

Talks To
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 home. From a rancher's own use, he could probably weigh his own bulls at home and see how they do. For a program which has results that are easily comparable with other bulls' performances, government involvement is required. Standards need to be established and procedures must be set down. We have a beef performance testing program in the Canada Department of Agriculture.

Not only will the demand of a cattle feeder for growth cattle place a premium on the use of performance tested bulls, it will also place a premium on cattle which have the strength and physique to stand up under feedlot conditions. Strong

feet and legs will be important. The cattle will be higher and not as close to the ground as the traditional model of the perfect beef animal.

Cattle feeders will want animals with a known health standard with ability to withstand the rigors of long shipments in rail cars and to get to the destination ready to go on full feed in a minimum time. There is already an indication that this demand for healthy cattle is growing in importance. The trend to pre-conditioning, although it is not very strong as yet, is a sign of this demand being met by commercial cattlemen.

Cattle feeders are going to have demands placed on them by their customers who are packers, and by the

FARM SUPPLEMENT

packers ultimate customers who are the consumers. These demands will affect what the feeder asks from the rancher and in turn this will shape the future of the cattle business. For instance, the production cycle of the cattle business is geared to the needs of the farmer and rancher rather than to the needs of the

packer and processor. Cows calve in spring. Feeder cattle come on the market in the fall and are fed over the winter and marketed the next summer. The system is not designed to produce an even flow of cattle to market, which would be best for both packer and consumer. Any attempts to improve this pattern of flow of cattle to market will place demands on

the rancher. Similarly, the present system is not designed to produce the largest numbers of the kinds of carcasses the consumer demands. The ability to produce and market the products needed in these markets and on the trade policies of Canada and the importing nations. I would say that the future looks bright for the development of significant overseas markets for Canadian beef. We will have to work at it but I feel that present improved rail grading system for hogs probably does a better job of reflecting the demands of the consumer back to the farmer. If changes are made in the beef industry, these will also impose changes on the rancher as he attempts to provide the kind of cattle which will command premium prices.

Now let me take a look at the future of the beef industry in light of these remarks and some of the other trends which have been taking place. Economically, the most important trend is the rising demand for beef, not only on a total demand basis but on a per capita demand. As Canadians become more affluent, they too want to eat more beef. The experts in my department estimate that per capita demand for beef will be approximately 100 pounds in 1980, compared with consumption of 83 for one class in 1970 but they changed the ruling when it was discovered that it would not be possible for some population growth means breeders to get test records on their bulls by 1970.

This is an absolutely fair requirement in my view. Several long term breeding trials in the United States have shown that the single best criterion for selection of bulls for a breeding program is bulls with high rates of gain. This results in the production of the most profitable feeder calves, both from the standpoint of the rancher and the cattle feeder. A breeding program that combines rate of gain with visible selection of the bulls is almost as good as one which selects bulls on rate of gain alone. The poorest policy over the years has been shown to be selection of bulls on looks alone. In these trials, the criterion for success has been the amount of money the calves would make and money is what the cattle business is all about.

In passing, I would also note that the herds which do the best in the traditional show standards, have also shown up well in feeding trials.

I would also like to note that I was very interested in a report that the Ontario Bull Sale this year requires all bulls to be performance tested and to meet a set standard. This, I feel, is a good step for the industry. In addition to the change in the show standards, the Canada Department of Agriculture also intends to take a good look at beef grading standards over the next few years. Revision of beef grading standards will be far more difficult than it was in the case of pork. Cattle are sent to market at far wider varieties of weights, ages, conditions and so forth than hogs are. Research in beef grading is far costlier than it is with pork. Nonetheless, these difficulties do not relieve us of the effort of taking a serious look at the beef grading system.

Other Department policies which promote the future of the beef industry will continue. The importation of new breeds from Europe through the station at Grosse Ile, which has brought stock of so much promise for breeding programs in Canada, will carry on as long as there is no danger to the health of our livestock.

Similarly our research programs will continue to look for ways of solving problems in the industry. Here I will mention only one example and that is the discovery at the Summerland Research Station of the agent which causes bloat in cattle. Now that we have determined the agent, a certain protein in legumes, the possibility exists of breeding legumes which do not have this protein in them



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'Best Tomato Growing District In Canada'

by Jim Mercer
PT. ROWAN - "This is the best tomato growing area in Canada for quality and quantity," said Douglas Innes when he located his canning factory here.

Mr. Innes and his son John, operate Innes Food Ltd. Since locating here in 1963 they have added an addition to their factory and employ 75 people at the peak of the tomato season.

Some 10 area tomato growers supply the Innes operation on a contract basis. When contract obligations have been met the growers then turn to other outlets to market their crops. Sometimes this floods the market.

Mr. Innes said "When we get what we need, the farmer then tries to sell to another canner. Tomato prices last year were down and an over abundance was the cause."

He emphasized there is no acreage control on tomato crops.

He suggested if there was some control it might solve the over production problem and prices might remain stable.

"During the off season a close watch must be kept on the tomato sales market in order to anticipate the public's consumption needs for the next canning season. "Thousands of Canadians purchase Innes canned tomatoes unknowingly. Large chain stores use the Innes product but use their own labels.

"Sales under the Innes label have been increasing every year and are sold through two major wholesale firms located in Simcoe and Brantford.

"For the present the firm will continue to can only tomatoes, however, should the demand warrant it, other lines may be started.

"At times during the canning season the firm has run into problems in finding enough employees for its operation. Should another line be installed it would have to be of a non-conflicting nature," he said.

The firm also has another problem which is the storing of their product.

Mr. Innes said: "Many large chain stores, after placing their order, prefer to leave it in storage here and draw from it when wanted. "Needless to say, the locating of the canning factory here has been a boon to the village of Pt. Rowan by providing employment in an area where it is sorely needed," said Mr. Innes.

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in levels which cause bloat and so we might eliminate this problem which costs Canadian cattlemen alone an estimated \$11-million in losses annually.

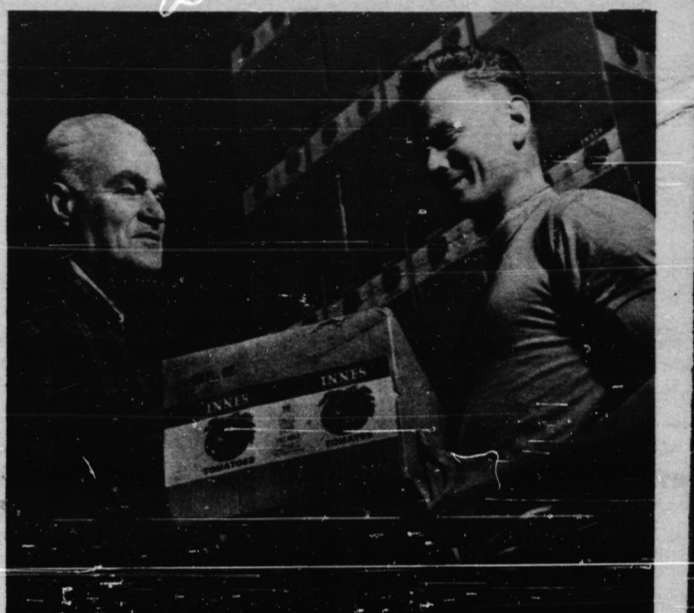
In closing ladies and gentlemen, I would like to say that I feel that the future of the Cattle business in Canada looks promising. I do not deny that there are problems but they are problems that, with the co-operation of all in the industry we can solve. We are on the way to solving many of them. New ones will occur but we will tackle these.

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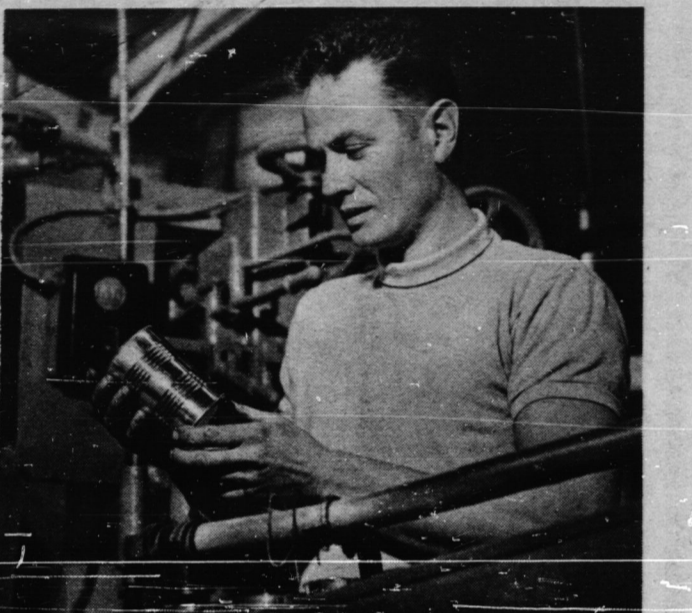
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Doug Innes and son John show case of Innes tomatoes from their store room stock. (Photo by Mercer)



John Innes examines can of tomatoes taken off line in factory after labelling. (Photo by Mercer)

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