



Native Agri Update

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www.indianag.on.ca

FARM & FAMILY SAFETY

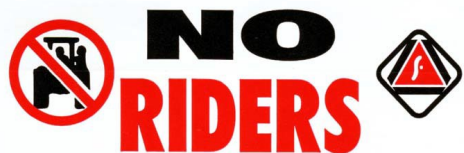
sources: www.casa.acsa.ca, www.wsps.ca

With spring here, the quiet days of winter have been replaced with hustle and bustle in preparation of planting, putting livestock to pasture, and a host of other activities. While we are all looking to get out on the land, it's important to pause and think about safety of those working on the farm, as well as family, particularly children.

Too often, farms are viewed as adventure areas by children and without adequate safeguards and precaution, farms can be very dangerous. Just think, a simple task such as moving a tractor can turn to tragedy should a young child be in the tractor's path.

The Canadian Agricultural Safety Association (CASA) is a national not-for-profit organization that works to support producers, their families and workers with tools and information needed to make farms a safe place to live, work and play. Child safety is an important area of CASA's focus and they highlight these troubling statistics regarding children on the farm:

- Annually, five children die on farms in Canada, of which:
 - 30% are due to being run over
 - 17% are due to drowning
 - 12% are due to roll overs
- 36% of child fatalities are under 5.
- 72% of child fatalities are the child of a farm operator.



Every year, CASA facilitates Progressive Agriculture Safety Days. These are

one day age appropriate safety events that help children learn how to be safe on farms. For this year's schedule, check out: www.casa.acsa.ca

Some safety tips for this spring :

Farm Machinery Safety on Roads

- Check hitch connections, including safety chains. Use a locking hitch pin.
- Use Slow Moving Vehicle signs and proper lighting.
- Check the condition of all tires.
- Lock brake pedals together for road travel.
- Slow down on curves, turns and when pulling heavy loads.
- Perform a circle check before moving machinery.

Power-Take-Off Safety

- All guards and shields must be in place and in good repair.
- Always shut down power before servicing or unplugging equipment.
- Wear close-fitting clothes and keep long hair covered/tied.
- Always walk around equipment, never step onto or across a PTO shaft.

Preventing Tractor Overturns

- Never hitch higher than the drawbar height.
- Always wear a seat belt when operating with rollover protection. If there is not rollover protection, don't wear a seatbelt.
- Lock brake pedals before high speed travel.
- Keep loader bucket as low as possible.

Safe Lifting and Carrying Techniques

- Bend your knees, not your back.
- Keep the slight inward curve in your lower back.
- Keep the load close to the body.
- Don't twist. Move your feet to turn.

For more information see www.wsps.ca *JH*

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Agribusiness

MARKETING BUDGETS

Source: www.bdc.ca/en/articles

Most businesses no matter what size or sector needs to do marketing to attract customers, increase sales and compete better. But a lot of small business owners struggle to know just how much money they should be spending. There is no correct answer to this question but there are a lot of factors that go into your budgeting. Such as your revenues, your market and who and how many customers you are looking to reach. Below are some tips for coming up with a marketing budget that fits your small business.

Research Your Industry

In the simplest terms, your marketing budget should be a percentage of your revenue. A common rule of thumb is if you are selling your products to other businesses you should spend between 2 and 5% of your annual revenue on marketing. For businesses selling direct to consumers, the proportion is often higher between 5 and 10%. This is because Business to Consumer companies typically need to invest in more marketing channels to reach various customer segments.

A key is to make sure you research your industry and find out what's common for your industry and what your competitors are spending.

Set Clear Goals

It's important to be clear on your marketing plan, setting goals that are specific and can easily be measured. Do you want to get more people to visit your farm market or website? If so, how many people over what period of time? Do you want to get people to visit your store for a free sample? What kind of customers would you most like to attract? How many of them do you want to come in? Setting your goals will allow you to plan what needs to be done, and the investment that will be needed.

Consider all your Potential Costs

Like any business expense, marketing has many components. Your marketing budget should be allocated to many different marketing streams or categories. Some examples of marketing avenues are:

Website: The cost of your website includes the original design and build as well as monthly hosting. It also includes paying to keep the content fresh and up to date. Make sure your site has analytics built in, this way you can track who's coming and from where. This information will help you identify how your other marketing investments are paying off.

Social media and online advertising: Set aside some money to invest in online advertising through social media platforms that make sense for your business-like Facebook, Instagram, LinkedIn, Google, etc.

Traditional media: While digital advertising tends to be more budget-friendly, traditional advertising, radio, print and TV still have value depending on who you're trying to reach.

Consider your resources and how you can get the most from the budget you have.

E-newsletters: Sending regular updates to clients who have opted to receive communications from your business helps keep your company in mind and encourages repeat business. Planning for, writing, and using online tools to send out this material all require time and resources

Training: If you rely on internal staff to create and execute your marketing campaigns, be sure to set aside funds for training. Marketing channels continue to evolve and it takes training for your staff to stay on top of the best practices.

Keep Track of Costs and Adjust Regularly

As you work through your marketing budget line by line, it will become clearer what you can afford, according to your priorities. Keep track of your costs and review web analytics regularly.

Assess your marketing budget quarterly and annually to see if your projections are aligned with your actual spending. By monitoring your marketing costs and refining your efforts, you will be able to generate more accurate budgets and increase sales.

ANCIENT QUINOA SEEDS FOUND

As we all know from the many stories and teachings of our ancestors, they were all very resourceful and one with the land they inhabited. Some interesting news of late that shows the grand scale and broad reach of our communities before our time is the discovery of a mass of quinoa seeds excavated from an archeological dig in Brantford, Ontario. The seeds have been identified as being 3,000 years old, raising questions about the extent of trade and farming amongst the Indigenous peoples at the time.

There have never been any reports of this type of domesticated goose foot quinoa, which is now extinct, in Ontario before. The 140,000 seeds found are now the oldest recorded finding of any crop in the province dating back to 900 B.C.

While indigenous people swapped verities of minerals and finished stone objects over long distances, this discovery shows that crops were apart of trade at the time as well. It also suggests that people in what is now Ontario were connected to others farther south than originally thought.

In looking at the find, it is possible to conceive that the seeds were grown here, but there's no evidence of that yet. Quinoa is usually considered to be a whole grain, but it is actually a seed from a weed-like plant named goosefoot. It can be prepared like whole grains, such as rice or barley. This small grain that becomes nutty and slightly chewy when cooked, but has many health benefits.

Quinoa, through much research is now being grown on large scales here in Ontario and across Canada. For more information check out:

www.cbc.ca/news/canada/hamilton/quinoa-trading-brantford-1.4980974
www.smithsonianmag.com/smart-news/3000-year-old-quinoa-found-ontario-180971330/

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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 April 11 2019.

Changes here reflect the difference in prices from the week of February 7, 2019 to the week of April 11, 2019. Weekly reports provide prices on a per cwt basis for the week but do not include Friday sale results.

Rail grades were last reported by Beef Farmers of Ontario on March 25 showing a range of \$250 - \$255 per hundred weight. Reports are not available due to small numbers selling. Fed steers and heifers have fallen in price while stocker steer and heifer prices are generally stronger.

Fed steers and heifers are up \$6 and \$10 respectively.

Cull cows and bulls are up \$5. Stoker steers are \$12 to \$17 higher. Stoker heifers are variable again with light weights up \$19 and heavy weights off \$1.

Strong exports of Canadian beef to the Asian region are continuing into 2019. Exports to the area generally are up 22% compared to a year ago. Japan is the market being targeted in particular. Exports to Japan are up 75%. Tariffs with Japan will decrease over time encouraging further exports. Increased Asian trade is a result of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Also of note, exports to China (not a CPTPP member) have climbed 120% compared to a year ago.

Bottom line, strong local consumer demand and increased exports continue to offset large beef supplies into the second quarter of 2019.

Category	Price Range \$	Ave Price	Top Price	Change
Rail Steers	No trade reported			
Fed steers	116-155	141	162	-6
Fed heifers	110-147	134	157	-10
Cows	49-75	61	112	+5
Bulls	73-103	88	139	+5
Stoker steers				
700 – 799	166-205	193	217	+17
600 – 699	174-222	205	240	+13
500 – 599	185-229	214	247	+12
Stoker heifers				
700 – 799	135-169	156	182	-1
600 – 699	146-184	169	205	+10
500 – 599	143-199	174	217	+19

All prices are on a hundred pound basis (cwt)

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CROP MARKET

Adapted from Market Trends Commentary for April 2019 by Phillip Shaw GFO www.gfo.ca

Corn With corn, the USDA in their March 29 report, provided a double negative, with more projected acres planted and more stocks. With ethanol demand not good and export demand in flux, it all came as a bit of a surprise. Who knows, maybe the increased stocks represent more yield found from last year. The USDA has done that before; we'll have to see if some old crop corn comes out of nowhere. The flooding in the American Midwest saw many bins explode with old crops corn. However, any musings about old crop stocks being washed down the river don't pass muster when thinking about the big stocks USDA announced.

The May to July 2019 corn futures spread is currently -9.75 cents as of March 29, which is considered bearish. Seasonally, they tend to trade higher into June.

Soybeans Looking ahead with normal yields and present demand its likely to

continue with U.S. ending stocks possibly going way over the 1 billion ending stock benchmark, possibly 1.6 billion. This does not bode well for pricing.

An argument could be made that there is a \$1 move in soybeans depending on the success or failure of a Chinese U.S. agreement on agricultural commodities. However, China holds most of the cards in this and has lots of other options. As we move forward, we can hope for China to return to their insatiable thirst for U.S. soybeans.

The May, July 2019 soybean futures spread as of March 29 is -13.5 cents, which is considered bearish. Seasonally, the soybean market tends to trend higher into July.

Wheat Of the three major grains, its fundamentals are bearish, but probably the least bearish among them. Unfortunately, for wheat, it is strongly tied to the U.S. dollar, which has been strong of late. Wheat prices are higher domestically in Russia, which has helped lessen some Black Sea exports.

In Ontario, stronger wheat cash prices which reflect out Canadians dollar reality are only good if you have the wheat and that is a major question as we head into mid April. Breaking dormancy this year in Ontario will largely determine how many acres make it to harvest, especially with the crop so compromised last fall.

Coming Events

May 1 IAPO Wiky Farmers Meeting, Wednesday 6:30 p.m.

For more info, or if you have an event you would like listed, call 1-800-363-0329.

Livestock Information

SUSTAINABLE LIVESTOCK GRAZING

In the last 40 years or so we have heard about rotational grazing, controlled grazing, management intensive grazing etc. with a different pasture guru from New Zealand, Australia, the U.S. or Canada promoting their angle to maximize pasture. High powered electric fence has had a huge impact on options for managing grazing animals. Early equipment companies from New Zealand and Australia in particular introduced high powered energisers, hi-tensile fence wire, temporary cross fencing, tumble wheels, solar power etc. The end goal of sustainable pasture for sheep, cattle and goats is the same.

Steve Kenyon runs Greener Pastures ranching Ltd in Alberta. He has grazed stockers for years on rented land adapting to livestock, weather and other challenges as they come along. He simplifies grazing into 4 concepts, graze period, rest period, stock density and animal impact. These concepts are applied to a many small field or paddock system.

Graze period is the amount of time spent in a single paddock. Animals are allowed enough time to graze each stem of grass once and then on to the next paddock. A bite of the early re-growth on a stem is over grazing and weakens the plant.

The rest period is the amount of time the animals are not grazing a given paddock. This allows the plant time to store energy and begin new growth before animals are back to graze.



Stock density is the number of grazing many animals on one field. A high stock density has benefits. It allows for more uniform manure and urine spreading. Nutrients from grazing are recycled through the animals. This helps the nutrient buildup in

the soil. Many animals in a small area chew the vegetation in a uniform manner. The tasty plants are consumed as well as the not so palatable ones. With low animal density situations, the favourite plants are nipped over and over weakening the plant. The unattractive species are avoided, mature and go to seed. Overtime the seeds germinate and grow encouraging less palatable plants that crowd out the over grazed weakened desirable plants.

Animal impact refers to the actions of many hooves on the plants and the soil. This action of breaking up the soil surface and trampling grass allows water and air to infiltrate the soil, encourages plant breakdown adding organic matter, improving manure penetration into the soil and contributes to seed to soil contact. All providing an ideal environment for plant growth. A thick stand of forage is able to take energy from the sun for healthy growth and rejuvenation.

Steve Kenyon refers to the fence post as the “silver bullet” for grazing success. High powered electric fencing has made

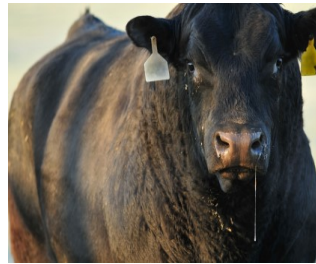
sustainable grazing possible.

Successful Sustainable Grazing

Fencing and time are important ingredients to make this system work. Fencing to manage the animals day to day, time to move the animals daily providing plant rest periods for re-growth and provide water to each paddock. Twelve to 16 paddocks are needed to keep grass in a vegetative state for quality feed and spread manure uniformly. Production per acre is much higher and land requirements are less compared to turning animals out in the spring to graze on their own. Fertility is provided by the rotating animals. Sustainable grazing is all about managing the animals.

PREPARING BULLS FOR BREEDING SEASON

Many beef farmers turn bulls out in June and July for calving next March and April. Start now to be sure the bull power is able to do the job. Bulls are often wintered apart from the cow-herd.



A yearling bull may be able to look after 15 to 20 females, a two year-old maybe 25 and a mature bull up to 45 females. Managing bull power is important to maximize breeding efficiency. These suggestions will improve calves born per female exposed to a bull.

- Bulls need to be in good body condition but not too heavy. A body condition score of 3 out of 5 is ideal. This means feeding good quality hay and even some grain depending on present condition. Exercise is helpful in getting the feet and legs toned for the job ahead
- Check bulls for breeding soundness which includes feet and legs, good body condition and consider a semen check. Catching a problem early can reduce chances of open cows and extended calving seasons.
- It is best if bulls that will be pastured together can be in the same area for at least 3 weeks to establish who “bull of the pasture” is. This social order can be established before bulls are turned out with the cowherd. If possible avoid adding a new bull to pasture if there are bulls already working.
- Pasture young bulls with young bulls, and mature bulls with mature bulls. Mature bulls dominate younger bulls and may cause serious injury. When rotating bulls during the breeding season, use the mature bulls first, and follow with the yearling bulls in the last third of the breeding season. The young bulls will have fewer cows to breed, and will be 1 - 2 months older when they start breeding.
- In pasture situations where herds separate into 3 or more groups, add an extra bull or two to make sure all cows are exposed to a bull.

Some bull attention now increases the chances of a large, healthy calf crop next spring.

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Crop Information

HELPING SEED SUCCEED

source: www.pioneer.com/CMRoot/pioneer/us/images/agronomy/crop_mgmt_guides/scouting_guides/ve_large.jpg, www.pioneer.com/home/site/us/agronomy/library/planting-depth-and-stand-yields/www.fieldcrops.cals.cornell.edu/corn/planting-techniques/

The clocks have sprung forward, the days are getting longer, and the bitter chill in the morning is being replaced with spring planting ambitions. As farmers across the province dream of achieving their record yields each fall, it has humble beginnings at the time of planting in the spring. Plant too soon and crops can suffer from frigid soil temperatures, and too late results in yield opportunity loss at the end of the year. So with critical yield hits from planting too early or too late, just when is the perfect time to drop your planter in the ground?

Corn

In most years, early planting of corn sets the stage for the maximum yield capability. The optimum planting date based on heat units in Southwestern Ontario is around May 7th, and Eastern Ontario a bit later at May 10th. Each spring offers different windows that farmers have to take full advantage of. In most years, the ideal time to start planting is when the ground temperature consistently reaches above 10 degrees C (50 F). Other primary considerations for corn planting should be the field conditions and the weather forecast for the next 10-14 days. If the ground temperatures are ideal, but the forecast is cool and wet it could be beneficial to wait. Corn yield is also affected by even emergence throughout the field. Cool, wet, spring conditions can result in uneven emergence and individual plants competing with each other. In this case, it would pay to wait a couple more days until the next window of opportunity.

Each new crop year brings forward more technology that yields well in shorter season environments. It might be worth experimenting with shorter day corn in some circumstances. A contingency plan is always crucial for the years when the weather and field conditions don't align with your cropping goals.



Soybeans

In the spring, rather than having a specific date in mind to start planting, look for the right soil conditions. Temperature plays a factor, however your soil type and seed bed can also have an effect on how well your emergence will be. Heavy clay soils will retain moisture, and stay cooler well into the first few weeks of May. Soybeans have the most rapid emergence and germination at temperatures between of 60-75° F 15.5-24 C. Based on OMAFRA studies, significant yield increase occurred when soybeans were planted earlier. Roughly, a 4.1 Bu/acre increase was shown from shifting the planting date from late May to early May. In addition to planting date, the study also recommended farmers use both insecticide and fungicide in your seed treatment pest and diseases at bay.

Planting early can also be an effective way of managing weeds in your area. The earlier the plant canopies, the more likely it is to choke out competing weeds. This can help in reduce herbicide applications and increase photosynthesis. The quicker your crop covers the ground, the more sun its capable of capturing, and the higher your likelihood of increased yields year after year.

Soil Moisture

Most farmers know when digging into their seed trench whether the conditions are optimum for growth. Saturated soils provide optimum moisture, but lack the amount of oxygen a plant needs in order to grow. Decreased oxygen can lead to restrictions in root development, photosynthesis, and leaf growth. This can be a difficult decision for producers because optimum plant moisture can come and go quickly depending on rainfall during the early months of the growing season. Last spring for example had no perfect planting date as a result of untimely rainfalls for most of Southwestern Ontario. Farming is all in the hands of Mother Nature and sometimes the best thing to do is get the seed in the ground and hope for the best once the temperatures are ideal. In this case it is important to know your fields, soil types, and make informed decisions with the help of your crop advisor or seed supplier.

Planting Depth

Once you finally pick that perfect day to get your planter in the ground, it is critical to check your planting depth often. With corn it is imperative to get in at least 1.5 inches in the ground so it can establish strong brace roots. In addition to the minimum depth, it is important to get the seed into moisture. This can vary from field to field, so make sure you're getting out of the cab to see where your planter is placing the seed. This also gives you an opportunity to see if your seed spacing is matching the amount of seeds you desire per acre. Soybeans have a recommended planting depth of 1-1.5 inches, and definitely no deeper than 2. Once germination occurs the cotyledons have to be forced up through the soil. This can be very difficult if you plant too deep, especially in a heavy clay environment.

As you approach the planting season, be sure to use every obstacle as a chance to grow and learn. One of the many joys of farming is reaping the rewards at the end of the season, so be sure to give your seed every opportunity to succeed.

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Other News

FUNDING AVAILABLE FOR COMMUNITY PROJECTS



Do you have an idea for a community project that could have a positive impact on youth and the larger community? 4-H Ontario wants to see your idea come to life and is currently offering startup funds to help make it happen! We are a positive youth development organization that challenges youth to “learn by doing” through hands on activities, leadership, and service to their communities. We strive to provide youth with a learning environment where they can be involved, accepted, valued, and heard, while giving the space to explore their strengths and interests.



At 4-H we have resources on a wide range of topics to help you lead a project, including life skills, agriculture, STEM, and more. Any of these resources can be adapted to suit your needs and we welcome all new ideas for resources which may not be available.



With this opportunity you are welcome to join the traditional 4-H program, but we also want you to have the freedom to think outside of the box. Have you ever thought of starting a community garden? Do you have an existing project that you feel could benefit and grow with further investment? We have modest grants available to help support both your ideas for growth, as well as for compensation of your time invested.

If you would like more information or have an idea you would like to explore, please contact: Meaghan Moniz, Coor-

ordinator of Indigenous Community Engagement, region1@4-hontario.ca or (519) 932-0127. You can also explore some of what 4-H has to offer at www.4-hontario.ca

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SCHEDULE VEGETABLE PLANTING FOR CONTINUOUS HARVEST

Adapted from article by Janet Bachman NCAT Agriculture Specialist, ATTRA, www.attra.ncat.org

Market Gardeners try to schedule plantings so they have a continuous supply of produce throughout the growing season. To be successful, a planned approach is best using records from previous seasons and information from seed catalogues and packages. This will help you know:

- Appropriate planting dates
- Number of days to harvest
- Length of Harvest from first to last pickings

These factors are affected by several things, particularly weather. Appropriate planting dates are commonly scheduled around the annual frost free date in spring and the first freeze date in the fall. As well, for cool weather crops like peas, or crops that tend to bolt, avoiding mid-summer heat/long days is a factor. A common strategy is for early season plantings and late season plantings.

Weather also has a large influence on timing because of the effect on seedling establishment and crop growth. For example peas planted two weeks apart in early spring will mature only one week apart, because germination conditions at the time of second planting will likely be much better and the young plants will grow faster, slowly catching up. The same process happens in reverse for fall crops, even a couple of days difference in midsummer planting can lead to a harvest date difference of two or even three weeks.

Two ways to plant for continuous harvest are:

- 1) To plant varieties with a different number of days to harvest at the same time
- 2) To plant the same variety multiple times in succession

Sweet corn is often grown in successive plantings to provide continuous harvest. A good way is to wait until one planting is 1-2 inches tall before planting the next. Another is to use accumulated corn heat units (CHU) or growing degree days (GGD). While it may sound a bit complicated, growers monitor spring growing conditions, maximum and minimum daily temperature to calculate when successive plantings should be done. This practice is common used by many sweet corn growers to ensure a constant supply of fresh corn throughout the season.

When scheduling planting also consider how long each vegetable produces. Some crops like bunching onions, radishes, lettuce, broccoli, bush beans, and corn at maturity have a harvest period of just a week or less. Others including tomatoes, summer squash and peppers are long season crops that generally bear for extended periods.

Having a constant predictable supply of produce is key to keeping customers and ensuring season long sales. Take time to plant taking into account the many factors that influence maturity and harvest.

JH