

STARLAND AG TALK

Volume 5, Issue 3

IN TUNE...IN PROGRESS

July 2008



Events to Keep in Mind

Starland Ag Service Board Summer Tour ~ July 31, Michichi Recreation Site
Livestock Handling and Verified Beef Production Workshop ~ August 12th, TL Bar Ranch

UPDATE

The Rawhide Portable Corral System is now available for rent from the Starland County Agricultural Service Board. The rental rate is \$200.



ALBERTA RURAL EMERGENCY PLAN

If you would like to participate in the Alberta Rural Emergency Plan program, the Starland County Agricultural Service Board will supply the R.E.P. materials at a discounted price of \$10 to the first 30 participants in the REP program. The regular price of the REP supplies will be available at the cost of production. Starland County ASB staff will also be available to work with you to complete the emergency plan worksheets.

If you are interested in participating in the R.E.P. program, please contact Starland County at 772-3793.

Branded Beef Strategies Web Info

Many consumers do not know where their beef comes from or how it was handled before it arrived on their plate. This disconnect has resulted in an increasing demand for branded beef - beef that comes with a 'story'.

Many producers are looking to capture this demand by discovering alternatives to traditional commodity beef, such as branded beef, to differentiate their product from the competition. This involves selling beef based on attributes, those qualities or features that make the product unique and provide a benefit to the buyer. Organic, lean, and 'naturally' raised are a few examples of branded beef attributes and new markets that are in line with current consumer demand and eating habits.

A series of information on Branded Beef is now available on Ropin' the Web which will act as a hub of information for anyone interested in branded beef programs. This information will allow producers to research alternative production methods, compare various branded beef programs and discover new opportunities for marketing their beef.

The Branded Beef Strategies Web Info walks through the 5 Ws of a branded beef program such as:

- What is Branded Beef?
- Why Brand?
- Where is the Market?
- What Makes a Brand?
- Who is Branding Beef in Alberta?
- What Happens Behind the Brand?
- How Can You Learn More?

To check out the Branded Beef Strategies Web Info please follow

this link [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/bdv12169](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/bdv12169) For more information on branded beef opportunities, contact Pat Ramsey (403) 652-8303 or email pat.ramsey@gov.ab.ca

Alberta Farm Water Source Program

The Alberta Government has created a new Alberta Farm Water Source Program to encourage and support the development of long-term water capacity on Alberta Farms. By developing drought-proof reliable water sources that have long-term capability for on-farm activities, the AFWAP will help to build a more competitive and sustainable agriculture industry in Alberta.

Eligibility:

Applications processed on a first-come, first-served basis. Active producers with at least \$10,000 annual value of farm commodity production.

Eligible Costs:

New invoiced water source projects including wells, dugouts, dams and spring developments. Producers doing their own work will be paid custom equipment rates. NOTE: Producer must supply make, model, horsepower, and hours operated with description of work completed.

**Application Deadline is
January 15, 2009**

For more information or applications, please contact Starland County

**Representing Municipal
District of
Starland County**

**Reed Family
Delia, Alberta**



The BMO Bank of Montreal Farm Family Awards recognize and honour outstanding southern Alberta farm families who best typify the value of the family farm to our rural communities and the farming industry. Municipal districts throughout Southern Alberta nominate deserving families who are then invited to a day of celebration in their honour. This year, the Reed Family of Delia was the Farm Family award recipient from Starland County.

Reed farms of Starland County originated in Saskatchewan, where Walter's grandfather homesteaded south of Eatonia. Walter's father, Henry Reed, purchased the farm situated 5 km west of Delia in 1963. Henry, at the time, was farming in Saskatchewan and wintering in Calgary. Walter is a third generation farmer and Jason, who now resides on the family farm, is the fourth generation.

The Reed family farming operation was originally a mixed farm with Henry and his sons Walter and Van. Walter raised cattle and Van had a pig barn which overtime were phased out and later Van sold his farmland.

Approximately ten years ago, the Reed family evolved into primarily the production of grain and oil-seeds, which encompasses approximately 4000 cultivated acres. In the spring of 1996, a Morris no-till air drill was purchased, which ended the long days of cultivation known as a staple of normal farming operation. Since that time, the farm has become strictly a direct seeding operation.

Seed and granular fertilizer are put down in one pass with a John Deere 1820 air drill fitted with atom jet paired row low-disturbance openers. Being from a historically drier area, Walter and Jason still believe in the benefits of summer fallow only they use the chemfallow concept to increase moisture retention and soil conservation. In the spring of 2007, they purchased a John Deere 4710 ground sprayer with low drift nozzles and the auto steer GPS system. This has minimized overlap in the fields, resulting in the benefits of reduced chemical usage.

Walter and Jason jointly make the decisions regarding the farming enterprise. Walter's wife Roxie and Jason's wife Goldie become more actively involved in the fall during harvest, each taking turns operating a combine or making meals and watching Jason and Goldie's three children: Levi (9), Carter (7) and Tessa (6). Walter and Roxie's other two sons, Cameron and Colin will periodically come home to help 'get the crop off.'

The Reed family believes that agriculture is the "back-bone" of Western Canadian culture and strive to maintain the integrity of the family farm and rural communities. As such, the Reed family has devoted time to several community and agricultural organizations including the Delia United Church and Curling Club, minor hockey and skating, Delia community organizations, the Starland Seed Cleaning Plant and is a Farm Member of the Ag Service Board.

Their goals for the future include increased productivity, while continuing with their soil conservation and chemical reduction practices.

For their devotion to agriculture and their rural community, the Reed Family is awarded the 2008 BMO Farm Family Award.

Starland County Summer Agricultural Tour

July 31, 2008

1pm—5pm

Michichi Reservoir Recreation Site

Bus Tour with BBQ to Follow

Cost is \$20 per person

The tour will include:

Viterra Plots

RoundUp Ready Soybean Field Trial

Canterra Seeds Canola Variety Trial

Riparian Health Assessment

Rawhide Portable Corral System

Solar Water Pumping System

Alternative Energy Options

And More....

Please register by July 29th by calling the Starland County Office at 403-772-3793

LIVESTOCK ESSENTIALS: PART II

**Hands-on Livestock Handling Workshop with Jennifer Woods,
Livestock Handling Specialist**

Verified Beef Production Workshop

August 12, 2008

9:00 am Start

**TL Bar Ranch
(16km East of Trochu on Highway 585)**

**Verified Beef Production™
Canada's On-farm Food Safety Program for Beef Producers**



VBP workshop participation qualifies producers for **cattle handling equipment funding up to \$750**. Note – funding provided by Canadian Food Safety and Quality Program – On Farm Implementation Fund

Workshops are 2 hrs in length & offered at no cost

What is VBP?:

VBP promotes good production practices on the farm that verify **food safety** and beef **quality**.
VBP has a strong focus on practical approaches to ensure on-farm food safety.
VBP provides on-going **assurance** that Canadian beef is produced to the highest safety standards, enhancing **consumer confidence** in the wholesomeness of beef.

For more information about VBP call Eileen at: 1-866-242-7404

Cost \$15 per person

**To register or for more information, please contact Lindsay Cherpin at Starland County
403-772-3793 or Callie Fox-Paget at Kneehill County 403-443-5541**

Lunch will be provided