



ADAPT Council Industry Newsletter



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Maritime Beef Conference Set to Address Emerging Issues and Trends

Cattle producers in the Maritimes have decided to borrow a page from their counterparts in the hog industry. For the past several years, an annual hog conference has been held to help bring producers up-to date on the latest issues and trends in the industry. The location is rotated among the three provinces.

Now planning is now in the final stages for the first maritime beef conference October 27 and 28 at the Crowne Plaza Hotel in Moncton. The P.E.I. Adapt Council, which administers the Advancing Canadian Agriculture and Agri-Food program for Agriculture and Agri-Food Canada, is contributing \$5,108 towards the cost of the conference.

ACAAF is a national funding program designed to help implement innovative projects that will benefit the production and processing sector, bolster the industry's capacity to address current and emerging issues and position the agriculture and agri-food industry to seize new market

opportunities.

"We have been working hard to put together what we feel is a first class program," said Duncan Fraser of the New Brunswick Department of Agriculture, Fisheries and Aquaculture, who chairs the organizing committee. "By pooling our efforts, we have been able to bring in top quality speakers. Anne Anderson of Agrinitiatives in Austin, Texas will offer tips on improving value and consumer demand for Maritime beef. Manitoba beef producer Stephen Cook will address the topic of staying competitive in today's global industry.

Bruce Bell of Atlantic Beef Products Inc in Albany will bring producers up to date on operations at the plant. A panel of three farmers– Murray Bennett of Havelock, New Brunswick, Bill Withrow of Rawden, N.S. and Jim Evans of Burlington, P.E.I. will talk about their experiences in marketing directly to consumers.

The ministers of agriculture from the three Atlantic provinces will also address the gathering during the noon luncheon Saturday. Niche marketing will also be covered in a panel including P.E.I.'s Raymond Loo, Kevin Antworth of Knoxford, N.B; Mike Oulton of Windsor, N.S. and Eric Jensen of Freeport, Maine.

Capitalization and production methods will be outlined by Allan Mussell of the George Morris Centre. Duane McCarthy of the Agriculture and Agri-Food Canada in Lacombe, Alberta will offer tips to lower costs and increase profits.

Producers have until October 13 to register and space is limited to the first 200 registrants. For further information contact Fraser at (506) 856-2277 or duncan.fraser@gnb.ca or the P.E.I. Cattlemen's Association at (902) 368-2229.

Artificial Breeders Association Plans For Future

The P.E.I. Artificial Breeders Association has a long and distinguished record when it comes to improving the genetics of the province's dairy and beef cattle.

However, the producer run co-operative finds itself operating in a very different environment from the one which existed when the group was formed over 50 years ago. Consolidation has resulted in fewer, but larger herds.

"Back even ten or 15 years ago, most of the breeding was done by a technician," said Fred VanderKloet, the dairy specialist with the Department of Agriculture, Fisheries and Aquaculture and a club member. "Now, most producers do it themselves."

When the club began, live semen was used in the breeding process and the co-operative had a virtual monopoly. Now, technology allows for the use of frozen semen and there are eight companies selling product to producers.

The association has hired HR Consultants to develop a draft strategic plan to position the co-operative to survive and grown in the 21st century. The P.E.I. ADAPT Council (which

administers the Advancing Canadian Agriculture and Agri-Food (ACAAF) program in the province for Agriculture and Agri-Food Canada, is contributing \$8,400 to help cover the cost of the study.

ACAAF is a national funding program designed to help implement innovative projects that will benefit the production and processing sector, bolster the industry's capacity to address current and emerging issues and position the agriculture and agri-food industry to seize new market opportunities.

VanderKloet said the consultants have now finished the information gathering phase and are now writing the document. That process is expected to be completed by the end of September. After that, the six producers on the board of directors will have a chance to review the document and make recommendations to the membership.

"Certainly, we won't be making any major changes without consulting the membership," he said. "There will probably be a series of producer meetings this fall."

Canada's New BOPI Program to Help Lay Foundation for Biofuels Strategy

The Biofuels Opportunities for Producers Initiative (BOPI), is a \$10 million funding initiative by the government of Canada, designed to ensure farmers and rural communities have opportunities to participate in and benefit from increased Canadian biofuels production.

The fund will help agricultural producers develop sound business proposals, as well as undertake feasibility or other studies to support the creation and expansion of the biofuel production capacity.

The agriculture and agri-food industry councils in each province and territory that administer the Advancing Canadian Agriculture and Agri-Food (ACAAF) program will also deliver this new program.

According to Chuck Strahl, Minister of Agriculture and Agri-Food Canada, "Canada's government wants to ensure that farmers and rural communities are ready to take advantage of the opportunities that will be created..... "These initiatives will not only help provide new opportunities to farmers, they will also help lay the foundation for Canada's biofuels strategy."

Biodiesel Basics

From the www site of: Canadian Renewable Fuels Association (CRFA)
<http://www.greenfuels.org/contact/index.htm>

Biodiesel is a clean burning alternative fuel, produced from domestic, renewable resources. It is made by chemically combining any natural oil or fat with an alcohol such as methanol or ethanol.

This process, called transesterification, involves mixing methanol with sodium hydroxide, then mixing that with soybean oil, for example, and letting the glycerine settle. The final products are methyl soyate and glycerine.

Although this reaction sounds simple, it requires proven technology to makes consistently quality product.

The current key biodiesel markets are mass transit, marine, and other environmentally sensitive areas, such as mines. The potential for biodiesel in these markets is still under investigation.

Fast Facts

- * One bushel of soybeans produces about 1.5 gallons of biodiesel.
- * Over 100 cities have run demonstrations or test projects utilizing biodiesel, including more than 1,000 buses and several million miles.
- * A gallon of soy-based biodiesel contains 132,902 BTUs.
- * Biodiesel improves air quality by sharply reducing the emissions, including particulate matter, that straight petroleum diesel releases when it burns.
- * Biodiesel-powered engines deliver similar torque, horsepower and kilometers per litre as petroleum-powered diesels.
- * Biodiesel does not require new refueling stations, new parts inventories or expensive engine modifications.
- * France is currently the world's largest producer of biodiesel, using it as heating oil and also in 50 percent blends with petrodiesel.

If you would like to build a biodiesel or ethanol plant. CFRA recommends that the first step that you should consider is to review the feasibility study below.

O'Connor Report - Economic, Financial, Social Analysis and Public Policies for Biodiesel
<http://www.greenfuels.org/biodiesel/pdf/OConnor-Report-Biodiesel2004.pdf>

If you believe that a solid business case may be made for going forward, then we recommend that you contact a consultant, who can do a study on your particular plant location.

Growing Pains for Biodiesel

by Joel Glatz; Renewable Energy Weekly

A few years ago, biodiesel and bioheat were poorly understood and often ridiculed by the average fuel marketer. However, with the increasing cost of petroleum and the demand for cleaner fuels on the rise, it's no surprise that serious consideration is being paid to a fuel that is not only cleaner, but requires no equipment modifications and has the added benefits of being domestic and renewable.

Read the complete story at: <http://www.renewableenergyaccess.com/rea/news/story?id=45505>

About the author...

Joel Glatz is vice president of Frontier Energy, a wholesale and retail biodiesel distributor headquartered in China, Maine. A 21-year veteran of the oilheat industry, he also offers consulting services relating to biodiesel and bioheat. You can reach him at (207) 445-5274 or e-mail joelg@frontierenergy.org

Fast-Growing Poplars Could Be Ethanol Source

From: RenewableEnergyAccess.com

Purdue researchers believe that hybrid poplars and similar trees planted like row crops could be processed into ethanol as a renewable fuel.

Purdue University researchers are using genetic tools to design trees that can readily and inexpensively yield the substances needed to produce ethanol. The Department of Energy's (DOE) Office of Biological and Environmental Research is funding the \$1.4 million, three-year study.

"Poplar is a low-maintenance crop; plant it and wait seven years to harvest it. You're not applying pesticides every year; you're not trampling all over the site every year and compacting the soil. You're allowing nutrients to recycle every year when the leaves fall and degrade."

A hybrid poplar tree is the basis for the research that is part of the DOE's goal to replace 30% of the fossil fuel used annually in the U.S. for transportation with biofuels by 2030.

The Purdue faculty members Clint Chapple, Richard Meilan and Michael Ladisch are focused on a compound in cell walls called lignin that contributes to plants' structural strength, but which hinders extraction of cellulose. Cellulose is the sugar-containing component needed to make the ethanol.

Purdue scientists and experts at the U.S. departments of Agriculture and Energy say corn can only be part of the solution to the problem of replacing fossil fuel. In 2005 ethanol accounted for only 4 billion gallons of the 140 billion gallons of U.S. transportation fuel used -- less than 3%. About 13% of the nation's corn crop was used for that production.

"We need a bioenergy crop that can grow many places year-round," Meilan said. "The genus *Populus* includes about 30 species that grow across a wide climatic range from the subtropics in Florida to sub-alpine areas in Alaska, northern Canada and Europe."

To advance production of non-fossil fuels, Chapple and Meilan are using genetic tools to modify the poplar and then study how the alterations changed the plants' cell walls. Meilan also is attempting to find ways to produce trees that are reproductively sterile so they are unable to transfer introduced traits to wild trees.

"Poplar is a low-maintenance crop; plant it and wait seven years to harvest it," Meilan said. "You're not applying pesticides every year; you're not trampling all over the site every year and compacting the soil. You're allowing nutrients to recycle every year when the leaves fall and degrade."

Approximately 10 tons of poplar could be grown per acre annually, representing 700 gallons of ethanol. Changing the lignin composition could increase the annual yield to 1,000 gallons of ethanol per acre, according to experts. Planted on 110 million acres of unused farmland, this could replace 80 percent of the transportation fossil fuel consumed in the United States each year.

New Book Cites Inevitability of Solar Energy

From: RenewableEnergyAccess.com

As the energy crisis escalates -- and the price of gas and electricity with it -- a new book just released from MIT Press predicts that in the next two decades, solar will become the cheapest energy source for most applications, and will be widely adopted by consumers in both the developed and developing worlds.

Travis Bradford, president and founder of the Prometheus Institute for Sustainable Development, will be in San Francisco on September 12 at 6 p.m. in the Thoreau Center for Sustainability to discuss his new book, *Solar Revolution: The Economic Transformation of the Global Energy Industry*.

This is Bradford's second stop on a multi-city tour across the U.S. to meet with interested individuals and businesses, energy industry representatives, policy makers and renewable energy advocates.

In *Solar Revolution*, Bradford analyzes the solar industry's market, history, economic characteristics, and considers the pros and cons of other renewable energy sources including hydroelectricity, wind, geothermal, biomass and nuclear.

Bradford points out that solar energy already cost-effectively supplies a portion of utilities' needs for daytime electricity, and notes its competitiveness is growing rapidly. Secondly, photovoltaics, distributed on a small scale instead of on today's industrial-size electricity grids, will begin to unravel the economies of scale that Edison's electricity transmission created over the last century.

BIOCAP Canada Foundation - 2nd National Conference

BIOCAP's 2006 Conference will highlight research insights, policy development, and investment strategies enabling Canada's transition to a sustainable bioeconomy. The Bioeconomy presents Canada with an exciting opportunity. Our abundance of forests and farmlands provide Canada with a "Green Advantage" for addressing energy security, environmental health and the rural economy, however, ensuring sustainability is critical. This conference provides an opportunity to engage in Canada's transition to a sustainable bioeconomy.

What: Towards a Sustainable Bioeconomy: Biosphere solutions for energy and the environment

When: October 31st and November 1st

Where: Crowne Plaza Hotel, Ottawa Ontario

Objectives:

To build awareness and understanding of

- * the opportunities that a bioeconomy can bring to Canada;
- * cost-effective solutions for energy security, the environment and rural economic development;
- * international insights and perspectives on the transition to a sustainable bioeconomy.

To provide a national forum and opportunity to

- * communicate policy and research initiatives and progress;
- * facilitate the development of linkages between researchers, policy makers and business communities that will enable the transition to a sustainable bioeconomy;
- * encourage discussion among the multi-stakeholder delegation on priorities, options and strategies to support biosphere solutions for energy and the environment.

Featuring:

Over 75 Canadian and International Speakers

Delegates and speakers from Canada's Top Industries

Presentations from Provincial and Federal Governments

A first-class poster presentation with cutting-edge scientific insights

Networking with decision makers from industry, government, Universities and NGOs Trade show Exhibition

Warehouse Food Safety Program: Train the Trainer

GFTC is pleased to announce that Warehouse Food Safety Program: Train the Trainer will be available in Halifax, NS on September 19-20, 2006.

This program is presented by GFTC, in cooperation with the program's sponsors: the Canadian Council of Grocery Distributors (CCGD), the Canadian Federation of Independent Grocers (CFIG) and Agriculture & Agrifood Canada (AAFC).

The session is designed to help you achieve the following:

1. Understand how to use the CCGD/CFIG Warehouse Food Safety Program documents and resources to implement a HACCP food safety program in grocery, food distribution and food manufacturing warehouses
2. Understand how to train personnel on HACCP principles, key features of the program, basic warehouse food handling and how to implement.

Reserve today

Cindy Embro, Administrative Supervisor,
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N1G 2W1; Tel. (519)821-1246, Ext. 5021; Fax. (519)836-1281;
E-mail: cembro@gftc.ca; Website: <http://www.gftc.ca>

Atlantic Canada's Open Farm Day

Once again, the Atlantic Provinces will be promoting Open Farm Day on Sunday, September 24, 2006.

This is an opportunity to get free publicity and invite your customers to visit your farm but you must register ASAP:

- In Nova Scotia, contact Ruth Grant at 902-893-6598.
- In New Brunswick, contact the APANB at 506-452-1085
- In PEI, contact Jennie Palmer at 902-675-4351
- In Newfoundland, visit www.nr.gov.nl/agric

PEI Healthy Eating Alliance Recognized with Award

The PEI Healthy Eating Alliance was recently recognized as the Atlantic region recipient of the Dietitians of Canada and Kraft Canada Speaking of Food and Healthy Living Award for the School Healthy Eating Toolkit.

“The School Healthy Eating Toolkit is a nutrition resource manual to assist elementary schools as they implement nutrition policies,” says Dr. Jennifer Taylor, Chair of UPEI’s Department of Family and Nutritional Sciences and spokesperson for the PEI Healthy Eating Alliance. “Teams consisting of a parent, a teacher and an administrator from 17 schools from the Eastern School District, the Western School Board and the Commission scolaire de langue française, were

consulted throughout the development process.”

The School Healthy Eating Toolkit includes rationale for school nutrition policies, information on operating healthy school food programs, suggestions on healthier fundraising activities, helpful tips on delivering nutrition education and facts stressing the importance of physical activity. A copy of the Toolkit was provided to all elementary and consolidated schools in the Eastern School District and Western School Board on PEI.

The award ceremony took place during the Dietitians of Canada National Conference held in Halifax recently. PEI Healthy Eating Alliance members Mary Acorn, RD, MHSc; Charmaine Campbell, RD; and Jennifer Taylor, RD, PhD received the award on behalf of the Alliance.

“The Speaking of Food and Healthy Living Award is a joint initiative between Dietitians of Canada and Kraft Canada and is meant to encourage and recognize collaborative efforts that help Canadians make informed choices about healthy eating and physical activity,” says Helen Haresign, VP Development, Dietitians of Canada. The Toolkit has been shared with many partners across Canada as there are an increasing number of initiatives to encourage healthy choices at schools and is available for download at: www.healthyeatingpei.ca. A French version of the Toolkit will be completed shortly and provided to all schools in the Commission scolaire de langue française.

The PEI Healthy Eating Alliance received funding from the PEI Department of Health and the Public Health Agency of Canada, Canadian Diabetes Strategy, with cooperation from the University of Prince Edward Island, for the development of the School Healthy Eating Toolkit. Dr. Jennifer Taylor of UPEI was principal investigator.

The PEI Healthy Eating Alliance is a group of individuals, community organizations, educators and government departments who work together to improve the eating behaviours of Island children and youth through nutrition education and promotion, and through the creation of supportive environments for healthy eating.

For more information, contact Jennifer Taylor, Spokesperson for the PEI Healthy Eating Alliance, 902-566-0475, jtaylor@upei.ca

Leadership Files #8

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.

8. Communicating with Groups

There can never be too much communication with co-workers/constituents/clients. Unfulfilled needs of any group is due to a lack of communication.

Have clear agendas that help to focus meetings and communications on key issues.

Make sure people know:

- When meetings or communications events are scheduled,
- What is the purpose of the information being expressed
- Who is the target audience,
- Where meetings are to be held or how news is to be conveyed.

Create a relaxed atmosphere and engage all five senses.

Let people know that you appreciate their attention, efforts and involvement.

Focus on rewards and benefits before introducing new strategies. Lead with examples of successful ventures similar to what you are proposing.

Identify leaders and recruit their support prior to a group presentation

When people ask questions, paraphrase what was asked so that you demonstrate that you understand the question.

Do not let challenging questions annoy you.

Confirm that the question has been answered satisfactorily.

ADAPT Council Industry Newsletters are archived at:

<http://www.gov.pe.ca/af/agweb/index.php3?number=69584&lang=E>