



ADAPT Council Industry Newsletter



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Finding a Natural Therapy for Chickens

The marketplace of the 21st century is starting to demand agricultural products that are produced as naturally as possible.

Organics has become the fastest growing segment of the industry. In terms of livestock, there is now a trend to raising animals 'naturally' using now growth hormones or vaccinations. That is creating challenges for livestock producers as antibiotics have traditionally been used to treat a number of diseases.

In the case of chickens, one of the biggest disease threats is necrotic enteritis, a bacteria that can attack the small intestine resulting in a deteriorating of the lining. That will impact the ability of the animal to absorb nutrients and will slow growth. It will also make the animal more susceptible to other diseases like avian flu.

"It is virtually impossible to eradicate but antibiotics have done a reasonably good job of controlling the disease," said Dr. Bruce Rathgeber.

With \$2,500 in financial assistance from the P.E.I. ADAPT Council (which administers the Advancing Canadian Agriculture and Agri-Food program in the province for Agriculture and Agri-Food Canada), the Atlantic Poultry Research Institute at Nova Scotia Agricultural College is trying to find more natural alternatives to control the bacteria.

Until recently, Dr. Rathgeber was a professor at NSAC and executive director of the poultry

institute. However, he recently accepted a position at Agriculture and Agri-Food Canada. However, he explained the position is based at NSAC and he will continue to be involved in the project until its completion next year.

Dr. Rathgeber explained the research is being undertaken largely by graduate student Krista Budgell of Gander, Newfoundland. She is looking at controlling the disease through nutrition, specifically using a combination of Beta Glucan and Manna Extracts.

He explained both substances have been around for some time and producers have used them with varying degrees of success. He explained "in some instances they work quite well—other times not so good."

Dr. Rathgeber said the main focus of the project will be to attempt to discover why such a variation exists. He added "obviously, if producers are going to use this as a main tool for necrotic enteritis, they have to know under what conditions it will work and what to avoid."

The institute is now in the process of constructing a new building on the Truro campus, but Dr. Rathgeber said the construction should have no impact on this project. He added "we hope to grow a flock this spring and another in the fall and we can certainly do that without the new building. The new headquarters is slated to be ready either late this year or early in 2007."

The Government of Canada Funds New Immunization Drug to Prevent Shipping Fever in Cattle

An innovative project, spearheaded by the Vaccine and Infectious Disease Organization (VIDO) at University of Saskatchewan, will test how a stimulant called CpG improves the immune system response of animals to vaccines. The stimulant, already in clinical trials to treat human diseases, is being tested as an additive to current cattle vaccines to enhance their protection against bovine respiratory disease, commonly known as shipping fever.

Providing more effective immunization against disease will have a direct effect on Canadian livestock producers," said Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board Chuck Strahl. "I'm pleased to be supporting this endeavour. It is a prime example of how we are fostering innovation in order to meet the demands of an ever evolving marketplace."

"Vaccination remains the most cost-effective method of reducing animal suffering and death," said Dr. George Mutwiri, program manager of vaccine formulation and delivery at VIDO. "This is becoming even more important as antibiotic disease resistance increases. The economic impact of bovine respiratory disease is immense, and we hope that clinical trials will confirm that this will provide benefits to producers and, ultimately, consumers."

Government of Canada funding for the VIDO project is being delivered through ten industry councils that manage the ACAAF program in their respective provinces and territories, with coordination and leadership by the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) Committee of the Saskatchewan Council for Community Development (SCCD).

For more information on ACAAF, please visit www.agr.gc.ca. To learn more about VIDO, please visit <http://www.vido.org>. Information on the SCCD is available at <http://www.sccd.sk.ca/acaafs/>.

Spreading the Island Brand:

What Does it Take to Develop a New Market for P.E.I. Products?

Sometimes it takes acting on an idea that just won't go away. For Raymond Loo, that idea was developing organic markets in Japan. The president of the P.E.I. Certified Organic Producers Co-op has enjoyed a number of visitors from that Asian country at the Springfield farm over the past number of years.

Given the fact Anne of Green Gable has already given P.E.I. brand recognition in that part of the world, he senses business opportunities. Two years ago, he decided to visit if that dream could be realized.

"I used a little bit of a different approach," Loo said. "Instead of growing a product and trying to sell it, I went over and met with buyers to try and determine what they were looking for and whether they could meet that need on P.E.I."

What he found out was a growing demand for black currants. Loo admits to being a bit surprised at the finding adding "if I had taken a list of 50 items I thought the Japanese would want, that would have been 51."

Now, with the help of \$16,500 from the P.E.I. ADAPT Council (which administers the Advancing Canadian Agriculture and Agri-Food program for Agriculture and Agri-Food Canada)

the Organic Producers Co-op, he is hoping to get in on the ground floor serving that market with organic products.

With the help of officials from the Department of Agriculture, Fisheries and Aquaculture, Loo said the co-op is hosting a meeting of strawberry, blueberry and cranberry growers in the province to see if there is interest in producing both organic and conventional currants for the Japanese market.

He explained the currants are dried and sugar infused and are a popular snack food in Japan since they are high in anti-oxidants and are viewed as a healthy food. Right now, he said one Japanese company he talked to is buying currants from Poland and shipping them to a company in Quebec to be sugar infused.

Loo said there are almost no organic currants being sold in Japan now. He envisions a plan that would see conventional berries used while the organic production is developed.

As well, he said jam is another product where there is a strong demand. Loo said the co-operative has been working with Bruce MacNaughton of P.E.I. Preserve Company Limited to send samples to his Japanese contacts that were favourably received.

He said the province's berry growers will also be able to have a opportunity to talk to MacNaughton at the upcoming meeting about supplying product to help meet that market.

Loo said the co-op views Japan as the tip of the iceberg, since the Anne story (and by extension P.E.I.) also has strong recognition in both Korea and Taiwan.

"Certainly having that name recognition is a major plus and if we can be first into this market with organic products, that will give us a big head start," he said.

Dairy Experts Coming to P.E.I. - Controlling Mastitis and Improving Milk Quality

Dairy producers in P.E.I. and throughout the Maritimes will have a unique opportunity this summer to access a wealth of knowledge on controlling mastitis and improving milk quality.

The National Mastitis Council will be hold its summer meeting in the province August 9 and 10— only the third time the group has met outside the United States. Mastitis is one of the most common diseases impacting the dairy industry and it can significantly impact a producer's

bottom line if it spreads throughout the herd.

An eight member committee composed of farmers and officials from the Department of Agriculture, Fisheries and Aquaculture, Atlantic Veterinary College, Amalgamated Dairies Limited and the Dairy Farmers of P.E.I. is planning the event. They have received \$8,000 from the P.E.I. ADAPT Council (which administers the Advancing Canadian Agriculture and Agri-Food program in the province for Agriculture and Agri-Food Canada) to help with the cost of staging the event.

"This is quite a feather in our cap really since the dairy industry here is relatively small," said Ron Sampson of the Department of Agriculture, Fisheries and Aquaculture and a member of the committee.

In fact, he was the one who came up with the idea of staging a bid. After getting support from the dairy clubs in Kensington and Wellington, a three member Island delegation made a formal bid for the conference in 2004.

Sampson explained the council holds two meetings a year— the winter session is technical and is geared more to researchers, veterinarians and extension staff in government departments.

However, the summer sessions are more geared to the farming community.

He said the P.E.I. meetings will break some new ground by offering short courses on such topics as organic dairy production, cleaning milking systems, mastitis treatment, preventing high somatic cell count and new technology leading to improved milk quality.

"We will also be holding a banquet for the very first time," he said.

Sampson said 200 delegates are expected for the two day meeting. While delegates will come from across Canada and United States., he is hoping producers in the province and the Maritimes in general take advantage of this opportunity.

"We have never had this number of experts in the prevention and treatment of mastitis so close before," he said.

The council has approximately 2,000 members— the majority in the United States, although there are 175 in Canada and 200 from other country. Sampson, who has been attending council meetings for close to ten years, said the organization is now trying to develop a more global focus.

Atlantic Agricultural Leadership Program Class 7 Begins in Nov. 2006.

Learn more about agriculture regionally and internationally and improve your leadership skills. Applications are being received until July 15 with an early bird deadline of May 1. For further information or to apply, visit www.agleaders.ca

Leadership Files #3

In today's environment agricultural leaders need to be sources of credible information. Their knowledge is urgently required by policy makers and citizens to develop sustainable policies and practices.

To effectively develop a consensus among their peers, build alliances, and move the industry ahead in the 21st century, leaders must continually hone their communications skills and management styles.

This section of the newsletter addresses the need for developing effective communications skills and management styles. It offers a suite of ideas and techniques to assist in developing skills

and values that today's emerging leaders need . Each newsletter will address a new situation/issue which calls upon specific leadership qualities. Your feedback, submissions and/or suggestions are gratefully appreciated.

3. Authenticity

Leaders who earn respect are authentic in their sincerity and honesty.

True leaders espouse a sense of purpose and foster values and principles to those around them.

Desperation results from attempting to overstep day-to-day responsibilities.

People will not volunteer if they don't trust your motives.

If people don't know what you are thinking they are less likely to trust you. Find ways to communicate openly, honestly and freely without a personal agenda.

Hierarchy and bureaucracy are signs of weak and ineffective organizations.

Leadership is about who you are not what you know or what you will do.

Leaders listen; and seek criticism in order to learn from others.

Great leaders are passionate about their organizations and create opportunities to ensure that discussions take place in an inspirational and spirited environment.

Trust is the glue that holds organizations together. You build trust by demonstrating faith in others.

'We must do what we conceive to be the right thing and not bother our heads or burden our souls with whether we will be successful. Because if we don't do the right thing, we will be doing the wrong thing and we will just be a part of the disease and not a part of the cure.'

- E. F. Schumacher

da Vinci's 7 Principles

Curiosita - An insatiably curious approach to life and an unrelenting quest for continuous learning.

Dimostrazione - A commitment to test knowledge through experience, persistence, and a willingness to learn from mistakes.

Sensazione - The continual refinement of the senses, especially sight, as the means to enliven experience.

Sfumato (Literally "Going up in smoke") - A willingness to embrace ambiguity, paradox, and uncertainty.

Arte/Scienza - The development of the balance between science and art, logic and imagination. "Whole-Brain" thinking.

Corporalita - The cultivation of grace, ambidexterity, fitness, and poise.

Connessione - A recognition of and appreciation for the interconnectedness of all things and phenomena. Systems thinking.

Upcoming Events:

Innovation for Growth: Trends and Successes Redefining Agriculture

The Agricultural Institute of Canada is hosting the conference: Innovation for Growth: Trends and Successes Redefining Agriculture, November 5-8, 2006 at the Fairmont Winnipeg, Winnipeg, Manitoba. The conference announcement and call for abstracts of presentations and posters is attached as a PDF file.

Please note that the deadline to receive abstracts is May 5, 2006.

If you have any questions, please do not hesitate to contact me. If you have already received this notification from another source, I apologize for the duplication.

If you wish to be removed from this distribution list, please let me know.

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Second Annual Canadian Summit on Food Safety: Solutions to improve safety standards, reduce costs and meet new industry regulations

This event offers an opportunity to network and exchanges ideas and solutions for our major food safety concerns, such as Avian Flu, Allergens, Food Recalls, and new regulations. It is an occasion to listen to the perspective of respected industry experts while sharing views with your colleagues and clients. You will hear the latest technological developments and proven practices for application to your own organization.

Learn practical strategies to take your food safety protocols to the next level:

Gain insight into future government initiatives for inspection enforcement, labeling policy and exportation. Hear from our high profile representatives from:

To register call (416) 944-8833 or e-mail registrations@strategyinstitute.com

BioETHICS 2006 Conference in Chicago - April 7-11

BioETHICS 2006 Conference will be held in downtown Chicago April 7-12. The slogan of the BioETHICS 2006 Conference is "The Voice of Reason." The conference intends to bring attention to the media and the public that there are serious concerns about the lack of safety testing and labeling of genetically engineered foods.

Further, the BioETHICS 2006 Conference will help raise awareness that crops are being contaminated by GMOs (genetically modified organisms) from the cross-pollination of biotech crops.

BioETHICS 2006 conference has an impressive group of speakers and presenters including: Seeds of Deception author Jeffrey Smith, The Future of Food director Deborah Koons Garcia, Consumers Union scientist Michael Hansen, Cancer Prevention Coalition director Samuel S. Epstein, M.D., Former Fox News TV Reporter Jane Akre, and Physicians for Social Responsibility's Campaign for Safe Food Program Director Rick North.

Further, the BioETHICS 2006 conference will feature speakers from leading farm organizations including George Naylor, President of National Family Farmed coalition, John Peck, Director, Family Farm Defenders, Jim Braun, Coordinator Illinois Farmer Consumer Coalition, Bryan Sharp, President of Illinois Farmers Union, Chris Peterson, President of Iowa Farmers Union, and Keith Bolin, Illinois Farmer and President of the American Corn Growers Association.

If you would like to know more about the BioETHICS 2006 conference, please visit the web site at: <http://www.bioethics2006.org/events.php>

Sharing Knowledge on Agriculture and Rural life in Atlantic Canada: Integrating Social and Scientific Perspectives

July 19-21, 2006; Cape Breton University's Atlantic Agriculture Project

This conference will bring together academic scholars (and students) and other experts from the Atlantic Provinces who have been doing research related to agriculture, and the relationships between agriculture and community life. Mabou, Cape Breton, is the ideal location for a conference vacation with beaches, music, art galleries and many farms.

Highlights:

*Keynote speaker, Professor Emeritus John Ikerd, who has contributed a life time of study and action on sustainable agriculture and sustainable communities.

*Papers on pastures, farm safety, off-farm work, farm and community ethics, climate change and cool climate crops.

*Roundtable on sustainability and capacity building in rural areas.

*Poster presentations on rocks and soils; pasture entomology; and sustainable energy sources in rural areas

*Networking Lunch

*Farm Tours

*Presentation of an Award for Life-time Contribution to Farming and Rural Life in Inverness County

For registration and on-going information see the Cape Breton University website under "conferences" at: <http://www.capebretonu.ca>