOL. Not to mention the economic losses Country of Origin label trade and legal ramifications has cost Canada since it all started. In total once authorized by the WTO, Canada will address the billion plus dollars that COOL has been costing Canadian producers yearly.

“This billion dollar figure is our industry’s estimate before the U.S. Administration announced changes which the WTO has now shown are again offside, furthering the discrimination and segregation of our animals,” Ritz said. “We know that the world is lining up for our quality Canadian beef and pork. We will continue our aggressive trade agenda, building on our trade agreements with Europe and Korea, to open up new markets for our producers and processors beyond North America.

Meanwhile Ritz and the coalition with continue to stand with Canadian farmers and processors and with industry throughout the U.S. and Mexico who agree that COOL must go.

“COOL must be resolved and our preference is to do so before retaliatory tariffs become necessary,” Ritz concluded. “I’ll be back in Washington whenever it’s needed to continue these timely discussions. We will do what it takes to stand up for an integrated North American livestock industry and we will not rest until the job is complete.” ■



Canada Beef Launches *The Roundup*TM App to Help Consumers at the Meat Counter

CANADA BEEF HAS launched a new app called *The Roundup*TM – the definitive guide to buying, cooking and enjoying Canadian beef. There's quite a bit more to the app than the typical food app that provides recipes and shopping lists. For instance, consumers can search for recipes using cuts of beef to ensure they are picking one that suits the meat they have bought or are thinking of buying. The app brings tools like Canada Beef's cuts chart to consumers in a mobile-friendly format.

Why do consumers need help?

Food skills are on the decline globally which poses a threat to keeping red meat on the tables of the consumer, as knowledge about selecting and cooking red meat is tightly linked to consumers' skills in food preparation.

Today, people are increasingly talking about a 'culinary brain drain.' Cooking skills have been stripped out of school curriculums and they're not being taught at home. Young millennial-led families either don't make it a priority to teach food skills or don't have the skills or time to do so - or often a combination of all three. Not limited to the millennial demographic, researchers from a prominent Canadian grocery retailer captured some startling statistics – not only were 70 percent of Canadians under 29 years of age not kitchen-confident, so were more than half of those over the age of 50.

Recent research sourced by Canada Beef demonstrated that a lack of food knowledge limits one's ability to buy and cook with beef. 54 percent of millennial parents admit it is hard to buy cuts in the meat case, 39 percent admit it is hard to understand how to prepare beef cuts and 50 percent stated that they would purchase more beef if they understood more about beef cuts.

According to National Ipsos Reid, 65 percent of consumers do not recognize the difference between Pot Roasting and Oven Roasting.

"At the meat counter, consumers see a Sea of Red – they are in a 'Meat Muddle' that discourages purchase and use," says Joyce Parslow, Director of Consumer Marketing at Canada Beef.

So how is Canada Beef helping consumers?

In 2014, Canada Beef commissioned nomenclature research to benchmark current nomenclature and investigate possible enhancements to help consumers better understand which beef cuts to buy and how to prepare them. Findings indicated consumers consider more than 20 attributes when buying beef like freshness, format, cost and appearance.

One attribute on the mind of today's consumer is nutrition. There is a health and wellness element to helping people buy beef.

"Increasing consumers' confidence around buying and cooking fresh, wholesome foods like beef, encourages more cooking at home and from-scratch meals," says Karine Barlow, RD, Director of Health and Nutrition at Canada Beef. "When people cook more at home, we know they eat in a more healthful way. Knowing what beef to buy and how to cook

it encourages purchase of all foods in the fresh category."

The *Roundup*TM app is educating consumers so when they buy beef they're successful. The app can support efforts to communicate to consumers the right piece of meat for the right event which will translate to higher satisfaction with beef purchases.

Test-drive the app

The *Roundup*TM app is available for Apple and Android platform devices. Download it at the App Store or Google Play.

The *Roundup*TM app can be part of a key consumer or staff education program at the meat counter built in collaboration with the support of Canada Beef marketing. [M](#)

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Canadian Bison – Rediscovered

By Terry Kremeniuk, Executive Director, Canadian Bison Association

ALTHOUGH BISON ROAMED the plains of North America for centuries, the commercial bison industry in Canada is scarcely twenty-five years old. Bison, indigenous to North America, once served as an essential staple for aboriginal peoples and settlers. Near the brink of extinction in the late 1800s, the vision of ranchers, conservationists and government officials, combined with bison being so well-suited to the North American climate, has culminated in a conservation success story.

The Canadian bison industry, although small by some standards, has experienced significant growth over the past two decades. The first bison census in 1996 reported 45,000 bison on 745 farms. Although the bison population is down from the highs in 2007, there are presently about 150,000 bison on an estimated 800 farms.

Over 95% of the bison produced in Canada are raised in the four western provinces. Alberta producers raise almost 50% of the Canadian production with almost 30% being produced in Saskatchewan. A majority of the Canadian bison harvesting for the domestic and export markets takes place in Alberta with processing occurring in both Alberta and Quebec.

Because bison evolved in North America over centuries, they are well adapted to the Canadian climate and topography. They are hardy, raised without shelters, utilize forages efficiently, and require minimal handling. Canadian Bison are raised without the use of growth stimulants, sub-therapeutic antibiotics, or animal byproducts. And because Canadian herds are remarkably healthy and disease free, they seldom require treatment. They spend the majority of their life grazing on forage – some producers finish their bison on grass while others finish on grains.


Over the past two years about 15,000 bison have been harvested in Canada, with a comparable number being exported to the United States for harvesting. In addition to the domestic and U.S. market, the European market is very important to Canadian producers whether they are exporting from Canada or through the U.S. The Comprehensive Economic Trade Agreement between Canada and the European Union, when

signed will remove the present 20% on bison products which should create benefits to the bison value chain from European consumers to Canadian producers.

The growth in the industry is driven by consumer demand. Bison offers a gourmet meat experience – it tastes great with the added benefit of being good for you too. It is extremely low in fat – at less than 2 grams of fat per 100 gram serving; bison has less fat than beef. Bison meat is also a nutrient-dense food because of the proportion of protein, fat, mineral, and fatty acids to its caloric value. A single serving of bison provides much of the daily protein, iron, and zinc requirements, plus most of the antioxidant selenium the body needs each day. Bison meat is a rich source of complete protein; each serving contains about 22 grams and all the essential amino acids in appropriate amounts.

Canadian bison offers consumers a cut of meat for every palate and array of unforgettable dining experiences. It promises to bring a new level of excitement, taste, and nutrition to the table. It is no wonder an increasing number of restaurateurs, grocers, chefs, and consumers worldwide - France, Germany, Italy, Switzerland, United States and Canada – are discovering the delectable meat North America's earliest inhabitants dined on and updating it to 21st century tastes. Whether it is bison ribs, barbecued bison burgers, bison steak, or bison tenderloin, this North American delicacy is extremely versatile – whether it is that weekday meal or that planned weekend meal, bison can fit right in.

Bison is a safe, healthy, and natural choice for the protein component in menu planning. This melt-in-your-mouth red meat is packed with flavour and nutrition takes the palate to the highest level of taste – making it a culinary experience you won't soon forget.

The Canadian Bison Association is committed to elevating the profile of Canadian bison amongst global and domestic consumers. Strong demand will drive profits to a level which will attract people and capital to the industry to grow the bison herd. 

For more information, visit www.canadianbison.ca or call 306-522-4766.



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