

# Quebec Farmers' Advocate

Vol. 36, No. 3 – March 2016



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## YOUNG FARMERS Gaspesian Mac graduate already on her way



PHOTO COURTESY OF SHAINA HAYES

Gaspé native Shaina Hayes hopes that a two-year stint interning at and then managing Macdonald Campus's Student-run Ecological Gardens will help her in future horticultural projects. The Macdonald Campus student is one of four recipients of the QFA's 2015 Warren Grapes awards.

**"In the spring,  
at the end of the day,  
you should smell  
like dirt."**

**— Margaret Atwood**

## QFA's Farm Food Forums

Thursday, April 28

**"It will never happen to me."  
This is why!**

Understanding safety risk management  
See page 6 for details.

**Andrew McClelland**  
Advocate Staff Reporter

*This year's Annual General Meeting and Information Day held at Macdonald Campus on November 13 included the time-honoured tradition of presenting the QFA's Warren Grapes awards. The awards provide bursaries to agricultural students enrolled at English-language institutions of higher learning.*

*This year, the QFA awarded Matthew Burns, Shaina Hayes, Shimon Isrally and Andrea Soesbergen—all Macdonald Campus students—scholarships for their outstanding applications to the program. This month, we spoke with Shaina Hayes about her hopes for farming and the future.*

To call Shaina Hayes "multitalented" would be an understatement. A straight-A student with a background in beef

production, know-how in organic horticulture, the ability to butcher a cow or pig from head to tail—and an accomplished jazz vocalist to boot—this 24-year-old has a lot of skills under her belt.

Raised on a beef operation in the town of Shigawake in the Gaspé and the daughter of sixth-generation Anglo-Quebecer producers, Hayes has farming in her blood. And her love of the Gaspé region is central to her desire to work in agriculture.

"The Gaspésie is a beautiful place, in terms of the scenery and the old-fashioned sense of community that I have yet to re-encounter [in the city]," says Hayes, who now lives in Montreal. "Since the majority of the industries remaining are resource based, there is also a connectedness to the earth that is clear in any conversation you have with a Gaspesian."

Her love of home has led Hayes to begin thinking of ways to start a new farming venture in her home region.

"Like my father, my interest in farming is rooted in a desire to feed people, so I think, for me, the key to finding satisfaction in farming is in being able to actually witness locals enjoying and being sustained by what I am producing."

That's why Hayes is taking a keen interest in horticulture. She plans on spending the next two years interning at and managing the Macdonald Student-run Ecological Gardens (MSEG), which produce a wide variety of organic horticulture crops for markets and community-supported agriculture baskets near the Macdonald Campus in Sainte-Anne-de-Bellevue, Quebec.

CONTINUED ON PAGE 2





## On the cover

### CONTINUED FROM PAGE 1

Hayes hopes this will inspire her and educate her for future agricultural endeavours in the Gaspé.

Hayes is currently in her final year of Agro-Environmental Sciences at Macdonald Campus. After graduating from Vanier College in Montreal with a double CEGEP degree in Music and Pure and Applied Science, embarking on another work-heavy degree was a difficult decision.

"After Vanier I needed a break from school—two DEC's in three years was a bit of an overload for me," Hayes recalls. "I was playing a lot of music in the city then, doing a lot of festivals and bar gigs, and I still perform on a pretty regular basis with a number of groups, but I have always felt a very strong pull back to agriculture, so Mac was the natural next step. When I decided to go back to school, agricultural sciences just seemed to make sense given my farming and science background, but I can wholeheartedly say that Mac awakened my true passion for agriculture. My studies have allowed me to appreciate just how important and complex food production is, and what unrecognized

power farmers have in shaping this world towards a more sustainable future. I suppose, though, that the ultimate dream would be to farm all summer and play music all winter!"

It was while looking for a part-time job to support her studies that Hayes learned about butchering. First, she worked as a server at Lawrence, a stylish brunch restaurant near downtown Montreal, and then moved to the affiliated Lawrence Boucherie when the restaurant's owners decided to open a butcher shop nearby.

"Interestingly, a few times at the shop we were actually selling meat produced on farms I had visited through courses at Mac," Hayes recalls. "My ethical values about food sourcing were largely influenced by the Lawrence team, and they certainly restored my faith in urban populations caring about farmers, like my father, who work tirelessly to feed them. In a sense, working at the shop was the final link in the chain to give me a holistic outlook on our current food system. I suppose that's how you know you've truly got farming in your blood—when you've gotten your hands dirty in labs, fields, stables and kitchens, and you are still devoted!"

Check out Shaina's new musical project, Braidek, on Facebook: <https://www.facebook.com/braidek.band/?fref=ts>

Or here, on Soundcloud: <https://soundcloud.com/braidek/grounded>

To learn more about Lawrence Boucherie and the producers who raise livestock for them, read their blog: <http://boucherielawrence.com/>



### QFA'S NEXT "FARM FOOD FORUM"!

**"It will never happen to me."  
This is why! Understanding safety risk management**

With **Glen Blahey**, Agricultural Safety and Health Specialist for the Canadian Agricultural Safety Association

**THURSDAY, APRIL 28, 2016**  
At Community Learning Centres in Shawville, Low, Lachute, Ormstown, Magog, Richmond and Bury.

For more information, write to [qfa@upa.qc.ca](mailto:qfa@upa.qc.ca) or visit [www.QuebecFarmers.org](http://www.QuebecFarmers.org)



POUVOIR NOURRIR  
POUVOIR GRANDIR  
L'Union des producteurs agricoles





## 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

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## 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

Signature .....

### 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

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Longueuil, Quebec J4H 4E7

Receipts are issued upon request. Memberships are valid for 12 months from month of purchase.



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**John McCart**  
QFA President

I was able to attend the Canadian Federation of Agriculture (CFA)'s Annual General Meeting (AGM) in Ottawa on February 23 and 24 as part of the UPA (Union des producteurs agricoles) delegation. Together with Marcel Grouleau and the rest of the UPA executive and staff members, I listened to and participated in discussions concerning Canadian agricultural issues. There were approximately 100 delegates from across Canada representing all provinces and most of the different production sectors.

The theme of this year's AGM was sustainability and social licence. From the workshops on Tuesday morning to the closing remarks on Wednesday, the meeting continually emphasized the consumer's desire for healthy and safe products that are grown or raised with the least impact on the environment, the least reliance on chemical interference (fertilizers and pesticides) and with the optimum care for animals.

I attended two workshop committees. The first one was the draft of the new Agricultural Policy Framework (APF) 2018. This is a 48-page advisory document to help Agriculture and Agri-food Canada develop *Growing Forward 3*. One of the highlights is the point, under Business Risk Management, that an "effective program design should ensure that the delivery of funds to producers is timely, predictable, bankable, and straightforward, and that all programs must be regularly reviewed in

a transparent fashion to ensure programs are meeting their objectives and responding to industry needs." There were many proposals, covering AgriInvest, AgriRecovery, AgriInsurance, strategic investments, industry adaptability, access to capital for new entrants and mental health. Agricultural branding, research, labour, food safety and animal care were also discussed.

Of special interest to the QFA was farm safety. It was asked that policy "ensure that the gaps in improving farm safety are addressed through funding a national organization and maintaining a focus on regional organizations to conduct more specific and localized work, leveraging their direct contact with producers and operations within provincial safety legislation." Hopefully something like this can be used to create a better understanding of farm safety directly on the farm.

The other committee I sat on was the farmland access committee. Rob English of New Brunswick explained some of the challenges of maintaining the farmland base. Continuous pressure by developers is balanced by the replacement of taken land by land elsewhere of equal or better value. I explained that in Quebec all farmland has been protected by the Commission de protection du territoire agricole (CPTAQ) since 1978, and that use of underdeveloped farmland is promoted by the new Plan de développement de la zone agricole (PDZA) and land banks in some regions.

In the afternoon, CFA President Ron Bonnett welcomed all delegates and visitors to the AGM. His opening remarks described the work that went into the new APF documents, and he thanked staff members and committee members for their hard work on making such a complete and thorough

report. He pointed out that as this country is being challenged by low oil prices, now is the time to show all levels of government that agriculture can be the economic driver that they are looking for. "CFA advocated its balanced trade position by pursuing the significant opportunities within these deals, protecting our successful and sustainable supply-managed commodities, and developing proper infrastructure to adequately access the potential the trade deals offer," he said.

CFA is taking the lead on social licence/public trust issues. Key to the AGM was discussion between the Secretary of Agriculture in Mexico, Jose Eduardo Calzada, and his Canadian counterpart, Hon. Lawrence MacAulay. Both leaders described how important it was to maintain the public trust, guarantee the safety of food, open new markets, embrace sustainable technologies, remain competitive, take advantage of quantities of scale and protect the livelihood and continuity of the family farm.

There was a very interesting panel called "Social licence: What the value chain is looking for from farmers," moderated by Chantelle Donahue from Cargill. The guests were Rory McAlpine from Maple

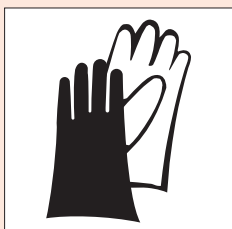
Leaf Foods, Bob Chant from Loblaw's and George Greene from Stratos Inc. Each of the panel members described what his company was doing to achieve its social responsibilities. Maple Leaf uses advanced nutrition and health care for the animals, treats the animals well, tries to reduce waste throughout the chain and values the people and the communities it touches. Loblaw's advocates trust and sustainability. It tries to buy local, offers healthier choices, reduces waste and is conscious of animal welfare. George Greene stated that there must be more collective action taken between companies, governments, producers and consumers. Companies and stakeholders must be honest, in good times or bad, to gain consumer confidence. This is important as the percentage of people who have a direct connection to a farm is down to about five per cent. Consumers are better educated about what they eat and will demand that their food meets their standards.

Remarks from Conservative MP Chris Warkentin and from NDP Leader Thomas Mulcair echoed the ongoing theme of the AGM: that farmers need to maintain their high quality of production to hold the advantage over cheaper imports, and that the future is in a sustainable industry.

## 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:**  
Wear protective  
gloves

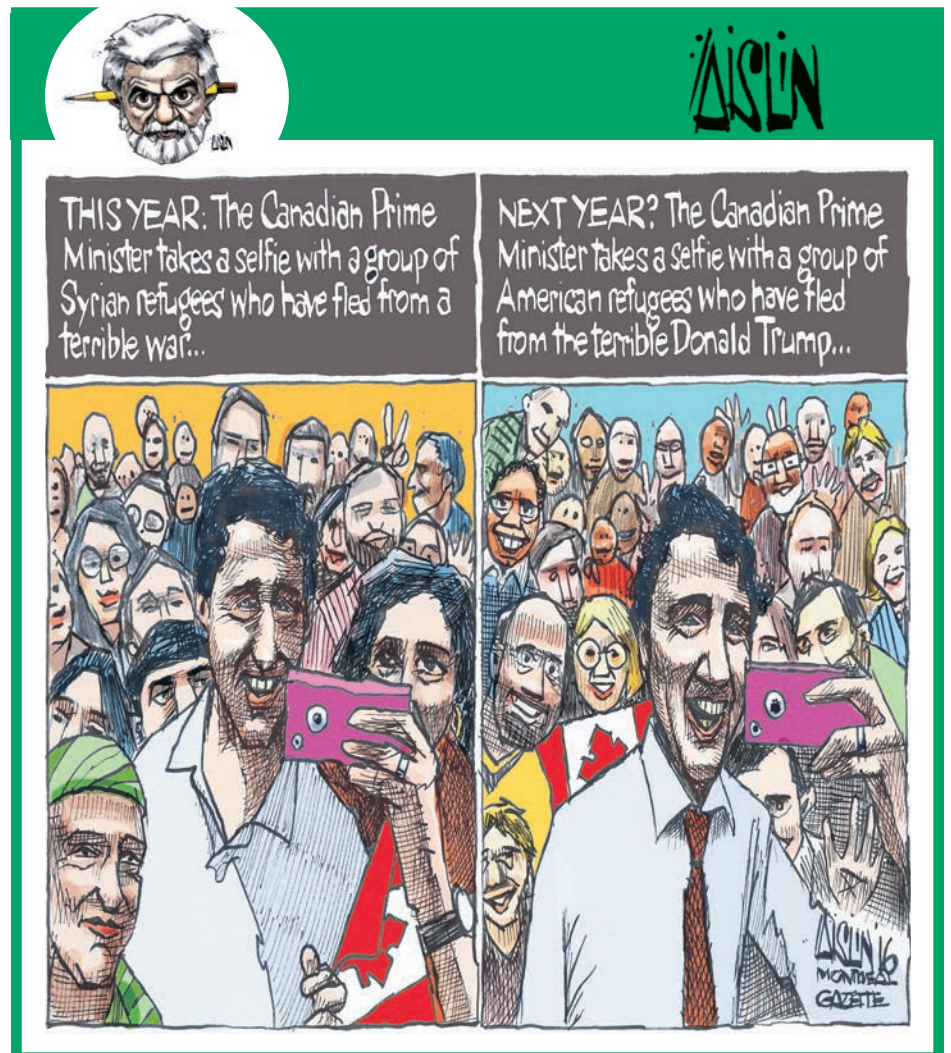


**WARNING:**  
Machine run over -  
Tracked



**WARNING:**  
No riders  
No hangers on

Hazard symbols taken from the Association of Equipment Manufacturers.







**Marcel Groleau**  
UPA President

A few weeks ago, *La Vie agricole* (LVA) asked me to contribute to a piece they were publishing. They wanted to know my views on farm unionism, the role of the Union des producteurs agricoles (UPA) and how it was funded. I politely declined their request, explaining that I would give my opinion in one of our publications instead. I'll remind you that criticizing collective marketing and the principle of a certified association for the agricultural sector is LVA's bread and butter.

LVA is owned by Les Éditions Second Printemps, Inc. and Bélisle Solution Nutrition, Inc., and its publisher is Yannick Patelli. This newspaper, which bills itself as independent, is anything but. Especially since the person who dictates the editorial line, Patelli, is one of the owners. LVA's name also appears in the partners section of the Conseil des entrepreneurs agricoles (CEA) website. LVA is a private publication, but it is not independent. And Minister Pierre Paradis is well aware of this.

The UPA is a product of the will of farmers, and its longevity is a testament to their trust and support. In Quebec, farm unionism and the co-operative

movement developed side by side during the twentieth century. These movements lifted farmers out of their poverty. The two movements have come through many crises and even some conflicts. But still, today they are the bedrock of representation and the lever of agricultural development in Quebec. The UPA, La Coop fédérée, Agropur and Desjardins were all born of the exemplary solidarity of farmers, and they have thrived because of it.

Whether under the name of the Union catholique des cultivateurs or, since 1972, the UPA, we have always demanded access to the tools needed for our regions to develop. We achieved the adoption of the *Act Respecting the Marketing of Agricultural, Food and Fish Products*; the *Farm Producers Act*; and the *Act Respecting the Preservation of Agricultural Land and Agricultural Activities*. We were one of the pioneering organizations that joined together in calling for a universal health insurance service. We were also in on the ground floor of income security programs, the Farm Property Tax Credit Program, access to advisory services for farmers, and assistance for upgrades to allow farmers to meet environmental requirements. Over the years, all farmers have

benefited from the UPA's initiatives and the gains we've made.

Without a doubt, the turning point for Quebec farm unionism was the adoption of the *Farm Producers Act* in 1972. The Act recognizes the agricultural sector's unique nature when it comes to unionism, as well as the need for all farmers to help fund the certified organization to ensure its effectiveness.

Here's what Justice Jean-Jacques Croteau of the Quebec Superior Court concluded in March 2000: "We have seen since 1972 that the *Farm Producers Act* has, in spite of major social and economic changes in Quebec society, created relative stability in the rural areas. The cohesion of farm unionism, through the certified association that is the Union des producteurs agricoles, has helped to maintain fundamental values in the rural areas, to ensure progressive transfer of new technologies, and, of course, to implement structure to develop farms and their level of production through strong involvement from farmers."

He added: "The UPA's mission is more than essential, because the world of agricultural production, an atomistic sector (which is to say one composed of many small and medium-sized opera-

tions whose individual production often represents a tiny portion of the total production), today finds itself at one of the most important moments in its history."

When it comes to unions in Quebec, the contribution of all for the benefit of all is not the exception; it's the rule. As Justice Croteau says, it's not the UPA that's unique; it's the agricultural sector. Groupe AGÉCO released a study on agricultural exception at our most recent congress. Agricultural exception also explains why governments must be involved in agriculture.

Farmers' numbers are dwindling. Their rights and their interests will always be served better by a strong union organization, one that unites everyone and debates the issues internally, rather than by multiple organizations pulling left and right and tearing farmers apart.

Without a doubt, dividing farmers is a win for the Minister of Agriculture. That's why he financially supported the Union paysanne and the CEA out of his discretionary budget in 2015. This helps us better explain why these two organizations unabashedly support Minister Paradis—no matter what the consequences for farmers may be.



**Les Producteurs  
de lait du Québec**

**MARCH 2016**

Fixed Price: \$24,000.00

	Nombre	kg de MG/jour
<b>Offers to sell</b>		
Total	80	640.0
Eligible for allocation	80	640.0
Successful	80	640.0
<b>Reserve</b>		
Quantity purchased (-)/sold (+)		+ 1.2
<b>Offers to buy</b>		
Total	1,238	8,495.2
Eligible for allocation	1,237	8,488.3
Successful	1,237	641.2

Participation on a prorata basis in any unprocessed offer to purchase equal to or higher than 1.8 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
2	6.0		< 24,000.00	1	6.9
78	634.0	640.0	24,000.00 ceiling price	1,237	8,488.3

### 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	0	0.0	0.0
Reimbursement of startup loans	29	2.9	0.5
Iteration (0.3 kg of BF/day)	1,237	361.8	56.4
Prorata (3.40% of the offers have been processed)	1,074	276.5	43.1
<b>Total</b>		<b>641.2</b>	<b>100.0</b>
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	80	640.0	100.0
<b>Total</b>	<b>80</b>	<b>640.0</b>	<b>100.0</b>

# Prime Minister's mandate letter to Minister of Agriculture (part two)

Lawrence MacAulay was sworn in as Minister of Agriculture and Agri-Food Canada on November 3, 2015. As Member of Parliament for Cardigan, Prince Edward Island, MacAulay was first elected to the House of Commons on November 21, 1988, and won his ninth consecutive election in October, 2015. He was previously a farmer and businessman.

MacAulay is assisted in his duties by Parliamentary Secretary Jean-Claude Poissant, who was born in Saint-Philippe, Quebec. In addition to being a former municipal councillor, Poissant is a fourth-generation dairy and grain farmer and one of the founding members of Maison de répit, a rest home for farmers. Poissant has served as a producer-ambassador for the Fédération des producteurs de lait du Québec, and was involved for more than 20 years in his local Union des producteurs agricoles (UPA).

In an unprecedented move on November 6, 2015, Prime Minister Trudeau published online his expectations for his entire Cabinet. Wishing to follow this spirit of transparency, the QFA reprints here the second half of the prime minister's mandate letter (the first half appeared in the February issue), so that readers can better understand the responsibilities of Minister MacAulay.

As Minister of Agriculture and Agri-Food, your overarching goal will be to support the agricultural sector in a way that allows it to be a leader in job creation and innovation. You will implement our government's plan to help Canada's agriculture sector be more innovative, safer, and stronger. Canada's farmers, ranchers and food processors are the foundation of our food sector. Government must use its policy and financial tools to support the agricultural sector in its vital work. This includes helping the sector, including getting product to market, water management, research and innovation, food safety and export support.

In particular, I will expect you to work with your colleagues and through established legislative, regulatory, and Cabinet processes to deliver on your top priorities:

- Invest in an Agri-Food Value Added Investment Fund to attract investment and create good jobs in food processing. This will provide technical and marketing assistance to help food processors develop new value-added products that reflect changing tastes and market opportunities.
- Develop a food policy that promotes healthy living and safe food by putting more healthy, high-quality food, produced by Canadian ranchers and farmers, on the tables of families across the country.
- Invest in agricultural research to support discovery science and innovation in the sector. To better allocate research funding, you should establish a transparent process that involves food producers.
- Promote Canadian agricultural interests during future trade negotiations.

- Work with producers and provincial governments to assess whether the suite of farm income safety nets meets the needs of Canadian farmers when they are faced with serious challenges beyond their control, including implementing a new multi-year agricultural policy framework to replace *Growing Forward 2* (GF2), which will expire in 2018.
- Work with provinces, territories, and other willing partners to help the sector adjust to climate change and better address water and soil conservation and development issues.
- Canadian farmers must be able to get their product to market, and so you will support the Minister of Transport in undertaking a full review of the Canadian grain transportation system in the context of responding to the *Canadian Transportation Act* review.
- Support the Minister of Infrastructure and Communities to ensure that we make significant investments in transportation infrastructure, including short-line rail spurs and inland and port loading terminals to improve efficiency, remove bottlenecks and increase system capacity.
- Support the Ministers of Natural Resources and the Environment and Climate Change in making investments that will make our resource sectors world leaders in the use and development of clean and sustainable technology and processes.

These priorities draw heavily from our election platform commitments. The government's agenda will be further articulated through Cabinet discussions and in the Speech from the Throne when Parliament opens.

I expect you to work closely with your Deputy Minister and his or her senior officials to ensure that the ongoing work of your department is undertaken in a professional manner and that decisions are made in the public interest. Your Deputy Minister will brief you on issues your department may be facing that may require decisions to be made quickly. It is my expectation that you will apply our values and principles to these decisions, so that issues facing your department are dealt with in a timely and responsible manner, and in a way that is consistent with the overall direction of our government.

Our ability, as a government, to successfully implement our platform depends on our ability to thoughtfully consider the professional, non-partisan advice of public servants. Each and every time a government employee comes to work, they do so in service to Canada, with a goal of improving our country and the lives of all Canadians. I expect you to establish a collaborative working relationship with your Deputy Minister, whose role, and the role

of public servants under his or her direction, is to support you in the performance of your responsibilities.

In the coming weeks, the Privy Council Office (PCO) will be contacting you to set up a meeting with PCO officials, your Deputy Minister and the Prime Minister's Office to further discuss your plans, commitments and priorities.

We have committed to an open, honest government that is accountable to Canadians, lives up to the highest ethical standards, and applies the utmost care and prudence in the handling of public funds. I expect you to embody these values in your work and observe the highest ethical standards in everything you do. When dealing with our Cabinet colleagues, Parliament, stakeholders, or the public, it is important that your behaviour and decisions meet Canadians' well-founded expectations of our government. I want Canadians to look on their own government with pride and trust.

As Minister, you must ensure that you are aware of and fully compliant with the *Conflict of Interest Act* and Treasury Board policies and guidelines. You will be provided with a copy of *Open and Accountable Government* to assist you as you undertake your responsibilities. I ask that you carefully read it and ensure that your staff does so as well. I draw your attention in particular to the Ethical Guidelines set out in Annex A of that document, which apply to you and your staff. As noted in the Guidelines, you must uphold the highest standards of honesty and impartiality, and both the performance of your official duties and the arrangement of your private affairs should bear the closest public scrutiny. This is an obligation that is not fully discharged by simply acting within the law. Please also review the areas of *Open and Accountable Government* that we have expanded or strengthened, including the guidance on non-partisan use of departmental communications resources and the new code of conduct for exempt staff.

I know I can count on you to fulfill the important responsibilities entrusted in you. In turn, please know that you can count on me to support you every day in your role as Minister.

I am deeply grateful to have this opportunity to serve with you as we build an even greater country. Together, we will work tirelessly to honour the trust Canadians have given us.

Yours sincerely,

Rt. Hon. Justin Trudeau, P.C., M.P.  
Prime Minister of Canada



Lawrence MacAulay was sworn in as Canada's new Minister of Agriculture and Agri-Food Canada on November 3.





## Farm Food Forums

# Focus on forage

**Dougal Rattray**

*Forum reporter*

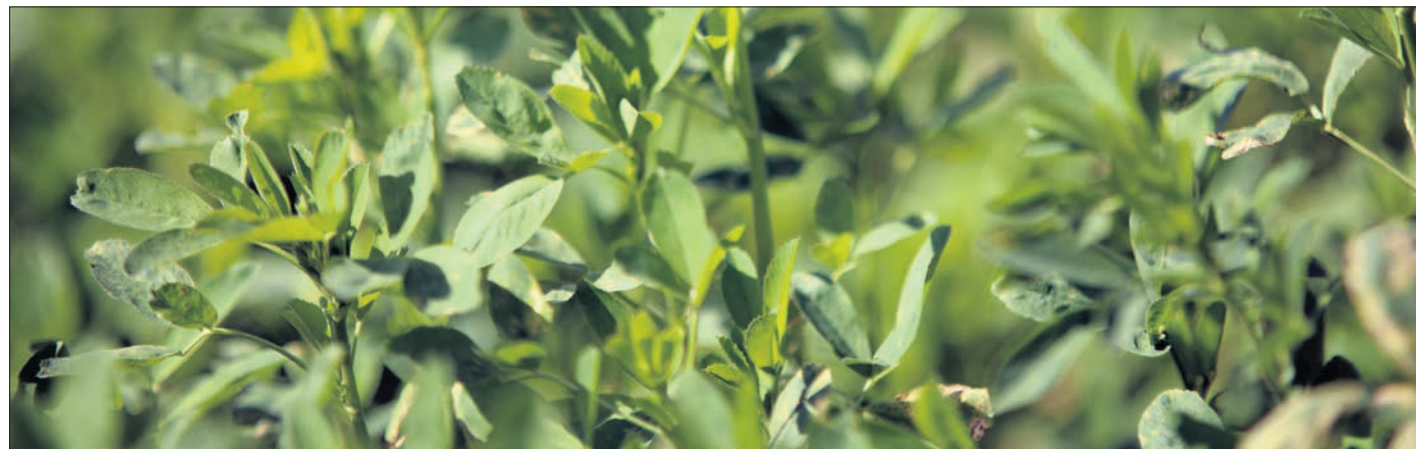
Bad weather brought a smaller turnout than usual for the February 25 Forum on forage crops. Around 25 producers braved the elements to listen to a very interesting and thorough slideshow from seasoned veteran Robert Berthiaume of Valacta. Unfortunately, the CLC in Magog was unable to connect, and QFA/CLC Magog are looking for a solution.

After a brief welcome and introduction, Berthiaume proceeded to annotate his 82-slide presentation, starting with comparisons of average forage production figures for dairy, beef and sheep, both within and between commodity groups. Alfalfa cutting dates were considered, and optimum mean dates from studies spanning the last ten years were shared. These dates were May 29, June 30, July 31, August 30 and October 11 for each successive cut. Berthiaume concluded that yields in production years two and three are equal to production year one; by the time year four came around, production was only 74 per cent of year one. The recommendation was, therefore, to keep alfalfa for only three years.

Berthiaume went on to make a number of suggestions to ensure optimal forage production. The first of these was a simple in-field alfalfa measuring stick used to measure plant length, which correlates to quality. Next up was the weather website [www.agrometeo.org](http://www.agrometeo.org), an online weather resource giving up-to-date data from a network of weather stations located across the province specifically calibrated to agricultural needs. This can be used to better inform producers about the harvest window of when to cut.

Tool three was knowing which species to plant, for which usage. Whether it is low lignin or tannin enriched alfalfa varieties, festulolium or VL cultivars of grass species, it is important to select species and cultivars that meet needs. Tool four described a refractometer used to measure plant sugar required for maximum fermentation at various dry matter levels. Tool five was a consideration of planning for a successful harvest using scheduling to manage workloads, an area that many in the industry are guilty of not paying enough attention to. Tool six displayed a device to measure the dry matter content of samples.

On the subject of manure, Berthiaume pointed out that mower blades should be set to a height of no less than four inches. Also, manure should not be spread within a 28-day period prior to harvest, and it should be spread after cutting—within the first four days for legumes. V-shaped



knives are recommended for cutting and make a considerable impact on quality.

Recommended dry matter levels for different ensilage methods are shown in the table below.

Management tool seven, which is vital to maximize return on your forage investment, is ensuring chop length is correct. Chopper knives and sprocket teeth should be at correct settings for optimal anaerobic conditions. Pack density settings should also be monitored to assure performance, and bales must be sealed rapidly.

Tool eight is making sure the correct thickness of plastic is used. Single wrapping bales, although it seems to be a justifiable way to save costs, can lay waste to the considerable investment outlaid so far in the process. Finally, consideration should be given to feed-out rates and management of the silage face where horizontal pit storage is used.

All in all, the quality of the content of this

videoconference was outstanding, and this was reflected in the comments received in feedback. QFA has the powerpoint pre-

sensation on file and is happy to send it to anyone wishing to review it. Interested parties should email: [qfa@upa.qc.ca](mailto:qfa@upa.qc.ca).

GRASS CONSERVATION METHOD	DRY MATTER LEVEL (%)
O2 limiting silos	50 – 55
Upright silos	35 – 50
Horizontal silos	30 – 35
Large bales	40 – 50

Table 1: Recommended dry matter levels for grass conservation

RESPECT THE RULES OF MAKING QUALITY SILAGE
Cleanliness
Minimize the time between mowing, baling and wrapping
Be aware of the proper moisture content and the chop length for a particular type of storage
Establish and maintain a sealed silo
Remove enough silage when opening the silo

Table 2: Summary of silaging rules



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**Gib Drury**  
QFA Executive Member

## UPA international development – Do you know them?

UPA Développement international (known as UPADI) is the eyes, ears and mouthpiece of the Union des producteurs agricoles (UPA) outside of Quebec. It sees what is going on in the larger world of agriculture, listens to the voices of agricultural producers internationally and tells the world about the accomplishments of the UPA.

UPADI's main goal is to share knowledge and experience with farmers and farm groups outside of Quebec. The Quebec Farmers' Association (QFA) is not only a full-fledged member of this organization; the UPADI has had the QFA's vice-president elected to its Board of Directors for the past six years. The QFA has therefore had an active role in setting the mandate, the budget and the scope of activities for UPADI. Also, QFA's past executive director, Ivan Hale, participated in UPADI programs in Africa.

UPADI has worked with farm organizations in Africa (12 countries located in French-speaking West Africa), Central America (Haiti and San Salvador), and South America (Bolivia).

UPADI does not try to teach agricultural producers how to farm in their own countries (they are the experts on the ground) but instead shares with them UPA's renowned expertise on producer-controlled marketing boards (including supply management) and establishes effective democratic farm organizations. They share this knowledge in two ways:

- Every year, UPADI brings to Quebec a delegation of farm leaders from their partner countries, gives them a comprehensive tour of diverse Quebec farms and the UPA organization, and then billets them on farms for their stay in Canada.

- Overseas, UPADI relies on Quebec producer-volunteers to deliver their programs and share their knowledge with the farmers of the host country.

UPADI is recruiting volunteer-producers (short- and long-term) for international mandates under its Réseau Agro-Innov program.

The UPA board sees this as an exciting opportunity for QFA members, one that it fully supports in these times when sharing global knowledge and solidarity in the agricultural community is so essential.

If you are willing to volunteer or would like more information, go to the UPADI web site: <http://www.upadi-agri.org>.

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**UPADI does not try to teach agricultural producers how to farm in their own countries (they are the experts on the ground) but instead shares with them UPA's renowned expertise on producer-controlled marketing boards and establishes effective democratic farm organizations.**

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## Great day at the sugar shack

An all-day meeting was held on March 9 at Blair Orchards in Franklin Centre, Quebec. The meeting was organized by the English committee of the Union des producteurs agricoles (UPA) Montérégie-Ouest. Over 60 producers turned out to enjoy the comedic talents of Joey Elias and to listen to Farm Credit Canada (FCC) specialist Craig Klemmer give a talk on economic factors affecting the agricultural industry.

Jérémie Letellier, first vice-president of the UPA Montérégie said this of the event: "With a capacity crowd, I think it can safely be said that the event was a success. The producers seemed to enjoy it, and the committee will convene again on April 11 for review." He added, "It will be up to the Anglophone Producers' Committee to decide whether we hold another meeting like this one next year, but this year's results were certainly encouraging." Letellier went on to give a synopsis of what kinds of services producers can expect from the federation.

Towards the end of the event, another committee member, Glenn Switzman, asked for a show of hands to find out how many people read the *Advocate*, and, interestingly, almost all those present raised their hands. "We wanted to give our Anglo farm community a reason to get together, share some levity and a little purpose," he said. "This was just a late-winter primer to set the tone for spring for our Montérégie-Ouest Anglo producers."

If anyone would like to share ideas for future gatherings, please feel free to communicate with your Anglo administrators, who are very open and receptive.



Craig Klemmer from FCC explains how the economy affects farming.



## Environment

# Getting ahead with green manures

**Philip Lavoie**

In agriculture today we hear a great deal about carbon sequestration and the positive impact it has on our environment and farms. These benefits include but are not limited to: increased organic matter in soil, better water retention (and so drought protection), improved soil health and structure, increased activity of soil organisms and improved fertility (impacting yields). Although this list is not exhaustive, it does show the many observable positive impacts on the farm.

The use of green manures in a crop rotation is one way farms can work towards improved soil health and structure. This, in turn, allows the farm to reap the rewards of using green manures. Let's review a project that allowed producers to experience green manures first-hand.

Did you know that five producers in the Laurentians participated in a project to establish green manures in their crop rotations in collaboration with the Argenteuil Agro-Environmental Club?

In the spring of 2015, Club Argenteuil solicited producers to participate in several on-farm green manure projects. The objective was to promote better practices for soil conservation and watercourse protection in the region. On October 27, 2015, field demonstrations were organized to showcase each of the participant's projects. The group was accom-

panied by agronomist Sylvie Thibodeau, who conveyed her knowledge, techniques and passion for green manures and soil conservation.

The following is a description of the projects carried out this past cropping season.

The first farm planted a ryegrass cover crop in order to carry out work in the field while limiting a weed infestation during that time. The ryegrass catch was successful, having a dense growth and a deep root mass, which allowed for a cut

main crop's stage of growth, as this will impact your success. It is always best to refer to a specialist or agronomist who has experience to get you started. Once the corn was harvested, we were able to appreciate this plant as it takes its place in our rotation.

Two other farms used daikon radish as a cover crop following the harvest of winter wheat, not wanting to leave the soil exposed to possible erosion. One particular producer has used daikon radish as a cover crop in previous years.

***The use of green manures in a crop rotation is one way farms can work towards improved soil health and structure.***

to be taken during the growing season. Being quite satisfied with the results, the producer took the initiative to plant ryegrass in other fields he was working on.

Two other farms planned on using an inter-row green manure of ryegrass in a corn silage crop. When working with this strategy, it is important to keep in mind a few basic notions. One of the key issues in inter-row cropping is weed control. Knowing what herbicides to use and their residual effects is important. Secondly, broadcast seeding should be done shortly before a light rain when possible. Not to be neglected is your

The producer appreciates the impressive increase in microbial activity in the soil and the added long-term fertility.

One of these farms decided to go with a green manure mix with no less than seven varieties: oat, peas, daikon radish, tillage radish, crimson clover, berseem clover and hairy vetch. This mix brings with it a variety of root types (tap root and fibrous root systems), which favour improved soil structuring capabilities. Based on the specific goals of this producer, the mix brings a combination of benefits, such as the infiltration of moisture into the soil and percolation

through the soil, legumes for nitrogen fixation and soil scavengers to pick up residual fertilizer value that would otherwise be lost.

This is a first of its kind in this region, and the results were outstanding! We must believe that our producers are getting ahead!

And for yourself? What green manures do you think would have a beneficial impact on your farm?



Inter-cropping of ryegrass seeded June 20; corn seeded June 4.



Daikon radish cover crop seeded September 2 after a winter wheat crop. Photo taken October 1.



# Falling dollar beneficial for vegetable producers

Myriam Laplante El Haïli

"It's unfortunate that the media overlook Quebec growers. That we only hear about evil overpriced vegetables from Mexico or the United States," says Quebec Produce Growers Association Executive Director André Plante. The bad publicity is cause for concern since the first reaction of shoppers is often simply to not purchase items they can't afford. If the loonie continues to drop, however, both consumers and farmers could benefit—a win-win situation.

## Import/export

"A weak Canadian dollar does increase the price of inputs, such as fertilizer. On the other hand, it helps exports to our biggest client, the United States," explains Yvan Michon, president of the

Fédération québécoise des producteurs de fruits et légumes de transformation. He guesses that if the current trend continues, international imports will see a slowdown, and the industry will turn

***If the loonie continues to drop, however, both consumers and farmers could benefit—a win-win situation.***

to Quebec suppliers. "It's an opportunity for Quebec produce growers," says Plante. The supply and transport costs to the industry will be minimal, and consumers will ultimately have access to more affordable and better quality fruits and vegetables.

## An opportunity for greenhouse producers

"Some organic greenhouse lettuce producers, for instance, will see their yields increase because they import very little material from outside the country and largely export their production," says André Mousseau, president of the Producteurs en serre du Québec. The goal is to offer consumers competitive products. Quebec is notably competitive in the organic greenhouse tomato market. "If the dollar continues to drop," Mousseau says, "we could increase our market share and maintain those gains." Cucumbers, lettuce and peppers would be available all year long, and produce quality would improve. "Maybe then the government would start developing the tools necessary to expand greenhouse production," Mousseau hopes.



A number of strategies will nonetheless have to be considered in the event the dollar remains weak. "It would be a shame to gear growers' business models to exports, and then to have Quebec consumers unable to eat vegetables because they're too expensive," Plante adds.

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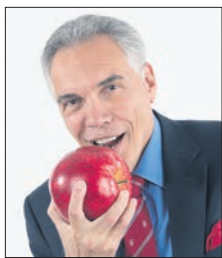
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## Separating sense from nonsense



**Dr. Joe Schwarcz**  
Scientist and author

# Time to stop babying the food babe

*Editorial note to readers: Last month we published the first of a two-part article that investigated the chemical azodicarbonamide, which is commonly found in foodstuffs, and explored the interface between science and pseudoscience. We hope you enjoy this second instalment.*



In Canada and the US, the chemical azodicarbonamide can be used in dough up to 45 parts per million, but it is not approved in Europe. There, the issue is the small amounts of urethane and semicarbazide released when azodicarbonamide is heated. These chemicals can cause cancer when fed to animals, but only in doses far higher than any that can be found in baked goods. It is also noteworthy that urethane occurs naturally in wine, whisky and soy sauce at higher concentrations than can possibly occur as a result of azodicarbonamide breakdown in bread. Health Canada maintains that humans are unlikely to be at risk because no experiment has shown that these breakdown products are capable of damaging DNA.

I don't know whether the trace amounts of semicarbazide or urethane pose any risk, and nobody else does either, no matter how loudly they scream. I very much doubt it, given the thousands of naturally

occurring "toxins" in food to which we are regularly exposed. Piperidine in black pepper, tannins in tea, saffrole in nutmeg, formaldehyde in apples, acrylamide in bread, hydrazines in mushrooms, aflatoxins in molds and alcohol itself are all

***While the azodicarbonamide issue is a tempest in a teapot, it does propagate the notion that we are at the mercy of incompetent regulatory agencies that fail to protect us from the flood of toxic chemicals unleashed by corporations that care only about profits and not one iota about consumer safety.***

classified as carcinogens, to say nothing of the heterocyclic aromatic amines and polycyclic hydrocarbons that form upon cooking. What I do know is that any decision to remove azodicarbonamide from the food supply should not be based on it being a "yoga mat chemical."

But the yoga mat argument was used very successfully by the Food Babe in

initiating a petition to get Subway to eliminate azodicarbonamide from its rolls. I don't object to the chemical being eliminated — after all, it is not essential. European bakers manage quite nicely without it. Indeed, if you use high-quality

flour, you don't need a dough conditioner. What I do object to, is scare tactics based on meaningless associations and "science by petition" instead of science by evidence, especially when such petitions are originated by bloggers who may have the best of intentions but lack scientific know-how. What's going to happen if the Food Babe finds out that

vegetable oil can suffocate lice and vinegar can be used to kill weeds? She'll want to ban salad dressings!

While the azodicarbonamide issue is a tempest in a teapot, it does propagate the notion that we are at the mercy of incompetent regulatory agencies that fail to protect us from the flood of toxic chemicals unleashed by corporations that care only about profits and not one iota about consumer safety. Admittedly, there may be some questions raised about the risk-benefit analysis for some specific chemicals that can turn up in food, but the blanket condemnation of "chemicals" is senseless, and the fears raised by many self-styled activists are unjustified.

But it is precisely such fear mongering that gets people like the Food Babe on The Dr. Oz Show as an expert. And isn't it curious that when *USA Today* ran a story about Pepsi planning to replace high fructose corn syrup with sugar in some beverages, they didn't approach Dr. Walter Willett of the Harvard School of Public Health or Marion Nestle of New York University for a comment? They looked to the Food Babe for wisdom.

Yes, advocacy for improved nutrition is needed. We consume far too much sugar, too few fruits and vegetables, and trans fats still lurk in some processed foods. Nutritional guidance, however, should be coming from respected authorities who base their information on the peer-reviewed literature instead of blindly parroting the unsubstantiated claims of pseudo-experts like Mike Adams of Natural News. It should also be noted that any comment on the Food Babe's blog that challenges her views is immediately deleted and results in the correspondent being banned. Not exactly in line with the proper pursuit of science. When you have a plumbing problem, you call a plumber. When you have an electrical problem, you call an electrician. Why then, when it comes to a food-related issue, which is inherently more complex, would one turn to the Food Babe?

*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.*



In Canada and the US, the chemical azodicarbonamide can be used in dough up to 45 parts per million, but it is not approved in Europe. A petition without any scientific argument was used very successfully against Subway.

ARCHIVES/TON





**Mitchell Beer**  
President, Smarter Shift

# Farm incubators nurture the next generation of farm producers

The need to attract and develop the next-generation workforce has hit home over the last five years as an urgent issue that touches every corner of the economy. But agriculture is the sector that faces the biggest challenge of all.

A labour market forecast earlier this year by the Canadian Agri-Business Education Foundation tells the story.

- Rural populations showed no growth from 1991 to 2011.
- The proportion of workers aged 15 to 24 will decline through 2020 (and beyond).
- Agriculture has far more workers over 65 than the economy as a whole. The soon-to-be-retiring make up 24 per cent of agriculture owner/operators, 14 per cent of horticulture owner/operators, 11 per cent of general farm labourers, and 8 per cent of specialized livestock workers, according to Statistics Canada—compared to about 3.5 per cent of the general workforce.
- Agriculture has the highest job vacancy rate of any sector, and by far the greatest fluctuations in seasonal employment, at 30 per cent.
- The sector will need more than 100,000 managers and employees over the next decade, according to the Canadian Agriculture Human Resources Council and the Conference Board of Canada.

## Where will they come from? And where will they land?

To understand where those 100,000+ agricultural workers will come from, think about how they'll get there, and where they'll end up.

We've known for decades that succession planning will call for some heartfelt intergenerational discussion in farm families. And producers don't need a city-dwelling columnist to tell them that, in many cases, those conversations aren't going well. So the first, essential piece of the puzzle is to ramp up training and extension programs to grow the next generation of farmers—and to prepare for the gargantuan marketing effort that will draw many thousands of new recruits, even if they've had no hands-on contact with agriculture.

That effort will feed into a bigger challenge that school systems have been grappling with for a couple of decades, usually with limited success. Canada has a long-standing shortage of skilled

tradespeople, and parent councils are sometimes prepared to make the case for better apprenticeship programs—as long as they can be sure that *their* children will go to university. There are Millennials out there who would jump at a chance at a fulfilling career on the land. But the program supports aren't always there.

The other fascinating question is how to balance rural with urban agriculture. The *Advocate* took on that question in a front-page story last month, and it's hard to go online these days without reading about farm-to-table projects across North America and beyond. How those programs develop, and how urban and more traditional farm operations interact

with and support each other, will largely determine the future face of agriculture.

## Capital, acreage, training: How to grow a farmer

Another piece of the puzzle comes from a US network of agricultural incubators from Maine to California to Hawai'i, designed to help growers "share resources, learn from experts and, perhaps most importantly, join a community," according to an early February post on Resilience.org.

"By providing access to some or all of the farming fundamentals—capital, acreage, and training—these projects try not only to help the individual farmer, but

also to sustain and grow a new generation that will allow the local food movement to flourish," notes author Kim Eckart.

The article points to the "thousands of people nationwide trying their hands at a career that traditionally was handed down within families," at a time when the US farm sector faces the same greying trend that worries Canadian producers. At least one incubator, in Lansing, Michigan, connects with community gardens and the local food bank network.

*Mitchell Beer is president of Smarter Shift in Ottawa and curator of The Energy Mix, a thrice-weekly e-digest on climate change, energy, and the low-carbon transition.*



By providing access to some or all of the farming fundamentals—capital, acreage, and training— farm incubators try not only to help the individual farmer, but also to sustain and grow a new generation.



## Farm Safety

# Extended driving time: Be safe



ARCHIVESTON

**Audrey Desrochers**  
*Regional correspondent*

Réal St-Denis has been doing custom threshing for 41 years. During the harvest, his combines are in the field day and night. Today, safety is a priority for St-Denis, but that wasn't always the case. Years ago, working with the whims of Mother Nature, his team sometimes worked two days without sleep. Once, after a long night, an employee fell asleep at the wheel.

Given the risks associated with extended driving time, producers must take extra precautions. There are no statistics on the number of accidents caused by extended farm-machinery driving time, but Réal St-Denis is far from the only one who knows the risks of fatigue.

According to Canadian Agricultural Safety Association President Marcel Hacault, accidents happen frequently. "There are often cases where a tractor will go into a pond, or hit Hydro-Québec equipment," Hacault believes such accidents are linked to negligence caused by fatigue.

As far as Hacault is concerned, lack of sleep can be as dangerous as alcohol behind the wheel. One study found that going 24 hours without sleep leads to similar impairment as a blood-alcohol level of 0.1 per cent, he says. "Reaction time drops by half."

The Commission de la santé et de la sécurité au travail (CSST) agrees: "An exhausted operator is more likely to make a mistake." CSST spokesperson Geneviève Trudel points out that other types of accidents can also be caused by fatigue. "For instance, a farmer might forget to turn off the engine during maintenance, which can lead to a serious accident."

### How not to nod off

Réal St-Denis has learned his lesson. "Every eight hours, a new team of drivers takes over," he says. This new shift system also helps avoid equipment breakage, says the producer from Henryville, in the Montérégie.

legs and rest. Marcel Hacault suggests that employers plan to rotate tasks.

Réal St-Denis knows all the tricks. "I ask my drivers to take a walk once every hour so they don't get too stiff," he advises. "I also tell them to get out of the combine after eight or ten hours, even if it's just to switch jobs and move the aches around."

The producer also encourages his employees to maintain radio contact to make sure everything is going well and to monitor possible signs of fatigue. "It definitely helps once the hockey season is under way! The guys listen to the game while they're working. That keeps the conversation going, and it keeps them awake," he jokes.

**"One study found that going 24 hours without sleep leads to similar impairment as a blood-alcohol level of 0.1 per cent." — Canadian Agricultural Safety Association President Marcel Hacault**

According to the CSST, it is the responsibility of the employer—in this case, St-Denis—to ensure scheduling "allows operators uninterrupted nights' sleep."

While nothing can quite replace a good night's rest, Geneviève Trudel emphasizes that operators must take short breaks at least every two hours to stretch their

After so many years of experience behind the wheel, Réal St-Denis understands the importance of putting his safety and that of his employees first. "For 41 years, we've been really lucky. We could have had lots of bad luck. We're not superhuman. Once we smartened up, we saw that being safer was worth it."

## Same old...

Times have changed since Réal St-Denis started custom threshing more than 40 years ago. The use of LED headlights, for instance, helps reduce visual fatigue.

But Marcel Hacault points out that more efficient lighting, like GPS, is a double-edged sword. "Technology is supposed to help us, but in some cases, it can actually contribute to fatigue because it allows us to work 24 hours a day."

St-Denis believes that the danger also lies in the size of the machinery. Some farm vehicles have almost doubled in size in recent years. "You need a sure hand to drive that. You can't say, 'I'm tired, but I'll keep going anyway.' It's too dangerous."

## Fatigue: Know the signs

Frequent yawning, itchy eyes, slower reaction times, a hard time finding a comfortable position... The CCST recommends that drivers watch for these warning signs of fatigue behind the wheel. Symptoms can even include memory loss and hallucinations. As soon as one or more symptoms appear, CSST spokesperson Geneviève Trudel recommends stopping in a safe area to stretch your legs or take a nap.



## Grains

# Annual prevention campaign: Eliminating grain silo hazards

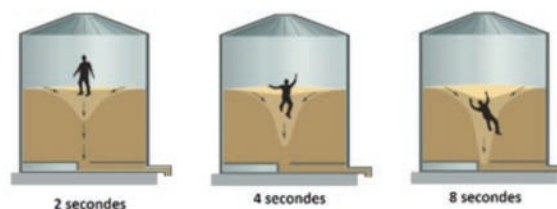
Did you know that grain entrapment is one of the most serious hazards when it comes to grain silos? When flowing, grain can act like quicksand. When this happens, you can become fully entrapped within just ten seconds.

Most victims of grain entrapment have gone into the silo to unblock grain or to remove low-quality grain. To prevent accidents, do as many tasks as you can outside the silo. If you absolutely must

enter a silo full of grain, follow a confined space entry procedure.

## Want to learn more?

Approach your regional UPA federation for more information. They organize prevention workshops throughout the year to discuss grain silo hazards. For more information on farm health and safety, visit [cnesst.gouv.qc.ca/agriculture](http://cnesst.gouv.qc.ca/agriculture) (in French).



## Integrated pest management forum

The Producteurs de grains du Québec is taking a number of steps to improve the sector's environmental record. To that end, the organization held an integrated pest management (IPM) forum on January 20. The main objective of this initiative was for those present to take stock of the situation and come to a common understanding of the realities involved.

About 70 grain producers and representatives from industry organizations had the opportunity to discuss issues and determine the factors that could encourage the use of IPM practices. The event featured various talks and roundtable discussions. The day's proceedings will be shared with various industry players.

The next step will be to prioritize the steps needed to join forces and take the necessary actions in a manner consistent with the objectives. Different initiatives will be used over the coming months to promote various practices and actions that could encourage sustainable production in the grain sector. For further details on the forum, visit [www.pgq.ca/giec](http://www.pgq.ca/giec) (in French).



## Financière agricole: Report on crop insurance in 2015

The Financière agricole du Québec submitted its report on crop insurance interventions for 2015. It made nearly \$12.6 million in payments to 1,390 businesses that filed eligible losses, including \$3 million for cereals, corn and protein crops. This is significantly less than the 2010 to 2014 average (\$33.5 million) and the 2005 to 2014 average (\$53.6 million). Insured values amounted to over \$1.1 billion in 2015.



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.

## The state of the grain market

Following the first USDA bearish outlook for 2016-2017, the grain market is in a wait-and-see mode, which is typical for the month of March. Wheat is emerging from dormancy in the Northern Hemisphere. It is too early to draw a conclusion, but, except for parts of Ukraine, it appears that winterkill was not a significant issue. US seeding intentions will come out on March 31, and markets will thereafter focus on corn and soybean seeding conditions. In the Southern Hemisphere, Brazil and Argentina are harvesting record soybean crops and very large corn crops. Overall, these countries benefited from favourable growing conditions, despite all the talk about the potential impact of El Niño.

Closer to home, the Canadian dollar has strengthened quite a bit since mid-December. Despite this, local basis and grain values have remained relatively firm. This is due to good demand and moderate selling by farmers. Nevertheless, with record yields attained last year, Quebec has a large corn surplus of about 500,000 tons. Exports appear to have been limited to date—and the recently rising loonie is not helping. If large-scale exports do not materialize this spring and seeding takes place in Quebec under normal conditions, there will be a downward pressure on local corn basis this summer.

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# Macdonald

## Reports



## Celebrating Founder's Day

**Kathy MacLean**

*Faculty Planning and Communications*

Our annual Macdonald Founder's Day celebration took place several few weeks ago.

Dean Anja Geitmann opened the celebrations with a tribute to Sir William C. Macdonald. Geitmann stressed that the big thinking and the big vision that Sir William had for the college are what we need as we embark on a strategic planning exercise over the coming months and years.

"An institution has to adapt to changing conditions and changing needs," said Geitmann. "It has to explore new opportunities. This involves making decisions, some of which are not necessarily popular—especially with limited resources. We must assess our strengths, analyze our weaknesses and seize new opportunities."

Dean Geitmann encouraged everyone to participate and to give input to help shape the Macdonald of the future.

### How well do you know Macdonald?

Natural Resource Sciences (NRS) Professor Murray Humphries led a lively Founder's Day Trivia Tribute to Sir William with some of our newer faculty members. The three-round quiz tested contestants' historical knowledge, spelling skills and general knowledge. Professor Head won the day!

Some of the questions the contestants faced:

- Sir William was born on what island?
- Spell the names of our current Dean, our former Dean and the name of the student bar.
- Can you explain why it seems to be so much easier for Mac staff and students to get to the downtown campus than for downtown campus people to get to Mac?

### Oh, the places you will go!

The theme for this year's Founder's Day focussed on life after graduation, and how a degree can prepare you for just about any career. Three Macdonald alumni were invited to speak to this theme: Nathon Kong, BSc (AgEnvSc)'07; Joanna Zanin Scandella, BSc (Agr)'82; and Andrew Fazekas, BSc (Agr)'93, MSc'97. The moderator was Jacquie Rourke, an award-winning broadcast journalist, formerly of CTV Montreal, who now produces video content and television programming at McGill.

Nathon Kong majored in microbiology and led a successful career as a cancer researcher and clinical trial manager before he launched the successful start-up "Tailor2Go."

"I was brought to a point in my life when I was asking myself how I wanted to define my success. Ask yourself what is really important to you. I realized that I wanted to be inspired, to be inspiring and to work with people," explained Kong. He added, "I like to look good—I like you to look good too." On business success, Kong advised, "Know what you want, know where you want to go, plan,



Founder's Day panelists. From left to right: Jacquie Rourke, moderator; Nathon Kong; Joanna Zanin Scandella; and Andrew Fazekas.

be strategic, and work hard to execute your plan. You have to fight, be hungry to get experience—do not expect opportunities to be handed to you."

Joanna Zanin Scandella has spent her whole career, more than 25 years, in whiskey blending and production planning at Diageo's lab in Lasalle (formerly Seagram's). She is the master blender behind Crown Royal Northern Harvest Rye, the 2016 World Whiskey of the Year.

"You always need to be growing as an individual—this is your responsibility, no one else's. You need to seek out and pursue opportunities to learn new things, demonstrate leadership and always be a team player. I may be the master blender behind Crown Royal, but it is a team effort every day."

Andrew Fazekas, a well-known local science writer, broadcaster and lecturer, majored in Applied Zoology and did his master's research on African antelopes! With more than 30 years of bringing astronomy to the public, Andrew is now working on finishing his first book, *Star Trek The Official Guide to Our Universe: The True Science Behind the Starship Voyages*, which will explore the real sci-

ence of the Star Trek television and film universe, to be published this fall by National Geographic and CBS Studios for the popular science-fiction series' 50th anniversary.

"You will constantly be selling yourself, and you need to prepare for rejection. When rejection comes, step back and look at things from various angles. Use all of the resources you have and, most importantly, network. Be persistent and don't give up—you always need to innovate," said Andrew. "All of the skills that I gained as a student, from understanding how to undertake research or prepare a literature review, public speaking, making presentations, writing reports, dealing with a journal, working with colleagues, etc., these are skills that have carried me through the years."

### Recognizing excellence

Founder's Day is also an opportunity for the Macdonald community to recognize its own. Vee Rowat of the Macdonald Student Affairs Office was the recipient of the Macdonald Campus Award of Excellence for Administrative and Support Staff.



Seated left to right: Professor Kyle Elliott, Canada Research Chair in Arctic Ecology (NRS); Professor Jessica Head (NRS); and Dr. David Tittley-Peloquin (Freshman Program).



Gold Key Award recipients. From left to right: Julia Lévy-Ndejuru, Kamil Chatila-Amos, Anthea Pinto, Nihal Mandanna CP and Mitchell Steele. Absent from photo: Reshmi Raman.



# Composition of each milk pickup

**Jean Brisson**  
*Dairy Production Expert*

**René Lacroix**  
*Analyst – Data Value*

**Michel Grisé**  
*Director, Quality Assurance and Continuous Improvement*

**And all Valacta employees**

The plan to provide analysis for each milk pickup has been in the works for some time now with one goal in mind: providing you with quick access to key information. Since January 1, 2016, this plan has become a reality. You now have access to the composition of each milk pickup to help you better manage your farm. Here are a few guidelines to help you make the most of this crucial information, which is now at your disposal.

**Milk composition and profitability**

As you know, fat and protein levels have a direct impact on farm revenue. The genetic potential of your herd is a key factor in ensuring that your fat and protein contents meet your expectations. Check your Genetic Herd Inventory Report for more information. All herds enrolled in milk recording receive this report up to three times a year, essentially every time new bull proofs are released.

Feeding is another key factor that influences milk composition, and one that you can act on rapidly. Ration composition, feeding sequence and feed bunk management must all be well adjusted for optimal results. Because feeding is also a major component of production

**Milk composition for VG Farm**

DATE	FAT	PROTEIN	Urea (mg N/dL)
Estimated average	4.07	3.34	-
January 1	4.14	3.34	15.4
January 3	4.10	3.36	17.1
January 5	4.12	3.40	14.4
January 7	4.20	3.35	15.9
January 9	4.08	3.34	15.4
January 11	4.03	3.29	13.8
January 13	4.01	3.30	13.9
January 15	3.97	3.28	11.3
January 17	4.09	3.30	10.8
January 19	4.11	3.36	12.5
January 21	4.06	3.35	12.1
January 23	4.00	3.34	11.5
January 25	4.06	3.39	12.4

costs, considerable financial efforts are directed towards maintaining good fat and protein levels. Thanks to the milk analysis results for all tanks, you will now be able to see if the implemented changes have been effective.

Let's look at the results of QC Farm, presented in Table 1. It is clear that fat content did not get off to a very good start in January. Although we don't know what changes were made after January 11, we can see that the fat content increased by 0.55 kg/hL in only 12 days. With the price of fat around

\$10/kg, the milk shipped on January 23 was worth \$5.50/hL more than the milk shipped on January 11. However, maintaining this improvement might be a challenge as this herd's results seem to show a lack of stability.

Table 1 also shows that protein content is holding steady, slightly above the provincial average. Remember that fat and protein are synthesized independently, which means their levels vary independently from one another, depending on the nutrients available in the mammary gland.

**Milk urea and waste**

Nowadays, strict resource management is a must. Cutting just anywhere is certainly not the solution, but avoiding waste is. Cows need protein, even more so when they have a high protein test. It is important to meet your herd's needs at all times. Milk urea is an excellent indicator of wasted protein, and it seems that the people at VG Farm (Table 2) were well aware of that fact. Without knowing specifically what changes they implemented around January 10, we can observe that the herd certainly responded well, and the producers are without a doubt pleased with the improved results.

**Herd somatic cell count under scrutiny**

Somatic cell count (SCC) varies from

one bulk tank to another, and the range is even greater in herds with high SCC. Over the past few years, we've seen some surprising fluctuations in the weekly results, and we should expect to see more in the future. It is important to be vigilant and have the latest SCC report for individual cows close at hand to quickly identify the problem cow or cows. Judging from Table 3, WatchOut Farm is unlikely to be receiving quality premiums anytime soon.

**Effective management requires accurate information**

Good managers rely on both their intuition and their ability to make the best possible use of the information that is available to them. Analyses on every milk pickup will definitely shorten the reaction time when the situation calls for action. It will also be easier to evaluate the cows' response to any changes in herd management. Keeping track of feeding changes will now be even more important. Many producers are already keeping careful records, and this practice is most certainly encouraged. Having accurate information makes it easier to establish a connection between the results and a specific change. For example, knowing that a change in silage or the addition of a supplement was made around the middle of the month is not as helpful as knowing that the change occurred on the tenth of the month.

**Bulk tank somatic cell count for WatchOut Farm**

SC ('000/mL)	
DATE	RESULT
January 24, 2016	323
January 22, 2016	326
January 20, 2016	531
January 18, 2016	419
January 16, 2016	302
January 14, 2016	256
January 12, 2016	313
January 10, 2016	283
January 8, 2016	453
January 4, 2016	312
January 2, 2016	281
December 27, 2015	309

**Bulk tank fat and protein contents for QC Farm**

DATE	FAT	PROTEIN
Estimated average	4.03	3.48
January 1	3.89	3.44
January 3	3.93	3.45
January 5	4.16	3.53
January 9	3.86	3.49
January 11	3.80	3.47
January 15	4.04	3.52
January 17	4.05	3.46
January 21	4.22	3.48
January 23	4.35	3.49





## Cookin' with the Advocate

### Chocolate Cake



CYNTHIA GUNN

#### Ingredients

¾ cup hot water  
 ¾ cup unsweetened cocoa powder (not Dutch processed)  
 ½ cup whole milk  
 1 tsp. vanilla  
 2 cups all-purpose flour  
 1 ¼ tsp. baking soda  
 ¼ tsp. salt  
 1 cup unsalted butter  
 1 ¾ cup sugar  
 4 large eggs  
**Topping**  
 1 cup whipping cream, whipped  
 ¼ cup cream cheese, whipped  
 ¼ cup icing sugar

Preheat oven to 350°F. If making cupcakes, line 24 with paper holders. For cakes, use two 8" or 9" round pans or a 9" x 11" rectangle pan. Grease and dust with flour, or line with parchment paper. Sift together flour, cocoa, baking soda and salt.

Beat butter and sugar with an electric mixer until light and fluffy. Then, add eggs one at a time, beating well after each addition. Combine flour mixture and liquid in three or four batches, beginning and ending with flour. Mix on low speed only until just combined. Divide batter between pans.

Bake for 20-35 minutes, depending on size of pan. Remove from oven when a toothpick or tester comes out clean. Cool completely. Remove from pan. Cake can also be wrapped tightly and frozen for up to three months.

To make the whipping cream topping, beat cream cheese until light and fluffy. Add whipping cream and beat until thick and holds stiff peaks. Gently mix in sugar. This topping keeps for only 24 hours. If you would like this cake to last longer, use the cream mixture as a filling between layers, and ice with a butter cream or ganache that will keep longer.

## Kitchen chemistry

**Cynthia Gunn**  
QFA's Food Writer

It's all about chemical reactions. Baking is, at its core, a chemistry experiment each and every time, which is why no two loaves of bread, batches of cookies, or chocolate cakes ever turn out exactly the same. This variation can be charming, but it can also be alarming, especially if you're baking a celebration cake. I've previously documented my misadventures here in the guise of a deflating angel food cake. Anything depending solely on air, as opposed to a chemical reaction, for its buoyancy is best avoided by the inexperienced if time to recover from failure is limited.

I've discovered, over time, that adhering to two principles leads to a path towards relaxed baking:

- Always have at hand a basic cake recipe that is virtually foolproof.
- Continuously learn a bit of kitchen chemistry.

If you don't already have a basic cake recipe, you might like to try this one. I've made it about 50 times, and it has never failed me—except for being a little dense once (I probably overbeat the batter), and another time having too many holes (I'm not sure why). So, one mishap was a common cook's error and the other a mystery. If you take out "cook's error," that means a 98 per cent success rate so far. Not bad.

Now for the chemistry bit. Aside from beating in air, there are two ways to put bubbles in your batter: add baking soda or baking powder. Both create carbon dioxide bubbles that make your baking rise. Baking soda requires acid and moisture to react. Lemon juice, buttermilk and natural cocoa powder are all acidic, for example. Dutch-processed cocoa is not, its pH neutralized by a process that is intended to round out its flavour, and darken it as well.

Baking powder contains sodium bicarbonate, but it also includes the acidifying agent (cream of tartar). Therefore, if Dutch-processed cocoa is used in a recipe, baking powder must be used as a leavening agent because it does not require additional acidity to function.

In both cases, the batter must be baked immediately before the aerating process runs its course. Also, it's important to avoid over-mixing the recipe so that you don't stir the bubbles out of the mixture!

Just for fun, Dr. Anne Marie Helmenstine gives us the reaction that occurs between sodium bicarbonate (NaHCO<sub>3</sub>) and cream of tartar (KHC<sub>4</sub>H<sub>4</sub>O<sub>6</sub>):



And don't forget to enjoy a little decorating creativity from time to time. The cupcakes you see here are modelled after our imaginary characters from the fantastical book, *The Old Man of Lochnagar*, written by H. R. H., The Prince of Wales.

*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 a MA in Geography.*





# Your neighbours are joining QFA...

**All UPA Regional Federations corresponding to the linguistic minority decided at the close of 2015 to stop funding translations going into the *Advocate*.**

This is not to say they wish to stop funding services for English-speaking farming communities. Indeed, regional offices are working hard to fulfill the needs of English producers and administrators, and elected officials see greater value in funding activities rather than translations going into the *Advocate*.

Files show that there are around 1,500 English-speaking farmers pay-

ing their dues to the UPA. All are potential members of the QFA and ALL receive the *Advocate*. Only one quarter of potential members pay the fee that goes to support production of the *Advocate* and other services.

If you become a member, not only does your money go directly towards production of the newspaper, you are eligible to receive exclusive benefits such as: competitively priced health

insurance; considerably reduced prices on Farm Credit Canada management software; discount cards for Carhart work wear; discounted QFA translation services; 7.5 per cent discount on Via Rail travel; and three free classified advertisements for the *Advocate*. Taking advantage of these benefits more than pays for the membership cost and so essentially, membership is free. A list of new and

recently returning members appears below. This list is not complete, so if your name does not appear this month, it will be in the April issue.

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

Charles and Lawrence Allan  
Douglas Beard  
Steve Brus  
Bev Davis  
Winston Dewar  
Gib Drury  
Gregg and Dianne Eastwood  
Timothy Keenan and Maria Enright  
Ruth Finlayson  
Norman Graham  
Edward Hilton

William and Marilyn Jones  
Leslye Lang  
Adam Laidlaw  
Phil Lavoie  
Kent Lowry  
Pavla Minazcikova  
Edith McCallum  
John and Darlene McCart  
Raymond and Donna McConnell  
David McKay  
Ben and Annie Nichols

Francois Papineau  
Darlene Pariseau  
Armin Ruf  
Bradley Standish  
Hugh and Jeannie Sutherland  
Earl Titley  
Brent and Janet Tolhurst  
Marcus Volk  
Robert Warrington  
Eddie Whitcher

**TOGETHER WE SUSTAIN QUEBEC'S  
ENGLISH-SPEAKING RURAL COMMUNITY.**



## 2016 federal budget highlights

The tax break for SMEs has been frozen for this year; the rate remains at 10.5 per cent for the first \$500,000.

### General investments:

- \$120 billion over 10 years for infrastructure, including \$11.9 billion in a first phase set to begin this year
- Consultation for an innovation strategy that will include \$800 million over 4 years for natural resources and agri-food
- \$500 million over 5 years for high-speed Internet access in rural areas
- Massive investment in clean technologies to the tune of \$1 billion over 4 years
- \$2.9 billion invested over 5 years in addressing climate change, including \$2 billion for a low-carbon economy fund and \$128.8 million for energy efficiency.

### Investments in agri-food:

- \$41.5 million for modernization of AAFC and CFIA laboratories
- Investments in agricultural sciences (genomics) of \$30 million over 6 years
- \$38.5 million over 2 years in CFIA for inspection of food in Canada and abroad
- AAFC mandate to develop a strategy for investing in the sector
- \$2.5 million over 2 years for consultation on the development of regional electrical infrastructure



# 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, April 12.

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

**BEST VALUE:** Members receive 3 classified ads FREE.

### LIVESTOCK FOR SALE

Purebred Simmental bull, 5 years old. Grant Burnett 450-538-5461 (2/2)

Black & Red ANGUS - 5 Bulls for sale including one mature bull (3 years old). Performance, Disposition and Soundness. Come have a look! Ferme Clevely 1-819-571-2010 (2/2)

Shorthorn Bulls - 12 to 15 months old, polled. Well muscled, excellent EPD's and ultrasound scanned for carcass traits. 450-260-5272 [shadybrook@iteract.ca](mailto:shadybrook@iteract.ca) (1/1)

### MACHINERY FOR SALE

20 feet bush hog, John Deere CX20. Year 2015, has only worked 250 acres. Fully equipped, air suspension on all walking tandems, double blades, hydraulic folding LIKE NEW 613-673-2714 (2/2)

### 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 & 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, Ext. 8536 or e-mail us: [qfa\\_translation@upa.qc.ca](mailto: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 contact the QFA office - [qfa@upa.qc.ca](mailto:qfa@upa.qc.ca)



## Rural Community Better Together



### REGIONAL EVENTS

#### Eastern Townships:

Hatley 4-H Club Fundraising Dance  
Music by Slightly Haggard  
Open to: General public, including youth under 18 (accompanied by an adult)  
When: April 9, 9:00 p.m. to 1:00 a.m.  
Where: Salle Burrough's Falls (Stanstead East)  
Cost: \$5 in advance, \$7 at the door.  
Advance tickets available from Hatley 4-H members or  
Wyatt Johnston  
([wyatt.johnston@mail.mcgill.ca](mailto:wyatt.johnston@mail.mcgill.ca)).

#### Sawyerville 4-H Dance

Music by Slightly Haggard  
When: May 28, 9:00 p.m. to 1:00 a.m.  
Where: Cookshire Fairgrounds  
Cost: \$7, tickets available at the door  
Info: Kendra Parnell (819-889-3275 or [kendraelly@gmail.com](mailto:kendraelly@gmail.com))

#### Montérégie:

Ormstown 4-H Square Dance Competition  
Music by the Neil MacKay Band  
Open to: Participation in the competition is open to 4-H members.  
General public admission fee: \$6 for ages 9+, \$3 for 8 years or younger  
When: April 9, 7:30 p.m.  
Where: Recreation Centre, Ormstown  
Info: Janice Barr  
([barrneal26@outlook.com](mailto:barrneal26@outlook.com))

#### Ormstown Pancake Supper

When: April 16, 5:00 p.m. to 8:00 p.m.

Where: MacDougall Hall, 19 rue Lambton, Ormstown  
Cost: \$8 for adults, \$5 for children under 11, free for 5 years or younger  
Info: Carrie Simpson ([carrie.simpson22@gmail.com](mailto:carrie.simpson22@gmail.com))

#### Laurentides:

Lachute 4-H Club Fundraising Square Dance  
Music by Glenn Silverson Band  
When: April 30, 8:00 p.m.  
Where: Grenville Community Center, Grenville  
Cost: \$10  
Light refreshments will be served

#### Pontiac:

Quebec 4-H Provincial Rally  
Open to: Participation is open to 4-H members aged 12-25 and juniors from the host club.  
General public is welcome to spectate.  
Date: July 21-24; show day is Saturday, July 23.  
Location: Hosted by Shawville 4-H Club at the Shawville Fairgrounds  
Cost: \$60 includes one project; \$20 for additional project entries  
Register by: June 1, 2016  
4-H members will demonstrate various livestock and life skills projects, competing as individuals and teams. An awards banquet on Saturday evening will recognize achievements. Theme: Hollywood. Community volunteers and sponsors are welcome to contribute.  
Info: [quebec4-h.com/rally](http://quebec4-h.com/rally) or contact Chelsea, ([agliaison@quebec4-h.com](mailto:agliaison@quebec4-h.com))

### QUEBEC 4-H ASSOCIATION

#### 4-H CANADA

##### Scholarships

Scholarship applications opened on March 1, 2016. Scholarships are an excellent way for 4-H'ers to supplement the cost of a post-secondary education and access resources and networks that will be invaluable throughout their academic careers and beyond. Being offered this year:

Leadership Excellence Awards of Distinction (L.E.A.D.)

TD 4-H Agriculture Scholarships

CIBC 4-H Post-Secondary Education Scholarships

John Deere Canada 4-H Scholarships

Larry Milton Campbell Memorial 4-H Scholarship

Weston Family 4-H Agricultural Scholarships

Canadian Co-operative Wool Growers 4-H Scholarship

For more information: [4-h-canada.ca/GrantsScholarships%26Awards](http://4-h-canada.ca/GrantsScholarships%26Awards)

#### Proud to Bee a 4-H'er

Registration for the third year of Proud to Bee a 4-H'er opened February 23, 2016. Proud to Bee a 4-H'er is an initiative where 4-H club members learn about bees and other pollinators by planting and tending pollinator-friendly gardens in their communities. With Proud to Bee a 4-H'er, 4-H'ers will have the opportunity to develop knowledge and leadership skills through hands-on club activities that address the importance of supporting and sustaining the populations of pollinators in communities across Canada. Clubs can use the seeds that they receive to plant individual gardens, give them as gifts to members of their community or sell them as a fundraiser for their club.

#### Proud to Bee a 4-H'er registered clubs will receive:

100 packets of Proud to Bee a 4-H'er pollinator seed mix  
Baseball cards to distribute, outlining the program and how clubs are supporting pollinator habitat and health in communities  
Sales tracking sheets  
A pollinator fact sheet  
Proud to Bee a 4-H'er campaign overview and FAQ  
To register, go to [4-h-canada.ca/proudtobee](http://4-h-canada.ca/proudtobee)



Crack-ups

20/20 Hindsight

An old woman says to an old man at the rest home, "I can guess your age."  
The man doesn't believe her, but tells her to go ahead and try.  
"Pull down your pants," she says.  
She inspects his rear end for a few minutes and then says, "You're 84 years old."  
"That's amazing," the man says. "How did you know?"  
"You told me yesterday."

Two Morons

Two morons sit on a rock.  
One moron fell off.  
Why didn't the other one fall off?  
He was a little more on.



Shameful occupation

A grade school teacher asks her students what their parents do for a living.  
Billy proudly stands up and announces, "My daddy plays piano in a bordello."

The teacher is aghast and promptly changes the subject. Later that day, she calls Billy's mother and explains what Billy said.  
Billy's mother says, "Actually, his father's a lawyer, but how can we explain a thing like that to a seven-year-old?"

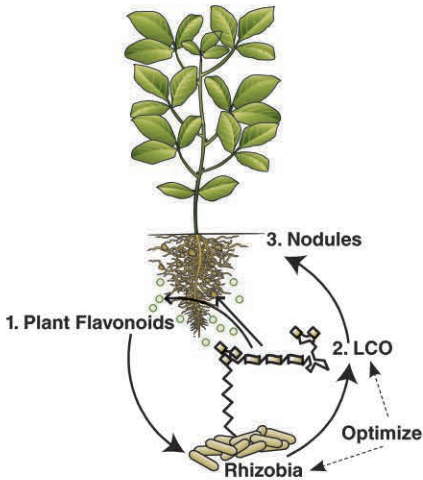


Advertorial

Higher yield potential with Optimize®

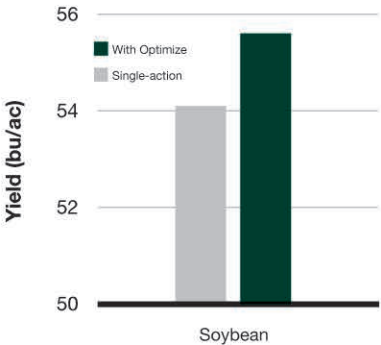
Plants and bacteria talking to each other? Sounds like science fiction, but that is exactly what happens. Like a wink, soybean roots say hello to a specific nitrogen-fixing *Bradyrhizobium japonicum* (*B. japonicum*) bacteria. With a nod back, the bacteria lets the soybean plant root know it is in the area and ready to go to work. This communication is necessary for the soybean plant and the *B. japonicum* bacteria to safely establish a symbiotic relationship.  
The soybean roots initiate the conversation by sending naturally occurring plant signal molecules called flavonoids out to the root zone, essentially asking if any

*B. japonicum* bacteria are in the area. When the *B. japonicum* receive the message, they communicate back using an lipochiooligosaccharide (LCO) molecule saying, "yes, let's get together." It is the LCO molecule that drives this critical communication between *B. japonicum* bacteria and soybean plants.  
There are many bacteria in the soil and not all are beneficial. This LCO signal lets the plant root know that it is safe to allow the *B. japonicum* bacteria into the root. Barriers to this natural process include temperature and moisture stress.



Forward thinking with Optimize

Optimize and Optimize ST are seed-applied inoculants for soybeans, and include a specially selected *B. japonicum* inoculant strain, along with LCO technology. Having LCO technology packaged with the rhizobia in Optimize and Optimize ST helps the communication between the soybean plant and *B. japonicum* happen sooner, regardless of growing conditions.  
The benefits include improved nodule formation, increased nitrogen fixation, and enhanced nutrient availability to support root and shoot growth.  
In trials conducted in Ontario and Quebec, Optimize increased yields by an average of 3% compared to single-action (nitrogen only) competitors.



Source: Summary of 29 large-plot independent research trials in Ontario and Quebec from 2010–2011.

Flexible inoculation with two formulation choices

Optimize and Optimize ST are applied to soybean seed by seed companies or retailers to eliminate the need for farm-applied inoculation, and to ensure optimum seed coverage and inoculant performance.  
Optimize is a great choice for seed companies and retailers who want the convenience of treating seed during the winter months, starting as early as November. Optimize has a 220-day planting window, with specific seed treatment chemistries, allowing seed companies and retailers to spread out the inoculation window:

- Long, 220-day window on the following key seed treatment chemistries: Acceleron® seed treatment technology for soybeans (fungicides only and fungicides and insecticide)\* and Cruiser Maxx® Vibrance® Beans
- Convenient sequential, simultaneous, or tank mix seed treatment applications
- Spreads out the workload

With all the benefits of the original Optimize, Optimize ST has a more concentrated formulation with a 120 day planting window. As a seed retailer, the 120 days leading up to planting is a hectic time. That's why Monsanto BioAg is pleased to offer the new Optimize ST formulation. Its more concentrated formula provides:

- Less volume of product on the seed with a reduced application rate – 2.8 fl oz per unit compared to the original formulation of 4.25 fl oz
- Treat twice the number of beans – 400 units instead of 200
- Half the amount of product to store
- More convenient and easier to use than the original formula

To learn more about the benefits of Optimize and Optimize ST, call 1-800-667-4944 or go to [optimizeLCO.ca](http://optimizeLCO.ca)



ALWAYS READ AND FOLLOW LABEL DIRECTIONS. Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Acceleron® seed treatment technology for soybeans (fungicides only) is a combination of three separate individually registered products, which together contain the active ingredients fluxapyroxad, pyraclostrobin and metalaxyl. Acceleron® seed treatment technology for soybeans (fungicides and insecticide) is a combination of four separate individually registered products, which together contain the active ingredients fluxapyroxad, pyraclostrobin, metalaxyl and imidacloprid. Acceleron®, Monsanto BioAg and Design™ and Optimize® are registered trademarks of Monsanto Technology LLC, Monsanto Canada, Inc. licensee. All other trademarks are the property of their respective owners. © 2014–2015 Monsanto Canada Inc. 11.15 1699

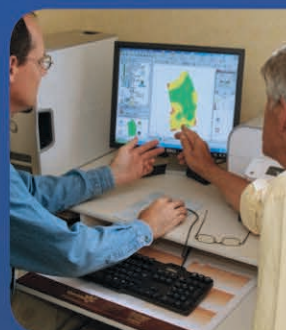


# BE MORE EFFICIENT WITH OUR

## AUTO-STEERING system



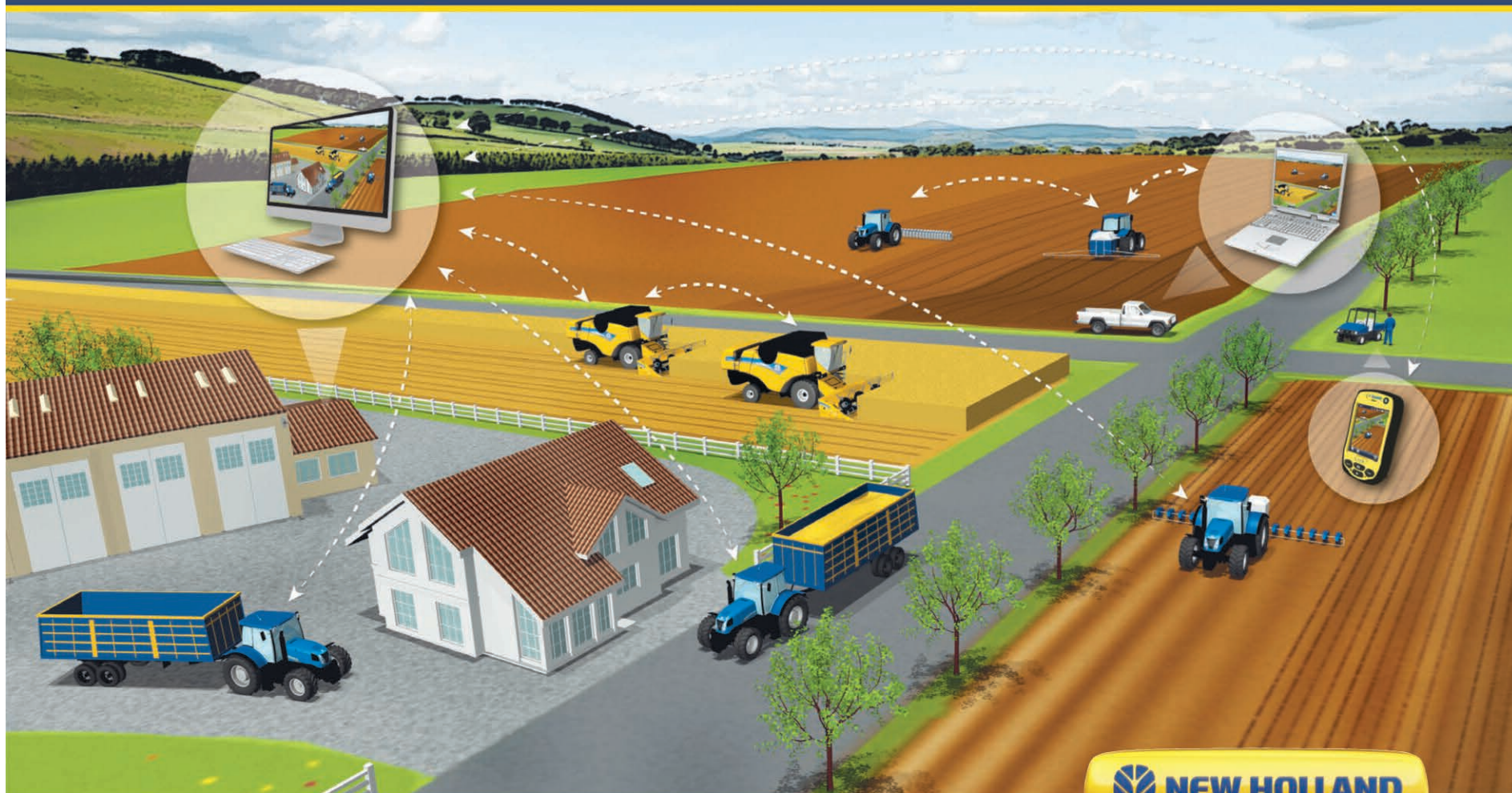
**REDUCE** your costs for fuel, maintenance, seed, fertilizers, herbicides, as well as operator fatigue, thanks to a GPS auto-steering system, with its sub-inch guidance accuracy. Now, you have choices!



### ACCURATE STEERING MEANS SAVINGS

The IntelliSteer™ system can improve your overall performance. Steering precision is never compromised, even in low light or during those extra-long workdays. The improved steering efficiency will save you money. It's as simple as that!

The new CenterPoint RTK guidance service works without a cell phone, using a receiver mounted directly on certain consoles, and gives 1.5" accuracy. Get more information from your New Holland specialist.



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

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Fernand Campeau & fils Inc.

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