



WHAT'S INSIDE

Growing Forward III consultations
Page 3

Is MAPAQ now MPAQ?
Page 4

Supporting farmers in India
Page 5

Checking up on the Check-Off
Page 7

Organics around the world
Page 11

Fewer measurements, greater gains!
Page 15

"It's coming to America first, the cradle of the best and of the worst. Democracy is coming to the USA."

— Leonard Cohen

QFA's Farm Food Forums

January 26, 2017

Highway Regulations –
Farm Machinery on the Road

See page 2 for details.

Deal!



Canadian Prime Minister Justin Trudeau and the president of the European Council signed the CETA agreement on October 30, in Brussels.

Trade deal should mean good things for Canadian livestock

Andrew McClelland
Advocate Staff Reporter

Protests nearly nixed a trade deal between Canada and the European Union (EU) earlier this month. And this time, it's not Canadian agricultural producers' grievances that did it.

Belgian farmers parked their tractors outside the regional legislature in Namur, Belgium, in October to protest what they felt would be unfair market access by Canadian beef within the EU should the Comprehensive Economic and Trade Agreement (CETA) be signed.

That's the same trade agreement that

has Canadian dairy producers worried about a huge influx of speciality cheeses taking up space in Canadian grocery stores, as it concedes two per cent of Canada's domestic cheese market to new European imports.

Belgium promised its agricultural producers safeguards against an influx of Canadian meat before eventually agreeing to back the deal on October 28. Still, most industry analysts say that it is unlikely that Canadian imports could hurt the pocketbooks of farmers in Belgium or anywhere in the EU.

"There's absolutely no way I think that we could ever affect either the price

or the quantity over there," said Ron Davidson, the director for international trade, government and media relations at the Canadian Meat Council.

What's in the deal?

The deal between Canada and the EU would open markets between 500 million EU citizens and more than 35 million Canadians. According to a study completed by the federal government during the Harper era, CETA opens up the European market while eliminating 98 per cent of all tariffs on goods.

CONTINUED ON PAGE 2



On the cover

CONTINUED FROM PAGE 1

That could mean Canadian beef and pork producers will see greater duty-free access to the EU market, with the potential increase in yearly sales estimated at \$1 billion.

Beef producers in this country could have greater opportunities with the deal, which will provide for yearly duty-free access of up to 65,000 tonnes of product and shipped livestock.

Most industry analysts say that it is unlikely that Canadian imports could hurt the pocketbooks of farmers in Belgium or anywhere in the EU.

"We think if we can actually ship that amount of beef, it could be worth \$600 million a year for us," said John Masswohl, director of government relations for the Canadian Cattlemen's Association (CCA). "In the last few years we've been shipping in the range of \$6 to \$10 million, so it's a huge increase."

But hold your horses—or more likely your hogs and cattle—says the CCA. For this market opportunity to flourish, regulations for meat and livestock between the EU and Canada have to be agreed upon. And as Canadian producers know from dealing with unmatched regulations with the United States, that can be a major sticking point.

The EU has different food processing regulations than Canada, as well as restrictions on beef raised with the use of growth hormones.

"When it's day one of CETA coming into effect, it's not going to be 'Aha, load the boats and there's \$600 million worth of product going.' We still will have to produce it," Masswohl said.

None too soon

CETA must be ratified by the EU's 28 countries and several more smaller regional governments like Wallonia—the region of Belgium whose concerns nearly killed the agreement in October—before it can even come close to being an operating trade agreement. Economists are warning everyone to be patient before it can become a financial and economic reality.

The trade deal—touted as one of the key victories of the Harper government—has been inherited by Justin Trudeau's Liberals. International Trade Minister Chrystia Freeland sounded a cautionary note, saying every trade agreement has "exit provisions," indicating to Canadian industry to be ready for a waiting period.

"I want to be sure that Canadians appreciate that even after signing, the process will not yet be complete," Freeland said. "As with all trade agreements, the next step will be ratification and with CETA that will mean a vote in the European Parliament, if we get past signing."



Industry analysts say that the Comprehensive Economic and Trade Agreement (CETA) with the EU could mean an eventual increase of \$1 billion worth of trade for Canadian beef and pork producers.



2016/17 FARM. FOOD. FORUM.

◆ INFORMING IDEAS ◆ ENCOURAGING DISCUSSION ◆ AFFECTING THE WAY YOU DO THINGS ◆

THURSDAY, JANUARY 26, 2017 – Highway Regulations - Farm Machinery on the Road

THURSDAY, FEBRUARY 23, 2017 - Knowing Your Cost of Production

THURSDAY, MARCH 30, 2017 - Sustainable Agriculture and Organic Production

THURSDAY, APRIL 27, 2017 - Farm Business Advisory Services

Begins at 7:30 p.m. - ends at 10:00 p.m.

Connecting Community Learning Centres in Shawville, Low, Lachute, Ormstown, Magog, Richmond and Bury

The Quebec Farmers' Association – representing Quebec's Anglophone agricultural and rural community since 1957

QFA, 555 Boul. Roland-Therrien, Longueuil, QC. J4H 4E7
450.679.0540 Ext. 8536 qfa@upa.qc.ca www.quebecfarmers.org



FARM MANAGEMENT CANADA

QFA WISHES TO THANK ITS FORUM PARTNERS
FOR THEIR SUPPORT IN BRINGING YOU
THE 2016/2017 SERIES





Growing Forward III and Business Risk Management

Dougal Rattray
Forum Reporter

2018 might seem like a long way away for most, but for Scott Ross, Director of Business Risk Management and Farm Policy at the Canadian Federation of Agriculture (CFA), it's only just around the corner. We know this because Growing Forward III, the present Canadian Government's next ag policy, is due out in the summer of 2018, and consultations have been underway in earnest since the spring. Ross and the CFA are at the forefront of this ongoing dialogue, and a first draft is expected in the summer of 2017 with public consultations set to continue until next spring. The accompanying timeline shows a timeline for the consultation period.

In acknowledgement of this milieu, it was decided to include Growing Forward III and the suite of Business Risk Management programs as part of this year's Forum series. On the evening of Thursday, October 27, Quebec English-speaking farmers were given the opportunity to meet with Scott Ross and seasoned industry veteran Grains Quebec Executive Director Benoit Legault, via videoconference, to discuss this important and far-reaching topic.

From the outset, it became apparent that there is room for improvement for the current policy in force today. Uptake in core programs has been very low across the country. Complexities in the program design and slow bureaucracy have been common criticisms since consultations opened back in May. This is also reflected in the many QFA constituency surveys that have been conducted at farm fairs over the past few years.

Wait times have in the recent past

BOX 1. WHAT CFA HAS HEARD DURING CONSULTATIONS

Cost-shared funding: Reporting and transparency

- Producer groups found little insight into the breakdown of how and where GF2 funds were allocated.
- Project-based funding, in some instances, was developed, governed and managed without producer group participation.

Funding industry-led research: Consistency

- Application forms continue to change, placing additional burden on associations and producers.
- Program requirements evolve, often mid-application, creating additional administrative cost for participation.

Implementation and administration: Timeliness

- Producers faced delays in program start dates and opening of application windows.
- Industry research can be time sensitive, resulting in lost opportunity and inefficiencies.
- Lengthy service delivery standards weren't always met.

been lengthy for project decisions owing to the fact that these had to be filtered through the ag-minister's office. In recognizing this, the current administration has delegated responsibility to the assistant deputy minister/director level of government. This is expected to speed up turnaround times considerably over the remainder of Growing Forward II.

BOX 2. CFA KEY RECOMMENDATIONS FOR CORE PROGRAMS

AgriStability:

- Identified as a central pillar of the suite – complexity and supplemental costs need to be addressed
- 85 per cent trigger
- Removal of reference margin limit; replaced with alternative profitability limit
- Remove negative margin viability test and better of 5-year/3-year Olympic avg.
- Waived fees for first 5 years of enrollment

AgriInvest:

- Recognize breadth of program benefits in perf. measurement
- 1.5 per cent of ANS
- \$100,000 annual limit
- Increased flexibility and focus on proactive investment – access to producer contributions for specified purposes
- Kickstart for new accounts – government only unmatched deposit of 3.25 per cent of ANS over first 5 years

AgriInsurance:

- Support for maintaining programs, expanding access, and exploring administrative efficiencies
- Multi-year coverage for excess moisture
- Premium credits for beginning farmers during first 5 years of participation

AgriRecovery:

- Coverage for multi-year extraordinary costs
- Clear rules and consistency, recognizing precedents, improved federal-provincial coordination
- Federal and provincial authority to initiate assessments
- Producer group engagement in program design – targeting and communication
- Formal, transparent process to explore and identify mitigation measures

Ross went on to share what the CFA has been hearing over the course of consultations. Many of these points were reiterated by the participating audience. Refer to Box 1 for more detail.

Over the course of the last few months, the CFA has been compiling comments from stakeholders within the industry and, based on this, has produced a set of recommendations that it wishes to carry forward. These can be viewed in Box 2.

Ross gave a very thorough, succinct and engaging account of consultations thus far. Discussion ensued with all rooms participating. If anyone wishes to read Ross's presentation in more depth, please email the QFA office: qfa@upa.qc.ca

The QFA takes this opportunity to thank its partner sponsors for the 2016 Forum series: the Réseau agriconseils and Farm Management Canada.



FARM MANAGEMENT CANADA



Timeline for Key Deliverables

- In order for the NPF to be implemented on April 1, 2018 the right pieces must be in place:
 - Stakeholder Engagement helps define NPF priorities and will help establish programming design and details (ongoing)
 - The Calgary Statement (completed July 2016)
 - Multilateral Framework Agreement (MFA) (to be completed by July 2017)



PHOTO OF THE MONTH

QFA is now accepting photos to be shared with readers each month in the *Advocate*. Ideally, these would be 1MB in size or of similar quality and depict a seasonal rural scene. Please send to qfa@upa.qc.ca.



Farm safety starts young.

AMANDA NUGENT



Marcel Groleau
UPA President

Is MAPAQ now MPAQ? Has the A for agriculture been dropped?

The administrative reform of the farm property tax credit program (Programme de crédit de taxes foncières agricoles – PCTFA) represents a significant letdown by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) towards Quebec farmers.

Consider that, as of January 1, 2017, the eligible tax credits for farmland operated by registered MAPAQ producers will amount to 78 per cent of the value of municipal taxes and that reimbursements for school taxes will no longer be provided. For the government, applying a single rate would simplify how the program is administered. However, for over 80 per cent of producers, this simplification will result in a 30 to 40 per cent increase in their tax bill. The most hard-hit will be small farms and farms located in more expensive or upswing areas. For some producers, this will amount to several thousand dollars. These are costs that it would be impossible to pass on to the market. For this reason, we are asking for a delay in the administrative reform and the creation of a working table to find long-term solutions.

Last January, the Institut de recherche en économie contemporaine referred to the PCTFA, which was established in 1991, as a "flagship" for the govern-

ment's tax policies on agricultural land. Not surprisingly, based on a 2014 Union des producteurs agricoles (UPA) survey, the PCTFA was the most significant of all programs for most farms. Due to higher land prices, the PCTFA is of greater consequence for an even larger number of farming operations.

Transferring a program that is so crucial to farms over to Revenu Québec is completely unacceptable. Where is MAPAQ's leadership and interest in

Unfortunately, when Minister Pierre Paradis is asked about changes to the PCTFA, the conversation is redirected towards abolishing the tie between this program and paying UPA union dues. As if, in this regard, it would benefit producers and society.

agriculture and farmers? Why relinquish the management and budgets of the program to a ministry whose reason for being falls very far from that of the agricultural sector? What will be in Revenu Québec's best interests when the time comes to renegotiate budgets? And what types of services will be available when producers have problems, when all farming information resides with MAPAQ?

Unfortunately, when Minister Pierre Paradis is asked about changes to the

PCTFA, the conversation is redirected towards abolishing the tie between this program and paying UPA union dues. As if, in this regard, it would benefit producers and society. Yet, it would result in no change for a producer's legal obligation to pay its union dues. Abolishing this condition would not provide any benefit to the state either and would only serve to harm the UPA as an association that is certified to represent and defend the interests of all farm producers. Must

we be reminded that for other professionals (physicians, dentists, pharmacists, etc.), the government itself deducts dues at the source for their professional unions? Despite all the changes in the health sector, Minister Gaétan Barrette retained this service for his clientele. This is therefore not a government directive.

Last year, Minister Paradis made a joint request with the Union paysanne to the Commission d'accès à l'information du Québec to acquire access to the list of

farm producers, which the Commission unequivocally denied. Following this decision, Minister Paradis still tried to extract this list from the UPA.

For the past two years, MAPAQ has stopped taking out advertising space in *La Terre de chez nous* because it is supposedly not an independent publication. It is, however, the only agricultural publication with an independent newsroom consisting of unionized journalists that are members of the Fédération professionnelle des journalistes du Québec. MAPAQ prefers *La Vie Agricole*, which knowingly holds an anti-UPA editorial bent and which lacks neutrality.

It goes without saying that it is very difficult for the organization and its groups to build up under these conditions. Does the minister's campaign against the UPA take precedence over Quebec's general and agricultural interests? While the agri-food sector in Quebec lags far behind, especially with respect to farm and research investment, and the meat sector, the creator of tens of thousands of jobs, prepares to outlive another difficult period due to a recent drop in prices, our minister should make a priority of working on issues that slow down development in Quebec's agricultural sector instead of attacking the UPA. It would be much more productive, and the UPA would make a great ally whose sole objective is to advance the agricultural sector.



**Les Producteurs
de lait du Québec**

NOVEMBER 2016

Fixed Price: \$24,000.00

	Nombre	kg de MG/jour
Offers to sell		
Total	224	1,584.5
Eligible for allocation	224	1,584.5
Successful	224	1,584.5
Reserve		
Quantity purchased (-)/ sold (+)		- 0.3
Offers to buy		
Total	829	6,653.2
Eligible for allocation	827	6,634.7
Successful	827	1,584.2

Participation on a prorata basis in any unprocessed offer to purchase equal to or higher than 0.4 kg of BF/day.

Centralized Quota Sales System (SCVQ)

ALLOCATION OF OFFERS TO SELL AND TO PURCHASE PER PRICE STRATUM

SALES				PURCHASES		
Number	Quantity in kg b.f./day	Cumulation	Price offered \$/kg b.f./day	Number	Quantity in kg b.f./day	Cumulation
12	99.0		< 24,000.00	2	18.5	
212	1,485.5	1,584.5	24,000.00 ceiling price	827	6,634.7	6,634.7

ALLOCATION TO BUYERS AND SELLERS

Buyers			
	Number	kg of BF/day	%
Startup Assistance Program	0	0.0	0.0
Holding of less than 12 kg of BF/day	1	1.0	0.1
Reimbursement of startup loans	8	0.8	0.1
Iteration (1.0 kg of BF/day)	826	790.8	49.9
Prorata (13.55%)	744	791.6	49.9
23.88% of the offers have been processed	1 584.2	100.0	
Sellers			
	Number	kg of BF/day	%
Seller who stopped producing 1 or more months ago	0	0.0	0.0
Offers partially processed in the previous month	0	0.0	0.0
Offers in the current month	224	1,584.5	100.0
100.00% of the offers have been processed	224	1,584.5	100.0



Supporting farmers in India

Dougal Rattray
QFA Executive Director

QFA Executive Director Dougal Rattray travelled to northern India in October to help support a community of people suffering from leprosy. This is the first of a two-part series that describes his adventure.

Little Flower is a sizable poverty-stricken community of people living in northern India. It supports 21 other smaller but similar satellite communities dotted across the north of the country on the border with Nepal. The community of Little Flower suffers from leprosy, a disease that has existed for thousands of years and that I wrongly thought had been eradicated a long time ago.

The Leger Foundation is a charitable organization based in Montreal that has been supporting Little Flower for the last 30 years. Thanks to its efforts, the community now has its own hospital and a school to provide education for the children of parents and grandparents who suffer from the disease.

In an effort to wean the community off charity, to create a stronger sense of self-worth, and to address the social stigma surrounding leprosy that continues to be a barrier to self-reporting and early treatment in a society that maintains the caste system, Leger has for the last three years been directing funds towards the community dairy farm with a vision of turning it into a revenue-generating stream for self-support.

Unfortunately, the people who live in Little Flower are not familiar with the concept of trying to make a profit and have instead been used to receiving funds from donors. Their knowledge of dairy production is relatively limited and they have few tools with which to work.

Last year, in recognizing that Little Flower does not possess technical knowledge about dairy farming or business development, Leger reached out to the UPA DI for support. The UPA DI is the international development arm of the Union des producteurs agricoles. It was through this connection that the QFA was approached during the summer of 2016 to offer its knowledge and expertise.

In late summer 2016, the QFA reached out to the English-speaking farming community through its Facebook group to see if anyone would be willing to travel. A busy time of year for the constituency, there were no applicants. As a show of solidarity and support, the president of the QFA decided to send me, his executive director. As



A snapshot of the cows along with some of the milking gang.

a young man, I worked as a dairyman for years while putting myself through agricultural college, and I also have plenty of years of experience managing many other different enterprises.

Words cannot describe my Indian travel experience. Despite jet lag after three days of travel that brought me through London, Mumbai and Kathmandu, I was up at 4:30 a.m. after my arrival to observe the milking. The clouds hung low in the dark stillness of the morning, and my senses were all on fire. Soon, issues began to emerge.

The average age of the herd is seven years. Local breeding has produced poor quality genetics. There are only 27 cows with 29 people working on the farm. Seventeen cows are currently being milked. All are at the end of their lactation. Although these 17 have positive pregnancy diagnosis, management does not know when they will calve down. Production or calving records have not been kept for years. Literacy rates are very low; only two within the team can read and write. Operations are inefficient with cows being hand milked twice daily. The harvesting, feeding and cleaning is also done by hand, with manure being used in a new gasification unit that syphons off methane to be used in communal cooking facilities. Fields are far from the dairy housing. There are few to no livestock handling facilities. Nutrition has low energy and protein value, and concentrates are expensive. Supply companies are far away, and politics and government bureaucracy run at a glacial pace.

Having held multiple investigative meetings over the course of the 12 day door-to-door intensive trip, and having spent time with the dairy crew and animals, I am still compiling my



There are 17 people involved in the handling of the herd. This photo shows the milking/cleaning/feeding/delivery crew with the Canadian delegation.

report, which is due later in November. I will report further upon this in the December *Advocate*, along with suggested recommendations. As a closing comment, this trip was quite an eye-opener, even though I have spent a lot

of time travelling and working in Asia, Africa and other parts of the world. It certainly was a reminder to not take our privileged lives in the "West" for granted and to be thankful for what we have.

LEPROSY FACT BOX

- Leprosy is also known as Hansen's disease (HD).
- It is a long-term infection that is spread between people and occurs through a cough or contact with fluid from the nose of an infected person.
- Infections are without symptoms and typically remain this way for 5 to 20 years.
- It attacks the nervous system, respiratory tract, skin and eyes. This may result in a lack of ability to feel pain and thus loss of parts of extremities due to repeated injuries or infection due to unnoticed wounds. It exists more commonly among those living in poverty.
- Globally in 2012, the number of chronic cases of leprosy was 189,000, down from some 5.2 million in the 1980s.
- Most new cases occur in 16 countries, with India accounting for more than half.
- In the past 20 years, 16 million people worldwide have been cured of leprosy.
- About 200 cases are reported per year in the United States.

Celebrating the family farm



Emily Southwood
Freelance writer

Philip Boersen of Glynthstages Farm in Estrie, Quebec, never really considered doing anything other than working on the family farm. "Growing up, I'd take any excuse to miss school, stay home, and work," he says. He left home briefly to attend Macdonald College and gain job experience. Glynthstages, however, was never far from his heart and mind. One of five children, Philip now runs the sizable dairy operation with the help of his older brother. His two sisters live in Ottawa and out west, and their youngest brother recently made a happy return to involvement in the family farm.

Glynthstages—a name that Philip is often called upon to spell out—originated in 1961 when Margaret and John Boersen purchased the farm. The heritage of the name comes from combining the name

The principal work on their farm was then done with a team of horses, although some farmers in the area were just starting to work with machinery. "We thought we were becoming quite advanced at the time," he chuckles.

of the municipality, Glynth, where John Boersen grew up in the Netherlands, with the name of the Knowlton, QC, farm, Bromestages, which sponsored him. The Boersen's were one of the many families who immigrated to Canada from the Netherlands due to the land shortage back at home, and the special relationship between the two nations. Margaret had previously travelled to the area to visit her brothers and fallen in love with the picturesque Eastern Townships region.

Glynthstages Farm: Embracing change with family values

Philip shares his late mother's love for the area. The landscape is known for being hilly, stony, dotted with lakes, and perhaps difficult to farm compared to some of the flatter lands of Quebec, and certainly the Netherlands. Nonetheless, Philip considers it perfectly suited for the type of mixed agriculture that they do. He also speaks highly of their rich Anglophone and Francophone community, with great schools and easy access to services. He and his wife, Colleen Boersen, née Morin, met because her family kept a summer home in the area. Together, they have enjoyed raising their children, Amanda and Andrew, on the family farm. Amanda now manages several Dominos franchises in Sherbrooke alongside her mom, and Andrew is in his second year in Farm Technology Management at Macdonald Campus.

Glynthstages boasts a purebred registered Holstein herd and grows most of its grain and forages. The farm was originally a quarter of its current land area, and a tenth of the size in terms of milk production. Then again, the industry also operated very differently at the time. Philip recalls memories from growing up that include milking into pails and milk delivered in cans. The principal work on their farm was then done with a team of horses, although some farmers in the area were just starting to work with machinery. "We thought we were becoming quite advanced at the time," he chuckles.

Flash forward to 2016 and feeding is mechanized and milking is computerized. "We're equipped with all the machinery to take care of the operation," he says. "A lot has changed in the last ten years, let alone 50, in terms of modernized milking systems." He explains that their system is capable of recording milk components and herd health, and using heat detection. Although the physical work has decreased with tech-



EMILY SOUTHWOOD

Amanda, Philip, Colleen and Andrew Boersen.

nology, he still finds plenty to do each day, with the bulk of time still spent in the barn. It takes nine to ten man-hours a day to care for the herd. Crop work is over and above that, which sometimes keeps him working well into the night, and has other family members lending a hand.

With a packed schedule, the family hasn't attended many shows in recent years; however, showing animals, and herd genetics, are of particular interest to son Andrew who grew up participating in 4H. Andrew first studied as a chef before gravitating to farm technology. As to whether Andrew will too return to Glynthstages in some capacity, Philip says: "He's showing more excitement

about the idea, but my hope is always that our children want things on their own terms."

"We've all come to the farm in our own way," Philip reflects further. "I've always considered working on the family farm a pleasure, and never a chore. If Andrew does return, we'd be thrilled, and the farm is a big enough operation today that there's room to make it all work." This truly reflects the family's values.

Emily Southwood is a freelance writer for newspapers, magazines and online outlets. She holds a Master's in Creative Writing from UBC and her first book, Prude, was published in 2012. Emily currently lives in Dewittville, QC, with her husband and two sons.



Quebec Farmers' Advocate
Published to benefit the English-speaking agricultural and rural community in Quebec

Vol. 36, No. 10: 2016

All contents copyright and may not be reprinted or translated without permission. Published in Quebec by The Quebec Farmers' Association.

Legal deposit: National Library of Canada.
Dépôt légal: Bibliothèque nationale du Québec.
ISSN#0714-9518

Publication Mail No: 40033773

THE QUEBEC FARMERS' ASSOCIATION GRATEFULLY ACKNOWLEDGES THE SUPPORT OF THE DEPARTMENT OF CANADIAN HERITAGE IN THE PUBLICATION OF THIS PAPER.

Editor-in-Chief Dougal Rattray / qfa@upa.qc.ca **Managing Editor** Andrew McClelland / qfa_advocate@upa.qc.ca **Production Manager** La Terre de chez nous
Sales Director Pierre Leroux / pleroux@laterre.ca / 450 679-8483 ext. 7290 **Sales Representatives** Daniel Lamoureux (National Sales Representative) / Sylvain Joubert / Marc Mancini

QFA memberships, which include a free subscription to the Advocate, are \$68.99 (\$60 + \$3 GST + \$5.99 QST) for **one year** OR \$137.97 (\$120 + \$6 GST + \$11.97 QST) for **two years**.
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





Checking up on the Check-Off

Andrew McClelland
Advocate Staff Reporter

There's been some worry and heated discussion about the Canadian Beef Cattle Check-Off these days. Will I be charged more than \$1 a head? How much do I pay in my province? What is this thing exactly? Canadian producers are asking questions.

The Check-Off is a mandatory levy of \$1 per head collected on cattle sales throughout Canada to fund research and marketing activities on behalf of the entire industry. It's collected from cattle producers when they market their cattle by provincial organizations, using their

stays in the province to fund research, market development and promotional activities that have national benefits.

In 2015/2016, 67 per cent was allocated to market development and promotion, 18 per cent to research and 14 per cent stayed with provinces for activities listed above.

But will it go up?

The National Beef Strategy has been suggesting that Canada's beef industry would do well to have an increased check-off. Not all provinces have agreed to the increase, but many have signed on and will begin collecting \$2.50 (up from \$1) sometime in 2017.

The goal of the National Check-Off is to increase sales of domestic and export beef and to find better and more efficient methods of producing beef and beef cattle.

existing collection systems involving auction markets, order buyers, brand inspectors and others who handle cattle sales.

If it seems to you that folks in the beef industry have it easy in other provinces, allow the *Advocate* to review the Canadian Beef Cattle Check-Off.

Why am I paying so much?

The total amount of per head check-off that you pay depends on where you live. Provinces collect a provincial check-off or service fee, plus the \$1 Canadian Beef Cattle Check-Off. What each province collects is written below.

- QC collects a varying amount between different classes of cattle, ranging from \$5.04 on bob calves to \$13.79 on cull cows. Of that, \$1 is still collected for the national check-off.
- BC, AB, SK all collect \$3/head: \$2 provincial + \$1 national
- NB, NS both collect \$3/ head: \$2 provincial + \$1 national
- MB, ON both collect \$4/head: \$3 provincial + \$1 national
- PEI collects \$4/head at slaughter only: \$3 provincial + \$1 national

That means there's a national and provincial portion. But how are those separate amounts spent, allocated and used—and where do they go?

Each provincial cattle organization has the opportunity to allocate the national dollars collected in their province to what is important to their producers. They can choose to allocate the dollars, by percentage, in varying amounts for research (through the Beef Cattle Research Council), marketing and promotion (Canada Beef), or investment within the province—where money

According to the Beef Canada Research Council (BCRC), a recent study shows that Canadian producers are seeing tremendous value from their \$1 check-off investment. Between 2011/12-2013/14, the industry saw the following benefit-cost ratios:

- 14:1 overall (up from 9:1 overall in 2005-2008)
- 34.5:1 on research
- 13.5:1 on marketing

In addition, the average benefit cost ratio grew steadily between 2011 and 2014. This implies that despite positive benefits, there has been under-investment in research and marketing activities for the industry.

The money will be shared and divided up the same way, say industry reps. Percentages of the national allocation of the new, higher check-off would be at the request of the provincial cattle organizations, in the same way they are now—between marketing (Canada Beef), research (BCRC) and provincial investments. An additional budget line for Issues Management will become a new "category" that provinces will have the opportunity to allocate resources to, to address production practice issues, and administration will be a set percentage.

The goal of the National Check-Off is to increase sales of domestic and export beef and to find better and more efficient methods of producing beef and beef cattle. The National Check-Off generates \$7.5 million annually on average, money spent trying to advance the cause of Canadian beef and beef farmers at home and throughout the world.



According to the Beef Canada Research Council (BCRC), a recent study shows that Canadian producers are seeing tremendous value from their \$1 check-off investment.



Agri-environment

Agriculture's magic formula



Phil Lavoie, agr.

Club Argenteuil Agri-Environmental

Over the past few years I have had many producers comment that they wished that there was a magic formula for farming, one that would indicate what to do under a given set of conditions. Today I can say that I believe I have found the magic formula for agriculture. It is a straightforward and simple equation: $P = G + E$. So, what does it mean?

This is an equation that I have come by time and time again, and most recently realized that my daily activities are held within its boundaries. Simply put, the P is your productivity. It is what you produce on the farm, be it tonnes of grain or pounds of calves for market. The productivity is the result of combining the genetic potential (G) and the environment (E) in which it is produced. Regardless of what you produce, the goal is to allow the expression of the genetic potential. This can be in the form of crop yield, weaning weight or soil fertility, in the case of your soils. Once on farm, the genetic potential cannot be changed. On the other hand, the environment is made up of two compo-

nents, one that we are unable to change (amount of precipitation and its timing) and a set of conditions that we have some control over (seeding depth and rate). Once we accept this, we realize

Today I can say that I believe I have found the magic formula for agriculture. It is a straightforward and simple equation: $P = G + E$

that our role as producers is to provide the best conditions we can to allow for the full expression of the genetic potential that we have purchased or that we hold in our cattle herds. When we are fortunate to have done this, we achieve a high level of productivity expressed as crop yields or pounds of marketable beef. So, in practice, how do we apply this on a daily basis?

Let's take a look at two examples, one for cropping and the other for a cow-calf operation.

Many farms produce corn, so let's use this example to demonstrate the principle. Once we have chosen which corn variety we are going to grow, we have settled the question of genetic potential. This potential is stored in the seed we have purchased. Your job lies in supplying that corn seed with its preferred environmental conditions so that it may express its yield potential. Here is where you have some control. It is your job to have prepared a solid fertilization program that will feed the crop and take into account the

soil's weaknesses; to have in place a strong weed and pest control program to reduce competition; and, finally, to look at soil health to ensure you have proper drainage and no compaction,

both of which reduce your productivity. Keeping this in mind, we are now back to the basics of crop production. Many of these topics are not new to us, and we have heard a great deal about them over the last few years.

In the example of a cow-calf operation, some will tell me that we do have control over the genetics. It is our breeding decisions and our choice to keep only our best replacements that is the control. I believe that we do not have control; it is more accurate to say we have an influence on the genetic potential. Yet once that calf is born we can no longer change its genetic potential. However, by means of our management, we can control the environment in which it is raised. It is your responsibility to ensure that you have an acceptable feeding and pasture program, health program and breeding program that will allow these animals to fully express their genetic potential. Once again, we are back to the basics.

I know that many of you are thinking that I have presented a simple equation

and broad statements. However, we all know that, practically, this is easier said than done, and so what can you do to make improvements and take advantage of this magical formula?

Firstly and most importantly, remember that you are not alone! It is important to accept that there are things that none of us can change or control. Once we realize this, we are well on our way to taking control of the magical formula and concentrating on what we do have control over. From there help can be found all around us. In particular, as a crop advisor and member of the Bovi-Expert team, I am someone who can help you. I can ensure that you are providing the best possible environment to allow for the expression of the genetic potential on your farm, which will enable you to achieve the greatest productivity possible!

Stay tuned for the next article in which I will discuss a first step that you can take to make the formula work for you. In the meantime, keep your eye on productivity, acknowledge genetic potential and plan for providing a winning environment.

Phil Lavoie is the agronomist who works for the Club Argenteuil, a non-profit organization founded in 1998 by a core group of 60 Anglophone producers that offers clients neutral advisory services specializing in environmental regulations, sustainable agricultural principles and the cow-calf sector. To contact Phil, call: 450-562-8574 (ext. 229).



Our role as producers is to provide the best conditions we can to allow for the full expression of the genetic potential that we have purchased or that we hold in our cattle herds.

Food Summit: The Producteurs de grains du Québec's meeting with consumers

At the invitation of Minister of Agriculture Pierre Paradis, the Producteurs de grains du Québec (PGQ) attended the first thematic meeting about consumer expectations at the 2017 Food Summit on October 21, 2016.

The PGQ attended in part from a desire to meet consumers and discuss their current and future expectations, as well as to ensure that discussions take the industry's specific realities into account so that realistic conclusions could be drawn.

The first meeting, which brought together many stakeholders from the

biofood industry, featured a speech by chef and host Ricardo Larrivée, as well as lectures by three experts.

The PGQ is satisfied with its participation in the event and with having had the chance to publicly express its key concerns in the industry during workshops held with the various stakeholders in attendance; however, it reaffirms the urgent need to act because financial support for the agricultural sector is instrumental to its maintenance and development. Furthermore, the PGQ was disappointed to see that the minister's sense of urgency resided sole-

ly on the bill on mandatory labelling. Finally, the PGQ is convinced that to overcome tomorrow's farming challeng-

es and improve the biofood supply in Quebec, the provincial government must set the stage for success.



First thematic meeting of the 2017 Food Summit was held on October 21, 2016. Producteurs de grains du Québec were part of that meeting.

Canadian Roundtable for Sustainable Crops (CRSC)

On October 19, as a member of the Canadian Roundtable for Sustainable Crops (CRSC), the PGQ took part in the CRSC Fall Roundtable Meeting. This meeting facilitated updates on certain projects and a discussion about the roundtable's future direction.

Due to funding constraints, some of the activities and projects that the CRSC had initiated have been put on hold so that it can focus on its responsibilities and core activities.

It should also be noted that the CRSC has managed to increase synergies and facilitate collaboration with other initiatives that document sustainability practices, such as the agri-environmental support plan and the farmland footprint calculator in Canada.

Furthermore, CRSC members would also like to reiterate their commitment to producers to ensure that they support the roundtable's vision. This will be accomplished while seeking to create added value for organizations in the processing and retail sectors that consider environmental sustainability important.

November 2016 USDA supply and demand report

The USDA November report had one surprise. The market was expecting a US soybean yield increase, but the USDA raised the corn yield as well. Yields were raised to 175.3 bu/acre for corn (+1.9 bu/acre) and 52.5 bu/acre for soybeans (+1.1 bu/acre), both record levels. US corn production is now forecast at 15.226 billion bu (BB), compared to 13.6 BB last year, and the soybean crop is projected at 4.36 BB vs. 3.926 BB in 2015. Stock levels are up for both grains. Corn stocks are up 83 million bu (MB) at 2.4 BB in 2017 vs. 1.74 BB in 2016, and soybean stocks are up 85 MB at 480 MB in 2017, compared to 197 MB in 2016.

In the world market, Canadian wheat exports have decreased by 0.5 million tons (MT) because of Western Canadian quality problems. Ukraine corn production is raised by 1 MT, but their exports are up by 300,000 tons only. 2017 world stocks are forecast at 218.2 MT of corn (209.4 MT in 2016) and 81.5 MT of soybeans (77.1 MT in 2016). This monthly report is, therefore, bearish with two caveats. USDA raised 2016-17 corn price forecasts by 5 ¢/bu and soybean prices by 15 ¢/bu.



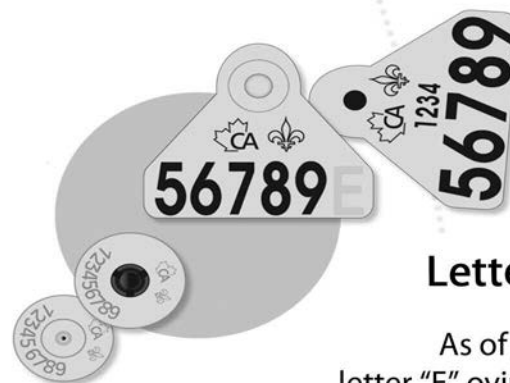
The Producteurs de grains du Québec (PGQ) represent the interests of about 11,000 Quebec grain farmers. In addition to liaising with farmers, the PGQ engages in monitoring, analysis, collaboration and communication with industry and government.



Keeping you in the loop
NOTE TO SHEEP PRODUCERS

2016: Letter "D" Ovine Tags

Sheep producers have until **Friday, December 2**, to order and pay for letter "D" ovine tags for lambs born from now until the end of December 2016.



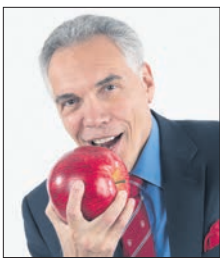
2017: Letter "E" Ovine Tags

As of **Monday, December 5**, letter "E" ovine tags will be available for lambs born in January onwards.

1-866-270-4319

Monday to Friday,
from 7:30 a.m. to 12:00 p.m.
and from 1:00 p.m. to 4:30 p.m.

Separating sense from nonsense



Dr. Joe Schwarcz
Scientist and author

A scourge to more than cruise ships

With the torrent of information now flooding popular media channels and the turbulence in contemporary traditional media, sometimes it can be hard to discern fact from fiction. In an effort to provide science-based, balanced content that values a healthy public discourse, the Advocate is publishing extracts from scientist and educationalist Dr. Joe Schwarcz. We hope you enjoy this thought-provoking read.

It's the scourge of cruise ships. It used to be referred to as Norovirus, but now the International Committee on Taxonomy of Viruses strongly encourages that the term be replaced by the term Norwalk virus. "Noro" apparently is a common name in Japan and there is concern that children with this name would be teased for "being a virus." But there are of course more important reasons to be concerned about the virus that was named after Norwalk, Ohio, the town where an outbreak of acute viral gastroenteritis sickened children at the Bronson Elementary School in November 1968.

The term "gastroenteritis" derives from the Greek "gastro" for stomach, "entero" for small intestine and "itis" for inflammation. So gastroenteritis is an inflammation of the stomach and small intestine, usually characterized by diarrhea, vomiting and cramps. It is sometimes referred to as the "stomach flu," although it has nothing to do with the influenza virus. "Gastro" can, however, be caused by other viruses such as rotavirus, a special problem in children, the Norwalk virus or by a variety of bacteria.

The source of Norwalk virus is fecal matter and transmission is often via water contaminated with sewage. Mollusks and other seafood that may have been exposed to sewage are another means of transmission. The virus is particularly nasty because it is highly contagious, requiring as few as ten viral



The symptoms of diarrhea and vomiting and, in about one-third of people, fever, begin anywhere from fourteen to forty- eight hours after exposure and usually last two to three days.

particles for disease transmission. That's why one infected crew member on a ship can sicken hundreds of people. Infection comes from the ingestion of the virus from ready-to-eat food that has been handled by an infected person or by touching a surface that has been contaminated by aerosolized droplets from human emissions.

Although the virus can only reproduce

once it has invaded a cell, it can remain viable on surfaces for quite some time. How long it survives outside the body depends on a number of factors including smoothness of the surface, type of material and moisture level. Survival for several days is possible and touching the nose after touching an infected surface is a common way to spread the virus. Frequent hand washing is, of course, critical when there is an outbreak. Surfaces that are commonly touched should be washed with a solution made by diluting commercial bleach one to ten. A contact time of about ten minutes is needed to inactivate the virus. Since Norovirus is quite heat stable, it can even survive in cooked foods that are not extensively heated.

The symptoms of diarrhea and vomiting and, in about one-third of people, fever, begin anywhere from fourteen to forty- eight hours after exposure and usually last two to three days. But an infected person can still be shedding viruses for several days after symptoms have resolved. The biggest risk of an infection with Norwalk virus is dehydration, which can be severe, and in the case of the young, the old and the infirm, can be life threatening if intravenous fluids are not administered.

Norwalk virus is not the only virus that can be transmitted by food or water. Hepatitis A virus is another example, but this one has an incubation period of four to six weeks, so the source is harder to identify. It doesn't cause diarrhea or vomiting, but rather a general feeling of malaise, often accompanied by fever and nausea. The telltale sign is jaundice, whereby the skin and eyes take on a yellowish tinge. Besides human feces, mussels, clams and oysters that are harvested from sewage-contaminated water can spread the virus, as can raw fruits and vegetables irrigated with tainted water. Transmission via the fecal-oral route from person to person is possible either through skin contact, such as by shaking hands, or by handling food without proper hand washing after using the bathroom.

Remember that food contaminated by viruses or bacteria may look and taste perfectly fine. And of course you can't see microbes. One billion of them can be frolicking on the head of a pin! It would not be a good idea to put that pin in your mouth!

Award-winning chemist Dr. Joe Schwarcz is famous for debunking many of the myths about science and is director of McGill University's Office for Science and Society.

Don't wait to get the Flu Vaccine

24
You can spread the flu up to 24 hours before your symptoms start.*

1-4 DAYS
It takes 1-4 days for flu symptoms to appear after exposure.*

EACH YEAR

An average of **12,200** Canadians are admitted to hospital due to the flu*

Up to **7 MILLION** Canadians get the flu*

Approximately **3,500** Canadians die from the flu*

This year, do not share the flu!

The flu can affect everyone.

Protect yourself and those around you by following these tips:

1. Get the flu shot every year
2. Clean your hands often
3. Keep your hands away from your face
4. Cough and sneeze into your arm
5. Keep shared surfaces and objects clean
6. Stay home if you are sick

For more information on flu, visit: canada.ca/flu.

Organics around the world

Isabelle Bouffard, Director

Department of agricultural research and policy, UPA

In 2014, total organically managed land areas around the world (whether certified or in conversion) were estimated at 43.7 million hectares, or nearly one per cent of all agricultural land out of the 172 countries included in the study by the International Federation of Organic Agriculture Movements (IFOAM). About 2.3 million farming operations were certified, and total sales of organic products were valued at over US\$82.5 million. In 2012, nearly 90 per cent of these products were consumed in the European Union (EU) and North America.

The 28 EU countries had over 250,000 organically managed operations in 2014 and cultivated over 10.3 million hectares, including operations in conversion, which is a quarter of total organically managed land areas around the world, and six per cent of total agricultural land areas in Europe. The organic market in EU countries totalled US\$26 billion in 2014, or nearly one third of the global market. Spain, Italy, France, Germany and Poland comprised 57 per cent of European organic land areas.

In the US, almost 2.2 million hectares are organically managed, representing about 0.7 per cent of the total cultivated land area in the country, and five per cent of the global land area. According to the latest numbers from the United States Department of Agriculture (USDA), the number of organically managed farms totalled nearly 13,000 in 2015. The value of total sales in this sector represented nearly US\$40 billion in 2014, or almost 45 per cent of the global market.

Canada holds approximately two per cent of global organic land areas and contains over 5,000 farms. Production mainly takes place in Saskatchewan, Ontario and Quebec. The Canadian organic market made up over US\$3 billion in 2013. As such, Canada is the fifth biggest organic market in the world (four per cent of the global market), behind the US, Germany, France and China.

With respect to use of the land around the world in 2014, 60 per cent of organic land areas were permanent pastures, 20 per cent of arable land consisted mainly of grains, and nine per cent consisted



The Canadian organic market made up over US\$3 billion in 2013. As such, Canada is the fifth biggest organic market in the world.

of perennials, such as apple, coffee and olive trees. The production of organic milk mainly takes place in Europe and North America. There is a far greater presence of organic cattle, ovine and swine breeding in Europe. Furthermore, the US is the main breeder of organic broilers around the world, and the EU

is the number one producer of organic eggs in the world.

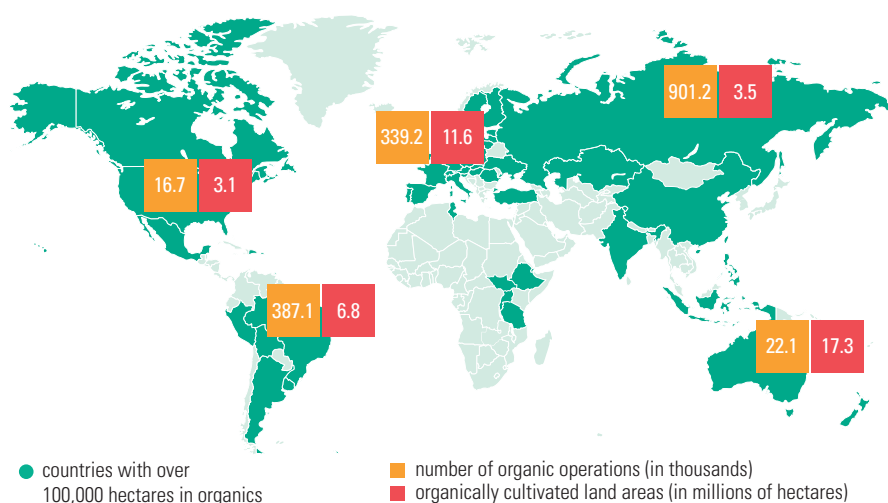
A growing market ...

Beyond these numbers, all analysts agree that growth in the organic food sector will continue, spurred by the demand for animal protein such as poultry, other meat and fish. Last July, the world leader in organics, WhiteWave Foods from the US, was bought out by French agri-food giant Danone. The goal was to create a world leader in step with new "healthier and more sustainable" consumption patterns, according to Danone.

... for which consumers are willing to pay more

According to a 2014 Nielsen survey on consumer behaviour, on a global scale, 33 per cent of people consider organic ingredients to be a very important factor in their purchasing decisions. The results varied from one continent to the next, from a minimum of 24 per cent in North America to a maximum of 45 per cent in South America. In addition, organic is one of the few criteria for which respondents are willing to pay more.

DISTRIBUTION OF ORGANIC LAND AREAS AND OPERATIONS (CERTIFIED AND IN CONVERSION) AROUND THE WORLD IN 2014



Source: Agence BIO, per the Research Institute of Organic Agriculture, IFOAM and various European sources, 2014.



POUVOIR NOURRIR
POUVOIR GRANDIR
Table de développement
de la production biologique

The Quebec Organic Production Roundtable (Table de développement de la production biologique) represents the organic farming sector's interests and seeks to better meet farmers' needs through creating more synergy among the different commodity and regional groups within the UPA. It strives towards the efficient use of available resources in order to give the organic sector better development and coaching tools.



True patriot love for Canadian beef

Andrew McClelland
Advocate Staff Reporter

Canadians are a proud people. We may not wave our flag quite so highly as our neighbours to the south, or spend a king's ransom in fireworks to blow up in the backyard on our nation's birthday, but we generally think this is a darn decent place to live and don't mind telling people so.

Sure, our innate humbleness makes us feel that we may not be the best of the best, but we like to support our own. Don't we always cheer just as loudly whenever someone brings home a humble bronze medal from the Olympics?

That's what a study on consumer habits when buying meat confirmed this month. The Leger Research Intelligence Group says that most Canadians will choose fresh meat marked "Canadian" on its label over one that has no country-of-origin information—or one marked "Product of USA."

"People were more willing to pick a package with an origin not stated than a package they know is from the US," said Barry Davis of Leger Research Intelligence Group, the firm hired by the Alberta Livestock and Meat Agency to poll 1,609 consumers in an online survey.

Davis said that this is the case because your average Canadian has confidence in the country's food supply chain. They feel that it's safe, healthy, good quality and fresher than imported meat.

"The theme running through this is more about supporting Canadian, versus buying local," said Davis, whose



A recent study shows that most Canadians will choose fresh meat marked "Canadian" on its label over one that has no country-of-origin information—or one marked "Product of USA."

firm polled consumers of all ages in regions across the country. "This idea of buying local was not necessarily about supporting Alberta, or farmers from the region, but about buying Canadian."

Most consumers said that they would pay around 10 per cent more for meat

that was raised without hormones and antibiotics, but said that the reason they sometimes abstain from buying organic is because of the high price.

It would seem, the "Buy Local" movement has done Canadian producers well in the past 15 years—an interesting

but also because it is a "family favourite" and "everyday meal." (As a father to a very picky eater of a six-year-old, I'd say "My kids eat it" is another reason.) Beef was second and was generally chosen because it was a "family favourite." Pork was the third most popular meat, also perceived as an "everyday meal."

But while Canadian shoppers want to support buying local, their choices of where they shop are puzzling. Fewer consumers are shopping at "mom and pop stores," choosing instead megachains like Costco and Wal-Mart.

Both US-owned mass merchandisers, Wal-Mart and Costco have captured a big chunk of the fresh meat market. Costco enraged Canadian farmers two years ago when it claimed it had to purchase US and Australian beef to keep up with its supply of AAA-grade cuts. And Wal-Mart, says Leger, has been steadily increasing its offerings of fresh meat during the period when the survey was conducted.

"They have quadrupled the number of their shoppers in four years," Davis said.

Maybe this is where the "Buy Local" movement and the trend in shopping in megastores can meet. If the Costcos and Wal-Marts of the world can be convinced to source locally and—here's the kicker—actually pay producers a fair price for it, buying local could finally mean buying big, and local farmers could see some real money.

"This idea of buying local was not necessarily about supporting Alberta, or farmers from the region, but about buying Canadian."
— Barry Davis

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:
Falling from
machine.



WARNING:
Prohibition of
digging



WARNING:
Live electrical wire
contact

Hazard symbols taken from the Association of Equipment Manufacturers.

development in an era where politicians and economists have repeatedly told them that globalization and overseas markets are the key to prosperity.

While provincial and municipal governments have been keen to promote buying local (think of Quebec's "food sovereignty plan" and the slogan "Mettez le Québec dans votre assiette!"), Ottawa has been more gung-ho to find business through international trade deals.

The Alberta Livestock and Meat Agency has commissioned three surveys like this since 2010. The surveys found that consumers are willing to pay "a higher price for Canadian fresh meat product" versus an imported alternative.

Leger also found that shoppers in Canada's grocery stores choose different meats for idiosyncratic reasons. The most-often purchased meat was chicken because it is "healthier" (read: "leaner"),

The Federation welcomes a new farmer from the next generation

On November 8, at the board meeting of the Fédération des producteurs d'œufs du Québec (FPOQ), the board of directors announced the 2015 recipients of the Programme d'aide au démarrage de nouveaux producteurs d'œufs (farmer assistance program for new egg producers). As such, the Fédération is pleased to welcome M. Bruno Gosselin from l'Île-d'Orléans.

The winners will receive the Philippe-Olivier award of merit, as well as 6,000 quota units of laying hens valid for their lifetime. The FPOQ is proud to have awarded 70,000 quota units since 2006 through its Programme d'aide au démarrage de nouveaux producteurs d'œufs, whose goal is to ensure a smooth transition to the next generation throughout Quebec. To watch a video clip that provides an overview of the program, go to <https://youtu.be/58a2T1CITmc> (French only).



A video clip posted on YouTube provides an overview of the program since 2006.

Created in 1964, the Fédération des producteurs d'œufs du Québec (FPOQ) is the first specialized provincial farm association to have instituted a joint plan for marketing and production. Under its organizational structure, the FPOQ is involved in administering supply management and promoting eggs among consumers. Quebec's 113 egg producers care for 4.4 million laying hens, producing a total of 1.4 billion eggs per year.

Case IH Axial-Flow® 140-240 Series Combines

Help producers harvest more of what they grow

SPECIAL FINANCING*

NO INTEREST UNTIL SEPTEMBER 1ST 2017 or

2.5%	36 months
2.9%	48 months
3.25%	60 months
3.5%	72 months

The Axial-Flow 140-240 series continues a tradition of delivering superior harvesting and threshing performance to put more higher-quality grain in the tank.

KEY AXIAL-FLOW 140-240 SERIES ENHANCEMENTS INCLUDE:

IMPROVED TRANSMISSION:
New two-speed electronic shift transmission increases efficiency and allows producers to harvest more acres per day.

LIGHTWEIGHT CONCAVE DESIGN:
A new concave design lightens the workload. At just 38 pounds — less than half the weight of previous models — six lightweight concaves make it easier to tailor the combine to different crop and field types.

CAPTION:
Equipped with Tier 4 B/Final SCR-only technology, the Case IH Axial-Flow® 140-240 series combines feature industry-leading AFX single-rotor technology, plus more standard features to easily adjust to different crops and field conditions.

ENHANCED CROSSFLOW™ CLEANING SYSTEM:
Built to handle greater capacity at higher speeds, the improved CrossFlow cleaning system automatically detects when the combine is maneuvering on uneven terrain.

HIGHER CAPACITY GRAIN HANDLING:
A larger clean grain elevator and improved delivery auger complement the higher-capacity cleaning enhancements.

BETTER RESIDUE MANAGEMENT:
The completely redesigned residue management system includes a chevron blade-mounting pattern for more consistent distribution and better quality.

INTUITIVE USER INTERFACE:
A user-friendly interface provides greater productivity in real time and on the fly without getting out of the cab.

*PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE.

Your Case IH dealer - For those who demand MORE!

CENTRE AGRICOLE INC. COATICKOOK	LES ÉQUIPEMENTS ADRIEN PHANEUF INC. SHEFFORD	LES ÉQUIPEMENTS LAZURE ET RIENDEAU INC. STE-MARTINE	LES ÉQUIPEMENTS R. MARSAN INC. ST-ESPRIT	CLAUDE JOYAL INC. NAPIERVILLE	CLAUDE JOYAL INC. STANBRIDGE STATION	LES ÉQUIPEMENTS ADRIEN PHANEUF INC. UPTON	CENTRE AGRICOLE INC. WOTTON
------------------------------------	--	--	--	----------------------------------	---	---	--------------------------------

Financing provided by

© 2015 CNH America LLC. All rights reserved. Case IH is a registered trademark of CNH America LLC. CNH Capital is a trademark of CNH America LLC. www.caseih.com

Macdonald

Reports



One year on: Macdonald Campus's innovation and entrepreneurship program revs up

Eduardo Ganem Cuenca
Director, Innovation and
Entrepreneurship Program

Kathy MacLean
Manager, Planning and
Communications

A start-up culture is forming at McGill's Macdonald Campus. Since the launch of the Innovation and Entrepreneurship Program in September 2015, innovative ideas spanning food, agriculture, health, agricultural engineering and social innovation have been colliding with entrepreneurial models, giving rise to a cohort of promising early-stage start-ups. The program has three core pillars: an academic curriculum; workshops and events; and start-up seed funding competitions.

An entrepreneurship curriculum is infused into academic programs through an optional 18-credit minor in Agribusiness Entrepreneurship. The minor – a series of core and complementary courses and a joint venture between the Faculty of Agricultural and Environmental Sciences and the Desautels Faculty of Management – helps student entrepreneurs develop skills to build their own start-up or help grow an existing venture. While entrepreneurship courses on their own don't necessarily produce "ready-made entrepreneurs," they help students develop entrepreneurial reasoning and skills to manage their business idea, innovation, funding and risk tolerance.

Agribusiness Entrepreneurship pays dividends

Students in the first Agribusiness Entrepreneurship course cohort have been putting their skills to good use.

Jérémie Messerli BEng(Bioresource)'17 and the co-founders of Agvizio are designing vision systems for agricultural machinery to improve production efficiency while mitigating environmental impacts from agricultural inputs. The group received one of the 2016 Macdonald Innovation and Entrepreneurship prizes that provided seed funding for prototype development.

Valérie Toupin-Dubé BSc(AgEnvSc)'16 has energy and passion for agricultural education that is unstoppable. As a stu-

dent, she helped create the Farm to School Program at Macdonald to teach young students about agriculture and the environment through a series of custom-made workshops. Recently, Valérie received a \$10,000 grant from Equiterre to scale up the initiative by developing program materials for Quebec schools.

Throughout the summer, Clara Limongi BSc(AgEnvSc)'17 completed an internship with a Montreal-based urban agriculture start-up. As an intern, she applied her knowledge of environmental biology in an entrepreneurial environment and received university credit. The internship opportunity was made possible by the Bieler Family Internship Program.

Learning from the experience of others

Successful business leaders and entrepreneurs share their real-life experiences and lessons learned along the way with students and the general public through the Entrepreneurship Speaker Series. This fall, Alastair Monk and Ramen Dutta, co-founders of Motorleaf (Sutton, QC), wowed the audience with the story of their venture – greenhouse automation hardware and software that scales for spaces ranging from the size of a closet to five acres. The Motorleaf system forms a wireless mesh network to monitor and control variables such as pH, nutrients, temperature, humidity, water level and lighting. This combination of life science, technology, business and social innovation is the kind of start-up activity that interests many Macdonald students.

Feeding student passion for innovation and entrepreneurship, however, is not limited to on-campus activities. In the past few months, Mac students were sponsored to attend the Montreal Startupfest, one of the largest start-up gatherings in the city, and the extraordinary TEDxMontrealWomen event.

Student passion + faculty support = a climate for success

From an enviable first-place winning streak (two consecutive years) at the US Institute of Food Technologists competition in the Food Product Development and Developing Solutions for Developing Countries competitions, to the outstanding performance at McGill's Dobson



Tess Cavalieri BSc(FSc/NutrSc)'17 serving samples of Rephyll's delicious meat-free burger to Macdonald alumni and guests at 2016 Homecoming celebrations.



Chloé Anderson MSc(FSc)'17 prepping delicious desserts using avocados.

Cup Entrepreneurship Competition, Macdonald students are making a name for themselves. By extension, they are shining a spotlight on our programs and the faculty and staff who work behind the scenes to help them reach their full potential.

Early-stage start-up success

If start-ups from Mac continue at their current pace, you won't have to wait long to see some of them taking the stage in the Quebec start-up scene. Here are some of our emerging entrepreneurs.

- Groundit (2015 Dobson Cup winner) is converting waste coffee grinds from Montreal coffee shops into premium compost and selling the compost at select Montreal-area businesses.
- YumiBox (2016 Dobson Cup winner, Food and Agribusiness Convergent Innovation Prize winner) is operating a

subscription-based delivery service for healthy carb whole-grain mixes.

- Avocado Desserts (2015 IFT Food Product Development winner) is creating healthy avocado-based desserts and was selected to be one of McGill's first food start-up residents in Notman House.

- ProtERA (Accelerate 2030 winner, Switzerland) is producing sustainable protein for poultry and fish feed using insects.

In short, our students – better yet, students, entrepreneurs and co-founders – are carving new niches in what looks to be very promising opportunities.

If you would like to get involved in the program as a mentor for students, to support the program, or if you're thinking about studying at Macdonald, feel free to connect with us by phone 514-398-8779 or email eduardo.ganemcuenca@mcgill.ca.



Fewer measurements, greater gains!

Déborà Santschi, Ph.D., Agr.
Nutrition and Management Expert, R&D

Steve Adam, Agr.
Dairy Production Expert on Comfort, Behaviour and Well-Being, R&D, Valacta

Measuring your heifers takes time and patience, so why do the experts insist on it? Because it's important! Because the latest research shows that the greater the weight gain in early life (0-2 months), the greater the milk yield in first lactation. Because the ideal time for first breeding depends on the heifer's weight, not age. Because once pregnant, the heifer needs to keep growing properly to produce a healthy calf and maximize milk production. The good news is that if you do your measuring at strategic times during growth, you do not need to measure your heifers as often as was previously thought.

A simple method and specific targets

A simple method for monitoring your heifers' growth is to measure them four times, at the most critical periods of their lives: at two months, at six months, at first breeding (around 13 months), and then again during pregnancy, to ensure that weight gain is maintained. So instead of measuring all your heifers on the same day, you can measure them as they reach the ages indicated in the table below. Then you just need to compare your results with the target weights to determine if your rearing practices are effective or not, and adjust them as needed.

TARGET BODY WEIGHT (KG)					
Age	HOLSTEIN	AYRSHIRE	JERSEY	BROWN SWISS	CANADIENNE
2 months	100	90	65	95	75
6 months	200	180	135	190	150
13 months	400	330	255	350	280
Pregnancy	Ensure weight gain is maintained				

Target at two months: 100 kg

The first two months of life are critical, as they influence a heifer's health, growth and future milk production. It is generally recommended that heifers double their birth weight by 60 days of age. If we assume a birth weight of 45 kg for Holsteins, heifers should weigh at least 90 kg at this age, and there is no maximum. If you are falling short of that target, consider the following:

- 4 L of colostrum within the first 2 hours of life
- 8 L/d of milk or milk replacer
- Consistency: temperature of the mixing water, feeding times, temperature of the milk at feeding
- Milk replacer mixed according to the supplier's instructions
- Continuous access to clean water from birth
- Access to palatable feed from the first days of life
- Minimum competition
- Optimal biosecurity to prevent disease

Young calves are particularly sensitive to poor air quality, which can greatly reduce growth. But ensuring an adequate supply of fresh air at ground level is not easy with conventional ventilation systems, particularly since calves spend most of their time lying down, often in solid-sided pens. Fans, ducts or tunnels may be required to redistribute fresh air in the vicinity



Monitoring your heifers' growth is critical to determine if your rearing practices are effective or not, so you can adjust them as needed.

of the calves. In cold weather, however, air speed at calf level must be kept below 60 feet/min (1 km/h) to avoid drafts. Until the age of four to six months, calves also need an ample supply of bedding to help maintain body heat; before this age the rumen is not fully functional and generates little heat.

Target at six months: 200 kg

At six months, heifers are often in groups and more difficult to measure, but an assessment at this stage

finished eating may suffer from nutrient deficiencies, with consequent delays in conception.

Group size should also be limited to a maximum of ten animals to minimize competition. In Quebec's smaller herds, a maximum two-month age range is recommended to limit the weight difference within the group (65 to 100 kg, depending on age).

Target at 13 months: 400 kg

Once your heifers have reached puberty, it is important to breed them at the right time to avoid unnecessary rearing costs. By measuring your heifers at 13 months, or even before, you will be able to determine the ideal time for first breeding, with a better chance of conceiving.

Target during pregnancy: Maintain weight gain

The measurements in Valacta's database show that weight gain in most heifers slows down after conception, but this shouldn't be the case! Pregnant heifers need to continue growing to support their calf's development. The demand for protein is high in the last trimester of pregnancy to sustain both calf and mammary gland development, enable the heifer to produce good quality colostrum, and ensure she continues to grow. It is therefore imperative that you measure your heifers at least once, mid-way through pregnancy or when transferred to pre-fresh pens, to monitor weight gain and determine if you need to make any adjustments.

You can now predict when your heifers will be ready to breed

Valacta now offers a free web tool that predicts the growth curve of a heifer based on individual measurements. The curve is used to estimate the age at which the heifer will reach the ideal weight for first breeding. All Valacta clients and their service providers now have free access to this tool on their personal Valacta site.

allows you to ensure that the transition to puberty is going well. If your heifers are weighing in under 180 kg at this age, you probably need to review your practices. Likewise, heifers over 250 kg at six months are likely a little overweight and gaining inefficiently. There are a few avenues to explore if you are too far off the 200-kg target.

BREED	RECOMMENDED WEIGHT AT FRIST BREEDING (KG)
Holstein	400
Ayrshire	350
Jersey	260
Brown swiss	375
Canadienne	300

- Wean gradually by reducing the quantity of milk fed by half every five days.
- Implement one change at a time during weaning (housing, feeding, treatments).
- Offer palatable calf feed that maximizes lean gain.

Before breeding your heifers, make sure that all the heifers in a group have access to the feed bunk at the same time. Animals forced to wait until the others have



The Tree Doctor



Leilak Anderson
Certified Arborist
Advocate Arboriculture Columnist

Do you remember the great American chestnut tree? Likely you've never actually seen one. By the time Nat King Cole purred the famous lyrics "Chestnuts roasting on an open fire" in 1946, most of these iconic trees had disappeared. The American chestnut was formerly one of the largest canopy trees in the Eastern deciduous forest, reaching more than 30 metres in height and 2 metres in diameter, and it was said that a squirrel could make its way from the Atlantic to the Mississippi River by jumping from chestnut tree to chestnut tree.

After four billion of these magnificent trees disappeared in the early 1900s, the

The frightening impact of exotic pests in our forests

American chestnut is now on the verge of extinction (we have about 100 mature specimens left in Ontario). The cause: chestnut blight, a fungus from East Asia. Next came the Dutch elm disease, sweeping the North American forest and especially hitting urban centres where elms had been planted monoculturally, as these graceful giants were loved for their hardiness and functional form, arched high above the streets allowing clearance for cars.

Foresters, still wiping tears from their eyes at such a loss, began to replace the elm with the less majestic but resilient ash tree, as it was fast growing and tough. Alas, the emerald ash borer was the next exotic pest to arrive in devastating style in 2002, wiping out millions of ash trees of all species in our forests at a 99 per cent mortality rate. The newest exotic grim reaper is the Asian long-horned beetle,

and this insect poses a serious threat to the maples in the North American forest, with experts forecasting a loss of more than 30 per cent of canopy cover in certain areas. Obviously this could be a major concern to not only our maple syrup producers, but to those farmers who rely on harvesting maples for firewood, lumber or for sale to loggers as part of their retirement plan.

So what are we learning from exotic pests? First, the reason they are so exponentially devastating to our forest is because our native trees have no natural defence against a pest they've never before come into contact with. For instance, our ash trees are used to dealing with local borers and, as a population, can withstand attacks from the usual suspects. Exotic pests recognize our native trees as appropriate hosts, but our trees have no time to build up natural resistance to

this unrecognizable visitor. It's up to the experts and the government to impose policies on transporting wood and lumber (the largest cause of pest infiltration) and up to our foresters to implement sensible planting strategies (reforesting with diverse types trees, not only within a genus but across plant families, since all species of a given tree within a genus are often attacked). And it's up to us to not move firewood and to identify and report pests like the Asian long-horned beetle to the Canadian Food Inspection Agency to prevent the next disaster.

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

Discover your

business breakthrough

Last year, 93% of FCC learning event attendees found theirs.

**Register
today**

- Take home **practical** business tips from **industry experts**
- Business, **finance** and **sector-specific** topics
- **Free** for everyone involved in agriculture, agribusiness and agri-food

1-800-387-3232 | fcc.ca/Breakthrough



Farm Credit Canada
 Advancing the business of agriculture

Canada

CRISPR mushrooms

Cynthia Gunn
QFA's Food Writer

They're like the giant deep sea squid of the fungi world. Tentacles reaching everywhere, in the dark, never knowing where they'll infiltrate next. Mushrooms may soon become even more like creatures from a sci-fi flick—or more magical, or simply less perishable, depending on your perspective.

First, a little background. The vast majority of mushrooms we eat, typically "button" mushrooms, are the short-lived fruit of the fungi and are cultivated in controlled, sterile environments. In the wild, however, the underlying mycelium, or the body of the mushroom, can be long-lived and massive. The US Forest Service reports the existence of a colony in the United States that is estimated to be an incredible 2,400 years old, possibly older, and spans an estimated 2,200 acres (8.9 km²).

Listening to CBC Radio 1 *Ideas* on September 27, 2016, I felt like I was listening to a modern version of the 1938 radio broadcast of an alien invasion in *War of the Worlds*. If the above information about mushrooms isn't amazing enough, wait until you hear about the gene-editing tool CRISPR-Cas9. From the sounds of it, this game changer in the scientific field could turn out to be more of a disruptor than the election of Donald Trump to the US Presidency.

Unlike other gene-editing tools, it is cheap, quick and easy to use, and "has swept through labs around the world as a result," reports *Nature* magazine in 2015. It enables scientists to alter specific genes within plants, animals—and fungi—and make those changes heritable. Scientists are postulating that it may well be the most revolutionary technology of the 21st century.

So what does CRISPR-Cas9 have to do with mushrooms?

Yinong Yang, a biologist at Penn State, is using CRISPR on mushrooms. The project was actually the suggestion of a big mushroom grower. In this case, the gene editing stops production of a specific enzyme that causes mushrooms to turn brown. The end product is a mushroom with longer shelf life that resists blemishes caused by handling or mechanical harvesting—but without DNA from a foreign organism. The United States Department of Agriculture (USDA) decided these crops, where genes are deleted and no foreign DNA is added, do not fall under its regulation.

The notification from the USDA in April 2016 that it will not regulate the CRISPR-Cas9-altered mushroom clears the way for its potential commercial development—and likely many more crops and animals to come. Not a week later, the agency also ruled that a CRISPR-Cas9-edited corn variety developed by DuPont Pioneer also would require no USDA approval. This sounds like the tip of the iceberg for this technology in the food and farming industry.

Coming back to Earth, you might like to know that mushrooms are a good source of B vitamins. They are delectable and easy to cook, so go on and get that butter melting in the pan.

Cynthia is a researcher and writer, covering issues related to environment, heritage, tourism and food. She runs a small catering business and lives in Western Quebec with her two daughters and husband. She holds an MA in Geography.

Mushrooms on Toast

Ingredients
2 slices of good chewy bread (it needs to be substantial enough to resist becoming soggy from the cream sauce)
1/2 pound button mushrooms, or a mix of any mushrooms, rinsed gently, and sliced
2 TBSP butter, melted until foamy
1 garlic clove
1/4 cup cream (10 % or higher butterfat)
Sea salt
Fresh ground pepper



CYNTHIA GUNN

Preparation
Toast bread. Rub surface with garlic clove. Meanwhile, melt butter on medium-high heat, add mushrooms, and cook 3-5 minutes, or until just beginning to brown and there is no liquid in the pan. Add cream, bring to a simmer for 2 minutes to reduce slightly. Add a few pinches of salt. Pour over prepared toast. Top with freshly ground pepper.
Whip up this simple dish in five minutes. Another time, you can get as fancy as you like by adding wine, shallots, herbs, or many other things that take your fancy. For example, see *Ottawa Citizen* online <http://www.cbc.ca/news/canada/ottawa/d-is-dinner-mushrooms-on-toast-1.3751921...> perhaps without the truffles!



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

Board Members
Mark Boyd, Wakefield / **Ken Brooks**, Executive Member, Franklin / **Andrew Hickey**, 4-H representative / **Wendall Conner**, Executive Member, Canton de Hatley / **Roy Copeland**, Lachute / **Gib Drury**, Executive Member, Alcouve / **Chris Judd**, Past President, Shawville / **Patricia Keenan**, Brompton / **Walter Last**, Poltimore / **John McCart**, President, Grenville-sur-la-Rouge / **Ben Nichols**, Compton / **Armin Ruf**, Executive Member, Stanstead / **Andrew Simms**, Shawville / **Jennifer Hayes**, Gaspésie

Quebec Farmers' Association Membership Application

Last Name.....

First Name

Address

Phone

Fax

E-mail

Price

Agricultural or forestry producer, rural resident or retired farmer:

☐ 1 year \$68.99 (\$60 + \$3 GST (5%) + \$5.99 TVQ (9.975%))

☐ 2 years \$137.97 (\$120 + \$6 GST (5%) + \$11.97 TVQ (9.975%))

☐ My cheque is enclosed, payable to "Quebec Farmers' Association"

GST No. 107 867 814 RT 001 QST No. 100 611 322 9 TQ 001

Membership Includes

- a one year subscription to the Quebec Farmers' Advocate
- discounts on QFA sponsored events and services
- free advertising in the Advocate's classified ads
- voting privileges at the QFA Annual General Meeting

Quebec Farmers' Association
555 boul. Roland Therrien, office 255
Longueuil, Quebec J4H 4E7
Receipts are issued upon request. Memberships are valid for 12 months from month of purchase.



Signature

The Classifieds

YOUR COMMUNITY MARKETPLACE

REACHING ALL OF QUEBEC'S ENGLISH-SPEAKING FARMERS

Book your ad today!

RATES:

1 month	\$7.00
2 months	\$13.00
3 months	\$18.00
4 months	\$22.00
Full year	\$55.00

NOTE: Rates based on 20 words/classified ad. Each additional word is 10 cents. Photos (black and white) \$5.00 each. Taxes are extra.

NEXT DEADLINE: Noon, Tuesday, December 6.

BOOK YOUR AD TODAY: Fax: (450) 463-5291 E-mail: qfa@upa.qc.ca
Place the words 'Advocate ads' in the subject line.

BEST VALUE: Members receive 3 classified ads FREE.

QFA MEMBER BENEFITS

HEALTH INSURANCE – There is strength in numbers and the QFA has negotiated a competitively priced comprehensive group insurance plan for its members. Call the plan administrator toll free for further information: 1-800-268-6195.

\$100 OFF Farm Credit Canada (FCC) management software – AgExpert Analyst and Field Manager – contact your local FCC office for details!

3 FREE QFA CLASSIFIEDS – for all your machinery and livestock sales, auctions and other announcements.

10% DISCOUNT ON MARK'S WORK WEARHOUSE SELECT ITEMS – The discount card is sent with your welcome pack on receipt of your membership payment. Items eligible for discount include: – Dakota work shirts and pants, cover-alls, overalls and coats; All Carhartt merchandise; DH Merchandise – jeans,

shirts, knits and polar fleece wear and coats; All WR coats – winter underwear and all CSA approved footwear.

DO YOU NEED SOMETHING TRANSLATED? Translate English to French or French to English. No job is too big or too small! QFA members automatically get a 10% discount with additional rebates available to return customers. Call us at 450-679-0540, extension 8536 or email us: qfa_translation@upa.qc.ca

QFA ACCOUNTING BOOKS, bilingual, easy to use, \$25 for QFA members. \$30 for non-members. Call the QFA office to order your copy. 450-679-0540, extension 8536.

QFA MERCHANDISE

QFA sign and pin combo: \$7
QFA pins: \$3 each
Dessert cookbooks: \$12
Vests: \$40
Caps: \$15
While supplies last!
For more information or to order email the QFA office qfa@upa.qc.ca



MARIECHELE TRUDEAULT



Rural Community Better Together



QUEBEC 4-H ASSOCIATION Online Auction

Thank you to all of the sponsors and buyers in this year's 4-H Quebec annual online auction. If you have items to pick up, please email office@quebec4-h.com.

Sustainability Days

Thanks to funding from Agrium, 4-H Quebec will coordinate Sustainability Days to help bring Journey 2050 programming to clubs. Staff members are available to introduce clubs to the online game and will help members get started on their own sustainability journeys by bringing the supplies they need to complete a project chosen by the club. To find out more or to book your Sustainability Day, contact Julie at program@quebec4-h.com.

Innovative Ag Tour

Hosted in Richmond from March 17-19, 2017, this event is a chance for 4-H Quebec members between the ages of 13-25 from across the province to travel together by bus to visit various farms and agribusinesses in the region. Over the course of the weekend, they learn innovative agricultural practices, feeding techniques, business practices, architectural possibilities and more.

Kids Helping Kids

Collect aluminum drink can tabs for the Ronald McDonald House; ask a 4-H'er in your community to pass them along to a 4-H Quebec staff member any time on or before the Annual General Meeting on

November 26, 2016. Tabs will go to Ronald McDonald House for sale to aluminum to recyclers, helping to fund their facilities where families can stay nearby their children while they're in the hospital.

Provincial Rally 2017

Hosted in Hatley from July 27-30, 2017, this event showcases our members' 4-H projects from across the province. Including a competitive livestock show and public speaking and live skills competitions, this is an event not to be missed!

4-H CANADA

Club to Club Exchanges

Deadline extended to January 15, 2017. Through this exchange, 4-H clubs are brought together from across the country for 7-10 days. Youth have the opportunity to make connections with their peers and learn more about their communities, provinces, country and the 4-H movement. This exchange is open for groups of 8-10 members, aged 12-17 (as of travel date). Celebrate Canada's 150th birthday by discovering a new province! Learn more at 4-h-canada.ca/club-club-exchange-2017 and submit an application on exchange. 4-h-canada.ca.

Careers on the Grow

Deadline extended to January 15, 2017. With Careers on the Grow, 4-H'ers can have the opportunity to engage in hands-on learning, develop skills, network with business and community leaders, and

discover career options. Accommodations and a weekly honorarium will be provided. Learn more at 4-h-canada.ca/careers-grow and submit an application on apply.4-h-canada.ca.

Nominations for National Volunteer Leader of the Year

Deadline January 31, 2017. Volunteer leaders truly are the lifeblood of the 4-H program. Nominate yours today! The winning leader from every province will receive a \$100 cash prize, as well as a chance to be chosen as 4-H Canada's National Volunteer Leader of the Year and receive a prize package of a \$1,000 cash prize and a trip to the Global 4-H Network Summit from July 10-14, 2017, in Ottawa! There is also a bonus if a leader wins at the provincial level—a pizza party is also given to the winning leader's 4-H club. Visit 4-h-canada.ca/NVLYA for more information and nominate a leader today on apply.4-h-canada.ca.

4-H Canada Science Fair

Deadline January 16, 2017. What are you curious or passionate about? Explore it by doing a 4-H Canada Science Fair project! 4-H members in grade 7-12 or CEGEP can create a science fair project and win some fantastic prizes, including trips across Canada. You still have two months left to submit your project, so register today! Visit www.4-h-canada.ca/4HCanadaScienceFair for more and register on register.4-h-canada.ca. Training opportunities are available for our leaders. New volunteers are welcome!

Impact on Youth Survey

Deadline extended to January 15, 2017. How has 4-H shaped you? We're all ears! The Impact on Youth research survey will help to show just how effective the 4-H program is in creating a positive impact on youth across Canada. It will also gather and report on province-specific data that will provide information, needs, gaps, successes and opportunities identified by provincial members. Please see attached e-cards to promote through your networks. Find it here: https://carletonpsych.co1.qualtrics.com/jfe/form/SV_dnUllLyyz8yX25v

Global 4-H Network Summit

The 2017 Global 4-H Network Summit, July 11-14, is the opportunity for 4-H youth, leaders and professionals from 70 countries around the world, representing 7 million youth worldwide, to gather in Canada's national capital city of Ottawa at an exciting time when celebrations are underway for Canada's 150th birthday. 4-H Canada is proud to host this important event, as we come together to share experiences, learn from each other and celebrate the successes of the 4-H global movement through positive youth development. Register with the 4-H Quebec office by November 14, 2016.

For more information about 4-H programming and events, contact 4-H Quebec: program@quebec4-h.com 514-398-8738

Crack-ups



On Santa's lap

As a little girl climbed onto Santa's lap, Santa asked the usual, "And what would you like for Christmas?" The child stared at him open mouthed and horrified for a minute, then gasped, "Didn't you get my e-mail?"

A card for the bus driver

It was Christmas time, and the school kids had all given their bus driver cards and presents. The bus driver was truly feeling that the kids must really like his driving to be so generous. The bus driver waited until he was home from work, and then started to open the cards. On the inside of one card it said, "Thanks for not getting into an accident yet. We really appreciate it."



Thanks a million
(well, 6.75 million, actually)

Our generous partners, community volunteers and supporters helped FCC Drive Away Hunger make a difference to Canadians for the 13th year in a row, collecting a record 6,751,800 meals. Our deepest thanks to all.

PLATINUM



NATIONAL



GOLD



SILVER

Agri-Marché

@FCCagriculture
#FCCDriveAwayHunger



MAKE IT A TRUE BLUE COUNTRY CHRISTMAS

Shop for New Holland clothing, toys, gifts and holiday home décor at our store.
You'll find everything on their wish list and more.
Stop in today. It's where Santa shops for true blue gift ideas.

Dynamic and experienced: visit your local New Holland dealer today!

DALHOUSIE STATION
Fernand Campeau & fils Inc.

IBERVILLE
Équipement Inotrac Inc.

COOKSHIRE EATON
Machinerie CH

MIRABEL
J. René Lafond Inc.

SAINTE-MARTINE
Machinerie CH

WOTTON
Machinerie CH

OFFICIAL EQUIPEMENTS



©2016 CNH Industrial America LLC. All rights reserved. "New Holland" is a trademark registered in the United States and many other countries, owned by or licensed to CNH Industrial N.V., its subsidiaries or affiliates. "Equipped For A New World" is a trademark in the United States and many other countries, owned by or licensed to CNH Industrial N.V., its subsidiaries or affiliates.



185973