



Native Agri Update

No. 366, August 2017

www.indianag.on.ca

First Nations Food & Farming Photo Contest

Win an
iPad mini

★ Submit photos by Sept. 15 for
a chance to win!

★ Open to First Nations Youth
- 10 to 18 yrs.

★ Two categories - Farming &
Gardening

★ 4 prizes to be awarded

For complete contest detail see www.indianag.on.ca, or email photo@indianag.on.ca



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Agribusiness

SMALL BUSINESS BUILDING THROUGH BRANDING - GIVE YOUR BUSINESS A VOICE

Adapted from: The Basics of Branding, John Williams, Entrepreneur.com

What is Branding



Branding is the marketing practice of creating a name, symbol or design that identifies and differentiates your business from another business. An effective brand strategy gives you a major edge in any increasingly competitive market.

Branding is one of the most important aspects of any business, no matter what the size. But, what is branding? To make is simple, it is your promise to your customer. It tells them what they can expect from your business, its products and services. It is what differentiates you from the competition. Your brand should be made up of who you are, who you want to be, and how you want people to see you and your business.

For example, when you think of great branding, John Deere comes to mind. Every time you see that bright green and yellow tractor you know that is a John Deere. They have made that color combination one that we can easily identify as consumers. That ties right into their branding of their green and yellow deer logo on every piece of equipment and merchandise that they make. A symbol that they have built up to mean quality, long lasting, durable, tough. We all have words in our mind that it represents. Lastly, their branding flows into their slogan, “nothing runs like a Deere”, which ties perfectly into everything that they were trying to represent with their logo and their mission.

Defining Your Brand

The first step is to define your brand. Figuring out who you are and what you want to represent is essential. Here are some simple questions to answer to get you started in the right direction.

- What is your company's mission?
- What are the benefits and features of your product or service?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

Make sure you do your research and learn your customers. Don't rely on what you think they like, but get involved and find out what they actually like.

Once you have defined your brand you need to get the word out. This is done through your brand strategy.

Brand Strategy

Your brand strategy is who, what, where, when and to whom you plan on getting your brand message out to. Where are you going to advertise? What distribution channels? In today's computerized world there are so many social media and interacted channels that small businesses can advertise free, reaching thousands of customers while not having to pay to get their brand seen.

Here are some steps to get the word out about your business and your brand:

1. Create a memorable logo and make sure to place it everywhere you appropriately can.
2. Write down your brand message. What is the message that you want to communicate about your brand. Every employee should know what these attributes are.
3. Integrate your brand. Branding should be present in every aspect of your business.
4. Be true to yourself
5. BE CONSISTENT. This is the most important and if not done you will never establish a brand with any recognition. You must remain steady in everything that you have developed, including products, service, and communication.

Every great business has started with a vision and a dream. Building up your branding will help your business climb one step closer to success. You want that customer to know who you are when they see you coming. You want them to think “those guys do great work” when you drive by. That is all started with branding. It doesn't have to be overcomplicated but it will go a long way towards helping your small business form vital connections with your target customers.

ABSEP BUSINESS FINANCING

If you're looking to finance your next business step, remember IAPO is still accepting applications for the Aboriginal Business Start Up and Expansion Program (ABSEP).

ABSEP financing is available for business start-up, expansion and acquisition costs. Eligible farms and agribusinesses across Ontario are encouraged to apply. As well, in Central and Eastern Ontario, all First Nations businesses are welcome to apply.

Financing, including term loans and working capital, of up to \$200,000 and grants of up to \$20,000 is available for eligible applicants. Generally a minimum of 10% cash equity is required. Applications and information are available by calling 1-800-363-0329 or info@indianag.on.ca

Funding, which extends until March 31, 2018, is provided through the Indigenous Economic Development Fund by the Ministry of Indigenous Relations and Reconciliation.



Indigenous Economic
Development Fund

The views expressed in this publication are the views of IAPO and do not necessarily reflect those of the Province of Ontario.

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Market Information

BEEF MARKET WATCH

Prices are courtesy of the Beef Farmers of Ontario Weekly Market Information Report for the week ending Thursday August 17, 2017.



Changes here reflect the difference in prices from the week of June 8, 2017 to the week of August 17, 2017. Weekly reports provide average prices for the week but do not include Friday sale results.

Prices across all categories have dropped considerably.

Rail grade steers are down \$56 and fed steers and heifers are off \$32 in both categories.

A seasonal trend shows cull cows are \$11 lower with cull bulls down \$6.

Stocker steers are \$14 to \$35 lower depending on weight category. Stocker heifers are \$24 to \$30 lower depending on weight category.

U.S. calf numbers going to market are expected to be much greater this fall, a result of herd expansion in the U.S. In Canada numbers will be about the same. The Prairies are experiencing drought. The usual result is downward pressure on prices. On the other hand, consumer demand has been strong and export markets are strong. Feedlots have been showing

a profit with money to spend on calves. This should help counteract the increased calf numbers.

Category	Price Range \$	Ave Price	Top Price	Change
Rail Steers	227-242			-56
Fed steers	133-147	141	152	-32
Fed heifers	132-141	138	150	-32
Cows	69-92	80	128	-11
Bulls	107-129	117	147	-6
Stocker steers				
700 – 799	152-195	179	219	-14
600 – 699	160-208	185	2226	-31
500 – 599	174-223	204	248	-35
Stocker heifers				
700 – 799	133-162	150	182	-30
600 – 699	146-173	161	192	-24
500 – 599	151-183	170	197	-29

All prices are on a hundred pound basis (cwt)

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CROP MARKET

Excerpts from Monthly Market Trends August September 2017 by Phillip Shaw GFO www.gfo.ca

Corn Corn received somewhat of a gut punch from the USDA's Aug 10th report with yield predicted at 169.5 bushels per acre. With a sizzling hot July that yield figure was an outlier to the market. If the USDA is right about that, it may be a testimony to modern genetics. However, there are many analysts to say be patient, the yield will come down when combines start to roll. Corn continues to suffer from the very onerous old crop stocks from last year. This is happening with corn harvest already underway in the American South and moving into southern Illinois.

The USDA's report was a major bearish market flashpoint for corn, which may be challenged to continue to maintain its long held trading range.

Seasonally, the corn market tends to trend sideways through late August and early September.

Soybeans Soybeans may be the great liars in the field, but so far the USDA is

very optimistic pegging their production of 49.4 bushels per acre in its August Report. Many analysts think it would have been more characteristic of USDA to keep the soybean yield 48 until August weather was finished.

As we head into later August, as of now this is likely to be the biggest soybean crop ever in the United States. The good spot in this bearish supply scenario is demand continues to be bright. Of course, geopolitical events surrounding the Korean Peninsula weigh in the background of this market.

Seasonally, old crop soybeans tend to trend up through late August.

Wheat The run-up in the wheat futures market fueled by the devastating

drought in the Dakotas is slowly coming back to earth. The drought is not over and the wheat is still dead, but the market has digested the information. This is somewhat typical for extreme drought situation price movement. Other wheat class markets have responded accordingly. World stocks continue to be onerous.

The run-up in the spring wheat market did provide marketing opportunity for Ontario wheat farmers. The harvest continues in some parts of Eastern Ontario, all but finished west of Toronto. Producers will soon turn their focus on wheat planting intentions for late September.

Coming Events

Sept 8-10

Six Nations Fall Fair - Ohsweken

Sept 12 –14

Outdoor Farm Show - Woodstock

Sept 22 & 23

Wiky Fall Fair - Wikwemikong

Livestock Information

WEANING CALVES

Weaning calves prior to sale has benefits for both the seller and buyer. It is very stressful for calves separated from their mothers and put on a truck for a long ride to a stocker sale. Properly weaned calves adjusted to hay and a small amount of grain will shrink about 5% on an extended truck ride. Stressed out bawling calves lose much more on the same ride. These unweaned calves are then run through the sale ring still bawling. Stress means weight loss. Weight loss means lighter sale weights and reduced income for the seller. For the feedlot buyer excessive stress means increased sickness and even death losses.

Here are 2 ways to make the weaning experience less stressful.

Fence Line Weaning

First, place cow-calf pairs in the pasture the calves will be in following weaning so the calves become familiar with the fences and water sources.

Second, after weaning, place the cows in the pasture adjacent to the calves so they cannot nurse the calves, but they can still see, hear and smell each other. This requires a good fence and side by side pastures. Paige wire and electric work well when calves are trained to the electric fence.

The key is to keep cow and calf separated. Bawling is greatly reduced when there is the opportunity for physical contact through the fence.

Two Step (Nose Flap) Weaning



Use of a nose flap will minimize the stress associated with weaning. Flexible, lightweight QuietWean nose flaps prevent a calf from nursing, but allows it to graze and maintain physical contact with the cow. This form of weaning is removing the milk first. At 5 to 7 months of age

there is limited milk available making the lost nursing less stressful. The cow-calf bond slowly separates over a few days, with the pair still together. These flaps are lightweight, non-invasive and made from a very flexible plastic. They are easy to apply. QuietWean calf weaners are typically left in calves for 4-7 days before separating the calves from the cows. The flaps can be washed and reused.

The nose flap system requires handling the calves to apply and remove the flap. This requires a chute and headgate for easy application.

QuietWean nose flaps can be ordered through: Brussels Agri Services Ltd., Brussels, ON Call 1-877 887-9391. There was a supply on hand as of August 17. Flaps are \$67.95 plus shipping for a bag of 25. The total cost is about \$80 or \$3.20/flap.

CASTRATING CALVES

Cow-calf producers will be preparing their calves for market.

Some producers will be wrestling with 500 to 700 lb. bull calves to complete castrations. There is a better way. It means starting earlier in the growth cycle.

Studies show that bull calves castrated at weaning (3 months and up) have increased stress, resulting in more sickness and death loss. While a bull calf usually weighs more than a steer at weaning time, the trauma of castrating the bull calf at this stage sets it back and it doesn't catch up in the feedlot. It weighs less at slaughter and takes longer to finish.

Calves castrated at birth and later but before 3 months of age all had similar growth performance, health status and carcass quality.

There was no difference observed whether a knife or bands were used at birth. It is believed that less stress is experienced castrating at birth, leading to improved health, higher gain in the feedlot and improved carcass marbling and tenderness.

There is also less stress on the handler when procedures are completed at birth.

Bull calves are discounted at stocker sales justifying the castration process.

EMPHASISING THE NEED FOR TRADE AGREEMENTS

The last while there has been a lot of talk about trade agreements. The process often seems long and involved with little result for months or even years. The Canadian beef industry depends on trade to justify present levels of production and maintain a reasonable return to producers. Each year about 50% of our beef leaves the country either on the hoof or as beef. If we had any doubts about the need for agreements, recent action by Japan should convince us otherwise. In 2016 our beef trade with Japan was worth \$142 Million our third largest export market. Japan has announced an increase in tariff on frozen beef to 50% from 38.5% for countries lacking an agreement with Japan. This puts countries like Canada at an even greater competitive disadvantage compared to Australia, Mexico and Chile with agreements in place with Japan.

An agreement could be accomplished through the Trans-Pacific Partnership involving a number of countries or as a one on one agreement between Canada and Japan. This would mean a similar tariff level with a large beef producing nation like Australia plus a guarantee of volume.

Canada is presently working on a number of trade agreements including the Trans-Pacific Partnership involving 10 countries with the U.S. backing out, and the renegotiation of North American Free Trade Agreement with Mexico and the U.S. which started August 16. While there has been much posturing by all three countries, the United States Meat Export Federation has declared that the "top NAFTA priority for the red meat industry is to preserve full market access" for all three countries. This is good news for the Canadian industry as negotiations begin.

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Crop Information

A BRIEF HISTORY OF WINTER WHEAT IN ONTARIO

source: <http://eap.mcgill.ca/CPW 10.htm>, <http://gfo.ca/Market-Development/Wheat-Export>)

Wheat was not present in Ontario prior to the arrival of Europeans. It is believed that some of the first wheat varieties grown in Ontario were introduced by the French near Windsor and Amherstburg in the late 1700's. Planting of wheat then spread northeast to Niagara Region and beyond. The introduction of wheat can be traced to the various ports of entry such as Windsor, Niagara, and further northeast around Lake Ontario.

There are 4 classes of wheat grown commercially in Ontario.

-Soft Red Winter

Suitable for cakes and pastries

-Soft White Winter

Suitable for cakes and pastries

-Hard Red Winter

Suitable for crackers, breading/flour coatings, and flat bread

-Hard Red Spring

Suitable for bread

The majority of wheat grown in Ontario is a Soft Red variety. The characteristics of the four varieties as listed above have created an export market for Ontario.

Today there are 17,000 producers in Ontario growing wheat from the Eastern Ontario border to the Southwest International border. Ontario wheat producers grow and export over 1 million tonnes per year.

2017 WINTER WHEAT WRAP UP

The 2017 wheat harvest started in Southwest Ontario on or about July 6, 2017. The harvest slowly progressed north east as the season moved on. The harvest yielded as well or better than last year in most areas. A warmer than average winter along with warm spring rains helped the wheat mature in a productive fashion. The wheat in Southern Ontario came off in a timely manner. The wheat near Orangeville and east towards Belleville was a somewhat delayed due to heavy rains. The harvest concluded on or about August 15, 2017 in Eastern Ontario. If you haven't reported your winter wheat yields to Agricorp, the deadline is Sept. 1st, 2017.

Biboon Mzimin – Ojibway for "Winter Wheat"

CATION EXCHANGE CAPACITY—CEC

source: <https://www.spectrumanalytic.com/www.omafr.gov.on.ca/english/crops/hort/news/hortmat/2015/11hrt15a1.htm> <http://nmssp.cals.cornell.edu/publications/factsheets/factsheet22.pdf>)

Whether you are a large cash crop farm, market gardener, or home hobby gardener, an understanding of CEC is very bene-

ficial. The most important thing to remember about CEC is it indicates how well your soil will hold on to anything, including nutrients and water. It also offers an understanding of plant uptake of nutrients.

Cation exchange capacity (CEC) is the total capacity of a soil to hold exchangeable cations. CEC is an inherent soil characteristic and is difficult to alter significantly. It influences the soil's ability to hold onto essential nutrients and provides a buffer against soil acidification. CEC is an excellent indicator of a soil's potential fertility. High CEC soils have a much stronger ability to retain cations and a greater capacity to exchange them than low CEC soils.

Soil tests usually report the following cations:

- Potassium (K),
- Magnesium (Mg),
- Calcium (Ca).

Cations are positively charged nutrient ions.

Clay and organic matter are negatively charged within the soil. Cations are attached or held on these sites. These particles of clay and organic matter are the main source for all available cations for plant uptake. Cations are loosely held on these sites. As the cations are removed from these sites by plant uptake, they are also continually released to resupply the soil.

The CEC of a soil is expressed in cmolc/kg (centimol positive charge per kg of soil) or meq/100 g (milli-equivalents per 100 grams of soil). Both expressions are numerically identical (10 cmolc/kg = 10 meq/100 g).

Organic matter can have a 4 to 50 times higher CEC per given weight than clay. The source of negative charge in organic matter is different from that of clay minerals; the dissociation (separation into smaller units) of organic acids causes a net negative charge in soil organic matter, and again this negative charge is balanced by cations in the soil.

Because organic acid dissociation depends on the soil pH, the CEC associated with soil organic matter is called pH-dependent CEC. This means that the actual CEC of the soil will depend on the pH of the soil. Given the same amount and type of organic matter, a neutral soil (pH ~7) will have a higher CEC than a soil with e.g. pH 5, or in other words, the CEC of a soil with pH-dependent charge will increase with an increase in pH.

If you are a cash crop farmer, crop rotation, cover crops, and reduced tillage are ways to increase your soil's cation exchange capacity. These practices increase the organic matter in the soil, thus increasing the CEC. An example of increasing organic matter would be leaving the wheat straw after harvest rather than removing the straw.

For the smaller gardener, compost, worm castings and bio-char can significantly increase your soil's CEC. These practices can be very affordable and pay back at harvest.

Other News

HARVESTING AND STORING VEGETABLES

The best part of growing your own vegetables is eating them! Vegetables from our own gardens are fresher, better for us and taste better. Unfortunately once you pick a vegetable the quality begins to decline. That's because vegetables are living plants and still breathe (respiration), lose water (transpiration) and age (ethylene gas is released and causes ripening). By slowing down these processes, we slow down ripening and increase the length of time we can store vegetables.

General Harvest Tips:

1. Damaged vegetables won't store (bruised, cut or disease spots)
2. Handle carefully – all vegetables bruise
3. Gently brush off dirt (onions, garlic, potato) or remove with a soft cloth (tomatoes, squash, pumpkin)
4. Never wash. Water encourages sprouting, diseases and rot
5. Don't allow stems to poke holes in other fruit
6. Basements, garages and root cellars are great storage places
7. Check stored vegetables regularly, remove any with bad spots or sprouts

Here are some specific recommendations for tomatoes, onions, garlic, pumpkins, squash, and potatoes to help you get the most out of your crops.

Tomatoes	
Timing	Know your weather forecast. Covering at night with blankets can protect from a light frost, but tomatoes must be harvested before a 'hard' frost. Green tomatoes won't ripen, but are ideal for making make preserves such as chow-chow. White or pink tomatoes ripen in storage.
Harvest	Harvest when cool and dew has dried. Remember the 7 tips. Avoid squishing, don't pile to high when picking.
Storing	Never store in a refrigerator, it's too cold for tomatoes. Place clean dry tomatoes single layer, 5 cm apart on several sheets of newspaper where it's cool (55 to 65°F) and out of the sun. Store ripening tomatoes separate from other vegetables. Replace any damp newspaper. Eat when ripe. Placing a ripe banana or apple among tomatoes and covering with a sheet of newspaper will speed ripening. Reason: bananas and apples release lots of ethylene that helps ripening.

Some vegetables must be cured before storing. Curing is providing the right temperature and moisture for a set amount of time and is different for each vegetable. Curing toughens the outside layer which reduces moisture loss and prevents decay in storage.

	Garlic	Onions
Timing	when 2 to 3 leaves turn yellow and dry down	when the tops turn brown and fall over
Harvest	Pull. Trim roots, trim stems 5 to 8 cm above bulb. Place in single layers on screens or cardboard.	
Curing	Place trays in a warm 68 to 85°F, dry, shady place for a few days. They are fully cured when the stem (or neck) is completely dry and tight.	
Storing	Store in mesh bags, dry wooden boxes or waxed cardboard boxes. Tips 1 to 7 apply. Best storage temperature is cool 32°F.	

	Pumpkins	Squash
Timing	Before 1 st frost and when they have turned orange on vine.	Skin looks dry, not glossy, can't puncture rind your fingernail. Acorn squash turn dark green with an orange spot. Butternut Squash – are firm and change from light beige to dark tan colour.
Harvest	Wear gloves and long sleeves to prevent scratches. Harvest when it's cool and the plants are dry. Do not break the stem, use clippers or a sharp knife and cut from vine keeping 8 to 15 cm of stem on Pumpkins and 2.5 cm of stem on squash. Tips 1 to 7 apply.	
Curing	Place in a warm 85°F dry place for 10 to 14 days gently stacked against each other being careful not to damage the skin.	
Storing	Store in a cool, dry place 50 to 60°F. Don't allow warm daytime air into your storage. Store in single layer, spaced on a wooden pallet, never store directly on a concrete floor. If you see water drops forming on your pumpkins find a drier storage location to prevent rot.	

Potatoes	
Timing	Tops of plants will die. Harvest when you can't rub the skin off with your thumb.
Harvesting	Dig when soil is dry. Discard any with green skin as they can make you sick.
Curing	Cure for 5 to 10 days at 60 to 70°F away from sunshine.
Storing	Tips 1 to 7 apply, Store at 45°F.

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