



## Livestock Development Program Beef Project 2016/17

### Objective

Encourage cooperation and collaboration between sectors of the beef value production chain to improve economic competitiveness and farm profitability by developing innovative branding solutions for market growth.

PRINCE EDWARD ISLAND  
CATTLE PRODUCERS



### Description:

This initiative is comprised of three components

#### A. Genetic Innovations

The Livestock Development program supports innovations in the use of genetics to produce seedstock, feeder calves and finished cattle for branding initiatives which produce premiums for collaborators in the production chain. For seedstock producers there are a number of genetic evaluation tools available which provide estimates of production traits from DNA analysis. Producers can use these tools to improve the genetic base of their herd and improve the market competitiveness of genetically improved animals. In addition, direct determination of residual feed intake (RFI) or true feed efficiency is now available at the Maritime Beef Testing facility at Nappan. With increasing feed costs, feed efficient animals will be key drivers of profitability.

Assistance may be provided in the following areas

- Seedstock production and evaluation
  - Growth traits - feed efficiency, growth rate, fat deposition, muscling
  - Innovative genetic pre-disposition for brand carcass traits - marbling, ribeye size, tenderness, breeding soundness exams
- Brand feeder production
  - Use of improved genetics and management protocols for feeder calf production.

#### Seed stock evaluation- bulls and heifers will be eligible for:

- \$300 for consignors of test station bulls to encourage evaluation of seedstock for residual feed intake (RFI), genetic evaluation for production and carcass traits, genetic potential using DNA evaluation, ultrasound testing for muscling, marbling, tenderness and fat cover and full breeding soundness exams.
- \$50 incentive for Bulls and heifers on home test to identify genetic potential using DNA evaluation or ultrasound.
- \$100 incentive for Mature bulls for a **full** breeding soundness exam.

**Heifers:** The maximum number of heifers eligible will be five (5) OR 10% of the number of mature females in the existing herd whichever is greater.

- **Purebred heifers (retained or purchased)** will be eligible for an incentive of:
  - \$200 for a heifer with calf-at-side or confirmed pregnant to calve in the 2016/17 fiscal year, registered in the name of the applicant and have at least three production or carcass EPD's above breed average.
  - \$50 extra incentive for Heifers with above average genetic evaluation scores for marbling or ribeye size or tenderness.
  - Heifer is eligible for the incentive once only in its lifetime.
  - Producers are encouraged to use weaning weight data as initial selection criteria, but other traits such as conformation, pedigree, disposition should play a key role in the final selection.
  - Applicants are responsible for all veterinary fees associated with confirming the pregnancy status of the replacement heifers.
  - Dairy or dairy type heifers are not eligible under this incentive.
  
- **Commercial heifer (retained only)** will be eligible for an incentive of;
  - \$150 for a commercial heifer (identified with CCIA RFID tag) with calf-at-side or confirmed pregnant to calve in 2016/17 fiscal year and;
  - Has an **Adjusted Weaning index of 100** or greater determined from the data generated from the PEI Department of Agriculture and Fisheries Weaning Weight program or commercially available Herd Management Software service such as; BioTrack, Herd Books, Cow Sense etc.
  - Producers using commercial Herd Management software services must provide weaning weight summary data for all heifers born within the same calf crop.
  - Producers using the PEI Department program must submit weaning weight data for all heifers born within the same calf crop.
  - In the absence of weaning weight data, heifers must have at least an average genetic evaluation score for tenderness. Several commercial tests are available to producers (Igenity, Zoetis etc)
  - Producers are encouraged to use weaning weight data as initial selection criteria, but other traits such as conformation, pedigree, disposition should play a key role in the final selection.
  - Applicants are responsible for all veterinary fees associated with confirming the pregnancy status of the replacement heifers.
  - Dairy or dairy type heifers are not eligible under this incentive.

## Premium Sires

- Purchased purebred bulls will be eligible for an incentive of:
  - \$350 for bulls that are physically and structurally sound for breeding (vet checked), have an adjusted yearling weight of 950 lbs and registered (proof of ownership/purchase) in the name of the applicant. Bulls of smaller specialty breeds will be considered on a case by case basis.
  - \$50 extra will be paid on bulls that have at least three production or carcass EPD's above breed average.
  - \$50 extra will be paid on evaluated bulls with above average DNA evaluation for marbling or ribeye size or tenderness or have completed an ultrasound test where the percentage intramuscular fat is greater than 3.5% or have a minimum ribeye area of 1.0 square inch per 100 pounds of body weight.
  - \$100 incentive for evaluated bulls with a negative RFI (higher efficiency).
  - A bull is eligible for the incentive once only in its lifetime and must not have been purchased before April 1, 2013.
  - \$550 will be the maximum assistance.
- Purchased F1 Hybrid bulls will be eligible for an incentive of:
  - \$350 for bulls that are physically and structurally sound (vet checked), have an adjusted yearling weight of 950 lbs.
  - 50\$ extra incentive for evaluated bulls with at least average DNA evaluation scores for marbling or ribeye size or tenderness or have completed an ultrasound test where the percentage intramuscular fat is greater than 3.5% or have a minimum ribeye area of 1.0 square inch per 100 pounds of body weight.
  - \$100 extra incentive for evaluated bulls with a negative RFI (higher efficiency)
  - A bull is eligible for the incentive once only in its lifetime and must not have been purchased before April 1, 2013.
  - \$500 will be the maximum assistance.
- **The PEI Department of Agriculture and Fisheries assumes no responsibility for the performance of bulls or replacement heifers retained or purchased under this initiative.**

## **B. Health Protocols**

Use of innovative herd health protocols are required to produce healthy feeder calves that have the potential to meet grade specifications for branded beef programs. Farms are unique in terms of health requirements and producers are encouraged to work with their veterinarian to develop farm specific disease prevention protocols.

Producers must submit an application form by **December 31, 2016** to be eligible for assistance. **Do not** submit the questionnaire/summary at this time.

**INVOICES** for vaccine and dewormer along with **COMPLETED QUESTIONNAIRE** must be received by **March 1, 2017** to be eligible for assistance.

### **Assistance may be provided in the following areas for cow-calf producers:**

- Implementation of documented on-farm whole herd health protocols.
  - Cow herd including bulls are vaccinated annually for IBR, BVD, PI3, BRSV.
  - Calves are castrated a minimum of six weeks prior to sale and less than eight months of age.
  - Calves are dehorned a minimum of six weeks prior to sale.
  - Calves are vaccinated and boosted for IBR, PI3, BRSV, BVD as per manufacturer's protocol.
  - Calves are treated with endectocide for internal/external parasites
- Eligible vaccines for the protection against
  - Viruses - BVD, PI3, BRSV, IBR, Rotavirus spp, Coronavirus spp.
  - Bacteria - Clostridia spp, Pasteurella spp, Heamophilus, E-coli spp.
- Up to 75% of vaccine and dewormer costs including selenium injections to boost vaccine efficacy.
- Must have a fully completed herd health questionnaire
- Funding may be pro-rated based on producer program uptake.

### **Assistance may be provided in the following areas for feedlots:**

- For feedlots that implement documented health protocols for PEI born feeders from PEI cow-calf producers who chose **NOT** to participate in the **Health Protocols component** will be eligible for up to 75% of vaccine and dewormer costs including selenium injections to boost vaccine efficacy, pro-rated based on sub-program uptake.
- Cow-calf producer must sign the **Cow-Calf Herd Health Affidavit** indicating the number of untreated feeders that were sold to the feedlot producer.
- Eligible vaccines for the protection against
  - Viral - BVD, PI3, BRSV, IBR, Rotavirus spp, Coronavirus spp
  - Bacterial - Clostridia spp, Pasteurella spp., Heamophilus, E-coli spp.

### **Feedlot Producer requirements:**

- Submit a signed completed **Cow Calf Herd Health Affidavit**.
- Submit copies of paid invoices
- Submit **Herd Health Program - Processing Records** form

## C. Feed Efficiency

Cost effective feeding strategies are important attributes of sustainable beef production. Branding programs require under thirty month animals to be adequately finished and meet the required grade and carcass weight. Feeding a balanced ration at each stage in the production cycle is important for healthy, efficient production. Efficient handling (race/pen/chute) and weighing systems allow safe animal handling to collect production and traceability data.

Assistance may be provided in the following areas:

- Ration formulation/feed and pasture soil analysis
- Source and Age Verification protocols
- Feeding enhanced levels of vitamin E to meet brand specifications
- Trace mineral supplement bolus or injectable solution
- Livestock scales and handling systems

### Financial Assistance

- Funding up to 50% of feed and pasture soil analysis costs.
- Incentive of \$50/herd for documented (birth certificates) source and Age-Verification
- Vitamin E assistance for each finished animal which qualifies for PEI branding incentives (payable once per year based on \$3800 budget).
- Funding \$8/double bolus mineral and/or 75% of cost of injectable trace mineral.
- Funding 50% of livestock scales and to a maximum of \$2500
- Funding 50% of livestock handling systems to a maximum of \$3500

### For Scales and Handling Systems:

**An initial payment of 50% of the eligible amount will be made once the application has been verified. The remainder will be paid out in March 2017 and may be prorated based on funding availability**

### Ineligible expenses

- Farm labour
- Activities, (purchases) prior to April 1, 2015 for all sub-programs except premium sires

### Eligible applicants:

Beef producers in good standing with the PEI Cattle Producers Inc. who have:

- Currently registered with the PEICP
- Attended a Verified Beef Production (VBP) course
- A valid Premise ID

## **Application Process:**

Complete components of the Beef Sub-program application form which apply to your farm. Applications under the Seed Stock Testing, Premium Sires and Purebred Heifer components will be reviewed and paid out on an as received basis.

Vitamin E incentives will be paid once per year based on carcass numbers provided by Atlantic Beef Products.

Applications for the Commercial Heifer component will be accepted until **March 1, 2017**. Funding level may be pro-rated based on the number of applications and funding availability.

Applications for the Herd Health component will be accepted until **December 31, 2016**. Funding level may be pro-rated based on the number of applications and funding availability.

**INVOICES** for vaccine and dewormer along with **COMPLETED QUESTIONNAIRE** must be received by **March 1, 2017** to be eligible for assistance.

For more information on VBP training, Age-Verification and Premise ID please contact the Prince Edward Island Cattle Producers at 368-2229

## **Proof of payment options:**

Cancelled cheque

Credit card payment receipt

Account statement from supplier showing supplies paid in full.

## **Submit completed applications to:**

Prince Edward Island Cattle Producers  
420 University Ave.  
Charlottetown, PE  
C1A 7Z5