



The Voice of
MANITOBA'S
BEEF INDUSTRY



CATTLE COUNTRY



2022 media kit

CATTLE COUNTRY

AgriStability changes benefit cattle producers

BY RON FRIESEN

It's been a long tough haul for Tyler Fulton on his beef operation near Birtle in western Manitoba.

Forage yields have been low for three straight years because of periodic drought. Last year was particularly dry after the rains stopped halfway through the growing season. From the third week in July to the end of October, Fulton's rain gauge recorded less than an inch of precipitation. Conditions so far this spring appear to be shaping up for continued dry weather, water shortages and poor forage yields. And, of course, there's the COVID-19 pandemic which produced a sharp drop in cattle prices in 2020 and continued uncertainty about market conditions. If the situation hasn't been a disaster for Fulton, it's the next thing to it.

You'd think at this point AgriStability would be coming to Fulton's rescue. After all, the stated purpose of this business risk management (BRM) program under the federal-provincial Canadian Agricultural Partnership is to help farmers manage income risk by providing financial assistance when their farm business experiences a large margin decline. And Fulton has certainly experienced that.

Unfortunately, AgriStability is of no help to Fulton, who is also Manitoba Beef Producers president. After doing some calculations, he realized he wasn't even close to getting financial support from AgriStability. Even a complete disaster still wouldn't produce a payment.

"If we had had a situation where our margins shrunk so much that we weren't able to cover any of our debt payments, we still wouldn't have triggered a payment," Fulton says.

He has lots of company. Al-

though AgriStability gets low marks from most farmers, cow-calf producers like Fulton are especially badly off because of the way the program is structured.

Support under AgriStability is based on financial margins defined as the difference between allowable income and allowable expenses. Support levels are based on the reference margin – the historical average margin based on a farmer's actual results. In the case of cow-calf producers, their operating costs tend to be low. They don't buy much feed (they grow their own), they don't purchase as many inputs as crop producers do, and they don't rely heavily on paid labour (family members generally do the work).

"Their cost structure is such that, when it comes to AgriStability, cow-calf operations don't typically have many eligible expenses," says Fulton.

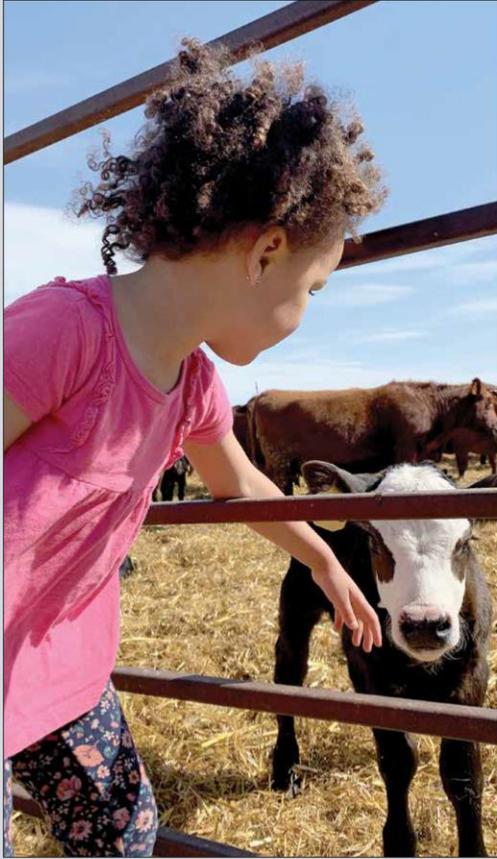
As a result, if their operation has lower allowable expenses than the conventional reference margin, they are effectively penalized for it. Fulton says even if his reference margin dropped to a point at which he would be entitled to a payment, it would be clawed back because his costs would be deemed ineligible.

Effectively, the reference margin makes producers take a larger loss to be able to trigger any sort of payment from AgriStability.

Small wonder few producers enroll in AgriStability because it's not seen as worthwhile. Federal statistics show only about 30 per cent of all producers are currently enrolled in the program. The rate for beef producers, although not available, is believed to be even lower.

Now a recent change to AgriStability announced by government might change that.

Page 2 >



FAST FRIENDS

Sophie Wellborn, 4, visits with a new arrival at her grandparents' farm north of Dauphin. (Photo credit: Kim Wellborn)



President's
Column
Page 3



Reducing
food loss
Page 8



New MBP
Food Expert
Page 10

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Market your products & services directly to beef producers in Manitoba

Cattle Country is an essential read for beef producers in Manitoba who want to know about the issues, facts and opinions that affect the beef industry in the province and across Canada.

In print since 1998, and also available in digital format, *Cattle Country* has continually evolved to provide advertisers with a first-class newspaper of high print quality featuring vital beef industry news on every page.

We also feature MBP recipes as seen on the television cooking show *Great Tastes of Manitoba* that are triple tested for guaranteed results and developed with the home cook in mind.

The total circulation is 11,000 across the print and digital editions.

Cattle Country is a go-to source for all stakeholders in Manitoba's beef industry.



At a glance

- 8x per year (new for 2022: February, March, May, June, August, September, November, December) that aligns with key beef industry seasons and sales.
- We feature writers with extensive industry, market and veterinary experience along with perspectives from Manitoba Agriculture and Resource Development, Manitoba Beef & Forage Initiatives Inc., and the National Centre for Livestock and the Environment at the University of Manitoba.
- High impact premium front-page banner along with full-page inside and outside back cover advertising positions available.
- Inserts are also available with the option for postal code targeting.
- Custom advertising options available – our designers will work with you to devise a solution that meets your needs and delivers the results you seek.



Livestock predation prevention pilot project update

BY RAY BITTNER
Livestock Predator Lead

In December 2020 as part of the Livestock Predation Prevention Project (LPPP), Manitoba livestock producers were asked to complete a survey about their experiences and issues around interactions between predators and livestock. MBP's mailbox was filled with more than 500 responses, so a big thank you to all who participated!

The responses are currently being reviewed, trying to find the trends and realities livestock producers are facing. Based on information provided by the respondents, early impressions include:

- Coyotes are the most frequently identified predator facing producers, and are prevalent in all parts of Manitoba.
- Wolves are the next most frequently identified predator but are more regionally-specific.
- Bears, foxes and cougars are quite minimal overall but there are a few hotspots for bears.
- Deer is the most frequent ungulate in all areas, followed by moose, elk and wild boar.
- March and April are the most frequently used calving/lambing seasons, with fewer fall calving operations reported.
- Months in which predation occurs vary a lot, but generally coincide with the months after birth and weaning.
- Preliminary data compilation indicates that every farm has a different set of circumstances when it comes to predator and livestock behavior and possible outcomes.

As we plan for summer 2021 and 2022 project activities, we will be contacting several potential producer cooperators to try to develop predator risk mitigation plans. Plans will be made with the intention of finding the best management techniques to reduce predator movement through the yards and pastures, and helping to protect livestock from turning into prey.

Producers who want to work with the pilot project will have the opportunity to receive various Risk Mitigation Practices (RMPs) and over time will help evaluate the effectiveness of each different practice. The initial list of RMPs includes ideas such as:

Page 2 >

LIVESTOCK PREDATION PREVENTION PILOT PROJECT SURVEY

President's Column Page 3

MBP Scholarship Recipients Page 6

AGM Resolutions Page 13



AgriRecovery initiatives announced, details pending Drought puts producers on edge

BY RON FRIESEN

Despite entering a fourth straight year of drought, Dianne Riding thought 2021 wouldn't be too bad for her cattle operation. But as summer wore on, the weather kept getting drier and drier. And conditions on her farm near Lake Francis in Manitoba's Interlake region kept growing worse and worse.

At the time this was written, Riding's dugouts were bone dry. She has five wells on her property to water her cows, but the animals had to walk long distances to find any grazable forage. What little was left had mostly been eaten by swarms of grasshoppers.

"It's very, very ugly," Riding said.

Riding was able to salvage a barley crop for green-feed which might help get 50 or 60 of her 95 cow-calf pairs through the winter. If not, she may have to cull her herd down to 30 or 35 cows.

Riding, who managed a 230-cow herd before BSE, has been doing a lot of hand culling the last few years and finds it very painful.

"These cattle are my income," she said. "They're my living. They're the genetics we've put together for well over 40 years."

Riding's herd was down to 125 cows this spring and culling continues. Twenty of her replacement heifers are gone. A few weeks ago, Riding set 30 cows to the auction market. She's currently accumulating to source straw to blend with formulated pellets for feed to overwinter her remaining animals. But straw is extremely hard to come by and local producers have told her straight out they can't spare any.

If that happens, Riding may have to do the humane thing and sell her remaining cattle rather than risk not having enough feed for the coming months.

"When you're struggling with water, you've run out of grass and you don't have anything in your hay field to cut to feed these cows, you've got to do the proper thing and move them for their welfare," she said.

"But it's still very, very hard because it's a person's life work."

Riding is typical of cattle producers in the Interlake, hit hard by a severe drought this year following a series of dry years. Feed shortages are forcing many to downsize herds. The auction market at Assiniboia is having emergency summer sales it doesn't usually have. Some producers are at or near the point of liquidating their herds. Riding knows three families who have sold out completely. In all likelihood, they won't be back.

"Most folks that are selling out completely right now, they probably won't come back into the industry even if next year's a better year," said Riding.

Across Manitoba, the situation is similar, although conditions are spotty. Some producers are marginally better off than others. Overall, though, continued dry weather has parched pastures, shrivelled crops and forced feed-deficient producers to make difficult choices. Herd liquidations and culls are picking up and thousands of breeding animals had already been sold by early August – unprecedented for the time of year. Tyler Fulton, Manitoba Beef Producers president, said:

"Even operations that don't intend to exit the industry – they're still young operators – some of them have sold more than half their breeding stock," Fulton, who farms near Bertle in western Manitoba, said on August 5.

"We're seeing pressure for sale on the market. We've already seen the market slide about 20 per cent, maybe 30 per cent, over the course of the last month. There's no sign of it abating right now."

Drought is nothing new for cattle producers who are used to severe weather. Manitoba has seen exceptionally dry years before – 1988 comes to mind. But this one is different because of its size, intensity and persistence, said Bob Lowe, Canadian Cattlemen's Association.

"We've been in droughts before but this one is so huge," Lowe said in an interview from his combine in southern Alberta where his lentil field was yielding less than 10 bushels an acre. Page 6 >

President's Column Page 2

What defines good water quality? Page 7

Fast and Furious fall run Page 10

Cattle Country is provided online <https://mbbeef.ca/news/> with links in the weekly MBP E-Newsletter as well as the MBP social media channels (Twitter and Facebook).

Cattle Country delivers insight, analysis and trusted commentary on the beef industry and advertisers appearing in the newspaper can benefit from the credibility we have with our audience.

For advertisers, *Cattle Country* is the perfect environment to reach buyers of a wide variety of agricultural goods and services and people who influence purchasing decisions.



Readers

- Beef producers
- Feedlot managers
- Auction marts
- Conservation groups
- Commodity groups
- Rural Manitobans
- Government officials

2022 ADVERTISEMENT RATES

New customers can book 8 issues to save 40% off the regular price!

Ad Size	Rate Per Ad		8 Full Issues (per ad)	8 Full Issues (per ad)
	Black & White	Full Colour	Black & White	Full Colour
Business card	\$40.00	\$84.00	\$24.00	\$50.00
1/16 Page	\$133.00	\$248.00	\$80.00	\$149.00
1/8 Page	\$265.00	\$495.00	\$159.00	\$298.00
1/4 Page	\$530.00	\$995.00	\$318.00	\$596.00
Front page Banner	\$342.00	\$775.00	\$205.00	\$465.00
1/3 Page	\$705.00	\$1325.00	\$423.00	\$795.00
Half Page	\$1,060.00	\$1990.00	\$636.00	\$1194.00
Full Page	\$2,125.00	\$3975.00	\$1275.00	\$2385.00

RECEIVE 40% OFF FOR 8 FULL ISSUES

Book a black and white or colour ad for 8 full issues and receive 40% off the regular rate! Call us to book your ads today!

Billing: per issue after printing.

VOLUME DISCOUNTS

Volume discounts are offered when you book more than one ad. Receive 15% off colour ads and 10% off black and white ads. Note: Discount does not apply when booking eight full issues.

MECHANICAL DETAILS

- Cattle Country is printed in a tabloid format on high-quality newsprint.
- The printed page is 6 columns wide by 15.5" high.
- Number of columns to a page: 6
- Gutter width: 2/16 inch

FILE DETAILS

- We use the programs Adobe InDesign and Photoshop.
Note: fonts must be embedded to ensure correct output.

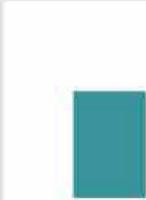
- We can create a custom ad to suit your needs - please contact us to discuss your requirements so that we can provide you with an accurate quote by way of our graphic designer.
- The advertiser must supply camera ready ads in press quality, fonts embedded, PDF format.
- If you require changes to your ad we can recommend a graphic designer who for an additional fee will assist with file preparation.
- When sending JPEG files, please ensure they are at least 300 dpi.
- Send your high resolution logos and images to Manitoba Beef Producers at info@mbbeef.ca.
- We also use Dropbox to share these types of files. Please call 204-772-4542 or email us for more information.

INSERTS

- Pre-printed inserts, up to a maximum size of 8.5" x 11" can be distributed in any issue for a cost. Printing options available at an additional cost.
- Please contact info@mbbeef.ca or call 204-772-4542 for pricing and to book the insert.
- The full distribution of inserts should be sent to: Derksen Printers, 377 Main St., Steinbach, MB, R5G 1A5. Attention: Jason Funk.



ADVERTISING FORMATS

					
Full Page 9.63"w x 15.5"	1/2 Page 9.63"w x 7.75"	1/3 Page Horizontal 9.63"w x 5"	1/3 Page Vertical 6.39"w x 7.75"	Front Page Banner 9.63"w x 2.5"	Business Card 3.5"w x 2"
					
1/4 Page Horizontal 6.39"w x 5.75"	1/4 Page Vertical 4.67"w x 7.75"	1/8 Page Horizontal 4.67"w x 3.75"	1/8 Page Vertical 3.15"w x 5.8"	1/16 Page Horizontal 3.15"w x 2.9"	1/16 Page Vertical 1.6"w x 5.8"

Cattle Country 2022 deadlines

February

January 7 – ads & content due at MBP
January 14 – content due for designer
January 21 – PDF files to Derksen
January 26 – mailed out by Derksen

March

February 4 – ads & content due at MBP
February 11 – content due for designer
February 18 – PDF files to Derksen
February 23 – mailed out by Derksen

May

April 8 – ads & content due at MBP
April 15 – content due for designer
April 22 – PDF files to Derksen
April 27 – mailed out by Derksen

June

May 6 – ads & content due at MBP
May 13 – content due for designer
May 20 – PDF files to Derksen
May 25 – mailed out by Derksen

August

July 8 - ads & content due at MBP
July 15 - content due for designer
July 22 - PDF files to Derksen
July 27 - mailed out by Derksen

September

August 5 - ads & content due at MBP
August 12 - content due for designer
August 19 - PDF files to Derksen
August 24 - mailed out by Derksen

November

October 7 - ads & content due at MBP
October 14 - content due for designer
October 21 - PDF files to Derksen
October 26 - mailed out by Derksen

December

November 4 - ads & content due at MBP
November 11 - content due for designer
November 18 - PDF files to Derksen
November 23 - mailed out by Derksen

TO ADVERTISE CONTACT INFO@MBBEEF.CA OR CALL 204-772-4542

E-Newsletter

The Manitoba Beef Producers E-Newsletter is distributed every week through a mailing list that reaches 750+ subscribers. It is also placed on the MBP website and promoted through our social media channels (Twitter and Facebook).

The focus of the E-Newsletter is to provide members with an update on MBP activities and industry news. Created as a supplement to *Cattle Country*, the newsletter also includes items of interest to producers as well as details on upcoming events.

The E-Newsletter is an excellent and affordable venue to reach a sizeable segment of Manitoba's beef industry and provides interested parties with an advertising vehicle in between issues of *Cattle Country*.



E-Newsletter
An update from MBP November 5, 2021 [Twitter](#) [Facebook](#) [mbbeef.ca](#)

Reminder: final week of district meetings

The final week of district meetings is around the corner and we're extending an invitation to attend the **District 6** meeting on November 8 at 1pm in Oak Lake or the **odd-numbered districts** virtual meeting on November 9 at 7pm.

All folks who missed or were unable to attend their meeting are welcome to join the virtual meeting.

The district meetings are a welcome opportunity for producers to chat and hear what Manitoba Beef Producers has been up to. The meetings also set the future path of the organization by proposing resolutions for the Annual General Meeting in February.

Elections are being held in all the even-numbered districts if you'd like to try your hand at representing the folks in your region.

If you aren't sure what district you belong to, don't hesitate to give MBP a call at 1-800-772-0458 or email: info@mbbeef.ca.

You may register for either meeting by clicking on the graphics.

Meeting Notice
Producers living in District 6
All members are invited to attend their district meeting at Oak Lake Community Hall on November 8.
The meeting begins at 1:00 p.m.
For more information and to register:
1-800-772-0458 www.mbbeef.ca
info@mbbeef.ca

Meeting Notice
Producers living in Districts 1, 3, 5, 7, 9, 11, 13
All members are invited to attend a virtual district meeting on November 9.
The meeting begins at 7:00 p.m.
For more information and to register:
1-800-772-0458 www.mbbeef.ca
info@mbbeef.ca



Class of 2021

Scholarships

Application date extended to December 3, 2021

MECHANICAL DETAILS

- The printed page is 8.5 inches wide by 11 inches high.
- Distributed bi-weekly as a high quality pdf document.

FILE DETAILS

- Print ready ads required.
- High quality files need to be in a press quality, fonts embedded, pdf format.
- For custom ads or ongoing changes, we are happy to provide a quote.

Ad Size	Rate Per Ad
Half Page or smaller	\$50.00
Larger than Half Page	\$100.00

Ads created for Cattle Country can be used for the E-newsletter!

TO ADVERTISE CONTACT INFO@MBBEEF.CA OR CALL 204-772-4542

*Contact MBP for due dates for advertising materials along with the publishing schedule.