

Quebec Farmers' Advocate

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CASE IH AGGREGATE

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Will supply management be defended?



The Trans-Pacific Partnership—a far-reaching free trade deal—is close to being signed and ratified. But many feel that Canada will not be able to take part in the deal unless it abandons supply management.

“If your knees aren’t green by the end of the day, you ought to seriously re-examine your life.”

— Bill Watterson

QFA's Farm Food Forums

We've launched a new “Pasture Manager of the Year” prize!

See page 3 for details...

Andrew McClelland
Advocate Staff Reporter

Producers who work in supply-managed sectors of Canada's farm industry are getting nervous again. As the much-debated Trans-Pacific Partnership (TPP) seems closer and closer to being signed, many are saying that Canada will be forced to give up supply management altogether as the price for signing.

“The central relationship in the TPP is really between the United States and Japan. Everybody else is along for the ride,” says Brian Lee Crowley, managing director of the Macdonald-Laurier Institute, a public policy think tank based in Ottawa.

“The Japanese and the Americans are signalling that they're pretty close to a deal.”

New Zealand, Australia and the United States want Canada and other countries in the proposed trade agreement to put an end to supply management. In all, 12 countries are involved in the Asia-Pacific trade negotiations.

“Canada is very anxious not to be left out of this agreement and this is a price that a lot of people at the table are going to be asking Canada to pay,” Crowley told the *Western Producer*.

The TPP would break down tariffs on imported products for every country involved in the deal. The talks are based on breaking down trade protections within nations in favour of global markets, and many have speculated that Canada would have to sacrifice supply management to do more business on an international scale. The Conservative government has long wanted to join the

negotiations, which have been on-going since 2005, but supply management has been an obstacle.

Many industry analysts have said that supply management will be severely hampered—if not outright junked—in the event of Canada joining the TPP. That would mean massive changes for Canada's dairy, poultry and egg producers.

Conservative protection?

At times, the Conservative government has been guarded in their support for supply management. At other times, they've said it has their unwavering support.

“I can tell you this government is unequivocal in our support for supply management,” said federal Minister of

CONTINUED ON PAGE 2



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Agriculture and Agri-Food Canada Gerry Ritz in 2013. However, Ritz recently told the House of Commons that his party wants to keep supply management "as workable as we absolutely can."

Prime Minister Stephen Harper has said that joining the Trans-Pacific Partnership is part and parcel of the Conservatives' desire to open overseas markets to Canadian companies.

"This is a further example of our determination to diversify our exports and to create jobs, growth and long-term prosperity for Canadian families," said Harper.

"As in any negotiation, nothing is agreed to until everything is agreed to by all parties."

Beef on-board

Canada's negotiators at the TPP may be more inclined to sacrifice supply management when they see how excited non-supply managed producers are at the agreement.

"Our feeling is that if we can get the deal that we think is achievable here with TPP, we could be doing \$250 to \$300 million a year into Japan," says John Masswohl, director of government and international relations for the Canadian Cattlemen's Association (CCA).

The CCA feels that if Canada does not join the TPP, other countries will gain access to overseas markets and should order Canadian beef out of the way.

"If Canada isn't part of the deal, then look at who else is in there—Australia and the United States," said Masswohl. "If they're going to get duty free access into Japan and we don't, we can forget about being able to export Canadian beef to Japan."

About the TPP

The Trans-Pacific Partnership is a proposed free trade agreement between 12 countries on the Pacific Ocean: Canada, the U.S., Australia, Japan, Malaysia, Mexico, Vietnam, Singapore, Peru, New Zealand, Chile and Brunei.

The countries involved in the TPP make up 40 per cent of the world's economic production. The agreement would affect dozens of industries and dozens of everyday products and services, from clothing to medicine to food to cars to books to the internet to banking.

Although it is likely that the TPP contains the same kind of proposals as any free trade deal, no one knows exactly what's in the TPP as all negotiations have been conducted in secret.



Mission

To defend the rights, provide information and advocate for the English-speaking agricultural community in Quebec.

Vision

The QFA's actions contribute to a sustainable future for both agriculture and the environment while providing a decent quality of life and financial return for the individuals and their families who have made agriculture and food production their chosen professions.

Shared Values

Members of the QFA believe in:

Maintaining family-owned and operated farms / Food sovereignty and self-determination by individuals and nations / Intergenerational involvement / Lifelong learning / Protection of the physical environment / Preserving land for agricultural production / Minimum government interference / Working alone and in partnership with others

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Quebec Farmers' Association

555 boul. Roland Therrien, office 255
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Editor-in-Chief Ivan Hale / ihale@upa.qc.ca **Managing Editor** Andrew McClelland / qfa_advocate@upa.qc.ca **Production Manager** La Terre de chez nous **Sales and Distribution Coordinator** Pierre Leroux / pleroux@laterre.ca / 450 679-8483 ext. 7290 **Sales Representatives** Daniel Lamoureux (National Sales Representative) / Christian Guinard / Sylvain Joubert / Marc Mancini **Contributors** Leilak Anderson / Julie Baillargeon / Caroline Barré / Pierre-Yvon Bégin / Émélie Bernier / Jean Brisson / Jean-Charles Gagné / Martine Giguère / Marcel Groleau / Cynthia Gunn / Josianne Haspeck / Danny Joncas / Yvon Laprade / Ronald Martel / Johanne Martin / Hubert McClelland / Paul Meldrum / Myles Mellor / Terry Mosher / Jean-Sébastien Roy / René Roy / Marc-Alain Soucy.

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Send cheques to: The Quebec Farmers' Association / 555 Roland-Therrien, office 255, Longueuil, QC J4H 4E7 / Phone: 450 679-0540, ext. 8536 / Fax: 450 463-5291
 E-mail: qfa_advocate@upa.qc.ca / www.quebecfarmers.org



QFA Pasture Prize



The Quebec Farmers' Association is proud to announce the launch of "The Roland and Shirley Maxwell, Pasture Manager of the Year Prize", awarded to farmers displaying exceptional pasture management.

The inspiration for creating the prize was sparked during the 2014 QFA annual general meeting, to make use of monies donated by long-time QFA members and pasture management advocates, Roland and Shirley Maxwell. Sadly, Roland past away in 2012—this prize is respectfully dedicated in his memory.

Each year, the QFA will award prizes amounting to \$2,000 to participants. Quebec 4-H Clubs are invited to submit a video, no more than six minutes long, showcasing a farmer local to their area displaying exceptional pasture management practices.

Quebec 4-H winning club entries will win:

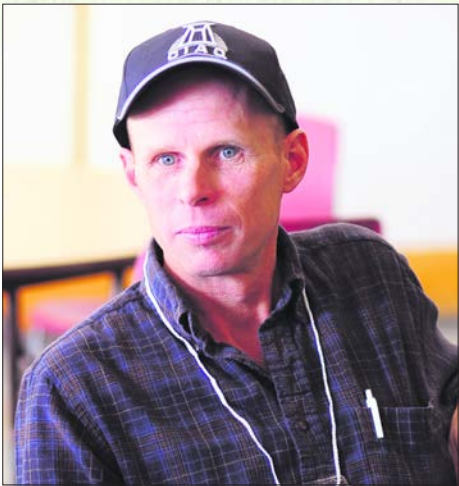
- 1st Prize video - \$300 – to be shown at the annual QFA Information Day at Macdonald Campus
 - 2nd Prize video - \$200
 - 3rd Prize video - \$150
 - Every other club entry submitted will win \$100. Only one entry is permitted per club.
- The winning farmer will receive \$1,000 plus a seed donation from seed company DLF Pickseed.

The top three entries and winning farmer will be featured in the *Quebec Farmers' Advocate*. The top two video entries will be uploaded onto the QFA website.

Entries will be judged on intensive pasture management Best Practice, and quality and interest of videos created.



Hubert McClelland, agronome



Walter Last, grassfed dairy producer.

The deadline for submissions is September 15. Winners will be announced on October 16 with a feature appearing in the October issue of the *Advocate*.

Judges include: QFA President John McCart; QFA Vice-president Gib Drury; Hubert McClelland, agronome, Pasture Guru; and Walter Last, grassfed dairy producer.

The guidelines for entries appear in the text box below.

For further information please send enquiries to the general administration email address: qfa@upa.qc.ca

GUIDELINES

1. Videos to feature a producer who practices intensive pasture management for 120 to 180 days per year.
2. "Intensive pasture management" means that "the producer(s) have a definitive rotation on the pasture under management where the grazing period is one to no more than five days in length with a definitive rest or restoration period of 15 to 50 days, depending on the season, for each parcel grazed."
3. Adequate livestock watering systems that meet environmental regulations in regard to restrictions from watercourses will be present.
4. Supplemental feeding is permitted to extend the grazing season as a drought contingency, but must not be part of regular practice during the grazing season.
5. Producers utilize additional acres in forages such as annual forage crops, stockpiled forages, mob grazing or high density grazing, no-till methods of improving grazing acres and multiple species grazing.
6. Reference to grazing records will be favoured, with reference to number of acres, number of animal grazing days per acre, as well as the number of head of livestock, both mature adult and young stock in the system.
7. An explanation of the grazing management by the manager is expected.
8. Creative ideas on how to explain the benefits of best management practices for intensive grazing management, environmental protection and soil conservation will also be taken into consideration.

QFA News



Newly-appointed QFA Executive Director Dougall Rattray brings with him 25 years' experience in agriculture/land-based industries.

QFA appoints new Executive Director!



The Quebec Farmers' Association is excited to announce that it has appointed a new executive director, following the resignation of long-time leader Ivan Hale.

Dougall Rattray's smiling face is already a familiar sight to anyone who's attended the association's annual meetings, "Farm Food Forums" or regional Fairs. Hailing from "across the pond" and speaking with wry Scots brogue, he brings with him 25 years' experience in agriculture/land-based industries. And, being QFA Director of Operations for the last five years, he is intimately involved with the daily running and strategic development of the association. Dougall has as his horizon a stewardship of nourishing capacity

and developing the organization further, building on and strengthening the foundation built by his predecessors.

"With its rich history and strong pedigree accumulated over nearly 60 years, the QFA, and by extension the English-speaking farming community of Quebec, has demonstrated its capacity to endure, adapt and evolve, navigating both calm and turbulent, economic and socio-political waters. I intend to steer the ship with a steady hand, open ear and an eye to the weather; perhaps taking a few calculated risks, but with the ultimate objective of creating a stronger, but more reflexive community."

An expanded bio will follow in a forthcoming issue.

Guest Editorial

Responding to Consumer Preferences

Bethanee Jensen

Board Member

Christian Farmers Federation of Ontario

When I was a teenager, I worked as a waitress for a couple of years. One of the first things I was taught was that the customer is always right. Some people were easier to please than others, but each one had to be catered to. It paid off in tips.

Everyone has the right to decide what kind of food they want to eat. That does not just apply to a customer in a restaurant, but also to the people in our communities, people of Ontario, Canada, and the world. In Ontario, we have responded to consumer demands in certain areas, such as catering to peo-

ple who want Halal or Kosher foods. In the same way, if people do not want to eat food produced with certain chemical inputs or genetically modified organisms, that is their right. It is to our advantage, as farmers, to produce what they want to buy.

There is significant diversity in consumer preferences. A 2013 study showed more than 50 per cent of Canadians buy organic products every week. There has been a marked increase in the purchasing of local food. We are seeing different "raised without" products that are attracting consumers...and premiums for those who are willing to adjust their practices.

I recently attended a SoilSmart confer-

ence, where the focus was on changing the way we have been taught to farm: to farm with nature instead of suppressing it, and how to be better stewards of the soil. By looking at soil as a living organism, not just a growing medium, it is possible to create healthy soil, which creates healthy plants, which goes up the food chain to animals and people.

The formula included no-till planting combined with cover crops, putting livestock back on the land and replanting windbreaks. The importance of biodiversity of cover crops, crop plant rotation and livestock was emphasized.

The list of on-farm benefits that were mentioned was extensive, including erosion prevention, input reduction and

increased profitability, just to name a few. Many of those benefits are important to a segment of modern-day consumers as well. Societal benefits that were mentioned were decreased greenhouse gas emissions, elimination of nutrient run-off and improved water quality – things that many consumers deem important.

The knowledge exists to allow farmers who are willing to respond to the challenge to cater to many of our consumers' preferences. If we can cater to the customer, benefit society by improving air and water quality, make our farms more sustainable and resilient and make more money in the process, what do we have to lose?



Agriculture gaining popularity

OUTAOUAIS

Murielle Yockell
Regional Correspondent

Various agricultural and municipal stakeholders have noticed that the MRC de La Vallée-de-la-Gatineau is showing a growing interest in the agri-food industry.

MANIWAKI — Michel Merleau, Warden of the MRC and an agricultural producer, reports that the opinions expressed by his ward on agriculture range from supportive to describing it as a 'hassle'. "To change attitudes, residents and politicians must believe in agriculture. By putting the PDZA [agricultural zone development plan] on the MRC's table, the elected officials believe in it even more now," the warden noted.

From convenience to love

Denis Côté, president of the local UPA syndicate, compares the relationship between farmers and elected officials to a marriage. Both parties entered into a marriage of convenience, as neither could oppose current regulations or certain issues. However, Côté says, this type of union is destined for failure. The municipalities realized that they needed their farmers for public markets as well as for maintaining the landscape. "A marriage of love is when you want to see people living on your land and the schools filled with students. Today, schools and churches are closing; even grocers are faced with closure!" he lamented. However, a wind of change seems to be blowing over the valley, and Côté says communication has greatly improved over the last five or six years.

From apathy to attraction

Formerly a municipal councillor and administrator at the l'Union des producteurs agricoles (UPA), Stanley Christensen now chairs the Fédération des producteurs bovins du Québec and presides over one of the PDZA sub-committees. He believes the MRC is currently experiencing a change in attitude. However, Christensen reports that for years, Vallée-de-la-Gatineau farmers had the perception that municipal officials considered them an obstacle to



Stanley Christensen, Michel Merleau, Claire Lapointe and Denis Côté, during an event held by the MRC de La Vallée-de-la-Gatineau, the local UPA syndicat and the Réseau Agriconseils de l'Outaouais, on March 27.

development, as they were more interested in developing vacation resorts or other business sectors.

"Now, we think that elected officials have accepted the agricultural zone as both a model for agricultural development and an important attraction for vacationers," Christensen added. "It's not one at the expense of the other but rather, complimentary activities. The

goal of these conferences is to bring MRC elected officials and municipal residents closer together. We need to break down barriers between the two worlds, and that is very important for our future."

According to Claire Lapointe, MRC Development Officer, the PDZA development process involves more active participation from the local population. She says it has also resulted in better

training programs and better dissemination of information on the importance of agriculture among the general public. On the other hand, Lapointe states that "even if there was no PDZA, the MRC would have voluntarily taken reconciliatory action. The warden even made it part of his electoral platform. The challenge for the MRC is to awaken and revitalize the entire agrifoods sector."

The media is all abuzz about agriculture

OUTAOUAIS

"Media interest in agrifoods took off in 2007, when the Vallée-de-la-Gatineau Centre local de développement (CLD) implemented an agricultural diversification project for its territory," recalls Claire Lapointe, development officer at the regional MRC.

MANIWAKI — "Since then, we have been in regular contact with journalists from the Le Choix paper and the CHGA FM radio station," exclaimed Claire Lapointe. "Michel Riel, one of three journalists from 'Trio pour exporter' ['Trio to go' radio show on CHGA FM], often calls me at work for agricultural news. We talk about the agricultural development plan for the agricultural zone, agriculture in general and the l'Union des producteurs agricoles [UPA]. The show allows us to meet industry players. We often conduct interviews on the

spot! Community radio is all about being close to the community."

Denis Côté, president of the Vallée-de-la-Gatineau UPA Syndicat, is very happy about the Maniwaki community radio station's interest in the agricultural sector. "The 'Trio pour exporter' journalists have already invited us on their show three times this year. They give us three 12-minute noon segments, and then rebroadcast the show in the evening, which gives us three hours of air time," Côté said enthusiastically. **M.Y.**

The art of raising high-yield meat goats

CHAUDIÈRE-APPALACHES

Louise Thériault
Regional Correspondent

Vincent Nadeau Morissette was inspired by various principles of pork production, including raising animals in groups to ensure management of his new herd of Boer goats.

ARMAGH — The pure-blooded Boer meat goat herd of Ferme Nadeau Morissette numbers over 100 heads, of which 60 are reproductive females and three are billy goats bred with the utmost care.

Vincent Nadeau Morissette has been raising meat goats for eight years. In 2013, he separated from his wife, who co-owned the farm, which forced him to give up all his animals. He rebuilt his herd nine months later by teaming up with Bernard Langevin, his mother's husband. They purchased the female goats from three breeders, whereas two of the three billy goats were purchased in

the United States and another in Ontario. "Before starting over, I came up with a business plan and it helped clarify my past mistakes, such as overly diverse marketing," exclaimed the 29-year-old farmer.

The days of selling multiple processed products to a multitude of customers are over. A businessman by profession, Bernard Langevin handles the marketing. Two restaurateurs and two distributors, one in Quebec and the other in Montreal, are all that are needed to cut the meat from six- or seven-month-old slaughtered goats. To get added value for the sale of a carcass, Ferme Nadeau Morissette further processes its product, so that each cut fetches a better price per kilo. The business now also relies on an employee, Alexandre Leblanc.

However, the goal remains the same for the goat farm: to produce high-yielding, maternal and profitable Boer goats. Vincent aims at raising goats that can produce two heavy kids. Just like the old herd, the new one is winning a number of prestigious prizes. Last summer at Expo provinciale de Montmagny, the Royale and the Orono Fair in Ontario, the new goats received Grand Champion and first place ribbons.

Engineering in goat breeding

"I based the management of the new herd on pork production techniques," explained Vincent, who is well-known



Vincent Nadeau Morissette will soon double his goat herd at the Boer butcher shop.

DENIS MARFOIS

in this field. An agricultural engineer, he heads the environmental and project sectors at Aliments Breton. As part of his position, he designs and manages the renovation of pigsties.

The goat herd is divided into three groups and managed over a nine-month cycle, with four breeding cycles per year. January and October breeding is 90- to 100-per cent successful. When goats are less sexual in April and July, Vincent stresses them in order to stimulate their reproductive systems before the billy goats can enter the pen. "I make them go outdoors for a day or I chase them around on my ATV," he explained. He has an 80 per cent success rate for these two groups.

In the goat pen, 18 individual stalls spanning two rows are reserved for kids. Covered with a good layer of straw, the stalls are fitted with heating lamps and a small door, so that the kids can go out and play in the centre aisle. The siding is plastic, as with pigsties, so stalls can be properly washed and disinfected in order to accommodate the next group of goats and their young.

The two associates of the Ferme Nadeau Morissette will soon double their herd. They have rented a neighbour's stable, which will be transformed to accommodate their goats. And because their formula has proven so successful, it will be used to manage the next herd.

Chefs and farmers on the same plate

ESTRIE

Carmen Houde
Regional Correspondent

Twenty-six agrifoods farmers and processors and 16 top chefs from Estrie met March 24 in Orford as part of a fruitful networking activity.

ORFORD — Tourisme Cantons-de-l'Est and the Conseil de l'industrie bioalimentaire de l'Estrie (CIBLE) organized a meeting between 26 agrifoods farmers and processors and 16 top chefs from Estrie, as part of "Chefs and produc-

ers on the same plate". The purpose was to make chefs aware of products available in the Eastern townships, to increase business opportunities for farmers and to promote their products on restaurant tables. "It is very difficult to get chefs out of their kitchens," said Vickie Villeneuve, Offer Development Coordinator at Tourisme Cantons-de-l'Est and co-organizer of the event. "We give them the opportunity to meet many farmers at the same time and to discover new products."

Roland Menard, Head Chef of Manoir Hovey, appreciates these meetings. "It is important for me to know everything you can possibly find in the region. By establishing direct contact with farmers, we can develop an agreement. Sometimes you have to take risks, but these are good risks. We have ideas, they have ideas, and together we should combine them," he exclaimed.



Nothing is better than seeing and tasting products to imagine them on your plate.

CARMEN HOUDE

For farmers, it is a bargain to promote their products to multiple chefs in the same place at the same time. "Instead of going to restaurateurs, they come to us and we save time," said Claire Mercier of

La Rose des champs in Sainte-Catherine-de-Hatley. "It is important to develop complicity with chefs so that each is aware of good local products. This is a fantastic event and should be repeated."

A processing operation right on track

LANAUDIÈRE

Audrey Desrochers
Regional Correspondent

An icy wind blows on Laliberté Road. Despite the wind and cold, the Rivest family perseveres. These small fruit farmers and pioneering strawberry wine producers keep steering their processing operation in the right direction.

RAWDON — “Jams, jellies, marinades, syrups, fruit pearls... For more than four generations, the Rivests have been innovating to overcome challenges,” explained Christine Rivest, who partially took over the family farm in 2007. In 1995, her parents were the first to market strawberry wine in Quebec. They were also the first farmers from Lanaudière to obtain an artisanal wine permit from the Régie des alcools. “We’ve had our share of obstacles over the years. Strawberry wine opened a door for us during our most difficult moments. It also gave us something to do with our strawberries that weren’t in good enough condition to be sold over the counter,” she elaborated.

“At the time, people thought my parents were a bit crazy,” said Christine Rivest,

“because Quebec wine did not have a good reputation.” However, her parents persevered. Today, the Ferme Guy Rivest offers four kinds of strawberry wines and a porto-type liqueur. “Twenty years later, specializing in processing allows us to overcome bad harvests.”

Diversifying

In 2011, inspired by a trip to Paris, Christine Rivest developed pearls of strawberries, raspberries, blueberries and apples. A pearl is a thin layer of gelatin enveloping a drop of fresh fruit juice, and each pearl is made by hand, one at a time. By creating a high-end product of molecular cuisine, the young farmer was able to develop a new market. She says that if you want to stand out, “you



Christine Rivest works all winter to develop new markets.

always have to diversify and keep up with new trends.”

Since 2013, Rivest has also been participating in a permaculture project in partnership with Créneau ACCORD agroalimentaire et bioproduits végétaux de Lanaudière. Apples, apricots, prunes, pecans, sea buckthorn, juneberries...

24 different varieties have been planted in a forested orchard garden in Saint-Ambroise-de-Kildare.

With the warm season upon us, the Rivest family will reap the fruits of their labour. And processing strawberries and other small fruit will keep them busy and in business!

How do you plan for your staffing needs?

Stéphanie Desrosiers, counsellor
Centre d'emploi agricole (CEA)
Capitale-Nationale-Côte-Nord

Are you always overworked? Do you feel that your employees don't have the necessary skills to accomplish specific tasks? If you answered yes to either of these questions, you should look more closely at your workforce planning.

Efficiently planning your manpower needs is crucial for the smooth operation of any agricultural business. Having the right amount of workers with the desired skills will help you meet your production and development goals. Here are five steps to better plan your staffing needs:

- Take an inventory of tasks based on your production calendar.
- Specify the types of skills you need to accomplish these tasks.
- Analyze your current human resources and the available employable workforce. Evaluate training needs, if necessary.
- Establish the financial resources necessary to pay your staff.
- Specify the working conditions that you can offer your staff.
- This procedure will determine the number of employees you need and

the type of skills required to achieve your goals, according to your real staffing needs.

- The results of this analysis will reveal certain issues, such as the need to train existing staff or lack of workers. Here are several remedies for this situation:
- Use workplace training to implement training programs for unqualified available employees.
- Re-organize the workplace in order to optimize each employee's skills.
- Resort to subcontracting to get certain jobs done at better rates.
- Recruit new employees.
- Offer internships by signing up with a school with an agricultural training program. You will benefit from an additional employee and you will also be eligible for employer subsidy programs.



Efficiently planning your manpower needs is crucial for the smooth operation of any agricultural business.

Finally, contact your counsellor at your local Centre d'emploi agricole (CEA). Your counsellor can help you with your analysis and staffing needs. CEAs also offer staffing and placement services.

They have the proper tools to assist you with your search and can inform you about employment training programs. Give them a call!

Lamb's wool: a high-performing insulant difficult to market

BAS-SAINT-LAURENT

Marc Larouche

Regional Correspondent

RIVIÈRE-DU-LOUP — The insulating properties of lamb's wool for buildings are already known. It is used widely in France, in the construction of new homes as well as in the renovation of older ones. Although lamb's wool is an abundant resource in Quebec, there is one production setback: a lack of facilities for cleaning this raw material for industrial use.

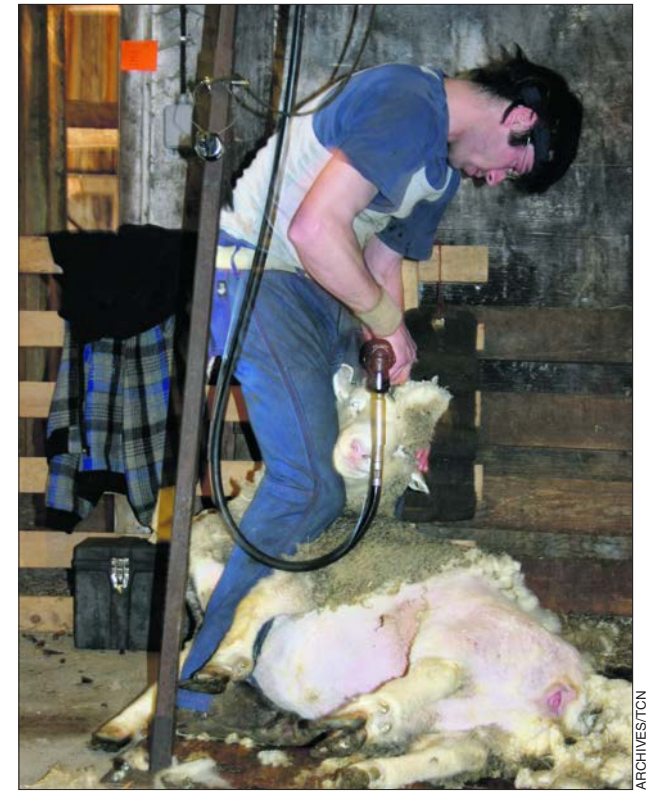
"I hope to market lamb's wool as an insulant and I have even conducted research and testing. Quebec produces several thousand tonnes of lamb's wool per year, but the problem is washing the material. The wool is very dirty and there is no washing facility in Quebec. The wool has to be sent to New Brunswick or even Ontario, and the cost per square foot of product is extremely high," explained Sébastien Bélec, from the company MEM in Rimouski.

According to Pôle Éco-construction Limousin, in

France, sheep's wool is an excellent thermal and acoustic insulant and also controls moisture, which means it can absorb up to 30 per cent of its weight in moisture without getting wet or experiencing any changes in its insulating properties. Sheep's wool also repels insects and rodents, does not sag and is only flammable starting at 560 degrees Celsius.

"According to my information, in Bas-Saint-Laurent, 300 tonnes of sheep's wool harvested per year is not used; instead, it is thrown away. At the same time, its insulating value per square inch is very high. There is no facility here to render it usable for insulation. This is still an issue and I still have not heard from anyone interested in pursuing the development of this industry," added Bélec, who wants to exploit this material but refuses to import it.

"I don't want to work with sheep's wool from New Zealand," he stated. "It comes from afar, is costly, and in any case, the goal is to use a local raw material." Sébastien Bélec thus decided to manufacture an insulant that is much less complicated to produce and market: one made from hemp grown in the fields of Trois-Pistoles.



A Rimouski company is trying to promote Quebec wool, but needs to find a partner to prewash it.

Proper labelling is your product's DNA

GASPÉSIES-LES ÎLES

Audrey Simard, associate

Papilles Développement inc.

Developing a product to be marketed is a process wherein brand design and labelling issues must be resolved first. This step might seem abstract for many

and is often done hastily or incompletely. However, it's an important step that directly affects a customer's purchasing decision and guarantees the commercial success of a product.

Three aspects of a brand

When it comes to your brand image and developing your packaging and

labels, you must first analyze three distinct and interdependent aspects of your product:

- Your business and product (you)
- Your customers and competition (the others)
- The market and trends (the external environment)

Only after analyzing these three aspects will you be able to define the key-messages about your product. These different messages can then be translated on the label by different means such as colour, paper type, a slogan, images, etc.

You

The first aspect is your product's DNA, meaning the product and its creator. The brand must resemble you; reflect your personality and values. If these last two are conservative, then you should probably go with a classic image; the opposite is also true. The brand should also be representative of the type of product you make. For example, an image of the countryside would be more appropriate for a jar of jam than for a bottle of wine.

The others

The brand should speak to your target

clienteles, as the goal is to have a positive effect on them. A product for children should consist of vibrant colours, and its packaging should be practical for mothers. A more expensive product designed for an upscale clientele should be chic. And since the product evolves in a context of competitors, you have to look at which one it will be compared to and be able to make it stand out effectively.

The external environment

Your products evolve in a world of trends, which tells us a great deal about arguments that can be influential. Keeping up with trends can be useful when choosing a slogan, an allegation or a gimmick to add to your image, for example.

Finally, the target market has its own codes that you must learn. Whether marketing your product at a restaurant, a grocery store or at the SAQ, each venue requires different criteria to be considered.

If you want to optimize your marketing strategy, you can do so through a consulting service subsidized by the Agriconseils networks throughout the province. For more information, call 1-866-680-1858 (toll free).



Using milk recording (DHI) to detect pregnancy

It is now possible to use your dhi milk samples to find out if your cows are pregnant as early as 28 days after breeding. so now you have a new tool in your reproductive management toolbox.

Julie Baillargeon
Research Project and Technology
Transfer Coordinator

Jean Durocher
Veterinarian Dairy Herd Health
Coordinator
Valacta

Once in the laboratory at Valacta, your milk samples become a treasure trove of information that can be applied to your herd management. On a daily basis, we work to decode the messages your cows are transmitting in their milk and provide you with an accurate and useful analysis to promote sustainable and prosperous herd management.

Recent research and development

efforts have led to a new method for detecting pregnancy from your DHI milk samples. You will now be able to integrate this conception-confirming tool in your reproductive management strategy.

Didn't we already have that?
Yes and no. It's true there doesn't appear to be anything new to the idea of detecting pregnancy in milk; indeed, Valacta has been offering that service since October 2013. However, the scientific information available at the time only allowed us to use GESTALAB to confirm pregnancies from 60 days or more after breeding.

Since then, we have continued to work to validate the test for earlier pregnancy detection, specifically, from 28 days post-breeding.

Does the test work well?
It certainly does!
To validate the reliability of the test, we worked with veterinarians to conduct a clinical trial on some of Quebec's dairy farms. Our aim was to compare the accuracy of the milk detection test with that of an ultrasound examination. The results of the trial confirmed that between 28 and 45 days after breeding both methods are reliable for detecting the presence of a foetus.

What are the advantages of this test for me?
The answer to that question depends on your situation. For instance, some producers might benefit from an earlier confirmation of successful breeding, between two preventative medicine visits. If your herd is housed in a free-stall barn, the test may allow you to improve your work efficiency by reducing the time spent handling the cows during pregnancy diagnoses.
Discuss the matter with your veterinarian or contact customer service at Valacta to take full advantage of this technology.

ELISA and PAGs
(Or how is pregnancy detected in milk?)

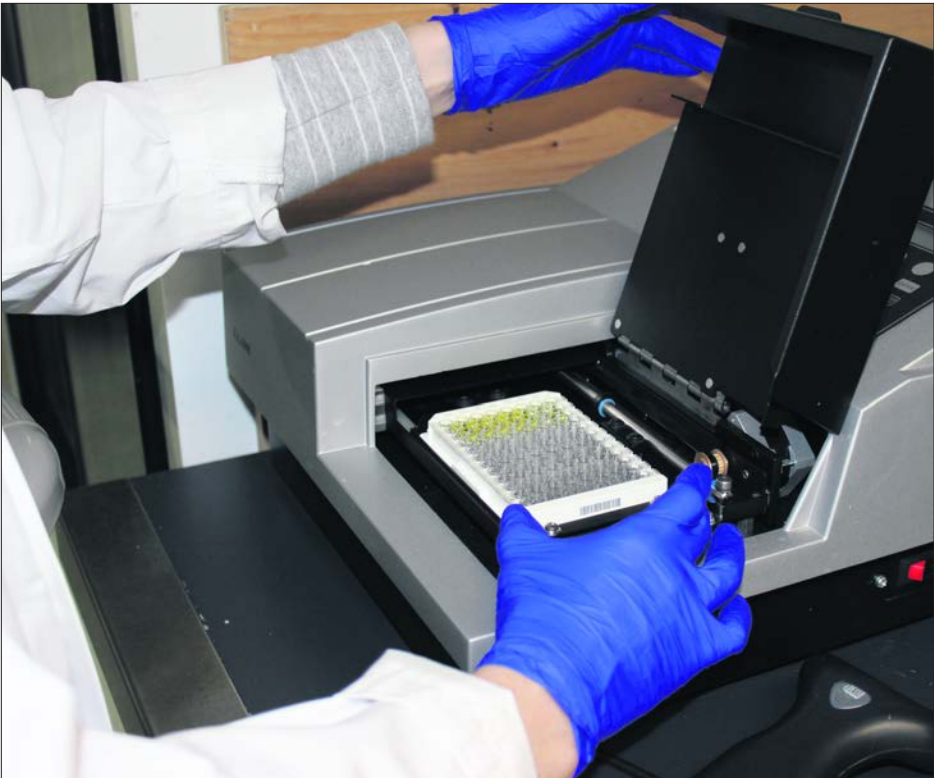
ELISA
To detect pregnancy in milk samples, we use a commercial test kit from IDEXX Laboratories. The ELISA (enzyme-linked immunosorbent assay) technology used for the milk pregnancy test differs from the automated methods we use to measure component, somatic cell and BHB levels in milk.

PAGs
When your milk samples are submitted to IDEXX's ELISA test, the results tell us if the milk contains pregnancy-associated glycoproteins, also known



Milk is taken from the DHI sample and transferred to the well of the plate of the ELISA test kit.

as PAGs. When a cow is pregnant, PAGs are secreted by the placenta to indicate the presence of a foetus. PAGs circulate in the bloodstream and eventually end up in the cow's milk. These are the same PAGs that we have been measuring in blood sample pregnancy tests for the past few years.

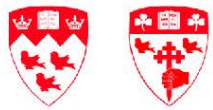


Following an incubation period and the addition of reactants, the samples containing PAGs change colour. An ELISA reader is then used to measure the light absorbance, or colour intensity, of the solutions.



Recent research and development efforts have led to a new method for detecting pregnancy from your DHI milk samples.

Macdonald



Reports



Appointment of new Dean of the Faculty of Agricultural and Environmental Sciences

McGill Media Relations Office

It is with great pleasure that McGill University announces the appointment of Professor Anja Geitmann as the next Dean of the Faculty of Agricultural and Environmental Sciences and Associate Vice-Principal (Macdonald Campus), beginning 1 September 2015.

McGill's Board of Governors approved Prof. Geitmann's appointment on Tuesday, 28 April 2015, on the recommendation of a committee that had conducted an international search for candidates.

Prof. Geitmann is a renowned scholar with an international and interdisciplinary research career that

took her from Germany to Italy, the United States and Sweden before she settled in Quebec.

A cell biologist by training, Prof. Geitmann has been a Professor in the Department of Biological Sciences at Université de Montréal and a scientist at the Institut de recherche en biologie végétale since 2001. There, she has led an interdisciplinary team of cell biologists and mechanical engineers, with a research program focusing on the biomechanical principles governing plant development and reproduction. These interdisciplinary collaborations have led to the use of both experimental and theoretical mechanical approaches to understanding plant cell biology.

Prof. Geitmann obtained her PhD in 1997 from the University of Siena (Italy), following studies at the University of Konstanz (Germany), Oregon State University, and Stockholm University. After completing her degree, she held postdoctoral fellowships at Université Laval and at Wageningen University in the Netherlands.

Prof. Geitmann is President of the Microscopical Society of Canada and Vice-President of the Canadian Society of Plant Biologists. She has published numerous articles in leading scientific journals and serves on the editorial boards of multiple journals, including Plant Physiology.



Entrepreneurship Program opens doors for Mac students

What do a mobile tailor, a waste management system for coffee shops and a greenhouse gas scrubbing system have in common? They are all Macdonald entrepreneurs!

Mac has a strong tradition of entrepreneurship, innovation and leadership and this was very much evident at McGill's premier competition for aspiring entrepreneurs, the Dobson Cup where McGill students, alumni, faculty and staff compete for \$100,000 in prize money.

As a result of the Faculty's investment in the Entrepreneurship and Social Innovation program which launched in the Fall of 2014, fourteen Mac student teams entered this year's Dobson Cup with six teams making it into the finals.

GroundIt's co-founders Audrey Bolduc (Management) and Mitalie Makhani (Natural Resource Sciences) placed fourth in the Small to Medium Size Enterprise track of the Cup for their business which will help coffee shops transform nutrient rich waste into an affordable, high quality compost.

FlueTRU took home the Grit Prize for outstanding dedication towards establishing their business venture. The team comprised of Camillo Perez Lee (Bioresource Engineering), René Roy



L-R: Eduardo Ganem Cuenca, Macdonald Entrepreneurship and Social Innovation Program; Audrey Bolduc and Mitalie Makhani (GroundIt); Yves Roy (representing his team FlueTRU) and Sarah Barker, student intern in the X1 Accelerator program, at the Dobson Cup Awards ceremony.

(Natural Resource Sciences), Catherine Huppé (Bioresource Engineering) and Yves Roy (Bioresource Engineering) created a technology that will benefit the greenhouse industry through a process that will purify biomass heating system exhaust to create an organic source of carbon dioxide that will reduce greenhouse heating cost and increase crop yield.

Our remaining teams, all winners in our eyes, include Fleurmohn—a plant

based cosmetics company, a Little Buds—a personalized baby food and counselling service, Urban Spores - growing oyster mushrooms in coffee waste and TiraVerde who is redefining snack food through the use of avocados and functional foods. You can read more about these groups at www.mcgill.ca/macdonald/programs/entrepreneurship.

Alum Nathon Kong (BSc'07), a Microbiology major, took first place in the

Dobson Cup SME track for his Montreal based, Tailor2Go. Using a solar powered vehicle fitted with a 3D scanner, Tailor2Go will scan clients for perfect fit, customized outerwear, allow them to feel and select fabric from T2G's extensive collection and design clothing online in a matter of minutes.

Ready to harvest the skills to become a successful agribusiness entrepreneur? An 18-credit minor in Agribusiness Entrepreneurship will be launched in September. This new program is multi-disciplinary and integrative, and includes a combination of courses from both the Desautels Faculty of Management and the Faculty of Agricultural and Environmental Sciences. Learn more at www.mcgill.ca/macdonald/programs/entrepreneurship/agribusinessminor.

For the second consecutive year, two Macdonald Food Science teams are headed to IFT competitions this summer—*Falamus Instant Mix* is a finalist in the Developing Solutions for Developing Countries Competition and *TiraVerde* is a finalist in the IFTSA-MARS Product Development Competition. We wish both teams the best of luck!

An exciting summer ahead for 4-H'ers

Norma Tolhurst
*Office and Communications Assistant
Quebec 4-H*

Summer has always been a time when 4-H members are their busiest, be it preparing their animals for fairs and Achievement Days, participating in camps and exchanges, or simply using the time off from school to focus on their projects. This year, however, they will have even more to look forward to...

New Brand

After more than one hundred years of 4-H in Canada, exciting changes are coming to the program. June 11 will mark the launch of a refreshed logo which will become the new standard across the country, and with it, an

energized look and feel for the organization. While the official launch will be taking place at the 4-H Canada Annual General Meeting in Fredericton, New Brunswick, many Quebec 4-H'ers will be participating in a provincial reveal which will coincide with the opening ceremonies of this year's Ormstown Fair.

40th Edition of Provincial Rally

What started as a friendly competition in 1976 has grown over the last four decades into the most anticipated event for Quebec 4-H members every year.

While there is some debate about the actual anniversary, since the first edition was in 1976, 2015 will mark the 40th time the event has been held.

Also notable is that the event will be hosted this year by the Richmond 4-H

Club, who was also the host club for the very first edition of the event. Over the years it has traveled across Quebec giving all clubs the opportunity to take their turn welcoming members from across the province to their own communities.

Known originally as "Calf Rally", as it only included dairy and beef competitions, Provincial Rally now offers to 4-H and AJRQ members a large variety of projects to participate in. The four-day event will feature nine different types of livestock, public speaking and life skills competitions, farmers Olympics, and much more.

While the classes may have evolved over the years, many simple traditions such as the tug of war have changed very little and are well anticipated by the members.

Tractor Safety Clinics

In association with the Canadian Agricultural Safety Association and thanks to funding from Farm Credit Canada, Quebec 4-H is aiming to raise awareness of tractor safety throughout the year. During Provincial Rally, participants and attendees can look forward to taking part in tractor safety clinics and activities on July 16th and 17. Participants will learn about lifesaving safety features and how to perform a ground-up pre-inspection, as well as safely operating around common tractor implements. Clinics in other parts of the province are also anticipated for the fall, so keep your eyes open for more details! 4-H members and leaders are invited to contact the Quebec 4-H office if they would like information about hosting a clinic in your area.



While many things change, some longstanding traditions at Provincial Rally are still pertinent after 40 years.



Join our Facebook group!

Symbols for Safety

There are hundreds of potential hazards to keep in mind when working on a farm. Be aware of the risks by getting to know the symbols and signs that alert you to danger.

Below, we've reprinted some of the warning signs you might find on farm machinery and equipment. Take a quick look at them and remember what they stand for. It could save your life.

WARNING:
Possible injury from pressurized fluid.

WARNING:
Possible injury from force applied in two directions.

Hazard symbols taken from the Association of Equipment Manufacturers.

Breaking News

Canadian Pork Council supports WTO ruling on COOL

The Canadian Pork Council (CPC) is pleased the World Trade Organization (WTO) Appellate Body Panel has found the May 23, 2013 revisions to the United States – Country of Origin Labelling (COOL) rules have increased discrimination against Canadian livestock exports.

On May 18, the WTO released its ruling confirming the compliance panels' conclusions that the amended U.S.-COOL rules were not in compliance with the WTO's earlier rulings in 2011, 2012 and again in 2014. With the hearings and appeals, this makes it the fourth time the WTO has confirmed that COOL discriminates against livestock exports from Canada and Mexico.

"The U.S. has now lost four times at the WTO and it has no other appeal options," stated CPC chair Rick Bergmann at a press event in Ottawa today with the Minister of Agriculture and Agri-Food, Gerry Ritz, the Minister of International Trade, Ed Fast, and representatives from the Canadian Cattleman's Association

(CCA) "It is high time that the illegal impact of COOL on Canada's exported livestock is recognized by Congress and that they fix the legislation."

The CPC estimates the accumulated costs and damage to Canadian hog producers since 2009 when the challenge began is nearly \$3 billion because of price declines, lost sales and additional cost burdens.

"The COOL legislation must be changed. Only by doing this will the U.S. avoid forcing Canada to pursue its rights to retaliate against U.S. exports to Canada," says CPC Past Chair Jean-Guy Vincent.

The Government of Canada has been very helpful during the more than five years CPC has been engaged in this crucial COOL trade dispute. Warnings by Ministers Ritz and Fast to the U.S. that failure to change the COOL legislation to remove discrimination and eliminate the need to segregate Canadian animals would result in retaliation against U.S. exports to Canada.



After years of rulings and court decisions, the U.S. has now lost four times at the WTO and has no other appeal options regarding its Country of Origin Labelling practices.

This second Appellate Body decision enables Canada and Mexico to implement WTO-authorized trade retaliation later this year. Imports from U.S. that could be blocked include live cattle and hogs; fresh, chilled or frozen beef or pork; bacon, some cheeses, fresh fruits and processed meats; rice; maple syrup; pasta; tomato ketchup; certain sugars; and other non-food items.

The CPC has coordinated with the

Government of Canada and the CCA to remove the inequities of the U.S. COOL regime which became mandatory in 2008.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, the organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

GIVE. TO A YOUNG FARMER.



QFA Board Member Mark Boyd (right) presents Macdonald Campus student Philippe Beauregard with his scholarship from the Warren Grapes Fund at the QFA's 2014 annual general meeting.

The QFA's Warren Grapes Agricultural Education Fund helps to promote agricultural and silvicultural education and learning among the English-speaking farm community of Quebec. Bursaries are distributed to post-secondary students of agriculture each fall.

Support the young farmers of tomorrow and give to the Warren Grapes Fund!

Please make cheques payable to "Warren Grapes Agricultural Education Fund". Receipts will be issued for all donations of \$25.00 or more.



WARREN GRAPES FUND
c/o Quebec Farmers' Association
555 boul. Roland-Therrien, Office 255
Longueuil, QC J4H 4E7

Are you a QFA member?

Your neighbours are joining QFA...



The QFA receives no core funding from the UPA. When English-speaking agricultural producers pay annual dues to the UPA, none of the money is transferred to the QFA to cover its operating expenses.

Files show that there are around 1,500 English-speaking farmers paying their dues to the UPA. All are potential members of the QFA and ALL receive the *Advocate*. Only one quarter of potential members pay the fee that goes to support production of the *Advocate* and other services.

If you become a member, not only does your money go directly towards production of the newspaper, you are eligible to receive exclusive benefits such as competitively priced health insurance, considerably reduced prices on Farm Credit Canada management software, discount cards for Carhartt work wear, discounted

QFA translation services, a 7½ per cent discount on VIA Rail travel and free classified ads in the *Advocate*. Taking advantage of these benefits more than pays for the membership cost and so essentially, membership is free. **A list of new and recently returning members appears below.** To join, simply complete and return

the membership application found on page 2 of this issue.

If you have recently paid for membership but have received another notice, please accept our sincere apologies and disregard the renewal notice. Occasionally, there are delays in processing. A membership package will be delivered in due course.

Leslie Armstrong
Edwin Bailey
Mark Boyd
Franz Braunschöfer
Bob Bretzlaff
The Coasters Association
David Cosman
Terry and Preston Cull
Mike and Joanne Farnand
Donald Frier
Wanda Gibson
Jennifer and Dennis Hayes

Doug Hogan
Erin Hogg
Scott Judd
Agnes Keenan
Pierre Laframboise
Cheryl Layer
Stanley Lee
Joyce and Stanley Martin
Frank Mahoney
Steven and Susan Mastine
Lorne and Shirley McNaughton
Danny Morin

Joseph Morris
Robert Orr
Wayne Smith
Brian Stanton
Kurt and Barbara Steinbach
Dale Sutton
Robert Waller
Kathleen Wallace
Robert and Carmen Walther
Lloyd Wright

Together we sustain Quebec's English-speaking rural community.





Cookin' with the Advocate

Baked Alaska

Ingredients

A slab of cake 1/3 cup white sugar
1 litre ice cream Pinch of salt
5 egg whites

The versatility of this dessert lies in the fact that any cake and any ice cream in almost any dimensions will work. You may make the most delicious homemade cake and even ice cream, or make the cake and use store bought ice cream, or in a pinch use a store bought sponge cake. You may make a small or large dessert.

If you've made a 9 x 11 cake, slice the top half off and reserve for another use or another time. Cool. If using a box of ice cream, open fully and cut in half, then place on cake. Alternatively, you may soften any ice cream slightly and spread it on whatever shape of cake you have chosen (round, for instance). Freeze at least 2 hours and preferably overnight.

Here are a few tips for the meringue. Make sure your bowl and whisk is squeaky clean. Break each egg white into a small dish before adding it to the mixing bowl so that if you break the yolk you don't have to start over. Whip the egg whites until slightly stiff. Add salt and sugar in a slow stream and whip until meringues hold stiff peaks and are glossy. Preheat oven to 400 degrees F. Remove cake from freezer and place on a pan that can go in the oven. Coat cake and ice cream thoroughly with meringue. Bake 5-7 minutes, or until meringue is beginning to brown. Serve immediately.

Dessert miracle-worker

Cynthia Gunn, Advocate Food Writer

Another party, another cake.

This year I was embarking on the birthday planning voyage with a level-headed soon-to-be 10-year-old. The only hitch was that we're currently renovating our kitchen, so I don't really have one. No matter that all my baking dishes and dry ingredients are in unmarked boxes strewn about the basement. No matter that the dishes are done camp style outside. We had the electrics done last week so I have a stove. I could now bake. I could do anything. I could host a birthday party.

Faithful readers might remember that vegetable platters at birthdays around these parts are a must-have. Done. Sunchips, as requested. Done. Popcorn, because you can't go wrong with that. Done. Cranberry and orange juice to drink with the cake. Done. Fruit salad. Not done, and maybe won't get done. Not the end of the world. Ten-year-olds can eat cantaloupe off the rind. Baked Alaska. What? "Baked Alaska, Mommy, that's what I want for my cake". Where did she come up with that idea? Oh yes, my sister recently took the ferry to Alaska from Washington, and then drove to Whitehorse for work. I must have made a passing reference to this classic dessert named after that state that my father insists is rightfully ours. Cake on the bottom, a layer of ice cream, cover it all with meringue and bake a few minutes at a high temperature, and voila, a miracle dessert.

Was that it, sweetie? No, she reminded me, you said the Biodome in Montreal reminds you of Baked Alaska. Oh right, I forgot about that analogy (what was I thinking?).

Things were going as they should. Cake baked and cooled. Neapolitan ice cream then cut and placed on cake and all now in freezer. Dishes washed outside in a picture perfect afternoon. Whip up meringue just before kids arrive so that I'd be ready to perform my miracle. I would create magic, replete with sparklers on top.

I can't find the sparklers. Oops, the meringue, after an hour and a half, has collapsed a bit. I'll whip it up some more. I should know better. It totally collapses. I'll add another egg white. Bad idea on so many levels. The egg yolk breaks, so all must be thrown away and bowl scoured, as any trace of fat will make it impossible to create meringue. Start over. Why did I try and do this ahead of time? It only takes minutes to make beautiful meringue. Fifteen minutes later, the miracle is complete. Ahhs and oohs greet me. Another 15 minutes later it truly seems like a miracle, as the insulating properties of the meringue keep the ice cream rock hard in 30 degree heat.

My conclusion, by the way, is this classic dessert should make it back onto people's summer menus. It's easy and, versatile. Just don't try and make the meringue ahead of time and you can perform magic, too.



Credit for UPA dues for farms with gross farm revenues of less than \$20,000

A credit for UPA dues is in effect at the UPA and applies to some farm businesses. The object of this credit is to aid multiple-owner low-income farms. It reduces their fees for 2016 by an amount equivalent to a single UPA dues fee.

**Find out more!
This credit could
be for you!**

To be eligible for the program applicants:

- ✓ Must be agricultural producer registered as double-dues paying farm for the current year (2015), (\$652);
- ✓ Must be in compliance with the regulation concerning dues, having paid all UPA dues, including the current year;
- ✓ Must show that gross farm revenues for the year 2014 were less than \$20,000;
- ✓ Must complete the appropriate forms and send them to the UPA before **October 31, 2015** (Note : The credit will be applied to the 2016 UPA dues).

If you meet all the criteria, you may be able to obtain a credit of \$331, which is equivalent to a single UPA dues fee. Please obtain the necessary form from your regional federation or from the UPA website (www.upa.qc.ca/en/partners-ressources/services-for-producers) or by calling 450 679-0540, extension 8213.

If your application satisfies the conditions, your file will be adjusted effective January 1, 2016, and the farm will automatically be considered as an individual producer.

UPA
POUVOIR NOURRIR
POUVOIR GRANDIR
L'Union des producteurs agricoles



Leilak Anderson
Certified Arborist
Advocate Arboriculture Columnist

In my last article, I discussed how construction negatively affects trees: by smothering roots from increasing grade; soil compaction from heavy traffic; root damage from digging; exposure to elements when select cutting; and damage to truck/crown from passing machines. Here are some pointers if a mishap does happen.

ROOT CARE: If you change the grade of soil near a tree, and compensate with a well or another type of barrier, monitor the irrigation and drainage. There should be a balance of how much water is retained and released. Optimal watering is a slow and deep soak over the entire root zone (one to three times greater than height of tree). Mulching helps with moisture control and prevents further soil compaction.

If soil compaction is an issue, soil

Dealing with construction-damaged trees *(Part Two)*



If you change the grade of soil near a tree, be sure to monitor the irrigation and drainage.

aeration may be necessary. This can be done with a high-pressure air-excavation device, or by hand, taking care to not damage roots close to the surface.

Fertilizer is not recommended following damage from construction. Quick-release fertilizers contain salts that draw moisture out of roots into the soil, and

added nitrogen encourages top growth at the expense of root growth.

TRUNK/CANOPY CARE: Remove loose bark with a sharp knife, taking care not to touch living tissue. Any broken, torn, and diseased limbs should be properly pruned. **DO NOT** reduce canopy to compensate for root loss as this may stress the tree even more. Cabling and bracing may be an option, but is not a recommended do-it-yourself project. Talk to an expert. Please keep in mind that though wound dressings were once thought to be helpful, there is no scientific evidence to suggest that they provide any positive results and can actually encourage rot.

Leilak is five-time Quebec tree-climbing champion, and proudly represents Quebec in the international arborist scene, most recently in Tampa Bay, Florida. Leilak runs a tree-care company in the Outaouais and National Capital region. When he's not climbing trees, he's a volunteer fire-fighter. You can read more of his articles at www.leilak.info

PHOTO COURTESY OF LEILAK ANDERSON

GET ON-BOARD WITH THE QFA

THERE'S A NEW BENEFIT COMING DOWN THE LINE FOR QFA MEMBERS.

ALL PAID-UP MEMBERS OF THE QFA CAN NOW RECEIVE A DISCOUNT OF

7.5% FOR TRAVEL ON VIA RAIL.

For details please contact the Quebec Farmers Association or consult our website at: Quebecfarmers.org. Some restrictions apply.

The Quebec Farmers Association's ongoing partnership with CEDEC is expanding to include Small Business Support initiatives. CEDEC is pleased to extend this benefit to QFA members. CEDEC is a volunteer-driven organization committed to building forward-looking, prosperous and confident communities across Quebec through sharing expertise and knowledge. CEDEC is a leading partner and driving force for community economic development and employability.



Climate of change



Mitchell Beer
President, Smarter Shift

The feds are regulating antibiotics in livestock. Finally.

It was really good news last month when Health Canada announced plans to strengthen its regulations on antibiotic use in livestock.

"Health Canada intends to propose new measures and strengthen regulations to encourage prudent use of antimicrobial drugs in food-producing animals, particularly drugs that are considered medically important," the department announced April 17.

"This effort is important to minimize the global emergence and spread of antimicrobial resistance (AMR), and conserve the effectiveness of available antimicrobials. These actions will protect public health and food safety, and align with other countries."

The government response will include amendments to the Food and Drug Regulations, plus continuing work with stakeholders "to increase the appropriate veterinary oversight with respect to access to all medically-important antimicrobial drugs that are used in livestock drinking water and feeds."

It's standard operating procedure in some parts to automatically push back against over-regulation and overreach

whenever someone drops by to say they're from the government and they're here to help you.

But this is not one of those times.

If there's a criticism here for successive federal governments, it's that smarter, tougher regulations are a decade or two overdue.

Antibiotic resistance is a serious, scary problem. International agencies periodically warn that it could soon undermine all the health gains we've taken for granted since penicillin went into widespread use during the Second World War. Which may explain why Chicken Farmers of Canada Chair Dave Janzen announced his organization's support for the Health Canada decision.

"The chicken industry is continuing to study all facets of antibiotic use in animal agriculture to ensure that responsible, appropriate, and safe use of antibiotics can continue while reduction methods are explored at all levels of the industry, and with stakeholders and government partners," he said in a media release.

I've been fascinated by antibiotic resistance since I edited a conference newspaper for the International Congress of Chemotherapy in 1995. (Which can't be 20 years ago this summer, since I still remember parts of that project like yes-

terday.) The basic storyline boils down to natural selection: Bacteria have a very short life cycle, they evolve generation by generation, and the strongest survive to reproduce. So even if a new antibiotic wipes out the vast majority of an infection (think of those silly anti-microbial soaps that offer 99.9 per cent coverage), the microbes will eventually develop resistance.

In the battle of drugs vs. bugs, we've responded with a succession of new super-drugs that may cost a billion dollars and take many years to develop, test, and market. They work for a while. Then the surviving bugs shrug them off. The cycle begins. And we wonder why drug development is helping to bankrupt the health system. (Well, that's one reason.)

Misuse of antibiotics in livestock ties in because any overuse or misuse of a drug hastens the day when the bugs it's intended to defeat develop resistance. So if you're a livestock producer, you can reassure yourself that you'll be okay—as long as you stay healthy, and no one in your family ever plans to come down with anything more serious than a cold. (For which, by the way, antibiotics are useless—so don't waste them there, either.)

Drug resistance is fascinating enough when the conversation is abstract, but it gets personal awfully quickly. Hospitals are often breeding grounds for resistant bacteria. So when I learned a few weeks ago that one of my best friends would have to postpone lifesaving cancer surgery because of a blood infection, I immediately fretted that the bugs might resist treatment. They didn't, and so far, it looks like she's going to be okay. But controlling antibiotic use on the farm is one way of making sure fewer of us will have to wonder.

(And on that note...have you talked to Héma Québec recently about giving blood, and getting on the list as a potential bone marrow donor? Someone else's donation may some day save the life of someone you love.)

Mitchell Beer is President of Ottawa-based Smarter Shift (<http://smartershift.com>) and curator of The Energy Mix (<http://smartershift.com/energymix>), a thrice-weekly e-digest and online archive on energy, climate change, and the transition to a low-carbon future.

Beer traces his work as a renewable energy/energy efficiency communicator to October 1977, when he began a 3½-year assignment as a reporter, Parliamentary correspondent, and eventually assistant editor at Canadian Renewable Energy News.



Fédération québécoise
des producteurs de fruits et légumes
de transformation

HAVE A PROBLEM? JUST WONDERING?

Whether it's about the state of your fields, crop management, harvest, or your relationship with buyer or anyone else, you should always reach out to the Fédération québécoise des producteurs de fruits et légumes de transformation, as soon as possible. If you're a fruit and vegetable producer with a problem, a simple phone call could spare you some hand-wringing, and even lead to a financial settlement. You should let the federation know as soon as a problem arises, so that we can step in quickly, designating an inspector, an administrator or a bargaining agent to assist you. Thorough documentation is also crucial, so be sure to take photographs and keep a careful record of all relevant communications.

Some problems can be avoided, so be sure to check your fields regularly, and be on the lookout for the slightest change. You can make a difference!

Fédération québécoise des producteurs de fruits et légumes de transformation
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Tél.: 450 679-0540 poste 8262 - Téléc : 450 463-5295
Courriel : fqplft@upa.qc.ca - www.legumes-transformation.qc.ca

"Boeuf Québec" - a possible lifesaver for Quebec abattoirs?

Julie Mercier

As the remaining beef abattoirs in Quebec are presently facing serious difficulties, will a new marketing banner – "Boeuf Québec" – permit them to find the road back to profitability? This is a question that the Fédération des producteurs de bovins du Québec (FPBQ) is trying to answer.

At the federation's annual general meeting held on April 1-2, the consultant Marie-Claude Michaud presented the results of a study on the evolution of the beef industry, the effect on its value-chain partners and the opportunities for niche market beef.

Around the world, consolidation of the beef slaughter and processing industry is on the rise, according to Michaud of the consulting firm La fibre alimentaire. At the North American level, four companies now share over 80 per cent of the beef market. The strategy of these giant abattoirs is clear: to achieve the

lowest possible costs, to continually increase their operational efficiency in order to preserve their profit margins and to increase their market share to take advantage of economy of scale, according to the report's author.

This strategy results from the fact that beef is a commodity product, where the meat packers have little control on prices. "All beef products being equal, consumers will choose the cheapest one," explained Michaud. However, it is quite a different story for differentiated products, because consumers are willing to pay more for products that meet certain criteria. For instance, an increasing number of buyers now show a preference for beef without hormones, without antibiotics, either grain or grass fed, organic, having animal welfare certification or promoting environmental sustainability. So what about 100 per cent Quebec beef? "Honestly, the Quebec label has no potential commercial value for success. Not because people do not want a

Quebec product, but because they are not ready to pay much more money for that," Michaud explained. According to the consultant, promoters should instead create a distinctive product; for example, beef with animal welfare certification where the Quebec origin label becomes "a cherry on top of the sundae." In fact, the IGA chain has shown some interest in this sort of product. The "sustainable production" label could also be a successful approach.

Other ingredients in a recipe for success with a differentiated beef product include consistency of quality, supply stability and partnership with a meat processor. The partners must share a common vision and carefully coordinate together. "What is difficult is the creation of a common added value. It is necessary for all stakeholders – farmers, abattoirs and retailers – to see that there is something in it for them," concluded Michaud.

LTCN 2015-04-22



Marie-Claude Michaud of the consulting firm La fibre alimentaire presented the results of a study on the evolution of the beef market.

Drought in California, opportunities for Quebec

Yvon Laprade

As California goes through its worst drought in 75 years, it may turn out to be an advantage for Quebec fruit and vegetable growers.

"We are ready," declared André Plante, director-general of the Association des Producteurs Maraîchers du Québec, in an interview with the French weekly

La Terre de chez nous. It is already evident that the large market gardeners on the American West Coast will have to substantially reduce their production because of a lack of water to irrigate their drought-ridden fields. "According to our information, California will be producing much less and its growers will be less aggressive on our markets, resulting in reduced pressure on prices," Plante indicated.

"This context will be favourable to our producers, who will benefit from greater profit margins. There should be some opportunities for us to seize."

Exports to the US

Nor does Plante hide the fact that his member-producers are watching closely what is going on in the Golden State. "California is considered the number-one multinational player in the production of fruits and vegetables," he noted. "It is California that dictates the laws of the marketplace. It is also California that dumps surpluses without any concern about the impact on prices. It is a fierce competitor."

Nonetheless, the rules of the game are changing. "Over the past two years, we have seen changes," Plante observed. "California is having difficulty in finding farm workers and the problem of water adds to the growers' problems."

The drought could be the last straw...

"Their water problems started about five

years ago and became even more evident over the past two years," Plante noted, adding that producers there have begun to revise their strategies. "They are turning to niche markets and to added value that requires less water. They are producing nuts, particularly pistachios.

Selling to our southern neighbours!

So how can our growers improve their profit margins? "We can easily increase our export volumes to the American East Coast," Plante responded. "We presently export 30 per cent of our production. We could increase that to 40 per cent and under ideal conditions, it could be 50 per cent."

"We have some strengths as well. The Canadian dollar is at a level that favours us. Mother Nature must now be on our side to ensure good crop yields, along with quality," he concluded.

Is it possible that "fresh" Quebec strawberries could become the flavour of the day on the Maine and New England markets?

LTCN 2015-04-15



California is considered the number-one multinational player in the production of fruits and vegetables.



Marcel Groleau
UPA President

On April 7, the government of Philippe Couillard celebrated its first anniversary. Many observers on the political scene took this opportunity to examine the actions and choices made by this government. So allow me to do the same for our sector.

Shortly after its election, the government proceeded with the adoption of the Water Withdrawal and Protection Regulation. It also made some changes to the Farm Property Tax Credit Program, which we had been hoping for.

The government made the balancing of its budget the focal point for its subsequent policies and actions. If its goals are achieved, Quebec will have a balanced budget by next year. In order to do this, the government twice drew from the budget of the Financière agricole du Québec (FADQ) – firstly, in October 2014 (\$113 million) and again in 2015 (\$151 million). This represents a reduction of \$264 million for Quebec's agriculture, making it

The provincial government: after one year

one of the sectors that contributed the most to this exercise. Favourable market conditions over the past two years allowed the FADQ to show surpluses. The government decided that this money would be used to contribute to improving public finances rather than for the development of agriculture.

Thus, the FADQ finds itself with a budget of \$450 million for 2015-2016. For the government, this is considered as a transition budget. A transition towards what? A very good question, since until now, the government has made very few medium-term commitments. This process is counterproductive for the business community, particularly for agriculture, which has to deal with many risks. Yet, it had been agreed in 2009 that the FADQ surpluses would be used to create a reserve and to improve its programs.

The UPA-MAPAQ-FADQ working committee on income security made several recommendations to the minister. Have all of these recommendations, some of which require implementation in the short term, been relegated to the back burner? Support for regional development, for small businesses, for

organic production and transition to organic are all part of the committee's recommendations. What will become of these?

The Régie des marchés agricole et alimentaire du Québec (RMAAQ) and the Commission de protection du territoire agricole du Québec (CPTAQ) are major pillars for the development of our sector. However, these organizations are having difficulty in accomplishing their missions within the present budget framework. Delays in dealing with numerous files has become problematic, to the point where the situation is now detrimental to the development of numerous businesses.

In 2014, delays in the administration of the Financial Support Program for Designated Producer Groups and Associations impeded some structuring programs in several production sectors during the year. Having to go through another year of the same would seriously hinder the development of many of these sectors.

The union also hopes to be able to discuss and find solutions for the issue of farm property taxation. Indeed, the Farm Property Tax Credit Program

will end up costing an additional \$9 million this year. Under the previous government, we were able to obtain the creation of a joint committee to find solutions to inequitable taxation, for which farmers are the victims.

Many other files also require the collaboration of various ministries in order to advance. For example, the concerted agro-environmental action plan, the increasingly problematic issue of watercourse maintenance, the elimination of the moratorium on cropping areas, the critical need to modify the Highway Safety Code to add particular rules adapted to the agricultural sector, etc. It is up to the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) to exercise the necessary leadership in order that these files can be passed on to the appropriate ministries.

It is normal for a new government to take stock of the overall situation and to analyze the various files. In theory, a balanced budget has been achieved. Let's hope that it will now be possible to proceed with other issues.

LTCN 2015-04-29

Quebec farms: a portrait of change



According to Catherine Brodeur, 5 per cent of the biggest farm businesses generate 44 per cent of total agricultural revenues.

Étienne Dupuis

The face of farm businesses has changed considerably over the past few decades. Quebec has a majority of small-sized farms, while the bigger ones, although less numerous, are increasing. "We can also see a polarization in the farming models," declared Catherine Brodeur, director of development and economic studies for Groupe AGÉCO. Speaking at a symposium on farm start-ups organized by the Centre de référence en agriculture et agroalimentaire du Québec (CRAAQ), she explained that the top five per cent of the biggest businesses generate 44 per cent of total farm revenues, while inversely, 42 per cent of the smallest farms produce three per cent of total revenues.

Brodeur also mentioned that the structure of farms has changed enormously. "The bigger the business, the more complex is its legal structure."

Farms with incomes of less than \$50,000 are most likely owned by individual owners, while those with incomes greater than \$1 million are mostly family-owned companies.

New production sectors

The portrait of Quebec's production sectors has also changed over the past 40 years. In 1971, 57 per cent of the province's farms were in dairy production. Traditional sectors, such as dairy, pork, poultry and eggs, represented 75 per cent of the total production. "Forty years later, the picture has changed quite radically," noted Brodeur. "The number of businesses in dairy production has fallen to 20 per cent, while other sectors have maintained their importance in the overall production picture." However, the dairy sector has lost 82 per cent of its farms, poultry has lost 62 per cent and pork has dropped by 47 per cent in its number of farms. During the same period, the

total number of farm businesses in the province has decreased from 60,000 to 30,000.

Brodeur also noted that many farms in field crop production have become more specialized. According to the 2011 agricultural census, 13 per cent of Quebec farms generated the major portion of their income from cereal and oilseed production, compared to only one per cent in 1971. "Agriculture has also become more diversified," she mentioned. "There has been an influx of farm businesses into sectors that did not exist or that were less important 40 years ago."

Another interesting fact is that farms that were involved in multiple productions during the 1970s are more specialized today. "The percentage of farms that generate their income from a single production sector has increased," observed the Groupe AGÉCO director.

LTCN 2015-04-08

2015-2016 federal budget: a few goodies for farmers

Pierre-Yvon Bégin

OTTAWA – In its first balanced budget in eight years and on the threshold of a general election, the Harper government is showing some generosity towards farmers.

Indeed, Finance Minister Joe Oliver unveiled various measures to lighten the tax load on farmers over the next several years, while at the same time, sticking to his plan to reduce government intervention. Thus, Ottawa is maintaining its 2013 cuts to income security programs.

Overall, the Union des producteurs agricoles (UPA) is satisfied with the recent budget. However, in a press release, it emphasized the importance of reinvesting without delay in the risk management programs, in order to ensure the long term survival of agriculture. "Because of market fluctuations, the same programs will eventually be needed again," the union declared. Until now, the UPA conceded that the 2013 federal budget cuts have been mitigated by favourable conditions.

Starting next year, the federal government will begin to reduce the small busi-



Federal Finance Minister Joe Oliver at a press conference to explain the details of his 2015 budget.

ness tax rate by two percentage points. Thus, farmers will see their tax rate fall from 11 to 9 per cent by 2019, through a reduction of half a point per year. The maximum income to benefit from this preferential rate is \$500,000.

According to Charles-Félix Ross, the UPA's chief economist, this key element of the budget will permit farmers to increase their cash assets. "This tax reduction will be advantageous to Quebec farm businesses by making them more com-

petitive," he declared. However, in terms of balancing budgets, he did underline the fact that while the federal government is stockpiling surpluses, Quebec is cutting everywhere, including its programs and services to farmers.

Also, in Quebec, the UPA would have liked to see some modifications to the Income Tax Act. Specifically, the union is calling for the same tax advantages for related-party farm sales as are presently afford to non-related parties.

Farm succession and transfers

To facilitate the transfer of farm ownership, Ottawa has increased the cumulative capital gains exemption on the sale of farm assets to \$1 million. As a result, over the next five years, this measure should reduce the overall tax load on farm business owners by \$50 million. To further illustrate this, the minister cited the example of farm with a capital gain of over \$1 million, where the additional savings to this farmer would be \$27,028.

With regard to employment, the revision of the employment insurance program will reduce the premium rates for small businesses from \$1.88 to \$1.49 per \$100 of insurable salaries by 2017.

On another topic, Ottawa intends to continue its reform of the Temporary Foreign Workers Program, whose numbers are increasing on Quebec farms. In fact, last year there were over 8,000 temporary foreign workers employed in Quebec farm businesses. The Harper government intends to present a Bill to set conditions for this program, as soon as deemed appropriate.

LTCN 2015-04-29

A "matchmaker" in the Eastern Townships

Pierre-Yvon Bégin

Young and beginning farmers in the Eastern Townships are numerous and are only asking for a chance to establish themselves, according to the president of the Fédération de l'UPA-Estrie, François Bourassa, who is pressing the Quebec government to follow up on its promises to the agricultural sector. To support his claims, he cited the successful example of an agricultural land bank created by the MRC Val-Saint-François.

"It works like a matchmaker," explained Bourassa, describing this twinning initiative in the Eastern Townships area and the work of the person in charge, Mélissa Nadeau. He added that one particularity of the region is that the land bank has extended its services to farm transfers for non-family-related young farmers. Already, two such projects have been finalized, including one concerning beekeeping.

For his part, Martin Caron, the 2nd vice president for the Union des producteurs agricoles (UPA) agrees and encourages other MRCs to develop their agricul-



François Bourassa and Martin Caron at a recent press conference in Sherbrooke.

tural sectors through the use of agricultural zone development plans (known in French as PDZAs). In the Estrie region, the MRC des Sources and the MRC de Memphrémagog have already completed their PDZAs, while the MRCs of Val-Saint-François and Haut-Saint-François are in the process of adopting theirs. Others are at the point of calling for tenders. "It is high time that we start 'pros-

pecting' for newcomers in agriculture, like we have been doing for a long time to entice new industries," Caron added.

François Bourassa believes that the MRC des Sources has been the most active in agricultural projects. Specifically, he cited the introduction of agricultural training courses in Asbestos and the creation of a gastronomic tour, Saveurs et savoir-faire des Sources, that has become

very successful. He is also encouraged to see that agriculture and agrifood have been identified as the number-one economic activity in this MRC. However, he is surprised at the little interest shown in general by elected officials towards agriculture, recalling that following the announcement of Quebec's Laitao budget, he had prepared himself to answer questions from the press, but "I received zero calls, although people still have to eat three times a day," he complained.

Bouassa is also calling on Quebec to restrict the phenomenon of land grabbing of farmland, noting that over a 20-year period, the price of farmland has increased by 400 per cent. He believes that limiting purchases to 100 hectares per year would allow time to document this trend. But he also admits that the problem is not yet critical in the Eastern Townships.

"This is certainly a concern for farmers," he said, "but it should also be worrisome for society in general, because the farmland must be used primarily to feed the population."

LTCN 2015-04-29

News Highlights

A shortage of meat inspectors in federally inspected abattoirs?

Julie Mercier

Meat inspectors are denouncing a lack of staff in Quebec abattoirs under federal jurisdiction. "Every federal meat inspection team in Quebec is currently working shorthanded, to the extent that most abattoirs and meat packing plants are functioning with fewer inspectors than required to ensure conformity with the food safety standards," declared the Agriculture Union, which represents federal meat inspectors.

According to a detailed study on staffing published by the union, there is a critical shortage of meat inspectors in Quebec and other regions of the country, particularly in Alberta. "This means we are cutting corners when it comes to food safety," criticized Bob Kingston, the union's president. In the abattoirs in Montreal, Quebec City and Saint-Hyacinthe, inspectors are

working at nearly 18 per cent below the minimum limit. This figure includes personnel on authorized leave, according to the union spokesman.

Staffing cuts?

Before the last federal budget was tabled, Ottawa was planning to reduce its expenditures regarding food security by 21 per cent in 2016-2007, compared to 2013-2014, which would mean a staff reduction of 16.5 per cent, or 548 jobs, the union explained. "The federal government has lowered its guard following the meat contamination at Maple Leaf Foods, which caused the death of 22 Canadians. I sincerely hope that the government does not wait for another case of contamination to force it to adequately protect Canadian consumers," Kingston declared.

The federal budget, tabled on April 21, contains no mention of the budget

envelope allocated to the Canadian Food Inspection Agency (CFIA). The agency refutes accusations that suggest that its food safety activities have been reduced. "Although the number of CFIA inspectors has increased by 19 per cent since 2007, the number of inspectors in the field can vary because of fluctuations in the demand for inspection services; for example, the opening or closing of federally-approved establishments. Consequently, the agency's staff in the field can vary throughout the year by up to five per cent, or 150 to 200 inspectors," explained the CFIA president, Bruce Archibald, in an e-mail sent to the French weekly, *La Terre de chez nous*. He also added that "the CFIA will continue its work to ensure that the food on Canadian consumers' plates is safe and to continuously improve our robust system of food safety."

LTCN 2015-04-29



The Agriculture Union, which represents federal meat inspectors, denounced the shortage of staff in Canadian slaughterhouses.

The "after-quota" era in dairy has Europe worried

Jean-Charles Gagné

The "after-quota" era for dairy production in Europe began on April 1, after 31 years of regulated production. Contradictory views abound as to the impact this change will have on the evolution of dairy product volumes and on future prices at the farm level. While some organizations are predicting a dairy crisis with spectacular price drops, others believe that the predicted increase in production will be gradual and will be easily absorbed by world markets, particularly in Asia.

A European think-tank, Momagri, has denounced the European Commission's attitude of wait-and-see, of status quo and denial. "Neither the Commission nor the European Council seem to have grasped the full extent of the crisis that the dairy sector is going through, on the eve of eliminating milk quotas," declared the organization on March 23.

This sentiment is echoed by the European Milk Board (EMB), worried that deregulation may trigger a new dairy crisis, at a time when producers in France, Belgium, Germany and Holland are not able to cover their production costs.

On March 31, two farmer unions, Coordination rural and Organisation des producteurs de lait (OPL), set off distress flares all across France, symbolically to represent the milk quotas going up in

smoke. "It is wishful thinking to believe that the contracts dairies will sign after putting pressure on producers will regulate milk production and stabilize prices," they argued. "On the contrary, the interest of these industrials is to lower the prices of their raw materials." In their opinion, European dairy farmers "are being forced to march powerlessly to the death of their sector, for the benefit of cheaper world market prices."

The Confédération paysanne considers the situation as a farce orchestrated by the European Commission. "Sending European farmers to a price war on world markets, without any worry about the human cost: this is really a project by industrialists, supported by governments."

Mansel Raymond, president of Copacogeca, which groups dairy cooperatives, believes that good tools will be required, besides private storage facilities, to guarantee the viability of the European dairy sector. "After quotas have been eliminated, dairy farmers will continue to be exposed to the volatility of the marketplace, which is a world-wide phenomenon. This phenomenon brings with it a certain level of risk for farm businesses, which can impact on investments. In the short term, producers already confronted with serious economic pressures will experience problems of liquidity."

While caution is being called for in France, Ireland and the Netherlands applaud the possibility of producing milk without limits. Ireland, which presently exports 80 per cent of its dairy products, plans to increase its production by 50 per cent by 2020. Dutch producers hope to increase their milk volumes by 20 per cent by the same date. Germany, the biggest European dairy producer, is ready to battle on world markets and plans to increase production by between one and three per cent per year over the next five years. In fact, Germany has had to pay penalties of some €2 billion over the past 30 years for having exceeded its quota 21 times.

In France, dairy farmers and dairy cooperatives have indicated they will not increase their production unless there is adequate market demand. They are calling for the creation of some sort of European mechanism in the case of over-production.

The European Dairy Association, which groups private milk processors, does not believe there will be a glut of dairy products when quotas are abolished. It agrees with a statement made by Phil Hogan, the European Agriculture Commissioner, who predicts that production will increase by only one per cent in 2015, but will rise rapidly over the longer term. The association expects increased competition on the world dairy markets.



The European Commission has been criticized for not evaluating the seriousness of the crisis in the dairy sector on the eve of the elimination of quotas.

A report by the US Dairy Export Council (USDEC) predicts that by 2020, Europe will produce 11 per cent more milk than in 2013. Three-quarters of the production will come from six countries: France, Germany, the Netherlands, Ireland, Denmark and Poland.

It is worth noting that the introduction of production quotas in 1984 led to a stabilization of milk markets, then faced with "mountains of butter and lakes of milk." Organizational market costs subsequently dropped from €7.5 million to less than €2 million. The quota system permitted a certain level of price stability for farmers.

LTCN 2015-04-08

Farmer gains positive outlook from injury

Amy Petherick
Canadian Agricultural Safety
Association

Paul Croken grows 120 acres of carrots, turnips and cabbages on Prince Edward Island, on the farm he's owned for 30 years. Every year he hires local help for the harvest season and to help with vegetable grading.

Perhaps if it wasn't for all his reliance on his friends, family, and employees, Paul's farming career may have come to an abrupt end on October 8, 2008.

He had gone out alone with his sprayer in the early morning, just at the beginning of harvest season. While reaching over the sprayer hitch to make a quick adjustment, the drawstring of his coat was caught in the power take-off.

"I remember coming to on the other side of the tractor and sprayer, about 15 feet away, and I'd gone between the PTO and the draw-bar," he says. His wife, Heather, remembers getting a phone call from their neighbour between her morning shower and the time she'd usually start getting ready for work.

"Gordie McKenna found him and he just said not to worry, that he'd phoned an ambulance and it was coming to get him," she recalls.

The McKenna family knew Paul well enough to consider an unattended

tractor odd enough to investigate, but Gordon McKenna didn't want to worry Heather by what they'd found. Paul's left arm had been nearly completely severed in the accident and he had lost a lot of blood.

When the ambulance arrived, Heather got a second call urging her to bring the kids to the field right away. "They didn't think that I was going to make it to Halifax, I'd lost so much blood, and I had a lot of internal damage as well," Paul recalls.

Paul was airlifted from Charlottetown hospital to Halifax the same morning. "They wanted me to go in the helicopter with him, but I didn't want to leave the kids," Heather says. "I just kept telling the kids that it was just his arm, no big deal, because I really just did believe that." In the end, doctors did have to amputate his arm at the shoulder and Paul was also left with a paralyzed diaphragm and just one working lung. He spent four weeks in the hospital, leaving the harvest season in the hands of friends and family.

"I'd pop over when they were at the warehouse, just to give them an update on how he was, but that was it," she says. "The vegetable growers' co-op, Brookfield Gardens, and everybody that he knew all came together and they harvested everything without any of

our help." When Paul first got out of the hospital, he says it wasn't easy to be optimistic but looking back on it as a family now, both Paul and Heather agree the lasting effects have been nothing but positive. "He wouldn't slow down before, but now he doesn't have a choice," Heather says, "and more people need to learn that." She sees how much closer he's become with his family. Paul says he still works on the farm, and although he can't do everything he used to, now that they've expanded the farm, they can afford to have year-round help, so he doesn't have to. "Believe it or not," he jokes, "Other people can do things!" Paul says now that he appreciates his own limitations, he can see that his accident was simply the result of one man trying to do the work of three. He'd advise other farmers not to suffer a life-threatening incident before evaluating what's really important in life and learning to slow down more often.



Even after his injury, Paul Croken continues to grows beets and other vegetables on his Prince Edward Island farm.

PRICE REDUCTION ON BOVINE, OVINE & CERVID EAR TAGS

Agri-Traçabilité Québec (ATQ) is proud to announce that the price of identification tags for bovine, ovine and cervid production will be reduced starting on **Monday, June 1st, 2015**. The price list will be available on the ATQ website at www.atq.qc.ca.

ATQ would also like to remind producers and stakeholders that orders must be made by telephone by calling Customer Service at 1-866-270-4319.

The costs (charges payable) applicable to the identification system must be paid to ATQ at the time of ordering.

Bovine tags	Description of items	Price (taxes not included)
Regular and Angus	10 tag sets (HDX electronic tag and visual tag)	\$28,69
	10 tag sets (FDX electronic tag and visual tag)	\$25,91
	30 tag sets (HDX electronic tag and visual tag)	\$73,80
	30 tag sets (FDX electronic tag and visual tag)	\$65,25
Outside QC	50 yellow visual tags for Feeder calves from Outside Quebec	\$38,65
Ovine tags	Description of items	Price (taxes not included)
Regular and Year Letter	10 tag sets (electronic tag and visual tag)	\$24,93
	50 tag sets (electronic tag and visual tag)	\$95,00
Cervid tags	Description of items	Price (taxes not included)
Elk	10 tag sets (electronic tag and visual tag)	\$28,71
	30 tag sets (electronic tag and visual tag)	\$77,10
Red Deer	10 tag sets (electronic tag and visual tag)	\$27,50
	30 tag sets (electronic tag and visual tag)	\$73,20
White Tailed Deer	10 tag sets (Visual tags)	\$13,64
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Small species of cervids	10 tag sets (electronic tag and visual tag)	\$26,39
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Beginning with the June 20 to 28, 2013 period of offers, quota transactions will be done through the producer Extranet site or through an IVR system (interactive voice response). Please refer to the letter sent to you in this regard. Instructions on how to place quota transactions may be found on the producer Extranet site or from your region.

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Centralized Quota Sales System			SALES			PURCHASES		
	Number	Quantity in kg b.f./day	Number	Quantity in kg b.f./day	Cumulation	Price offered \$/kg b.f./day	Number	Quantity in kg b.f./day
Total offers to sell	51	495.6						
Offers to sell participating in the distribution	51	495.6						
Successfull offers to sell participating in the distribution	51	495.6						
Net quantity sold by the reserve		5.2						
Total offers to buy	2,141	11,540.1						
Offers to buy participating in the distribution	2,141	490.4						
Successfull offers to buy participating in the distribution	2,141	490.4						
			51	495.6	495.6	< 25,000.00 25,000.00 ceiling price	2,141	11,540.1
The fixed price for May 2015 is the ceiling price for this month. A quota quantity of 495.6 b.f./day was offered for sale at the fixed price. Of this quantity, an amount of 2.1 b.f./day was allotted to producers benefiting from the Start-up Assistance Program and producers holding less then 12 kg, in accordance with the quota regulation.								
1st step distribution by iteration = 0.1 kg BF/day • 2nd step distribution by prorata = 2.47% • Portion of quantities satisfied = 4.25%								

Quirky QFA Crack-ups

Increase your wordpower

A husband shows his wife a study which indicates that on average men use 15,000 words a day, whereas women use 30,000.

The wife thinks about this and then tells her husband that women use twice as many words as men because they have to repeat everything they say.

The husband turns from the paper and says, "What?"

Strangers on a train

A scientist gets on a train to go to Toronto. His cabin also has a poor farmer in it. To pass the time the scientist decides to play a game with the guy.

"I will ask you a question and if you get it wrong, you have to pay me one dollar. Then you ask me a question, and if I get it wrong, you get ten dollars. You ask me a question first." The farmer thinks for a while.

"I know: What has three legs, takes ten hours to climb up a palm tree, and ten seconds to get back down?" The scientist is confused and thinks long and hard about the question. Finally, the train ride is coming to an end. As it pulls into the station, the scientist takes out ten dollars and gives it to the farmer.

"I don't know. What has three legs, takes ten hours to get up a palm tree and ten seconds to get back down?"

The farmer takes the ten dollars and puts it into his pocket. He then takes out one dollar and hands it to the scientist.

"I don't know either."



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