

Livestock Marketers of Saskatchewan 2012 Annual Report



Livestock Marketers
of Saskatchewan





**Saskatchewan
Ministry of
Agriculture**

On behalf of the Government of Saskatchewan, I am pleased to welcome everyone to the annual general meeting of the Livestock Marketers of Saskatchewan (LMS).

Livestock marketers are an important link in the production chain and provide a valuable service to our producers. Your association has contributed to the policy and direction of the provincial government over the years and plays an important role in producer education. I want to thank the LMS for delivering the educational seminars "Traceability and Herd Health Series" in 14 locations during this past year.

Saskatchewan is home to a vibrant and strong livestock industry. We have the second-largest beef herd in Canada and rank among the top 10 jurisdictions in North America. The number of bred heifers in the province has increased, which suggests a positive growth trend. Our forage and water resources provide a solid

foundation for the future production of cattle. Our producers are committed to animal care and environmental stewardship and provide safe, reliable products to a growing marketplace.

Our government continues to support the livestock industry in Saskatchewan. Over the past five years, our government has announced \$22.2 million to fund livestock and forage research and development.

I wish all of you a successful annual general meeting. I am confident it will be both informative and productive. I look forward to working with your association in the upcoming year as we continue to build a prosperous and growing Saskatchewan.

Lyle Stewart
Minister of Agriculture

Message from the President *Submitted by Rhett Parks*

Reflecting on the achievements by LMS in the past year brings home the association's value as a collective force within the Saskatchewan cattle industry.

Simply put, by working together, we achieved more than we could as individuals. Strengthening the industry remained our common goal.

The ideas and insights from members were critically important in helping your Board of Directors identify priorities for LMS business and educational activities in 2012. With member input, the year proved to be one of progress; notwithstanding the challenges we faced as owners and operators of livestock auction markets, assembly yards and order buyer/dealer stations throughout Saskatchewan.

The Board focused on new approaches for enhancing safe and humane handling of animals, and was successful in securing funds from the Canadian Agricultural Adaptation Program, the Manitoba Livestock Marketing Association and the Saskatchewan Beef Industry Development Fund. We used the funds for an innovative training resource to educate new employees in safe handling basics and refresh and remind experienced workers about the importance of maintaining standards.

The resulting manual and DVD demonstrate in a very real way that training is crucial to the health and safety of LMS employees, the animals we handle, as well as the other partners with whom we connect regularly in the course of daily business. This was an important strategic decision by your Board to ensure all employees have access to the most up-to-date knowledge to minimize human risk while ensuring responsible animal care. Moreover, the manual and DVD complement other training resources within our industry.

In this, my last report as President, I take the opportunity to express appreciation to my fellow Directors who volunteered their time and knowledge, as well as covering their own expenses, to support our association. Similarly, the commitment and input from members has been motivating and encouraging. It has been a pleasure to serve as your President for the past two years.



A glimpse at 2012

January

- Commenced planning for the 'Traceability and Herd Health Series' throughout the province, with funding from the Saskatchewan Ministry of Agriculture - Saskatchewan Voluntary Traceback Initiative.
- Began planning a DVD to accompany the manual in the 'Livestock Handling Practices for Marketing Centre Staff' resource package, following approval from the Saskatchewan Beef

Industry Development Fund, administered by the Saskatchewan Cattlemen's Association.

- Convened a successful Annual General Meeting, as well as two Board meetings.
- Participated in the Saskatchewan Beef Industry Conference.
- Compiled content for the pocket-sized marketing directory.

February

- Secured speakers and sponsors for the 'Traceability and Herd

Health Series' for producers and auction market employees.

- Conducted research for the 'Livestock Handling Practices for Marketing Centre Staff' manual and collaborated with the Board for scripting the DVD.

March

- Launched the 'Traceability and Herd Health Series' for producers and auction market employees at LMS member facilities.
- Continued research and development related to 'Livestock Handling Practices for Marketing Centre Staff' manual.

Message from the Executive Director

Each year, through our varied activities and the participation of our members, LMS plays an increasingly important role in ensuring the sustainability of the cattle industry.

Understanding traceability and its implications was addressed in 2012 through a new initiative for the association and the wider industry. With member support, LMS increased awareness and understanding of traceability among more than 500 cattle producers and auction market employees at 14 locations throughout Saskatchewan with our 'Traceability and Herd Health Producer Series.' This was made possible with funding from Saskatchewan Ministry of Agriculture - Saskatchewan Voluntary Traceback Initiative.

Each seminar featured timely presentations from the Canadian Cattle Identification Agency (CCIA) on the many responsibilities associated with traceability, from Canadian Food Inspection Agency (CFIA) on its role in the marketing of cattle, and from Merck Animal Health on herd health and the proper use of pharmaceuticals. The seminars were an excellent learning opportunity for participants, and demonstrated that the auction market is an ideal venue for information exchange, given the direct link we have to producers and everyone involved in the movement of cattle.

Ongoing communication between employees of LMS members and cattle producers resulted in another useful project - the production of a Marketing Directory. This handy, pocket-sized publication contains helpful information, including contact names and phone numbers of businesses, industry organizations and agencies, related to the cattle industry.

Educational efforts in 2012 stretched beyond traceability, herd health and the Marketing Directory. LMS produced a complete training resource

consisting of a detailed manual and step-by-step DVD on the safe and humane handling of livestock. Funded by the Canadian Agricultural Adaptation Program, the Manitoba Livestock Marketing Association and the Saskatchewan Beef Industry Development Fund, this LMS training resource advances the safe and humane handling of livestock.

Your association is represented on several boards and committees. These include a provincial review of industry-led delivery options for livestock brand inspection services, the Board of Directors of the Livestock Markets Association of Canada and the Saskatchewan CCIA-PSR Steering Committee, among others.

LMS is the voice of auction markets, order buyers, and assembly yards that move in excess of 90 percent of the cattle marketed in the province – a source of pride and responsibility.

*Submitted by
Adele Buettner*

- Distributed marketing directory to producers and other Saskatchewan cattle industry stakeholders.

November

- Continued planning details for 2013 Annual General Meeting.
- Represented at Canadian Western Agribition.
- Met with Grant Zalinko from the Ministry of Agriculture during the Canadian Western Agribition to discuss the Cattle Price Insurance Plan.

December

- Finalized Annual Report.
- Coordinated an 'external' review of the LMS financials.

April

- Completed 14 'Traceability and Herd Health Series,' which attracted producers and auction market employees.
- Consulted with the Saskatchewan Ministry of Agriculture, Canadian Cattle Identification Agency, and Canadian Food Inspection Agency on the successful outcome of the series.

May

- Convened a Board meeting.
- Reviewed the 'Livestock Handling Practices for Marketing Centre Staff' manual, with additional input from the Board.
- Consulted Board Directors on the script regarding the 'walking through an auction market'

concept for the 'Livestock Handling Practices for Marketing Centre Staff' DVD.

- Sent a congratulatory letter to the Honourable Lyle Stewart upon his appointment as Saskatchewan Minister of Agriculture, providing information about LMS.

June

- Attended the Livestock Markets Association of Canada Annual Convention and Auctioneer Championship in Stavely, Alberta.
- Revised script for 'Livestock Handling Practices for Marketing Centre Staff' DVD, and booked the production crew to produce the DVD at Saskatoon Livestock Sales.
- Began design of the 'Livestock Handling Practices for Marketing Centre Staff' manual.

July

- Convened a Board meeting.
- Finalized script for 'Livestock Handling Practices for Marketing Centre Staff' DVD in consultation with Board Directors.
- Board Director Stewart Stone appointed to represent LMS on the Saskatchewan Ministry of Agriculture advisory committee to examine industry-led delivery options for livestock brand inspection services.

August

- Filmed 'Livestock Handling Practices for Marketing Centre Staff' DVD narrated by President Rhett Parks and Director Mike Fleury.
- Prepared final report on the 'Traceability and Herd Health Series' hosted by LMS members for producers and auction market employees.

- Completed layout and design of the pocket-sized marketing directory.

September

- Submitted the final report on the 'Traceability and Herd Health Series' to the Saskatchewan Ministry of Agriculture - Saskatchewan Voluntary Traceback Initiative.
- Edited the 'Livestock Handling Practices for Marketing Centre Staff' DVD, revised the manual and approached potential sponsors.
- Approved printing of the marketing directory.
- Began planning for Annual General Meeting and Annual Report.

October

- Confirmed date of 2013 Annual General Meeting and began agenda preparation in consultation with the Board.



Livestock Markets Association of Canada (LMAC) Report

LMAC representatives continue to actively represent the industry at many national tables.



■ 1. National Cattle Traceability

The national cattle traceability initiative continues to move forward into 2013, specifically:

Premises ID

Each province is responsible to manage and generate premises identification (PID) numbers for livestock operators and agri-businesses that co-mingle animals. The data is then uploaded onto the Canadian Livestock Tracking System (CLTS) database to be used for the containment/eradication of animal diseases.

Livestock operators and agri-businesses with co-mingled animals in British Columbia, Yukon, Manitoba, Ontario, Quebec, Nova Scotia, Newfoundland and Labrador, New Brunswick and Prince Edward Island need to acquire a provincial/territorial PID from their provincial premises registrar in order to register their premises in the CLTS database.

In Alberta, it is mandatory to register. The province assigns a PID and maintains a provincial database.

In Saskatchewan, it is currently voluntary. For CLTS users in Saskatchewan, the premises registration process will remain the same as the CLTS database which will continue to generate PIDs for users in these regions until such time as they are required to provide a Saskatchewan PID by the province.

In the near future, the Federal government under the Safe Food for Canadians Act will have the power to require all producers of food products to have a recognized premises ID before they can move their products from their farm to another premise.

National Movement Document

Progress on the development of a national movement document continues. The National Movement document will fall under the provincial jurisdiction. This document could be different from province to province but will include a standard information data set. It will be the responsibility of the market to make sure the document is complete and accompanies the cattle on delivery. This document could be either paper or electronic. The market will be responsible to forward the information on the document to the CLTS at CCIA. The buyers of the cattle at the market would be responsible to make sure that an approved movement document is completed and sent with the cattle to their next destination. Currently this will be required on a move in basis. It will be for GROUP movement and will not require individual tag reading of cattle arriving or leaving the auction markets. LMAC was very instrumental in eliminating the need to scan individual animals at the auctions and buying stations. Feedlots will be required to scan the tags and report the numbers on arrival. Mandatory movement reporting for auction marts is currently set for 2015 with a voluntary phase-in period starting in 2013. LMAC is negotiating funding for auctions to purchase equipment and train employees to do the reporting.

The following was taken from the Cattle Implementation Plan:

Group Movement Reporting

- Receipt of livestock at and departure from an auction mart, assembly yard, electronic sale or buying station would be reported, excluding the individual CCIA number, by means of a mandatory document such as the Canadian cattle movement document (or a required provincial document) that captures the necessary data.
- Auction marts, assembly yards, buying stations and electronic sales would be required to report the group movement information acquired from the Canadian cattle movement document (or a required provincial document) to CLTS. (Required information to be determined by CIP.) The reportable information would include a premises identification number (PID) from the premises where the livestock originated.
- Auction marts, assembly yards, buying stations, and electronic sales would be required to provide their PID to all purchasers of livestock at their venue. It would be the responsibility of the purchaser of the livestock at an auction mart to fill out the Canadian cattle movement document (or a required provincial document), and report the information to the CLTS.
- Auction marts, assembly yards, buying stations and electronic sales would not be required to scan livestock on arrival or departure, however they would retain the option to provide this service.
- Auction marts, buying stations, assembly yards and electronic sales would be eligible for funding for software and hardware equipment or upgrades required to report movement information from the Canadian cattle movement document (or a required provincial document) to the CLTS. There would also be funding for employee training and ongoing costs required to provide this information.

Tagging/Tag Distribution

After much discussion with industry, the CFIA has decided NOT to eliminate tagging stations at auction marts and buying stations. Under the current regulations no law has been broken, if a producer delivers the livestock to a tagging station without a CCIA approved tag. After ownership has changed i.e.: in the sale ring, then an infraction has occurred. Thus the market is fined for selling an untagged animal. LMAC has been very active in having the responsibility of no tagged cattle put back on the owner of the cattle rather than the auction mart. Both government and industry have agreed that there is a need to allow markets and buying stations the option to tag cattle for producers who cannot tag at home or have lost tags. The recommendations from both LMAC and CCIA with support from CCA, is that auction marts, buying stations and truckers not be fined for accepting or hauling untagged animals. Currently Government is looking at changing regulations so that delivery of cattle without tags would be a reportable offence but not be eligible for a fine (AMP), however amending the Agriculture and Agri-Food Administrative Monetary Penalties Regulations would need to follow due process and therefore could be lengthy.

Tag Distribution

CCIA is looking at a different tag distribution system. Eventually this could eliminate a number of retail outlet from selling CCIA tags. Tags

will be offered for sale at a select number of retailers as well directly from CCIA's website and call center. LMAC is working with CCIA to allow auction marts and buying stations to have a supply of tags that they can use on livestock arriving without tags. CCIA realizes the importance of this request and has been very cooperative in finding a solution. In order for the auctions to have the opportunity to re-sell tags, they must adhere to the activation and reporting regulations. Failure to do so could result in jeopardizing the auctions' tag retail status.

Unruly Animals

LMAC through their work on the CCIA Enforcement and Compliance Committee has persuaded CFIA to recognize the problem of "unruly animals." These would be untagged cattle that pose a threat to the safety of employees and the animal. CFIA has agreed in principle to exempt these animals providing they are accompanied with the proper documents and a CCIA approved tag to the packer. This exemption will apply only to cattle going directly from the auction mart or buying station to slaughter. CFIA has asked industry to supply a template form that could be used to accompany the animal. Industry has suggested that if the owner and the market operator both sign the declaration, the animal in question would be declared "unruly." CFIA was concerned that some producers may try and use this as a loop hole, so that they would not have to tag. Industry assured CFIA that discretion would be used.

CCIA - Enforcement and Compliance Committee

In his August 22, 2012 report, President Jim Abel reported that CFIA's new Manual of Operating Procedures indicated they would be more diligent in their appearances at auction marts. Therefore, markets will need to be more vigilant in identifying and re-tagging untagged cattle.

CFIA has a new person responsible for compliance (Mr. Reza Hejazi) who encouraged open dialogue between themselves and industry. He suggested problems/concerns be brought to the local inspectors, or if resolution is not achieved, then directly to his office.

The CFIA has a new section on their website. The section is for complaints, appeals or comments regarding their field staff and inspectors. If a market, buyer or producer feels there is a problem with an inspector or fine, they can use this avenue to express their concerns or comments without fear of retribution from the local inspectors or CFIA staff. CFIA is encouraging the market operators to use this service for both negative and positive feedback to CFIA.

LMAC representatives continued to emphasize that market neutrality and consistent application of compliance principles across the industry will be important.

CFIA Auction Market Risk Assessment

At the Saskatoon Summit, the Canadian Cattlemen's Association suggested a third party "risk assessment" be done at co-mingling sites. This was directed to auction marts and buying stations, but could also include packers, community pastures, fairs, exhibitions, feedlots and even trucks. Their reasoning was to prove once and for all that markets and buying stations are not the "cesspool" of diseases that some government officials think they are. The assessment committee is chaired by Larry Delver of CCA, with LMAC representation on the committee which is called the Cattle Logistics Committee. They will be

looking at cattle movement in and out of co-mingling sites. The goal is to identify where the cattle come from, where they go, how they are transported and their interaction with other livestock while moving from one premise to another. With this information, an overlay that pertains to a certain disease could be applied to assess the risk of that disease spreading or the exposure to the animals at the different co-mingling sites.

LATI Funding

LATI Funding is in its final stages. Marketers should apply now, if they want to take advantage of upgrades that pertain to traceability. It sounds like LATI will not be renewed in the future. Monies from Growing Forward Two have not been designated for that this time.

■ 2. BIXS

BIXS Cattle-Classifieds is an advertising platform for BIXS-registered producers to advertise their BIXS animals they'll be marketing. While it does enable users to indicate private sale, as this is a marketing option for producers, it specifically focuses on allowing users to stipulate, in detail, what auction market they intend to sell their animals through, where that market is located, when they intend to sell, and some information about the animals. In essence, it's an electronic ad format like placing an ad in the local paper or in a magazine.

They see this as a mechanism for the promotion of auction markets and a means to indicate when BIXS cattle would be coming to auction markets.

LMAC met with CCA in January 2012 to discuss concerns about BIXS and market neutrality. At that time we were assured that there was no intent to evolve into a competitive marketing system. Dennis Laycroft also presented on BIXS at the LMAC AGM in June.

■ 3. 2013 LMAC Annual Convention and Auctioneer Contest

Hosted by the Alberta Auction Markets Association and Calgary Stockyards, the LMAC Annual Convention takes place June 6-9 in Calgary/Strathmore, Alberta. The convention hotel is the Blackfoot Inn, Calgary. More details to follow at www.lmacmarkets.ca.

■ 4. CFIA Multi-Year Regulatory Modernization Review

In the fall of 2011, CFIA began a review of its regulatory frameworks for food safety, plant health and animal health. It is continuing, its regulatory modernization review to reduce overlaps, redundancies, weaknesses, inconsistencies, etc. and reduce complexity.

*Submitted by Stewart Stone
LMAC Board Member*



The Farm Animal Council of Saskatchewan (FACS) appreciates the Livestock Marketers of Saskatchewan (LMS), as a founder and ongoing supporter of our collaborative efforts to strengthen the livestock industry. With such valued partners, our multi-commodity approach to advancing responsible animal care remains strong.

In 2012, FACS once again educated producers, others involved in agriculture, and consumers. Highlights of our productive year follow.

May's **Stock Person's School** presented bull management and herd health experts from the Western College of Veterinary Medicine (WCVN), the College of Agriculture and Bioresources (U of S), and Agriculture and Agri-Food Canada. By combining satellite technology and collaboration with WCVN, FACS enabled participants from Manitoba and registrants from Saskatchewan to gain up-to-date information on topics ranging from breeding to nutrition, vaccines and injury.

When FACS and WCVN invited industry representatives to discuss the nutritional challenges of overwintering cattle, education was identified as the key. This discussion resulted in the wide distribution of the informative article **Feed Testing: Know What You've Got** produced by the Saskatchewan Forage Council and the Saskatchewan Ministry of Agriculture.

Participants at December's annual **Fence Lines to Corporate Board Rooms Conference** explored varied perspectives regarding changes in the food chain from production through retail, and ways for our industry to respond. The need for clear communication figured prominently at the conference and was also the focus of October's **Media Training Workshop**.

In addition to informing those involved in the livestock industry regarding growing interest in food production, FACS reached out to consumers. **We Care billboards**, featuring producers dedicated to operating healthy, productive farms and ranches 365 days a year, reached thousands travelling Saskatchewan roads from May through November. Younger consumers learned from Faith, the Animal Care Specialist, and her friends during the 'Where Did That Come From?' **provincial puppet show tour**, and engaged in educational activities at **Prairieland Park's Ag-Experience** in Saskatoon and the **Canadian Western Agribition Agri-Ed Showcase** in Regina.

During 2012, FACS also focused on informing those connected to transportation of livestock. We updated information on **Humane Euthanasia of Animals by Firearm** to educate first responders and RCMP officers. Knowing that **dealing with livestock in motor vehicle accidents** requires special insight, FACS is pleased to participate in a committee convened by the Saskatchewan Ministry of Agriculture to organize a workshop for first responders. **FACS Canadian Livestock Transport (CLT) Certification Program** trainer Ken McDonald has educated producers, truckers and veterinarians and other service providers. This now national program is expected to be available online, later this year.



Coming in 2013

- Emergency livestock response training – March, Regina
- 'We Care' billboard campaign – spring through fall, throughout Saskatchewan
- Prairieland Park's AgExperience – October, Saskatoon
- Media Training Workshop – October, Saskatoon
- Canadian Western Agribition's AgriEd Showcase – November, Regina
- Annual General Meeting and 'Fence Lines to Corporate Board Rooms Conference' – December 4 and 5, Saskatoon
- Canadian Livestock Transport (CLT) Certification Program – book by calling Ken McDonald 306.695.2157.

For more information about the Farm Animal Council of Saskatchewan (FACS), please visit our website www.facs.sk.ca, like our Facebook page, follow us on Twitter (@SKFarmAnimal) or call 306.249.3227.

Aim & Purpose

- To promote, foster and advance the auction method of competitive marketing in the livestock industry.
- To otherwise promote, foster and advance open and fair competition in the marketing of livestock.
- To secure uniformity in customs and grade practices in the marketing of livestock.
- To safeguard and improve the operations of persons engaged in the marketing of livestock in the best interests of producers, buyers and sellers of livestock.
- To prepare and distribute educational, statistical and economical information pertaining to the livestock industry and livestock marketing.
- To formulate and recommend plans and measures to protect and promote the welfare of the livestock industry.
- To advocate the enactment of appropriate laws, whether statute or regulation, affecting the marketing of livestock and the livestock industry, and to make representation therefore to any federal, provincial, municipal or other regulatory authority.
- To aid in improving measures to assure financial protection for producers, brokers, dealers, buyers and sellers of livestock.
- To develop safe handling practices that ensure both animals and market staff are treated under the best possible safety standards.



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