

Livestock Marketers of Saskatchewan 2013 Annual Report



Livestock Marketers
of Saskatchewan



Message from the President ~ *Bob Blacklock*

2013 has been yet another successful year for LMS during which we have been able to speak with a strong and unified voice to represent the concerns and satisfy the priorities of our members. Our collective efforts are of utmost importance. Given the ever-changing nature of the industry, we need to remain a current and viable organization that addresses the challenges associated with livestock auction markets, assembly yards, and order buyer/dealer stations in the province to develop practical and timely solutions.

Through a variety of initiatives, we continue to work with government and various other partners to develop a strong and healthy image of those involved in the industry. I want to draw special attention to three of the projects we worked on this past year and will continue to work on in the future.

The educational program we have proposed to the University of Saskatchewan is patterned after a successful program in the U.S. Our goal is to attract intelligent young people to our industry and to help them find their place in livestock marketing. Contact was made with Murray Drew, College of Agriculture and Bioresources at the University of Saskatchewan, who has expressed interest in introducing **classes in marketing of livestock**. The board will continue to work on this initiative.

LMS is actively involved and well-represented in the development of a new **Brand Inspection System** being created here in Saskatchewan. This will allow the important regulations we all work under to be modernized and remain current with today's cattle business. A Memorandum of Association among LMS, Saskatchewan Cattlemen's Association, Saskatchewan Stock Growers Association, Saskatchewan Horse Federation and the Saskatchewan Ministry of Agriculture has been signed. Ministry representatives and LMS met during the year to discuss brand inspection, as well as **Price Insurance Programs** and **Premises Identification (PID)**.

We are also very proud to host the **Livestock Markets Association of Canada (LMAC) Convention** in 2014. LMS sees this as a great opportunity to showcase our province and our people to member participants from Western Canada and Ontario. I encourage all of you to attend. The convention will be held in Regina and Moose Jaw from May 22 to 24, 2014.

In the coming year we look forward to further efforts to strengthen our organization. There are many exciting opportunities for our members on the horizon. We value your input and your support in ensuring that LMS represents the membership to the best of its abilities. Thank you to all our directors who volunteer their time to serve on the LMS Board.

More Highlights of the Year

- We have had a number of requests from other provinces, including Ontario, British Columbia, Alberta and Manitoba, for the **'Livestock Handling Practices for Marketing Centre Staff' DVD and Manual**. The DVD has also been made available to Dr. John Campbell who is involved with developing a Code of Practice for livestock handling.
- The **ManSask Auction Competition**, hosted by Whitewood Auction Mart, was held April 26. \$6,200 in proceeds from the event were donated to LMS. Thank you to the organizers, our host market, Whitewood Livestock Sales and all the participants!



Message from the Executive Director ~ *Adele Buettner*

A number of initiatives were undertaken by LMS over the past year in fulfilling the organization's mandate and objectives to support and ensure sustainability of the livestock industry.

As a follow-up to the completion of the 'Livestock Handling Practices for Marketing Centre Staff' training DVD and manual, LMS has marketed these educational resources by offering them to other provinces. The uptake has been encouraging and the response favourable. LMS can be proud of their efforts to educate other stakeholders involved in the livestock marketing business.

Collaborative efforts with the Saskatchewan Ministry of Agriculture to address issues related to Brand Inspection, Premises Identification and Price Insurance Programs continue to demonstrate the organization's willingness to work with others to address issues and solve problems in the industry. Our proactive approach is critical in ensuring that we are able to work with partners in meaningful and productive ways.

In planning ahead, LMS continues to look for opportunities for member education and enhancement of the industry. Whether organizing producer

information sessions, or developing initiatives involving the development of young people in becoming future members, the Board strives to generate and consider ideas that will garner additional strength for the organization.

In May 2014 LMS will be hosting the LMAC Convention in Regina and Moose Jaw. Your elected representatives are working hard on your behalf to organize an educational, entertaining and inspiring event that will be second to none in Canada. We've lined up some excellent venues and exciting activities. We hope you'll join us!

The greatest accomplishment of LMS, by far, has been the coming together of auction markets, order buyers and assembly yards to speak and act collectively in developing relationships with other associations and government, and working collaboratively within the industry. In fact, people and other organizations are now calling on us for advice and guidance! Encouraging membership in LMS serves to strengthen the organization.

Please continue to spread the word about the good work we do.

- LMS applied through Growing Forward 2 for **producer information sessions** focusing on traceability and herd health. The application was successful and planning has begun for early 2014.
- **LMS Board meetings** were held January 10 (conference call), January 25 (Saskatoon), April 29 (Davidson), July 25 (Davidson) and November 28 (conference call). Between meetings, there were also regular **e-communications** among board members.
- Members of LMS attended the **2013 LMAC Annual Convention and Auctioneers Championship** in Calgary from June 6 to 8, 2013.
- LMS was represented at **Canadian Western Agribition** in Regina November 11 to 16, 2013.

More Highlights of the Year





Livestock Markets Association of Canada (LMAC) Report ~ Ken Perlich, LMAC President

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

The Livestock Markets Association of Canada (LMAC) continues to evolve. LMAC'S future role began to change two years ago during the 2012 Stavely/Calgary Convention. At that meeting delegates endorsed a board motion to expand the number of areas in which LMAC is active.

In recent years, LMAC has been focused primarily on two issues: traceability and promotion of the auction method. We have had great success in managing the speed and direction of the traceability issue. The three principles of speed of commerce, animal and staff safety, and market neutrality have guided our actions in the past and will continue to direct our efforts in this regard.

In terms of our selling method, we have reinforced producer expectations that the auction method continues to be the best way to market cattle. Presenting cattle live with an open outcry promotes competition, increases bids and expands returns to the cattle producer. Our annual convention, organized in various locations across Canada over the years, has featured an auction competition that showcases the benefits of selling livestock by auction. It has been the primary event that LMAC conducts to promote our industry to producers and the general public across the country.

On the traceability front, Rick Wright (Manitoba) continues to be our voice on the Canadian Cattle Identification Agency (CCIA) Board and Larry Wenzel (Ontario) represents LMAC on the Industry Government Advisory Committee (IGAC) on Traceability. This has culminated in the ability for markets to identify animals by herd, rather than individually, for the foreseeable future.

These efforts are on-going.

While successes have been attained in areas that we have focused on in the past, our goal must now be to widen

the mandate of LMAC to include the following:

1) Animal Welfare

Auction market operators have a strong tradition of tending to the needs of animals in their care. Now that everyone in the country has a video recorder (smart phone) in their pocket, it is essential that auction market operators redouble their efforts to ensure animals are kept calm, safe and healthy during the marketing process. Animal welfare activists are only too willing to put our industry in a less than positive light. We will continue to work with our partners in the farm animal care offices across the country to advocate for our members and highlight good news stories in our industry.

2) Labour Issues (supply and safety)

Across Canada it is difficult to find qualified individuals to work at auction markets. It is a challenge in every province to hire and keep people willing and able to work outdoors with animals in predominantly rural areas, often for extended hours. LMAC will continue to identify solutions to this problem.

Worker safety is also a great concern to all of our members. Often the majority of staff at markets are family and friends and if an individual commits to working for you to make your enterprise a success, they deserve to be treated with tremendous respect, regardless of the circumstances. LMAC is willing to work with any market, any industry group or government to enhance the safety of our auction market workers. The greatest efforts in recent years have come from Saskatchewan. LMS has produced a DVD which is being used across Canada that details the risks and safety procedures. You should be proud of the leadership role you have taken in this area.

3) Regulation

Adding to our success in traceability, LMAC must be prepared to respond to government changes that impact our member markets. We need the capability and the resources to provide input to Federal regulatory changes in areas such as animal welfare, food safety, trade and commerce so that our concerns do not go unheard. LMAC is willing to work with the Canadian Cattlemen's Association (CCA) and other national livestock organizations to ensure that auction market realities are considered in establishing new or amended regulations.

4) Promotion

Regarding promotion of the auction method, the 2014 LMAC Convention and Canadian Auctioneering Championship will be held in Regina/Moose Jaw, May 22 to 24, 2014. Once again this event will

showcase our industry to Canadians, those in the cattle sector and the wider public as well.

We need to be more active in telling the good story that we live every day. Our method of selling is quick, efficient, effective and safe. Customer confidence in our industry is high and there is little to worry about when our customers arrive at an auction market to buy or sell livestock.

With an expanded mandate, LMAC can now act in the best interest of the national membership on a comprehensive set of issues. Given this wider scope, it is imperative that we have the input of provincial associations and individual members. Your concerns questions and comments are always welcome. Please feel free to contact me at 403-329-3101 or e-mail me at ken@perlich.com.

Committees

Brand Review Committee

The purpose of the Brand Review Committee is to consider options for brand inspection in Saskatchewan and develop an organization to administer for this activity. The Saskatchewan Stock Growers Association, Saskatchewan Cattlemen's Association, Saskatchewan Horse Federation, the Saskatchewan Ministry of Agriculture and LMS are represented on the committee.

Meeting dates during the 2012-13 fiscal year included March 1, 2013 (Regina), March 26 (Moose Jaw), May 21 (Conference Call), May 31 (Moose Jaw), June 28 (Moose Jaw), July 26 (Conference Call), August 8 (Conference Call), August 13 (Regina), and August 27 (Moose Jaw).

Premises Identification (PID) Communications Meeting

An industry meeting was held October 10 in Saskatoon to discuss communication strategy for Premises ID. Representation included the Saskatchewan Ministry of Agriculture, Saskatchewan Stock Growers Association, Saskatchewan Cattlemen's Association, Saskatchewan Cattle Feeders Association and LMS.



The Farm Animal Council of Saskatchewan (FACS) recognizes the Livestock Marketers of Saskatchewan (LMS) as a founder and key supporter in advancing responsible farm animal care. FACS looks forward to continued collaboration with LMS – and to new partnership opportunities related to strengthening our industry. Your support is highly valued and much appreciated!

The following is a summary of FACS accomplishments in 2013 that fulfilled our goal of educating producers, industry partners and consumers.

An **RCMP Livestock Resource Package** was developed in both English and French to ensure that the RCMP, often being first on the scene of an accident, will be better equipped to reduce animal suffering and secure public safety. Led by FACS, this project was developed in collaboration with the British Columbia Farm Animal Care Council, Alberta Farm Animal Care and Farm & Food Care Ontario.



FACS launched a **new website** in September, making it easier for visitors to access its vast store of knowledge. Combined with a new and fresh look, the enhancements make the website simpler to navigate, as well as more visually appealing. The website, facs.sk.ca, provides valuable information to producers and others involved in agriculture, plus consumers curious about the source of the food they eat daily.

The 2013 FACS **Fence Lines to Corporate Board Rooms Conference** took place in December focusing on the theme of ‘Tactics and Triumphs’. Speakers addressed issues ranging from understanding and meeting consumer needs, to dealing with pressures from non-agriculture entities, to the future of agriculture messaging in a constantly changing world. This year’s conference was preceded by ‘Speaking Up: Getting the Message Out About Agriculture’, **two social media workshops** facilitated by social media specialist Crystal Munro of Creating Excellence.

As a partner in this Saskatchewan Ministry of Agriculture initiative, FACS took the lead in organizing the **Livestock Emergency Response Course** in March in Regina with Jennifer Woods of J. Woods Livestock Services facilitating. The agenda included such topics as animal behaviour and handling, responding to motor vehicle accidents involving livestock, injured animals and euthanasia, live animal handling and capture, and trailer design.



FACS once again championed a very successful campaign to promote that as producers ‘we care’ about responsible animal care. The **annual billboard campaign** has become one of FACS’ most anticipated, high-profile and visible activities, made possible through the collaboration and involvement of our partners in the animal industry.

Another priority of FACS over the past year was **educating children about animal care and agriculture**. More than 800 children, teachers and volunteers visited this year’s FACS display during AG-Experience at Prairieland Park in Saskatoon. FACS also had a strong presence at the Agri-Ed Showcase during the Canadian Western Agribition in Regina and the ‘Tales from the FACS Farm’ puppet show toured schools throughout the province during education week and agriculture month in October.

For more information on FACS, visit our website at facs.sk.ca, like our Facebook page, follow us on Twitter (@SKFarmAnimal) or call 306.249.3227.

Aim & Purpose

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



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