



**Livestock  
Marketers of  
Saskatchewan**

# ANNUAL GENERAL MEETING

**January 22, 2010**

**Saskatoon Inn  
Saskatoon, Saskatchewan**

*Thank you  
to our Corporate Sponsor*





## Greetings from the Government of Saskatchewan

On behalf of the Government of Saskatchewan, it is my pleasure to welcome all members to the annual general meeting (AGM) of the Livestock Marketers Association of Saskatchewan.

Livestock marketers and order buyers are an integral part of Saskatchewan's livestock industry. You are the link between producers and the rest of the production chain, and as such, can provide a unique perspective on the livestock industry.

I wish you all the best for a successful AGM. I look forward to continuing to receive your association's input on issues and opportunities regarding the provincial livestock industry.

Sincerely,

A handwritten signature in black ink that reads "Bob Bjornerud". The signature is written in a cursive, flowing style.

Bob Bjornerud  
Minister of Agriculture



**Saskatchewan  
Ministry of  
Agriculture**





Securing Beef Beyond 2020: A Collective Approach  
Saskatchewan's Premier Beef Event  
January 20-23, 2010  
Saskatoon Inn, Saskatoon, SK

Jeff Jameson, President  
Livestock Marketers of Saskatchewan  
502 - 45th Street West  
Saskatoon, SK S7L 6H2

Dear Jeff,

As Chair of the Saskatchewan Beef Industry Conference, it is my distinct pleasure to extend congratulations to the Board of Directors and members of the Livestock Marketers of Saskatchewan on the occasion of your 2010 Annual General Meeting.

These four days of action and progress for our industry would be missing a very important partner had LMS not been part of the event.

Auction markets and order buyers are often taken for granted; yet your services and facilities are an essential link in the beef marketing system.

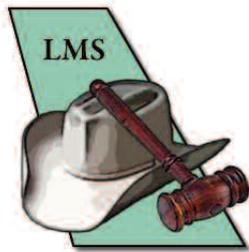
On behalf of the beef producers who recognized the value of bringing the entire industry together, I am happy to say thank you to LMS for being an effective organization and to individual members for the services you provide the industry.

Have a productive meeting and make sure you plan to be part of SBIC when setting the date for your 2011 AGM.

Sincerely,

David Stuart  
Chair SBIC





Livestock Marketers  
of Saskatchewan

Livestock Marketers of Saskatchewan

# Annual General Meeting

January 22, 2010

Saskatoon Inn, Saskatoon

## Agenda

8:30 a.m. - 12:00 noon

**President:**

Jeff Jameson  
JGL Livestock

**First Vice President:**

Rhett Parks  
Whitwood Livestock  
Sales

**Second Vice President:**

Bob Blacklock  
Saskatoon Livestock  
Sales

**Past President:**

Wayne Bowyer  
Cowtown Livestock  
Exchange

**Livestock Markets  
Association of Canada  
Representative**

Michael Fleury  
Saskatoon Livestock  
Sales

**Executive Director**

Adele Buetter  
AgriBiz Communications  
Corp.

1. Call the Meeting to Order, Welcome and Introductions
2. Approval of the Agenda
3. Approval of the Minutes (AGM and Semi-Annual)
4. Business arising from the Minutes
5. President's Report: Year in Review
6. Financial Report
7. Resolutions
8. Nominations Report (1st Call)
9. New Business
  - a) Conversion Issue
  - b) Funding LMS
  - c) LMAC Report/Traceability
  - d) Age Verification
  - e) Other
    - Awards
10. Nominations (2nd and 3rd Calls)
11. Saskatchewan Cattlemen's Association Update on Levy Collection: Keith Robertson, CEO, SCA
12. Other
  - a) Semi-Annual Meeting Date
  - b)
13. Adjournment

**Present:**

Jeff Jameson, President  
Jim Blahun  
Ryan Gibson  
Bill Jameson  
Roy Rutledge

Bob Blacklock, 2<sup>nd</sup> Vice President  
Pat Bueckert  
Wayne Hall  
Shea Jameson  
Stewart Stone

Wayne Bowyer Past President  
Michael Fleury  
Joe Jackson  
Sonja Nielson  
John Williamson

**Guest:**

Adele Buettner

President Jeff Jameson calls the meeting to order at 3:35 p.m.

**Action Items**

**Approval of Agenda**

**Motion #1**

That the agenda be approved as presented.

Moved by Stewart Stone / Seconded by Bill Jameson / Carried

In his opening remarks, Jeff indicated that in the future he would like to see SLMOBA take a more proactive approach regarding industry issues.

**Minutes**

Sonja Nielson read the Minutes of the January 24, 2008 meeting.

**Motion #2**

That the minutes of the January 24, 2008 meeting be accepted as presented.

Moved by Jeff Jameson / Seconded by Bill Jameson / Carried

**Motion #3**

That Jeff Jameson write a letter to CCIA and CFIA regarding the issue of tagging unruly animals.

Moved by Bill Jameson / Seconded by Stewart Stone / Carried

Jeff Jameson to write a letter to CCIA and CFIA re: tagging unruly animals.

**Motion #4**

That Jeff Jameson write a letter to the Provincial government requesting information concerning a previously proposed pilot project on the traceability issue as no one is aware of any test scanners installed anywhere.

Moved by Bill Jameson / Seconded by Jeff Jameson / Carried

Jeff Jameson write a letter to provincial government re: traceability issue

Bill expressed concern that the Brand Inspection Advisory Board has not met since 2006. He informed the meeting that he had spoken with Alanna Koch, Deputy Minister of Agriculture, about the inactivity of the board and she assured him she would look into the matter. To raise the Association's profile, Stewart Stone suggested that someone from the Brand Inspection Advisory Board be invited to attend the next meeting. Reaction to this suggestion was positive.

**Motion #5**

That the financial reports be accepted as presented.

Moved by Jeff Jameson / Seconded by Joe Jackson / Carried

Discussion regarding hiring an executive director took place. Adele Buettner was invited to the meeting and asked to provide some background on AgriBiz and the various services they offer. In doing so, she outlined a variety of professional services ranging from financial management and communications to event planning, government relations etc. Although she was not provided with a detailed job description in advance, she indicated that based on her understanding of SLMOBA and the discussion taken place thus far coupled with her work with other similar sized associations AgriBiz manages, she projects the SLMOBA would require part time services.

The Executive to work with Adele Buettner re: developing a contract and job description.

**Motion #6**

That the Executive meet with Adele Buettner to confirm a job description and contract.

Moved by Bill Jameson / Seconded by Roy Rutledge / Carried

Roy Rutledge commented that he would like to see public awareness of our organization raised.

Reporting on LMAC activities, Mike Fleury stressed that traceability remains an ongoing topic of concern. He noted the CFIA wants tracking ability in place by 2011 and Andy Dagenais is the person in charge of seeing this program move forward. Under this program, markets are designated as co-mingling sites and will be required to install scanners which will be very costly, not only for the equipment but for changes in infrastructure and staffing to accommodate the operation of the equipment.

Mike Fleury to keep the Board/members apprised of details regarding this issue.

For the Board to possibly follow up with government.

LMAC feels it is crucial that the industry participate in the delivery and planning of this program, therefore a survey has been sent out to all markets to get input on a cost estimate to implement the program. Once these results have been received the LMAC will petition the government for financial support for the set up and maintenance of the program. Some attendees felt the consumer rather than the producer should bear the cost of the program and perhaps government financial support would accomplish that goal. It was also noted that existing technology is inadequate to meet the program requirements at this time.

The next LMAC Annual Meeting will be in Brooks, AB with Bow Slope Shipping Association the host market.

An ongoing concern in our industry has been lack of training in cattle handling for market employees. Adele Buettner presented plans to address this concern in the form of a one-day stock market training program to be held at Saskatoon Livestock Sales (SLS) in Saskatoon on Friday May 8, 2009 with Curt Pate and Ron Gill as the instructors. Registration fees suggested were \$50 per person for SLMOBA members and \$100 per person for non-members. Mike Fleury thought the SLS facility could handle 30 to 50 participants. Jeff Jameson indicated that FACS approached SLMOBA for a \$2000 sponsorship to help absorb the cost of delivering this program.

It was agreed the SLMOBA would sponsor this event. It was also suggested that a two tier registration fee be introduced for SLMOBA members and SLMOBA non members. In addition, FACS was encouraged to send a notice regarding to all markets and cattle hauling companies.

Stewart Stone reported on the conversion and ownership issue. He noted that Alberta has a clause on their manifests that exempts markets from financial accountability but in Saskatchewan markets are liable for every cheque they write for a five-year period. Alberta's legislation states that purchasers must pay for cattle within two business days with no exceptions such as feeder co-ops.

**Motion #7**

Shea Jameson send a letter on behalf of the board to the Saskatchewan government requesting a meeting with the Deputy Ministers of Agriculture and Justice to discuss the conversion regulations and request that our provincial regulations be amended to comply with Alberta's and to discuss other industry related concerns. Copies to be sent to Minister Bjornerud, Minister Morgan and the Brand Inspection Advisory Committee.

Moved by Stewart Stone / Seconded by John Williamson / Carried

It was noted that Alberta has backed off their stand that age verification be mandatory. After some discussion, it was agreed that this should be a nationally regulated program.

The cost of tagging animals at markets was discussed and the general feeling of members was that this is an individual market issue.

Roy Rutledge made an observation that calf numbers will likely be down by 10% this fall which may have an impact on the industry. The Assiniboia Market has also been visited by an animal rights group known as the Animal Angels. They inspected the facility and took pictures before making their presence known to management. No negative publicity arose from this visit but all markets should make their staff aware of the possibility of such a visit and always act as if they are under scrutiny because they very well may be.

**Motion #8**

To adjourn the meeting.

Moved by John Williamson

Shea Jameson to write a letter requesting a meeting with the Deputy Ministers of Agriculture and Justice.

Shea Jameson to draft a letter and send it to the office for review

\_\_\_\_\_  
Jeff Jameson, President

\_\_\_\_\_  
Date

**Present:**

Jeff Jameson, President	Rhett Parks, 1 <sup>st</sup> Vice President	Bob Blacklock, 2 <sup>nd</sup> Vice President
Wayne Bowyer, Past President	Michael Fleury, LMAC Representative	Pat Bueckert
Evelyn Chanig	Lyal Fox	Brian Jacobson
Pat Jacobson	Bill Jameson	Shea Jameson
Chad Kelly	Ross Kreutzer	Derek Robertson
Roy Rutledge	Stewart Stone	Myron Tatarniuk
Dave Trykki	John Williamson	

**Staff:**

Adele Buettner	Joan Lasiuk	Sheila Leys
----------------	-------------	-------------

**Guest:**

Doug Leask

**CALL TO ORDER AND WELCOME BY PRESIDENT**

**Action Items**

President Jeff Jameson called the meeting to order at 6:45 p.m.

President Jameson welcomed everyone and thanked them for taking time to attend the semi-annual meeting.

**APPROVAL OF AGENDA**

**Motion #1**

That the agenda be approved as presented.

Moved by Stewart Stone / Seconded by Wayne Bowyer / Carried

**APPROVAL OF AGM MINUTES**

**Motion #2**

That the minutes of the January 22, 2009 meeting be accepted as presented.

Moved by Bill Jameson / Seconded by Rhett Parks / Carried

**BUSINESS ARISING FROM AGM MINUTES**

President Jameson pointed out that most of the Action Items listed in the AGM Minutes will be covered in the Agenda. In addition, he noted the letter has not yet been sent requesting the meeting to discuss conversion.

**PRESIDENT'S ADDRESS**

President Jameson welcomed everyone and thanked them for making the effort to attend the semi-annual meeting. He also welcomed and extended appreciation to Doug Leask for agreeing to provide an update on changes to dealer regs. Since the AGM in January the Board has undertaken several new initiatives to make the Association more effective. President Jameson thanked the Board, Rhett Parks, Bob Blacklock, Wayne Bowyer and Mike Fleury for their commitment. He also thanked Stewart Stone, Roy Rutledge and Shea Jameson for their support and guidance during the planning sessions. In February Adele Buettner and AgriBiz Communications were contracted to provide executive and communication services for the Association. Since then the following initiatives have been undertaken:

- The Association now has an official office;

- The Board has convened two strategic planning sessions to establish new guidelines and goals; identified a priority list and membership values and strategies.
- A letter was sent to the provincial Minister of Agriculture advising him of the Association and the important role it plays in the livestock industry.
- A meeting is planned with Minister Bjornerud on May 12 to discuss a variety of issues including introducing the concept of increasing the per head administrative fee paid to auction markets. The board feels that a small increase would go a long way in helping the association with member training, issues updates, lobby issues as well as advancing the efficiency and value of our Association.
- As part of our strategy to expand our reach as an Association, a letter has been sent to the Saskatchewan Cattlemen's Association requesting a seat on their board. The response is attached.
- A membership drive targeting auction markets and order buyers licensed to market livestock in Saskatchewan including pure bred auctions and general auctions has been initiated.
- Our Aim and Purpose, Code of Marketing Standards and Principles along with the Bylaws have been thoroughly reviewed. The membership structure was also reviewed and the Board confirmed that one membership equals one vote.

Meeting packages have copies of documents for review and information, including the proposed bylaw changes and the proposed name change which will be discussed later in the agenda.

### **BYLAW CHANGES**

Adele Buettner reviewed the bylaw changes (attached) with the members. There were several proposed changes however the majority of which are grammatical. However, three major changes were noted including a proposed name change to "Livestock Marketers of Saskatchewan"; changing the year end date to September 30 and adding "To develop safe handling practices that ensure both animals and market staff are treated under the best possible safety standards," to the Aims and Purposes.

There was some discussion regarding lowering the quorum percentage as well as voting by proxy. It was decided that the Board should investigate the voting by proxy and report back to the membership at the Annual Meeting in January.

### **Motion #3**

To approve the bylaw changes as presented.  
Moved by Roy Rutledge / Seconded by Rhett Parks / Carried

### **GUEST SPEAKER**

Doug Leask, Senior Legislation Analyst (Presentation attached.)  
Doug formally requested a letter from the Association regarding adding the "Security Declaration" to the manifests.

Adele Buettner to check into voting by proxy and report back to the membership.

**NEW BUSINESS**

- **Admin Structure:** the Board will be requesting an increase to the current administration fee paid to the auction markets. Currently, it is of the Board's opinion that the increase will be directed to the Association to assist with operations.
- Discussion regarding privatization of Brand Inspectors ensued.

**Motion #4**

That the Saskatchewan Livestock Markets and Order Buyers Association is against the privatization of brand inspection.  
Moved by Bill Jameson / Seconded by Pat Beuckert / Carried

- **National Update:** Mike Fleury reported on the traceability pilot projects. After a great deal of discussion the members decided that they support and endorse the pilot project concept but need more information on cost to the auction market and the provincial and federal governments must collaborate and come up with a unified approach.
- **Other:** Discussion regarding changes to the regulations, age verification, bonds, and vaccinations.

**Motion #5**

That a letter be sent to the Saskatchewan Ministry of Agriculture endorsing the addition of the security declaration on the brand manifests.  
Moved by Roy Rutledge / Seconded by Michael Fleury / Carried

It was pointed out that although the addition of the security declaration on the manifests was endorsed there are other changes to the regulations, etc. that require further discussion before final decisions are made.

**Motion #6**

That the Saskatchewan Livestock Markets and Order Buyers Association support mandatory age verification.  
Moved by Bill Jameson / Seconded by Lyal Fox / Carried (Unanimously)

Vaccinations: Members felt that the message to producers to vaccinate would be more effective if it came from a producer group. Bill Jameson will bring up the issue at the Saskatchewan Cattlemen's Association meeting as well as the Canadian Cattlemen's Association.

**Motion #7**

To adjourn.  
Moved by Rhett Parks

That the provincial government be made aware that the SLMOBA is against the privatization of brand inspection.

That the office send a letter to SA endorsing the addition of the security declaration on manifests and that further discussion is required regarding other proposed changes to the regulations.

That the provincial government be made aware that SLMOBA supports mandatory age verification.

Draft Minutes approved for circulation by:

\_\_\_\_\_ Jeff Jameson

\_\_\_\_\_ Date



Livestock Marketers  
of Saskatchewan

**President:**

Jeff Jameson  
JGL Livestock

**First Vice President:**

Rhett Parks  
Whitwood Livestock  
Sales

**Second Vice President:**

Bob Blacklock  
Saskatoon Livestock  
Sales

**Past President:**

Wayne Bowyer  
Cowtown Livestock  
Exchange

**Livestock Markets  
Association of Canada  
Representative**

Michael Fleury  
Saskatoon Livestock  
Sales

**Executive Director**

Adele Buetter  
AgriBiz Communications  
Corp.

## Message from the President

The past year has been a real 'eye opener' in so many positive ways for our association.

It has been a year of change. We have a new name. We have more members, and now represent 95 percent of the cattle marketed in Saskatchewan.

It has been a year of progress. The Board established a sound line of communication with the Minister of Agriculture and senior officials in the Ministry. We used this to express our views and ensure LMS is part of the decision-making process on such important developments as traceability, security declarations on brand manifests, possible fee changes for livestock inspections and other issues.

It has been a year of collaboration. The Board held discussions on a wide range of issues with the Boards of the Saskatchewan Cattlemen's Association and the Saskatchewan Stock Growers Association. We are also pleased to hold our 2010 AGM in conjunction with the Saskatchewan Beef Industry Conference.

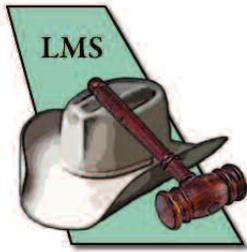
It has been a year of opportunity. Our first sponsorship for training was a great success. The event itself was excellent; and it is satisfying to know what was learned is being applied at our auction markets.

It has been a year of exploring. For the first time, LMS has applied for public grant funding. The increased costs and investments associated with the implementation of traceability will impact LMS member operations. We applied for funds from the Agriculture and Agri-Food Canada 'Growing Forward' program through the new Saskatchewan Livestock Traceback Initiative in November and a second application in January.

The work of the Board has been augmented by the professional services of AgriBiz Communications Corp. and in particular our Executive Director Adele Buettnner.

Looking ahead, the Board will build our relations with the provincial government and producer associations; sponsor more training opportunities; and continue and seek out provincial and federal initiatives beneficial to our members. With a strong membership, I believe 2010 will be a 'banner' year.

Jeff Jameson  
LMS President



Livestock Marketers  
of Saskatchewan

**President:**

Jeff Jameson  
JGL Livestock

**First Vice President:**

Rhett Parks  
Whitwood Livestock  
Sales

**Second Vice President:**

Bob Blacklock  
Saskatoon Livestock  
Sales

**Past President:**

Wayne Bowyer  
Cowtown Livestock  
Exchange

**Livestock Markets  
Association of Canada  
Representative**

Michael Fleury  
Saskatoon Livestock  
Sales

**Executive Director**

Adele Buetter  
AgriBiz Communications  
Corp.

## Message from the Executive Director

The past year saw a significant shift in focus for LMS. This was realized through several measures to enhance the profile of LMS within the provincial livestock community.

Such an undertaking is an ongoing process, as relations with senior public officials are established and policy issues are addressed. As a result, discussions, research and documentation spanned a wide range of developments with government, producer groups and other industry leaders.

From initiatives to attract every auction market and order buyer into the LMS fold, and ways to access grant funds and other revenue generating options; our efforts have sought to showcase LMS as a main player in the livestock industry. Training for employees, member updates and a new website were among the new services provided to members.

A committed and participatory Board of Directors, supported by an increasing membership facilitated much of the progress achieved in 2009. Understanding the issues that impact LMS members and developing strategies that promote advancements and counter setbacks within our industry were of paramount importance.

A number of industry and regulatory issues ranging from licensing to traceability, from brand inspection to animal welfare affect our members directly. It is important, therefore, to maintain a clear and unified approach as an association. Recognizing that LMS member businesses vary in size from small family operations to large corporate entities, our policies and directives require balance to ensure value and a voice for all.

The ever-changing business of agriculture and an increasingly aware consuming public dictate that our focus remains on positioning LMS as a leader.

It has been a pleasure working with the Board of Directors. Improved services and communications lead to more participation and engagement. I, therefore, say thank you to the Board and members who have shared views and advice and welcome more in 2010.

Adele Buetter  
Executive Director

# Livestock Marketers of Saskatchewan: A Glimpse at 2009

Achievements in 2009 positioned LMS to become more involved in the decision making process and to collaborate more extensively in finding solutions for our industry. Aspirations and plans for 2010 ensure LMS continues on this progressive path.

## **January:**

- Convened Annual General Meeting in Saskatoon
  - Elected Board of Directors
  - Approved introducing Livestock Handling for Auction Market staff

## **February:**

- Contracted Management Team
- Established office with phone, fax, email and bookkeeping services
- Conducted first of two Strategic Planning Sessions
- Reviewed Constitution and By-Laws and identified changes
- Commenced a membership drive

## **March:**

- Convened the second Strategic Planning Session with Board of Directors and voluntary advisors Stewart Stone and Roy Rutledge
- Met with representatives from the Saskatchewan Cattlemen's Association
- Began promotions for Livestock Handling Training to members
- Began organizing details for Semi-Annual Meeting

## **April:**

- Commenced research and design for new website
- Issued invitation letters for Semi-Annual Meeting to members and potential members
- Arranged venue, agenda and guest speaker (Doug Leask, Saskatchewan Ministry of Agriculture Senior Legislative Analyst) for Semi-Annual Meeting
- Informed members of proposed bylaw changes
- Sent introductory letter to the Minister of Agriculture; outlining LMS policy on various issues

## **May:**

- Convened Semi-Annual Meeting in Saskatoon
  - Approved constitutional amendment to change name to Livestock Marketers of Saskatchewan (LMS)
  - Passed a motion stating continued support to the Ministry for overseeing Brand Inspection
  - Passed a motion supporting Mandatory Age Verification
  - Reviewed Aim and Purpose, Code of Marketing Standards and Principles
  - Approved several bylaw changes
- Sponsored the first-ever Canadian auction market training seminar
- Executive met with the Minister of Agriculture
- Sent follow up letter to the Minister of Agriculture on LMS policy regarding Brand Inspection and Mandatory Age Verification



## **June:**

- Issued updates via post to members and potential members
- Approved design and content for website [www.livestockmarketers.ca](http://www.livestockmarketers.ca)
- SK Ministry of Agriculture made an electronic presentation on the Traceability initiative to Board/Advisors
- Reviewed Licensing legislation and regulations
- Board of Directors held discussions with the Board of Directors of the Saskatchewan Cattlemen's Association to discuss issues of mutual interest
- Board of Directors agreed that the LMS 2010 AGM will be scheduled in conjunction with the inaugural Saskatchewan Beef Industry Conference in January

## **August:**

- Issued updates written to members and potential members
- Commenced preparation of a Concept Proposal making application for funding under the Growing Forward/Saskatchewan Voluntary Traceback Initiative (SVTI)
- Sent follow-up letter to the Minister of Agriculture re: Security Declaration on Brand Manifest with the Security Declaration section highly visible
- Attended the national convention of the Canadian Cattlemen's Association in Regina
- Met with the SCA to discuss areas of mutual interest, with the main issue being levy collection
- Convened a Board meeting

## **September:**

- Board of Directors reviewed Concept Proposal making application for funding under SVTI
- Presented the LMS position on Conversion issue to the SSGA

## **October:**

- Convened Board Meeting
- Sent follow up letter to the Minister of Agriculture re: Security Declaration on Brand Manifest
- Issued membership renewal letters
- Applied for funds under the Cattle Marketing Deductions Fund and the Horned Cattle Trust Fund

## **November:**

- Submitted Concept Paper exploring options to the Ministry
- Submitted a preliminary proposal to the Ministry for funding under SVTI
- Held discussions with Ministry officials regarding the preliminary proposal and LMS eligibility for SVTI funds
- Met with the Deputy Minister; Assistant Deputy Minister and Senior officials to discuss a variety of issues including Security Declaration; tagging; sale dates; occupational health and safety matters; licensing, among others.

## **December:**

- Convened Board Meeting
- Met with Ministry representatives to discuss the LMS proposal for SVTI funds
- Issued invitation letters for Annual General Meeting to members and potential members
- Arranged venue, agenda and documentation for 2010 Annual General Meeting



# TRACKING Traceability

As the industry grapples with the logistics to facilitate a sustainable traceability system for livestock, additional research is required into the implementation process with respect to long-term costs and responsibilities for auction markets. The LMS Board of Directors is committed to ensuring the expertise, services, and needs of auction markets are recognized.

The move towards a national traceability system for the protection of human and animal health dates back to the 1990s. Livestock producers were among those who initiated the call for such a system. This led to the establishment of the Canadian Cattle Identification Agency (CCIA) in 1998; followed by the mandatory Canadian Cattle Identification Program (CCIP) in 2001 for cattle and bison, and the mandatory Canadian Sheep Identification Program in 2004.

Traceability has three main pillars: Animal Identification, Premise Identification, and Animal Movement. Canada is respected internationally for its accomplishments in Animal Identification. There is significant work to be done before Premise Identification and Animal Movement are achieved, including the introduction of Radio Frequency Identification (RFID), an application used by countries and industries around the world for numerous benefits.

RFID is the use of an object, such as the RFID livestock tag, to identify and track using radio waves. The RFID tags are read electronically by handheld and panel readers. For the Canadian cattle industry, RFID tags became mandatory on January 1, 2010. RFID tags have been the only approved tags for cattle since Sept. 1, 2006; but producers were allowed until December 31, 2009 to phase out bar code tags for mature breeding stock and bulls.

Producers and the industry generally recognize the importance of having an accurate data collection system for referral in the event of a disease outbreak, food contaminant threats or other health related developments. Indeed, the CCIA has more than 170,000 producers registered in its system. In addition to maintaining the data and related protocols for accessing information; the CCIA licenses and certifies tagging service centres; allocating identification numbers to the private sector, which is responsible for marketing tags to producers. Companies involved in the sale of RFID tags must adhere to strict reporting and other protocols.

Many are of the view that Premise Identification and Animal Movement are inevitable. In October the CCIA introduced an Identification Development and Investigation Coordinator to “establish quality assurance procedures and processes” around the technology of RFID tags and readers, as well as investigate other emergent technologies.

In the words of CCIA Chair Steve Primrose: “It is important that we implement RFID technology across the board, as this will enable us to move forward on traceability. Of the three pillars of traceability, we have achieved Animal Identification. Once we have completed the second pillar – Premises Identification – the industry will require RFID technology to support the reporting of Animal Movement.”



The Canadian Industry Traceability Infrastructure Program (CITIP) was established by the federal government to invest in the development of industry-led systems that collect and verify identification and movement of data, and accelerate and increase industry's tracking and tracing capacity. The CITIP is intended to develop traceability systems, or enhance existing systems, and to complement investments made by industry.

The federal Livestock Auction Traceability Initiative is a three-year, \$20-million program to enhance traceability capacity where animals routinely co-mingle. This includes auction markets. Funds under this initiative, which will assist co-mingling sites in altering the animal handling structures, could cover physical infrastructure changes, building modifications and technical and trade services such as purchasing and installing gates or pens.

The announcement by Agriculture Minister Bob Bjornerud in October 2009 for a \$5 million Saskatchewan Voluntary Livestock Traceability Rebate, which is part of the federal-provincial Growing Forward program, provides for rebates on eligible costs for the purchase and/or lease of RFID handheld and panel readers. Funding is also available for training, software installation and facility modifications relating to the use of RFID readers. Auction markets may receive a 70 per cent rebate, to a maximum rebate of \$100,000 for all eligible items combined.

LMS has begun exploring our eligibility for accessing Growing Forward funding through the new 'Saskatchewan Livestock Traceback Initiative'. We believe our members have a very important role and could be impacted significantly by the implementation of this initiative. Auction market staff members have significant knowledge and expertise that could help to facilitate an inclusive realization of the three traceability pillars.

While Saskatchewan has a voluntary traceability initiative, other provinces offer a variety of traceability initiatives. The Nova Scotia National Traceability System program provides funds to businesses to assist in the purchase, installation and staff training in animal handling systems equipment and data systems necessary to record and report data to industry and/or government databases. Eligible applicants include agri-businesses and agricultural industry associations that primarily represent identifiable agri-food products and services.

The Province of Quebec has the Traceability Implementation Program for stakeholders relating to traceability, including members of sectors with regulations regarding traceability; such as agricultural and agri-food businesses, associations and abattoirs, among others.

In Ontario the Food Safety and Traceability Initiative (FSTI) provides cost-share funding to individual facilities to support the implementation of written food safety programs and working traceability systems through the purchase and installation of equipment, the certification of Recognized Food Safety Programs and/or the training of employees.

The Manitoba Food Safety Risk Management Suite provides resources towards establishing and implementing Food Safety on-farm and post-farm, biosecurity, and traceability systems. The purpose of this program is to increase awareness and adoption of food safety practices, biosecurity practices, and traceability initiatives.



Alberta has a Traceability Pilot Project designed to evaluate and recommend ideal traceability technologies for key links in the supply chain that are practical and cost effective. Projects related to the traceability initiatives of age verification, animal identification, and livestock and product movement can be considered for assistance on a cost shared basis between the government and the applicant, with a maximum payment of \$100,000 per pilot project. Alberta also has a Traceability Training Program to support training initiatives that increase the knowledge and capacity of industry and supply chain participants.

LMS is working diligently for recognition/compensation of our value in the traceability process, and for input so the impact on our collective businesses is manageable.

Adele Buettner  
Executive Director





# Livestock Marketers Association of Canada – Update 2009

Three of our National Directors sit on National Boards and committees working on various issues affecting Auction Markets.

Rick Wright serves as a Director and Vice Chair of Canadian Cattle Identification Agency. This is the Agency that is tasked with creating National Standards on individual animal identification, tag distribution and data reporting. Rick is the only Auction Market voice on this Board. Fully implemented in 2002, the CCIA program is one of the most comprehensive national animal identification systems in the world. LMAC has had a director on this board from the inception of the Agency.

Larry Witzel serves on the IGAC committee ( Industry Government Advisory Committee). This Committee was assembled to advise the Federal Provincial Territorial Traceability Task Team and includes representation from Canada's national livestock groups, auction markets, poultry groups, existing traceability service providers, federal, provincial and territorial governments and federal regulatory agencies. Larry is the only auction market representative and has served on this committee since its inception in 2006.

Mike Fleury serves on the Audit and Enforcement committee which is a sub Committee of IGAC looking at some changes to enforcement that LMAC has been seeking. LMAC wants to shift the enforcement of tagging cattle to producers and away from Markets.

Larry Witzel, Rick Wright and Mike Fleury also sit on the implementation committee which has been tasked by CCIA to oversee the National applied research projects that are currently being implemented at some member markets.

The major issue that has taken virtually all of LMAC's Board time is Animal ID, Premise ID and Animal Movement. The reason the Board has focused on these three issues is that they will have a dramatic effect on how Auction Markets will operate and do business in the future. We believe we have only one chance to get it right.

Following several meetings and a lot of discussion, the LMAC Board took the following position on traceability in February 2008.

**Whereas**, the LMAC supports the principle of animal traceability for the benefit of animal health and world trade and

**Whereas**, LMAC member Markets are the single largest source of the co-mingling, movement and marketing of cattle in Canada, and

**Whereas**, livestock traceability is in its infancy in Canada,

**Therefore, be it Resolved that** Agriculture and Agri Food Canada involve LMAC in all development activities of the traceability program, and

**Further, be it Resolved that** Agriculture and Agri Food Canada develop a program that would grant 90 % subsidies for all hardware, software and infrastructure related to the cost of implementation of readers required to read tags at Livestock Markets and



**Further, be it Resolved that** Agriculture and Agri Food Canada budget for a reasonable per animal operational cost related to the reading of all tags at Livestock Markets in Canada.

In an effort to get an idea of the cost of installing readers at Markets across Canada, the board sent a survey to all of its members in January to be completed and returned by February 28. All of the Markets who returned surveys were then sent a questionnaire to determine if they were interested in becoming a test site for the National applied research projects.

When the questionnaires were returned the Executive Committee chose Markets in each province to be a part of the test site trials. A meeting was convened in Winnipeg where all the potential candidate Markets spent a day being informed of what was involved in the National applied research projects.

The Alberta Government decided to move ahead with trials separate from the Federal initiative, so there are six test sites at Markets in Alberta. There are eleven test sites in the rest of Canada from BC to Ontario. Three of the eleven sites already had installed readers at their Markets so they are partial projects in that they are reporting data only. The other sites have had readers installed and have personnel at their Markets assisting with data capture.

The report on phase one of the National applied research project is to be in to CFIA by January 31, 2010. The final results of the research project along with the results of our initial survey to Markets will be used to determine costs to install readers at all our member Markets.

LMAC has always stated two fundamental principles in order to be fully supportive of full animal traceability.

- the process must be market neutral and
- it could not slow down the speed of commerce.

The proposed timelines for movement reporting are as follows;

- 1) January 2010: move – in reporting for specified groups begins, backgrounder and feedlots over 1,000, vet clinics and AI companies.
- 2) January 2011: Reporting expanded as necessary for regulatory framework
- 3) January 2012: Auction Markets, community pastures, assembly yards, all animal move – in will be reported.
- 4) January 2013: All animal move – in activity at all sites will be reported.

On Sunday October 4 the LMAC Board had an all-day meeting in Winnipeg with a Director General of Agriculture and Agri-Food Canada from Ottawa and three other Government and industry officials to present our case regarding funding. It was a productive meeting and now the Board is working at developing its strategy to ensure that we receive the 90 % funding to equip our member Markets.

On another note, the LMAC has developed a Hall of Fame Award whereby we are encouraging each province to submit the name of at least one suitable candidate. The deadline is April 1st and information can be found on the LMAC website.





Farm Animal Council of Saskatchewan Inc.

## Update to Livestock Marketers of Saskatchewan

The Farm Animal Council of Saskatchewan (FACS) is the only member-based, industry-driven, non-profit organization that provides a collective voice for livestock and poultry producers on animal welfare and handling issues. Through a variety of programs and outreach projects, FACS keeps producers informed of the latest research, regulatory changes and emerging issues; and enhances public awareness about modern farming and ranching.

As a founding member of FACS with representation on our Board of Director, LMS is an important partner in our undertakings to enhance responsible animal welfare through collaboration and education.

### **'2009 Fence Lines to Corporate Board Rooms'**

This highly popular annual event, which was preceded by the FACS Annual General Meeting on the evening of December 9, convened on December 10 at the Saskatoon Inn under the theme *'Proposition Number One Healthy Animal Agriculture'*.

Participants were enlightened by presentations from Saskatchewan Minister of Agriculture Hon. Bob Bjonnerud on the government's commitment to advancing animal welfare; Chair of the Unwanted Horse Coalition Dr. Tom Lenz on the Unwanted Horse Issue in the United States and its Implications; Leader - Animal Welfare and Husbandry for Cargill Animal Protein Dr. Mike Siemens on how customer expectations can impact the way daily chores are performed on the farm or ranch; and recipient of the 'Presidential Preserve America Award' Mr. Bruce Vincent on the social license necessary to operate a natural resource or animal husbandry company.

'Emergency Preparedness and Lessons Learned' was the focus of an interactive Panel Session with former Chief Executive Officer of Big Sky Farms Mr. John LaClare, Chief Executive Officer of Chicken Farmers of Saskatchewan Mr. Clinton Monchuck, and Canadian Food Inspection Agency Program Specialist (Feeds) Ms. Kim Redden from Winnipeg.

### **CLT Training**

The Certified Livestock Transporter (CLT) Program for truckers, shippers and receivers was developed in 2007 by an industry advisory group and one of the FACS sister groups, Alberta Farm Animal Care. FACS facilitates CLT Trainer Ken McDonald, who conducts the day-long course and the 'open book' test for participants. Focusing on transport requirements for cattle, sheep, pigs and horses; the course addresses biosecurity measures, Health of Animals

**Advancing Responsible Animal Care in Agriculture**

502 - 45th Street West, 2nd Floor, Saskatoon, SK S7L 6H2 • Phone: 306-249-3227 • Fax: 306-244-4497  
Email: [facs@sasktel.net](mailto:facs@sasktel.net) • Website: [www.facs.sk.ca](http://www.facs.sk.ca)

Regulations, accident prevention, loading calculations and the behaviour variables of livestock. Ken has taught the course in Saskatchewan, Alberta and Manitoba. More details about CLT training sessions are available at [www.facs.sk.ca](http://www.facs.sk.ca) and [www.supremeauctions.ca](http://www.supremeauctions.ca); or call FACS at 306.249.3227 or Ken at 306.695.2157.

## **Stockmanship Series**

FACS was pleased to collaborate with LMS in providing training for auction market employees during our four-day Stockmanship Series in May 2009. The training took place at the Saskatoon Livestock Sales facilities of LMS National Director, Mike Fleury, and included live demonstrations on how to sort and move cattle; as well as discussions on current issues and consumer concerns about animal handling.

Twenty-three employees from six auction markets attended the “Effective Stockmanship” session facilitated by American Quarter Horse Association Clinician Curt Pate, and Texas A&M Professor Dr. Ron Gill. Participants gained significant insight into the importance of ongoing skills development and responsible animal care, as well as safety awareness. Auction markets in Assiniboia, Lloydminster, Maple Creek, Moose Jaw, Prince Albert, Regina, Saskatoon, Whitewood, Yorkton, Clyde AB, Virden and Brandon MB have benefited through the learning experience of their employees who attended.

The Auction Market training session was the final event of the Series, which also featured a Backyard Horse Seminar, Stock Person’s School and a Stockmanship and Stewardship Clinic.

## **Low Stress Handling DVD Available**

Low Stress Handling Techniques have been the focus of several workshops and training sessions facilitated by FACS over the years.

As a means of making these learning sessions available to more people in the livestock industry, FACS partnered with Intervet Schering Plough Animal Health and Advancing Canadian Agriculture and Agri-Food to create a 30-minute DVD featuring Tina Williams, daughter of Bud Williams, and her husband Richard McConnell. The DVD comprises three segments: Zones of Influence, Using the ‘T’ to the Gate, and Using Livestock’s Natural Instincts. Copies are available from the FACS office for a shipping fee of \$10, or can be downloaded free from our website [www.facs.sk.ca](http://www.facs.sk.ca).

## **Media Training Workshop**

The positive response from participants has made our Media Training Workshop an annual event. The 2009 day-long learning session on October 27 was facilitated by Kevin Hursh, ‘back by popular demand’. The Workshop is proving to be a most useful exercise for industry spokespersons, as interest in food related issues by mainstream media houses increases.



## **2009 'We Care' Billboard Campaign**

The 'We Care' billboard campaign dates back to 1996. The high quality images of young producers have come to represent the future face of Saskatchewan agriculture. Bus 'side boards' in Regina and Saskatoon were added to the 30 billboards showcased from May to August in and around Saskatoon, Regina, Yorkton, Melville, Prince Albert and Moose Jaw.

The 2009 'We Care' campaign was made possible through our sponsors - Saskatchewan Ministry of Agriculture, Saskatchewan Egg Producers, North American Equine Ranching Information Council, Saskatchewan Bison Association, Dairy Farmers of Saskatchewan, Saskatchewan Chicken Industry Development Fund and the Saskatchewan Cattlemen's Association.

## **For the Young Ones**

The children's story 'Tales from the FACS Farm', first introduced to Saskatchewan youngsters in 2008, has spread its wings from live puppet theatre, to an Activity Book, finger puppets and a children's website [www.farmanimalfun.ca](http://www.farmanimalfun.ca). The informative and fun-filled 16-page Activity Book teaches children about modern farming and ranching in Saskatchewan, and the dedication of producers. Available on the new website, this publication is an ideal educational tool for school and home; and is a great addition to the FACS collection of publications and materials for children.

The new website has an Animal Care Quiz Game and other attractions, along with profiles and 'Finger Puppets' of the 'Tales' characters - Faith the Animal Care Specialist, Happy the Horse, Hilda the Beefy Heifer, Moona the Dairy Cow, Cuddles the Chicken and Precious the Pig.

Live puppet performances of 'Tales' were held at the University of Saskatchewan AG Camp and the Children's Theatre Festival in Saskatoon in this summer; as well as at several schools and libraries during Education Week.

Children visiting Prairieland Park AgExperience and Canadian Western Agribition have a new experience at our interactive FACS Barn. The barn now has 'feed bins' with information about animal and poultry nutrition. Visitors can touch the various feeds.

## **Working with our 'sister groups'**

FACS, along with the National Farm Animal Care Council and our provincial sister groups, collaborated in the reproduction of several brochures, all of which are available on our website [www.facs.sk.ca](http://www.facs.sk.ca). The FACS library contains several brochures, many of which are also available in hard copies. These informative, easy to read publications cover a wide range of topics from 'dealing with non-ambulatory cattle' to recognizing 'cancer eye'; from 'carcass quality shortfalls' to 'barn fires involving livestock' and much more.



## **2010 Dates to Remember**

**March 26 and 27:** Stockmanship Series

**May (Date TBD):** Stock Person's School

**December (Date TBD):** Annual Meeting and Fence Lines to Corporate Board Rooms Conference

If you have any questions about the Farm Animal Council of Saskatchewan Inc., please feel free to call the office at 249.3227 or check our website at [www.facs.sk.ca](http://www.facs.sk.ca).

