

# Market Steer

## 4-H Project Newsletter

*This newsletter will be updated in December of each year, if necessary, based on changes made to the project at the 4-H Nova Scotia Annual General Meeting in November.*

Welcome to the 4-H Market Steer Project! This newsletter will give you an overview of the Market Steer Project, answer some of your questions concerning expectations of the project, and provide you with project ideas and some resources. Project newsletters are an excellent reference to keep on hand to refer to throughout the year. Enjoy your year in the Market Steer Project and when working on your project, remember to "Learn to do by Doing." If you have any questions, please contact your Regional Agriculture Leadership Coordinator (ALC).

The Market Steer Project was developed to educate the 4-H member about raising, fitting, showing and the sale of their animal, and to promote 4-H through a 4-H Steer Sale at the 4-H NS Provincial Show.

The Market Steer Project is where you, the member, present a high quality finished product for sale. It is your responsibility to search for buyers, to promote your product and to explain to potential buyers why it would be beneficial to purchase your animal! Do not limit your search to local grocers or abattoirs, but approach local businesses and individuals, as well. The major difference in sale price from one animal to another is the promotion and personal contact that the 4-H member did prior to the sale. 4-H members who put forth the effort often reap the benefits of dollars in the end!

At a later date, you will be provided with an invitation flyer to give to prospective buyers to encourage them to attend. If you need additional flyers or if you decide NOT to take your steer to the 4-H NS Provincial Show, or if there has been a change to the registered RFID tag number you must report it to the 4-H Nova Scotia office at 902-843-3990 or email: [carolyn@4hnovascotia.ca](mailto:carolyn@4hnovascotia.ca)

### **WHO CAN REGISTER?**

Any member who has successfully completed two years or more in the Beef Project may register in the Market Steer Project.

Members in the Market Steer Project must also complete the 4-H Beef Project for the current 4-H year to compete at the 4-H NS Provincial Show. Also, members must show their own registered 4-H animals at Achievement Day to qualify for county exhibitions and 4-H NS Provincial Show in the current 4-H year.

## **HOW DO I APPLY?**

Members need to register in the Market Steer Project with their club and complete the attached application and send it to 4-H Nova Scotia by March 1<sup>st</sup> of the current year to the address as noted on the application form. Remember, the 4-H Nova Scotia Market Committee is very strict on this deadline and it is your responsibility to follow up to make sure your application has been received by the deadline.

## **ACHIEVEMENT DAY REQUIREMENTS**

The project work requirement for the Market Steer Project is a showmanship class. The Market Steer Project is a separate project from the Beef Project. 4-H members must show their own market steer at Achievement Day to complete the project. You then have the option of going on to the 4-H Nova Scotia Show 'N' Sale, if your animal is of show and sale quality (and you have filled all the requirements for project completion). Please remember that market animals may not be used in regular showmanship classes.

The dress code for Market Steer is black pants and a white shirt. Hard-soled boots are encouraged. A tie is optional. Members can wear sun-safety hats when showing livestock in an outdoor area.

Your record sheet should be started at least by the application deadline for the project.

Please note, members in the Market Steer Project judge the same four animals as the Beef Project.

## **CONFORMATION**

Although conformation is not an Achievement Day requirement, Market Steer / Lamb / Turkey / Goat classes at the 4-H NS Provincial Show will be judged on conformation.

## **SPECIFIC MARKET STEER RULES**

You must have your Market Steer tagged with a CCIA (Canadian Cattle Identification Agency) tag (MANDATORY) and this must be recorded on your application when it is sent to the Market Committee. Effective January 1, 2010 all cattle must be tagged with an approved CCIA Radio Frequency Identification (RFID) tag. If you are not aware of this program you can get information about this from the CCIA's website at <http://www.canadaid.ca>.

- Members must have completed two years in the Beef Project to be eligible for the Market Steer Project
- All entries must be steers, dehorned and castrated. No stags are allowed.
- Steers must be an acceptable beef breed, but need not be purebred.
- Steers will be in the 950 to 1250lb range for the 4-H NS Provincial Show. Steers weighing over 1250 lbs. will be sold for 1250 lbs.
- There is no weight restriction at the county level.
- All steers must be in good health. They will be inspected at the 4-H NS Provincial Show.

- Steers will be weighed on arrival at the show. If possible, steers will be ultrasonic back fat tested as well. This information, with the age of the animal, will be given to the judge prior to the competition.
- Steers not considered Grade A or higher on fat cover and conformation or for other reasons, may be asked to withdraw from the show and/or sale by the Market Committee.

**Please note that the National Farm Animal Code of Practice should be followed when housing animals for 4-H events.**

**These standards can be found at: <http://www.nfacc.ca/>**

#### **4-H NOVA SCOTIA MARKET COMMITTEE**

This Committee will be named by 4-H Nova Scotia. The members of the Committee are responsible for the Market Steer, Lamb, Turkey and Goat Show 'N' Sale at the 4-H NS Provincial Show. They will deal with obtaining judges, auctioneers, publicity, ribbons, buyers and enforcing the regulations. The Committee will also determine the number of market animals participating at the 4-H NS Provincial Show each year.

***Updated guidelines may be issued by the 4-H Nova Scotia Market Committee, as approved by 4-H Nova Scotia. These guidelines will be mailed directly to the registered Market Steer, Lamb, Turkey and Goat members.***

#### **4-H NOVA SCOTIA PROVINCIAL SHOW**

- Members are responsible for arranging delivery of the steer from the sale to the designated packing plant or to the location as requested by the buyer. Expenses, such as trucking, could result, however, this should only be in extreme cases.
- Members are responsible for the care of their steer until 12:00 noon Sunday, of the 4-H NS Provincial Show (this means feeding and cleaning the animal) unless the animals are removed following the sale. Buyers may remove the animal earlier than 12:00 noon on Sunday.
- Following the Show and Sale, a photographer will be on hand to photograph members with the animal and the buyer. You and your buyer will receive a copy of the photo at a later date.
- The Market Committee is determined to keep the show and sale costs to a minimum. An 8 % sales fee will be deducted from the price received by the consignor to cover costs of the show and sale. Appropriate association fees will be deducted and remitted to the association.
- In market projects, members must show their own animal in the conformation class and in the auction at 4-H NS Provincial Show.
- To show your Market Steer in the auction at the 4-H NS Provincial Show the RFID tag number must be the same one that is recorded with the 4-H Nova Scotia Market Committee. As a result of not having the same recorded RFID tag number, your steer will be disqualified from the auction.

## **MARKET LIVESTOCK PROJECT MEETING IDEAS**

Your project meetings may be included in the regular livestock project meetings. Several of these ideas may add some variety to your meetings, especially if many project members are experienced.

- Judge a class of carcass or meat cuts. An excellent resource is your local abattoir owner, grader and grocery meat manager.
- Tour a local abattoir, grocery meat department or rendering plant.
- Listen to a presentation from a local representative of the Nova Scotia Beef Producers, Sheep Producer, Goat Producer or Poultry Producer about their marketing of product, problems and concerns.

## **CONTAGIOUS/INFECTIOUS DISEASE & QUARANTINE**

4-H members, leaders, parents and livestock owners are reminded that 4-H achievement days and shows are showcases for the 4-H program, and the agricultural industry in this province. They are reminded that infectious diseases can be transmitted during transport, as well as at the show. As such, it is strongly recommended for the protection of the public, participants, and the animals at the show, that animals having or showing signs of infectious diseases not be brought to shows. As well, livestock exhibitors and owners must understand that in attending 4-H Shows, there is a risk of their animal contracting disease regardless of the best efforts of all involved.

If you suspect that your animal has a contagious/infectious disease, please contact your local vet immediately and learn more about the consequences, treatment, and transmission of the disease.

A brochure providing additional information on "Infectious and Contagious Diseases Affecting 4-H Livestock" is available. If you wish to receive a copy by mail or email, please contact your ALC for this information. It contains important information for all livestock members on this topic and will be critical to review with 4-H Clubs, livestock owners, and your local veterinarian when making decisions about attending 4-H achievement days and shows.

**ANIMAL MOVEMENT REPORTING** – Regulations around moving animals to and from Fairs, Exhibitions, Achievement Days, Pro Show and other events are changing. The Canadian Food Inspection Agency is re-writing the regulations around the identification of animals and how livestock owners report moving animals on and off the farm. The new regulations are expected in 2018, and will apply to cattle, sheep, and goats. These animals will require individual animal ID tags. Those tag numbers in turn will be used in reporting the movements of animals. Tag numbers are to be reported by the owner/operator of a premise when the animals enter, and then by the farmer/owner when the animals are brought back to the farm or where they are housed.

**MOVEMENT DOCUMENT** – A Movement Document is to travel with the animals. This document will record the departure premise and destination premise, as well as the quantity of livestock being transported. These documents will be made available by CFIA once the regulation changes come into effect.

There are three things 4H members can do to prepare for these changes.

1. **Identify your livestock premises** by applying for or confirming a premises identification (PID) number with the Nova Scotia Department of Agriculture. [www.novascotia.ca/agri/pid](http://www.novascotia.ca/agri/pid)
2. **Confirm or set up a Canadian Livestock Tracking System (CLTS) database account** at <http://www.clia.livestockid.ca> with Canadian Cattle Identification Agency (CCIA) by toll-free telephone at **1-877-909-2333** or email: [info@canadaid.ca](mailto:info@canadaid.ca) **CLTS MOBO** - a free app to submit animal movement events **quickly** and **easily** to your CLTS database account using a mobile device
3. **Voluntarily report receipt (move in) event data** to your CLTS database account for livestock arriving at your livestock premises using the individual animal identification, within seven days of receipt.

The NS Department of Agriculture has a Traceability Coordinator that reviews Premises ID (PID) applications and can be reached at 1 (902) 890 9840 or [daniel.muir@novascotia.ca](mailto:daniel.muir@novascotia.ca) to answer any questions surrounding these changes.