

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

MARKETING AND ORGANIZATIONAL COMMITTEES

MINUTES

Truro, N.S.

January 27, 1984

THOSE PRESENT : John Mildon  
Brewster Kneen  
Eric Sawler  
Richard Ducharme  
Andrew Richardson  
Guy Sanders  
Martin Penfold  
Roy MacKenzie  
Lester Settle

SUMMARY OF PROMOTIONS

John Mildon gave a summary of promotional activities held in the fall of 1983 which included the Food Fair Atlantic at a cost of \$1,417.24; Mall Displays for a total of \$763.95.

It was noted that the 1984 schedule of Mall Displays began in February 1984 extending through to April, for the spring season.

It was recommended that in connection with the Mall Displays, there should be In-Store Promotion and Point of Sale Materials.

It was felt that some use could be made of the Summer Provincial Works Program to employ Home economists.

In-Store displays with high sales and low sales should be used in order to evaluate the growth of sales as affected by the mall displays.

The need for promotional hand-out materials was noted and that a Committee should be organized to handle some of these matters. Contact should be made with Atlantic Co-op in order to do something through the total chain.

Reference was made to the interest of Holiday Inn in Dartmouth also and their chain for the promotion of lamb beginning with Mothers Day. It was pointed out that there would be some material also in the HRI Study, being conducted by Agriculture Canada regarding the Institutional Markets for the sale of lamb.

ORGANIZATIONAL ACTIVITIES

- #1. Seminars or workshops on feeding lambs and the value of market lambs.
- #2. The business aspect of raising sheep, cost of production figures, etc., tied in with stabilization policies.
- #3. Seminar on Feeding Lambs; how and financial side; costs and market potential.

These were some ideas suggested by John Mildon on behalf of SPANS.

Materials produced by the Marketing Branch were also reviewed:

- #1. The Carcass poster produced by Ray Foote of Markets Branch.
- #2. A Report from Ray Foote as part of the Study being undertaken by the Council of Maritime Premiers and New England Governors on Small Farm Production.

7. There were aspects of the report that the committee members found inadequate - e.g. the perception regarding market.

Principles - the fact that a member of the Department should not be making comments regarding marketing principles; that the report had no reference to the impact of Northumberland Lamb in the last few years.

It was felt that the report should be circulated to the Sheep Producers.

Copies of production costs should be available from the Department.

It was felt that if the Department of Agriculture is to represent the Sheep Producers as part of the study materials for the Council of Maritime Premier and New England Governors, that the person representing them should have access to the right information.

It was felt that there is a need to declare our Marketing Ideology that this would also be useful for SPANS position regarding Stabilization.

not without  
comment of  
non-endorsement

The Chairman suggested that each Director take a week, write down specific policies that SPANS should stand for, mail to John Mildon, who will put them together into one co-ordinated piece; a document that will state SPANS position. John agreed to co-ordinate this process. The document, once ready, could be used to increase interest in the National Marketing Organization. For example, Alberta and Manitoba are inviting information on marketing organizations. It might lead to a conference in a few months time and assist in the process of dialogue with other Provincial Organizations. The document should contain ideas regarding basic principles of marketing.

ADJOURNMENT

The meeting adjourned at 5:00 p.m.

Lester Settle  
RECORDING SECRETARY

Guy Sanders  
CHAIRMAN

*an invitation to consider a proposal for*

THE NUTRITION POLICY INSTITUTE

*(tentative title)*

An independent research and advocacy group concerned with the formation of public policy at every level of government, based on the assumption that the proper purpose of agriculture is the satisfaction of basic human needs and faithful stewardship of land and water.

The goal is adequate nutrition for all people as a human right.

The institute fully recognizes that this requires significant changes in the structure of the present food production and distribution system both within Canada and internationally.

Brewster Kneen  
R.R. #3, Scotsburn  
Nova Scotia BOK 1R0  
(902) 925-2768

August 1, 1984

## BACKGROUND:

In the past, farmers have been the providers of life-giving nourishment for their families and communities. Today, farmers produce for the "market" and nourishing food is a by-product for those who can afford it.

In Canada since 1970, we have had a clear policy of industrializing food production, reducing the number of farms and farmers while increasing "productivity" through massive infusions of capital and technology. Now the food provided by the farmer is just another raw material out of which the industrial sector - processing, packaging, distributing, and marketing - makes profits.

Internationally, Canada's policy has been to produce for export those crops for which it claims to have competitive economic advantage, particularly coarse grains and oilseeds. At the same time, Canada imports a high percentage of its food from countries where cheap labour subsidizes the multinational "food" companies which produce specialized crops for export. The net effect of this system is that Third World countries participating in this system are producing poverty and starvation for their own people while exporting crops which displace Canadian domestic production, forcing more Canadians off the land. Both in Canada and abroad, this agricultural system is also degrading the land and malnourishing it for the sake of short-term "efficiency".

The Nutrition Policy Institute regards this agricultural system as inefficient and unjust. In place of an industrial agricultural policy that produces malnutrition and poverty, we argue for a nutrition policy with the goal of providing adequate nourishment for all people and for the land for generations to come.

## ESTABLISHMENT AND FINANCING:

Agriculture has been drained of its resources. Farming is in no position to finance itself or the activities essential to its survival. Support for the Nutrition Policy Institute must come from other occupations and organizations sharing our concern.

Establishment of the institute is planned in three stages:

- Stage 1: Procurement of interim funding for salaries and expenses (two people);
- Stage 2: Formal establishment of national organization
- Stage 3: Long-term financing.

Our goal for stage one is \$28,000. A local/regional committee is being formed to oversee this first stage and account for funds.

Until we are approved for income tax purposes, contributions can be made directly to the N.P.I. c/o New Glasgow Credit Union or, if necessary, through the church.

# Sheep Producers Association of Nova Scotia

---

P.O. Box 784,  
TRURO, N.S.  
B2N 5E8  
December 21, 1984

Mr. Stuart Allaby,  
N.S. Agricultural College  
P.O. Box 550, TRURO, N.S.  
B2N 5E3

Dear Stuart:

First of all, belatedly, the directors of S.P.A.N.S. wish to thank the Department of Agriculture, and specifically your branch, for the generous financial support provided to our organization in 1984. These grants have certainly helped to carry us through a difficult financial period, and have enabled us to do things which we believe will help to strengthen our industry.

There is an increasing mood of optimism among producers. The attempts to better organize the marketing of our principal product, lamb, are still very much a priority. We can reflect on some notable progress over the past couple of years.

As producers look forward to better prices, there is renewed enthusiasm for activities which will enhance and promote our business. In 1985 we look forward to a couple of successful breeding stock sales, a stronger exhibition of sheep, lamb and wool products and activities at the rejuvenated Atlantic Winter Fair, and more workshops and seminars to improve our production and management skills.

Further attempts to improve the quality and supply of lamb, and continuation of our efforts to increase returns by marketing it through organized, producer controlled systems will be very much in the forefront.

We would like to thank you personally for your consistent and enduring support of our efforts. We appreciate your understanding of the problems and challenges we face.

It is a pleasure to have a friend in government who shows such sympathy to our industry.

We wish you continued good health, and look forward to your helpful support in the coming year.

Yours truly,

John Mildon  
SECRETARY - S.P.A.N.S.

JM/11

Animal Science Club  
P.O. Box 550  
Truro, Nova Scotia  
B2N 5E3

January 20, 1984

Nova Scotia Sheep Producers Association  
c/o John Mildon  
R.R. #2  
Upper Stewiacke  
Nova Scotia  
BON 2PO

Dear Sir or Madam:

I am writing to you on behalf of the Nova Scotia Agricultural College Animal Science Club. The Animal Science Club is organized for interested students who would like to learn more about livestock through farm tours, guest speakers and judging competitions.

Traditionally the Club has sent two judging teams, one degree students and one technician students to the Macdonald College Judging Competition held in February at Macdonald College in Montreal. Last year the Club won top honors by taking first place while the second team placed fourth out of fifteen teams. Three of the N.S.A.C. judges placed in the top five for individual efforts.

The Club also visits various livestock operations and hosts guest speakers which together afford members the opportunity to learn in more informal way. To help with these activities the Animal Science Club is asking for your help in the way of a small donation. If you would like any information regarding our Club feel free to contact me or write to us at the above address.

Thanking you for your time and support and hoping to hear from you soon - I am -

Sincerely,

*Pam Grace*

Pam Grace, President  
Telephone 895-6042

PG:bdf



SHEEP PRODUCERS ASSOCIATION  
OF NOVA SCOTIA

John Mildon, Secretary, Upper Stewiacke, Col. Co., BON 2PO

Dodie Goodwin,  
R.R.#2,  
Hopewell,  
BOC 100.

October 26/84.

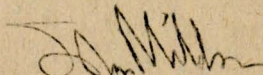
Dear Dodie,

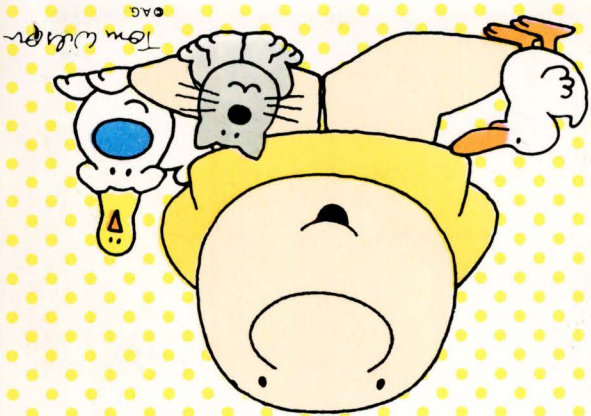
Congratulations on the success of your tanning workshop. Your hard work and good organisation obviously paid off. Thank you for the statement of income and expenses, and for the cheque. The S.P.A.N.S. coffers will benefit from that unexpected income.

Thank you also for the cheque for ten dollars which you sent me earlier for some lamb recipe brochures.

I look forward to seeing you at the S.P.A.F.S annual meeting, November 24. in Truro.

Yours truly,

  
John Mildon.



GOOD FRIENDS  
ARE ONLY  
A SMILE AWAY



© 1984 CARLTON LIMITED  
TORONTO, CANADA  
22526M  
ZIGGY™ Universal Press Syndicate MCMXXXXII

Oct. 8, 1984.

Dear John,

Enclosed please find  
a copy of the Financial  
Statement for the  
Sheepskin Tanning  
Workshop Sept 15 + 30/84.  
also find the "profit"  
cheque for SPANS -  
\$ 122.85.

I have covered all  
expenses + I have  
sent a copy of the  
Statement to Guy.

Take care,  
Dodie Goodwin

NOV 24 SPANS

Byers: request study f- NLMC

1984 - 80/20 Ag Can funding  
50/50 " memo.

Jim - about \$1000/month

Aft all this, meeting seems to favor "free market" ideology - don't mess with Stanfields - we like our old feudal lord and don't want to offend him. So backward politically - don't expect or even claim any power.

Out: av. flock size in 1981: 34 ewes  
July 1<sup>st</sup> - 1983 - 143,000 ewes

Fed - Earl Kidston - \$30,000 deficit at start of 1984 - another year and it will be gone. Upsurge of support for Fed. - .01% → ~~0.1%~~

Close to 5000 farms in Province - Farm Focus

→ "Ag. awareness" → 25 8 hr. sessions for Directors Training

"I'm a farmer", the same as the rest of you.

Advanced management seminars.

Cost of producing red meats is our major problem area

feed freight assistance - raise to level

and market availability on local production (not on grain used + grown on our farms. -

\$1800 saving to <sup>190</sup> sheep producers in province

Cost of feed is one of main constraints to ag. growth - so feed. is working to self-sufficiency.

Ted - ask Fed. about why they are only concerned with FLB interest rates (10%)

Guy - Price guarantee based on cost, requiring all lambs to be sold at that price - with size limit.

no mention of product price.

Jody / Gov →

establish a base price; NLMC does the marketing  
Price + Production etc.

Fed. of Ag -

do we get our money's worth?

do policies + activities benefit us?

Nfld — Sobays  
Co-op

IGA Sydney — 15 /week in one store

|         |             |
|---------|-------------|
| Kill    | 6.00        |
| wrap    | 1.00        |
| midland | 3.00        |
| Naesed  | <u>2.00</u> |
|         | 12.00       |

$.45 \times 40 \text{ lbs} = \$18.00$   
 $.35 \times 40 = 14.00$   
 $.30 \times 40 = 12.00$

---

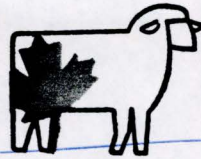
Ron — flashing sign for lamb in front of store?

Martin — Abatteri — management structure  
financial structure

Ron — What about veal —? Charlie giving us a hard time  
specifications? Terms? Price?  
2 180-200 lb live

Lewis: 790 lambs — ave. \$71 — 40/week — \$1.65

Terry Boyle  
Dick Mark  
Archie Lavangie  
Angus MacPherson  
Ralph McCally  
Lewis Fanel  
Walter Hamner  
Ag Rep —



last meeting Feb 83

ANNUAL GENERAL MEETING

Westbury Hotel, TORONTO - 19/20 November, 1984

9.00 am

1. Roll Call; acceptance of Agenda

Ron Gordon, ch. (Alta)

2. Minutes of previous meeting

Walter Renwick, (Ont)

3. Business arising from Minutes.

Lloyd McEwan (NB)

4. Chairman's Report

Lenore Mathews (Man.)

5. Financial Report

Floyd Williams, (Alta)

6. Committee Reports -

Dale Donald (Sask)

Sheep Showcase - now in place

Pete Conway (Que)

Metric Commission - limbo

Jean Claude Gauthier (Que)

Stabilisation - no one happy - fibre?  
W, Renwick

Don Grant

Flock Health - Lloyd McEwan

D. Sloan

etc. to be continued

Research - Harris Campbell

A. Jagenais

Marketing - W. Renwick tabled out. report + statement  
BK reported on co-op meeting, Anahast

Imports - Ron Gordon

Government Liaison - Andy Jagenais

Wool

7 - members intro - Pres. Report  
elections

8. New Business.

Future funding

Meat Awareness Month

9. Any other business.

Issue for Can. sheep Council is political: pretend, like Premier Buchanan, that there are no issues, with support of Ont, Man, Sask + Alta organisations. No national body. BC, PEI, NS, NB all broke - Que. no on principle. LAMSCO is key point: producers sell lambs, there is market (at high cost) but price is taboo. The free market right wing.

Alternative is producer controlled marketing, recognizing facts of life: return to low; producers + sheep numbers dropping; red meats as a whole in trouble - alliance of producer co-ops is clear, practical alternative:

Byers - steering cte. decided it could not circulate without  
(895-1625) permission of minute

Rod Bailey Ag Can ADM Request Revl. (Fred Hayward)

- "draft" means for Fed. Min of Ag, not for  
producers - not for comment but for approval - The "draft"  
report is to go to the minister and if approved will be available -  
unless Byers wants to release one earlier.

Nov 19 Canada Sheep Council

(1)

~~Ken~~ Gordon: Wool is our strategic product, not lamb. We are far too  
dependent on supplies from unstable sources, such as  
S. Africa. We can use wool's strategic value as leverage with  
Fed. Govt.

Financial - Provinces should notify B Sloan of expenses paid on behalf of Can Sheep  
Council to effect acct. outstanding.  
N.S. - Wayne paid anything?

Gauthier: In <sup>Dec</sup> 1982 Quebec withdrew from Can Sheep Council for financial and  
policy reasons. When I came to meeting it was with  
understanding that we had no debt.

Stabilization - Wo Renwick - not impressed with stabilization - sheep are  
included, however. There is a clause allowing review -  
Alta plan is already \$20m in the hole.  
- no discussion, appearance is that there is little enthusiasm,  
less expectation of it ever paying off.

2

Marketing - Ron Gordon - W. Renwick fabled out. paper  
B.K. reported on Amherst meeting

Imports - Ron Gordon - N.Z. very cooperative on chilled lambs -  
not to their advantage to drop price on Can. lamb since  
it carries over. to frozen lamb  
Australia is totally unco-operative at this point.

Ext. Liaison: Andy Degerais - AgCan would like to see a nat'l body.

Sask: Dale Donald - would like to see national tariff on imports,  
- second best would be <sup>lay</sup> tariff on wool marketing  
- 4 western provinces will certainly get together whether  
or not there is national organization

Walter Renwick - to deal with Fed. Govt. we need national org.

Lloyd McEwan - not sure in N.B. if we are going to have a sheep industry  
with longer.

Manitoba - concerned about import into GATT agreements -

Alberta - uncertain - no future tie at this point.  
\$1 / head check-off - 1/2 to promote lamb - per capita  
consumption has gone from 1/2 lb to 5 lbs in 4 years.  
62% of producers negative on marketing board - we're supplying  
and selling all we can produce, and importing  
If there is to be a national body, it has to have a full  
time staff - supported by sheep industry itself.



3

Alta - clearly, leadership must come from elsewhere - Alberta too self-righteous

20,000 people a week being hit with in-store promos.  
Alta = going to on supplying own market - no market of lamb put on Toronto - Montreal market.

LAMBCO is becoming price setter - <sup>rising 78<sup>d</sup></sup> 120,000 head this year. 100%+ capacity. could double with extra shift  
35% of production is going out of province → East.

Quebec - J.C. Gauthier - we see a place for Can. Sheep Council - but money to function must come from tax on Can. imports.  
More efficient - and we cannot afford "to feed" an organization when the price of lamb is so low.  
<sup>\$65 / ewe "stabilization" - subsidy!</sup> in Que.

Pete Conway: withdrawal was not sign of lack of interest but desire for change

Tariff proposal could yield \$820,000 - with 50% to Can. Sheep Council and 50% to Prov. agric. promoted on sheep prod.

very clear that one reason ~~the~~ nothing was done was lack of agreement due to make-up of the -

Andy - AgCan looking at cut-backs in production programs along with cost-sharing.

Row Gordon wants to steamroller - an agency of some kind - with funding primary, then -

Floyd Williams agrees with my description of farm situation - says "we are losing a generation of farmers" - those who came in during the past five years - not only sheep, but beef, hogs, even grain.

④. Walter Remarks - we first have to develop a sound policy and then sell that to the Fed's govt. 78<sup>d</sup> in LAMSCO is ~~higher~~ buying price now.

Conway = "reverse premium" - induce producers to participate

Rationalize supply/distribution

- Peter was at a meeting with LAMSCO, Govt. market people, and producers - LAMSCO and govt marketing people was at each other - LAMSCO is also subsidized - no interest on bank debt - no payment on equity

## RESOLUTION

Canada Sheep Council ~~at this stage can best serve sheep industry~~ will undertake the means of producer or producer groups to rationalize the <sup>distribution</sup> ~~movement~~ of lambs to market.

passed 5:1

- it is clear that certain people are "overwhelmed" with their situation, and too lacking in vision, clarity, etc - along with "govt" people who may be sheep farmers -

Research: agreed that a research effort be continued for stress practical research and dissemination of results

Govt. liaison: This continues as major responsibility of Council, including trade negotiations

Representation, Bylaws, etc - changes must be made

(5)

Meat Awareness Day

Canadian Meat Council - representing meat packing + processing industry.

Feb: Meat Awareness Month

Animal Products Groups

Meat Products Group

(Beef, Veal, Pork, Lamb)

"Consumer is just plain confused about meat"

Health + Fitness logo

CANMF: \$20,000 with \$20,000 for participating groups

Plus 3 AgCan Staff People assigned

"more and more young people turning off meat" - turning vegetarians

Canadian Assoc. of Animal Science - cholesterol to health professionals

Peter: who pays for Meat Council?

do you have a short or long-term cholesterol strategy?

Meat Council

Fat + Cancer will be next problem, and much worse -

Canadian living magazine

Canada Sheep Council allocation: \$500 - never discussed

Nov. 20

meeting cost \$2000 - balance at beginning of meeting: \$1500

Sask: committed to sheep Council + financing

Ont: committed to sheep Council + "

N.B: we have paid our dues - but that is not enough

N.S.: cannot make any commitment due to domestic situation

If we are going to support something beyond the Province, what should it be? Eastern Canada marketing council? marketing + Quebec ... + ont.?

Quebec - we must have other sources of \$, but wish to continue to work together, discuss together at low, practical level.

Man. - yes, we are in favor.

Alta. - yes, we must have national voice - problem is strictly financial.

new exec.

- Walter Renuick accepted Pres. by acclamation
- Dale Donald " v.p. " "
- Jean Claude Gauthier, Que.
- Albata rep. (Alta. Sheep & Wool Comm. member + appointee)
- Don Grant, Ont.

Dorothy Sloan "would be pleased to" continue as secretary. (10<sup>00</sup> / hour)

auditor re-appointed

I've clearly moved to the point where I cannot conceal my concern and politics - and don't belong in this situation. Can. Sh. Council is a housekeeper.

NOW... where to next? agenda:

- Funding
- Taxation, Cap. Gains, Agribonds - Farm Financing
- Out: 44% of farmers working off-farm.

"Feed Grain Users" - <sup>Calgary</sup>Alta - Feed Grains Council - Pricing + transportation -  
users, mills, producers <sub>opp. to wheat board</sub> "feed grains are what we are about"

we need to be informed - but it would be very difficult to get uniform position.

|      |                                     |                       |
|------|-------------------------------------|-----------------------|
| \$ - | Full Council meeting =              | \$ 8000               |
|      | Sec'y - (10 <sup>00</sup> / hour) = | 8000 (incl. expenses) |
|      | Exec. meetings, etc. =              | 4000                  |
|      |                                     | <u>\$ 20,000</u>      |

D. Sloan is NOT an efficient secretary - and a poor communicator.

Quebec - we were not here, we do not pay, we have no debt with you,  
The future is the issue.

(\$63-65 per ewe "stabilization", \$25,000 from Govt. to Federe for admin.)

Wishful thinking and exhortation do not produce results.

At the same time, an unwillingness to deal with fundamentals leaves  
the council functionally in limbo.

What can a single commodity group do anyway?

Can. Sheep Council

1973 - \$750,000 AGMAP 75,000 to Inivofail

1977 - Assoc. asked to carry admin. to extent of \$15,000.

1984 - July - Quebec formally withdrew.

Andy: AgCan sees the need for a national organization. But no money!

What is point of supporting an organization that abuses the producers?

BK = what is point of having assoc. without producers? Look at what's  
happening? No support for sheep council unless its willing to  
look at Fed policy, etc - to deal with politics.

Walter: not interested unless we have concrete proposals. Walter attitude  
is clearly one of dismissing us and concerns - with resentment.  
We're not going to do anything except housekeeping.

Questions: no commodity group is going to look at policy!

People involved are not the right sort. That leaves NEU!

Lunch

Walter: supply management has been discussed - including imports  
Each province would have to have a marketing board.

Ron: management of supply cannot be objected to, really, by anyone.

Walter really likes to talk about what he's done, does have experience!

S.P.A.N.S. NOTICE

ANNUAL MEETING

The Annual Meeting will commence at 11 a.m., Saturday, November 24, 1984. at the Dairy Building, N.S.A.C., Truro (next to Cumming Hall).

Jackie: Stanfield not unionized - it is policy and hence they do not want to recognize/encourage SPANS union.

AGENDA

1. Minutes of Semi-Annual Meeting, March 24/84.

2. Financial Report and Budget for 1985. <sup>Ag Cam 50/50</sup> check-off 8000  
Sale 1000

3. Activity Reports: Old Business

- Membership - Commodity Group
- Promotion - leaflet - \$1000/10,000
- Sheep Sale
- Coyotes - 156 kills in 5 countries reported
- N.S.F.A. 23 coyotes taken by L&F
- Canada Sheep Council

|                  |                    |
|------------------|--------------------|
| → Fed don        | 1750.              |
| Phone            | 1250.              |
| Soc'y services   | 800.               |
| Misc.            | 200.               |
| Directors        | 2000.              |
|                  | <u>6000</u>        |
| <del>50/50</del> | <del>Concord</del> |

Price of Product



- Brunwell
- Firm
- Redmond
- Penfold
- Rain
- Bob Davis +
- Steve Marshall
- Geff Moore
- Wants
- Zillig
- Sanford
- Goodwin
- Sanders
- Finley
- Kennie
- Levangie
- Brydon, Bwa
- Brydon, Ed

\*3.00  
wool bags - Ottawa/PEI

Lunch -- Demonstration of making a Wool Bag - Jackie Sanford.

4. New Business

- Sheep and Wool activities at Atlantic Winter Fair 1985.
- Sheep producers and issues of the Red Meat industry - President's Report
- S.P.A.N.S. and the Federation of Agriculture.

5. Election of Officers. <sup>Harry</sup> <sup>Bruce Brydon</sup>

6. Delegates to N.S.F.A. Annual Meeting and N.S.F.A. director.

7. Representative on Canada Sheep Council.

coyote loss could be expected to run 3% - 600 sheep

Annual Mtg 24 Nov

AGENDA

S.P.A.N.S. DIRECTORS MEETING

10:30 a.m.  
Co-op Building  
Truro, N.S.  
Nov. 2, 1984

Guy  
John  
Gary  
Martin  
Andrew  
R.K.

make up a card  
for customers who  
cannot find local lamb  
in stores -  
1- where customer looked  
2- when  
3- signed - returned  
to Northumberland  
  
"farmers" speak of their  
"operations", not their farms

- 1. Minutes of Directors Meeting of June 7, 1984
- 2. Correspondence - Letter from Hon. Roger Bacon re coyote compensation - table for discussion

employment in the food system has been shifting steadily away from the farm.

Intended for:

- 1 Policy Maker
- 2 Extension workers
- 3 Farmer

- Letter from David Thompson re dog problem

Letter from Jamie Oxley, Ag. Canada re Cost of Production study Budget? 10-12,000

- Letter from Edith Zillig re Winter Fair '85

3. Financial Report

about 70 members this year

- 4. Commodity Group Status - summary of situation
  - S.P.A.N.S. future funding
  - Membership in N.S.F.A
  - Role of S.P.A.N.S. in '85

5. Co-ordinators report

6. Coyote Predation - Review of control program  
Compensation issue

7. Sheep sale report and recommendation for '85

440 sheep + lambs  
\$411 wether ewes  
\$76 ewe lambs  
\$45 cull ewes

8. Report of Federation programs and policies - Andy Richardson

9. Lamb Promotion activities *recipies: \$1000/12,000 head/yr*

10. Lamb Marketing - review - co-op marketing - Kneen, Penfold  
- general situation - Mildon  
- N.E. Lamb committee conference in Amherst

Fed. Ques.

CFA + Prov. Fed. of A's  
seem to be uniform in  
attitude - as in  
Rochester Nov -

11. Red Meat Policy study
12. Canada Sheep Council
13. Directors for S.P.A.N.S. for '85 - *leadership pool*



*Candidate statement*

S.P.A.N.S.

HUMAN RESOURCE DEVELOPMENT PROGRAM

---

Involvement of producers in the Association

A committee of producers has tried to find a way to strengthen the active membership of the Association, but it is a hard task at the present time. It is increasingly apparent that the industry in Nova Scotia is in a state of flux. Stats Can figures show an increase of 4% in sheep and lambs on farms in Nova Scotia on Jan.1/84. Numbers in all other provinces with the exception of Alberta show a decline of up to 12%. Yet many producers are cutting back their flocks, or going out of business. This would suggest a trend towards fewer, larger flocks.

To illustrate this: In Cape Breton the number of breeding ewes has dropped to about 2,000 - the level it was at before the Devco release of imported stock, when the flock increased to a high of 5,000. There are now only a handful of flocks in Cape Breton with 100 ewes or more.

In Antigonish/Guysborough county, a number of producers with smaller flocks have sold out because of coyote problems.

In the Annapolis valley, two of the older producers, with larger flocks, who played a leadership role in their area have died or retired because of ill health. In western end of the Valley, one larger flock has been dispersed and another is on the block.

The Island flocks of Yarmouth and Shelburne counties remain fairly stable, but these producers have always been outside the mainstream of activity. It is in the central counties of Colchester, Pictou and Cumberland that the greatest stability seems to exist, probably because of handy access to the best market opportunity.

However, in these counties too, coyotes are becoming an increasing problem with widespred attacks this fall on a number of farms. So the task of organizing producers is a difficult one. The local association in Cape Breton is virtually inactive. A more active group in Antigonish has failed to come to grips with marketing problems, despite several attempts over the past three years. Groups in the Valley and Yarmouth County have no leadership, and are doing very little to help the industry.

It is very difficult to build a strong provincial organization, without a solid basis of support in the various extremities of the province. A good return for the product is the primary need of a viable sheep industry. An increasing amount of effort is going into strengthening the Northumberland

Co-op, which now markets lamb for over 100 producers from Cape Breton to Shelburne County.

S.P.A.N.S. has committed itself to the further development of co-operative marketing, and this is a principal goal of the Association's activities. In this respect, results are encouraging. Active membership in the Co-op is strong, and growing.

#### Contact with Producers

This has been extensive during this period:

- 2 meetings with producers in Cape Breton
- 1 meeting with Devco and producers reps. re marketing lamb.
- The co-ordinator and directors, Sanders, Kneen, Penfold attended the Cape Breton Producers sale at Mabou.
- 6 meetings with producers in Antigonish
  - (1) Discussion about coping with coyotes
  - (11) 2 meetings about lamb marketing strategies
  - (111) 2 meetings of Antigonish Association directors
  - (1v) Annual meeting of Antigonish Association

The co-ordinator also attended the sheep show and sale at the Eastern Provincial Exhibition and has visited the farms of several producers.

- 1 meeting of producers in Truro - re coyote control program.
- Information desk at purebred breeding stock sale in Truro, Sept. 1
- Contact with a lot of producers at breeding stock sale in Truro, Sept. 29.
- Regular visits to Maritime Cattle Market to talk to producers.
- Attendance at regular monthly meetings of northumberland Co-op directors.
- 2 general meeting of Co-op members.
- Farm visits to producers in Colchester, Cumberland, Pictou Hants and the Valley.

Directors of S.P.A.N.S. have also been in contact with other producers in many of the above ways.

There has been media coverage of sales, the coyote situation, and the commodity group issue.

The other activities outlined in the program for this period have been dealt with as follows:

- (a) Commodity Group Designation - presently stalled. Awaiting further action by the minister. We met with the minister in June to present a brief and try to get some action.

- (b) Coyote Predation - a great deal of work with Lands and Forests, to develop an improved control program. Results this fall are encouraging, but attacks are becoming more widespread. We have tried to increase producer awareness of the problem through 2 general meetings, media releases and publication of an information booklet advising how to deal with problems.
- (c) Market Development - Close liaison in a number of ways with Northumberland Co-op, and continuous attempts to resolve problems in Cape Breton/Antigonish.
- (d) Promotion - Renewed a contract with Ag. Canada. A committee prepared a recipe booklet, which is now in circulation. Participated in a mall display at Bedford Place, and Food Fair at Atlantic Winter Fair. Other promotions in the works.
- (e) Organized a breeding stock sale in Truro, Sept.29. Sale grossed \$24,000 with \$900 profit to S.P.A.N.S. Sold 450 head at low prices to the producer. The sale involved the efforts of about 15 producers.

" Other activities have included:

- (a) Participation in a conference of the lamb marketing committee of the Maritime provinces and New England States in Montreal in May. A conference is planned for Amherst, Nov.8-9.
- (b) Submission to the red meat study, commissioned by Ag. Canada.
- (c) Information meetings with Co-op members from British Columbia and members of Ontario Lamb Marketing Commission.
- (d) Discussions with various officials re purchase of Brookside abattoir.

NOTES FOR DIRECTORS MEETING MARCH 17:

Marketing as such should not be primary concern of SPANS.

SPANS should be concerned with a) viability of lamb production (net income); b) stability of production for existing commercial flocks of whatever size, and, then; c) expansion as possible on basis of a) and b).

Marketing is an important element of a, b, and c, but larger context is what SPANS should be occupied with: control of imports so that they become supplementary to domestic production; and, development of red meat policy for Canada.

At present, Canada's red meat policy is private, rather than public, meaning it is drawn up by and for private interests, in particular the packinghouse industry. Since this is the most concentrated sector of the meat industry, decisions, i.e., policy, is made by a very few people. Farmers and governments have not taken the initiative in generating policy. In fact, governments are the tools of well-healed lobbies and farmers are easily misled by their own individualistic attitudes which allow them to be used against each other and against their own best interests.

Producer groups should be working on the development of red meat policy in particular and overall agricultural policy in general. Marketing should be in the hands of producer controlled cooperative marketing agency with authority over pricing both to producer and wholesale. In the case of lamb, this points to NORTHUMBERLAMB..

SPANS, as a political body, should put energy into political activity; fostering a healthy climate for agriculture, educating producers in political reality, and organizing farmers into a lobby working toward a rational red meat policy, then a rational protein policy, and finally, a fundamental nutrition policy as part of the bill of rights. This implies economic analysis and critique of distribution as well as production systems.

*B. H. Green*

- ① S.P.A.N.S. — support and encourage development <sup>that</sup> of all Lamb in Nova Scotia ~~to be~~ marketed through producer controlled co-operative agencies.
- ② S.P.A.N.S. — work to limit imports ~~above~~ to a level which is supplementary to national ~~and domestic production, (that is imports~~ domestic production ~~supplement that is produced).~~
- ③ S.P.A.N.S. — development of a National Red-Meat Policy and a climate to achieve this.

S.P.A.N.S.

FINANCIAL REPORT TO NOV.2/84

|                                |   |            |
|--------------------------------|---|------------|
| Bank balance - September 30/84 |   | \$2,140.00 |
| <u>Deposits</u>                | INCOME -  |            |
|                                | Memberships <sup>total</sup> (about 70 this year) | 90.00      |
|                                | Promotion - sale of recipes                       | 21.50      |
|                                | <sup>Tanning?</sup> Farming workshop              | 122.85     |
|                                | N.S. Govt. Grants <sup>600-1800</sup>             | 2,400.00   |
|                                |   | <hr/>      |
|                                |   | \$4,774.35 |

EXPENSES

|       |   |            |
|-------|---|------------|
|       | Postage                                   | \$ 26.88   |
|       | Promotion - Atlantic Winter Fair          | 1461.00    |
|       | Halifax Herald - Ad re commodity group    | 133.50     |
| Oct.5 | Co-ordinators salary & expenses to Aug.15 | 1,080.00   |
| Nov.2 | Co-ordinators salary & expenses to Oct.15 | 2,079.04   |
|       |   | <hr/>      |
|       |   | \$4,780.42 |

|                |   |            |
|----------------|---|------------|
|                |   | \$4,774.35 |
| <u>BALANCE</u> | - | <hr/> 6.07 |

ACCTS RECEIVABLE

|  |          |
|--|----------|
| Ag. Canada Organization Dev grant to Oct.15                          | 3,087.23 |
| Ag. Canada Promotion (50% brochure 50% Winter Fair promotion)        | 1,287.65 |
| Refund of ads re commodity group in Halifax Herald, Cape Breton Post | 229.50   |
| Deposit of profit from sheep sale                                    | 975.00   |
|  | <hr/>    |

|         |            |
|---------|------------|
| BALANCE | \$5,579.38 |
|         | - 6.07     |
|         | <hr/>      |

|                             |            |
|-----------------------------|------------|
| ADVANCE owing to Ag. Canada | \$5,573.31 |
|                             | 4,687.00   |
|                             | <hr/>      |

|         |           |
|---------|-----------|
| BALANCE | \$ 886.31 |
|---------|-----------|

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

FINANCIAL STATEMENT

January 1, 1984 to September 30, 1984

---

RECEIPTS

|                                     |                 |
|-------------------------------------|-----------------|
| Promotion                           | \$ 76.00        |
| Marketing Development (Grants)      | 3,012.65        |
| Sheep Fair Audit                    | 50.00           |
| Organizational Development (Grants) | 12,728.63       |
| Canadian Co-Op Dividend             | 57.60           |
| Membership Dues                     | 570.00          |
| Nova Scotia Wool Marketing Board    | <u>1,412.00</u> |
|                                     | 17,906.88       |

|                              |               |                    |
|------------------------------|---------------|--------------------|
| Bank Balance January 1, 1984 | <u>215.48</u> | <u>\$18,122.36</u> |
|------------------------------|---------------|--------------------|

EXPENSES

|                                    |               |
|------------------------------------|---------------|
| Promotion                          | 96.00         |
| Credit Union Loan (1983)           | 2,000.00      |
| Directors Expense                  | 75.29         |
| N.S.F.A. (Office Supplies & Sect.) | 561.15        |
| N.S.F.A. Dues                      | 1,412.00      |
| Audit                              | 135.00        |
| Telephone                          | 95.89         |
| Organizational Development         | 9,052.09      |
| Marketing Development              | 2,075.88      |
| Credit Union Charges               | <u>478.85</u> |
|                                    | 15,982.15     |

|  |                 |                    |
|--|-----------------|--------------------|
| Bank Balance <del>September</del> 30, 1984 | <u>2,140.21</u> | <u>\$18,122.36</u> |
|--|-----------------|--------------------|

ORGANIZATIONAL DEVELOPMENT

|                 |        |           |
|-----------------|--------|-----------|
| <u>RECEIPTS</u> | Grants | 12,728.63 |
|-----------------|--------|-----------|

|                 |               |                 |
|-----------------|---------------|-----------------|
| <u>EXPENSES</u> | Mileage       | 1,421.02        |
|                 | Meals & Hotel | 121.07          |
|                 | Salaries      | <u>7,510.00</u> |
|                 |               | 9,052.09        |

MARKETING DEVELOPMENT

|                 |        |          |
|-----------------|--------|----------|
| <u>RECEIPTS</u> | Grants | 3,012.65 |
|-----------------|--------|----------|

|                 |               |              |
|-----------------|---------------|--------------|
| <u>EXPENSES</u> | Promotion     | 1,264.85     |
|                 | Meals & Hotel | 45.85        |
|                 | Mileage       | 126.91       |
|                 | Salaries      | 608.00       |
|                 | Supplies      | <u>30.27</u> |
|                 |               | 2,075.88     |

S.P.A.N.S. DIRECTORS MEETING

MINUTES

---

Co-op Bldg.  
Truro, N.S.  
11:30 a.m.

June 7, 1984

PRESENT

Guy Sanders,  
B. Kneen  
M. Penfold  
Harry Redmond  
Wayne Woolfitt  
J. Mildon

REGRETS

A. Richardson  
Gary Brumwell  
R. Ducharme  
Eric Sawler

Sanders called the meeting to order and read a letter of resignation from director Wayne Woolfitt. It was requested that this letter be attached to the minutes.

The president accepted the resignation, and thanked Wayne for his work on behalf of S.P.A.N.S. He then asked Woolfitt to resign his position as representative to the Canada Sheep Council, stating that it was appropriate that one of the remaining directors fill that role. Brewster Kneen was appointed as interim representative until the 1984 Annual Meeting.

Woolfitt then left the meeting, but Sanders ruled there was still a quorum because of the vacancy on the Board.

The minutes of the directors meeting of March 17/84 were accepted as circulated. Moved - Penfold, second - Redmond.

CORRESPONDENCE

There was discussion of a reply from the Federal Minister of Agriculture, Mr. Eugene Whelan to the S.P.A.N.S. letter re: Tripartite Stabilization. The letter from the Minister argued that the stabilization program would work well, and would benefit producers.

The directors maintained their earlier position that the Tripartite Stabilization is not a good program particularly for smaller producers who would not feel it



worthwhile to participate. The directors asked the secretary to keep informed of developments with the program, and report to the next meeting.

#### FINANCIAL REPORT

This was circulated and discussed. Mildon reported that the Association will end the year with a deficit on the operating account because of lower receipts than expected from the wool check-off and fewer dues from members. This year the Association is also carrying 20% of the salary and expenses paid to Mildon, under the Organization Development Agreement with Agriculture Canada.

No action was taken to improve the financial position of S.P.A.N.S. The president and co-ordinator will work to sort out the situation.

#### ORGANIZATION DEVELOPMENT PROGRAM WITH AGRICULTURE CANADA

Ag. Canada has asked S.P.A.N.S. to consider extending the contract into a third year. Funds allocated to the first two years of the program have not been spent to the limit agreed on initially, so these can be carried over and used in 1985-86. The basis of the funding would be 50-50 in year 3. Moved - Kneen, second - Penfold that S.P.A.N.S. extend the contract with Agriculture Canada for a third year, with the stipulation that we participate only to the extent our own funds will allow. Carried.

#### COMMODITY GROUP APPLICATION

Mildon summarized a meeting with Minister of Agriculture, Roger Bacon, and the deputy minister at which it was agreed that S.P.A.N.S. should place advertisements in the Chronicle Herald, Cape Breton Post and Farm Focus, announcing our intention to become designated a commodity group, and inviting producers to voice their opinions. Directors agreed to do this and Mildon will take responsibility for placing the ads.

#### COYOTE CONTROL PROGRAM

Since the meeting with Lands and Forests Minister, Mr. Ken Streach, the department staff are starting to put an improved control program in place. Two information meetings, in Truro and Antigonish are scheduled where producers and department staff can discuss the problem. Local staff in regional offices will be equipped with better trapping equipment. An information pamphlet will be prepared, and sent out to producers. Coyote kills will be closely monitored, and department staff will respond more quickly to calls for assistance.

No progress has been made on a compensation program. Mildon has checked out the possibilities of insurance through private companies, and through the Crop Insurance Commission. The former may offer temporary relief, but the latter is not an option.

Penfold reported a serious problem with stray dogs in the North Colchester area. The dogs are believed to come from an animal shelter in Tatamagouche. Mildon will contact the County Warden and ask him to take action.

#### BREEDING STOCK SALE

This will take place as planned, Sept. 29 in Truro. Mildon will co-ordinate the sale, through a committee chaired by Andrew Richardson. Kneen asked that producers be advised not to enter large numbers of ewe lambs for sale as breeding stock, as the market looks weak for such animals.

#### PROMOTION OF FRESH LAMB

It was moved - Kneen, second - Penfold that S.P.A.N.S. contract with Agriculture Canada for funds to promote fresh lamb, on a 50-50 funding basis. The balance of the monies spent will come from the provincial government and S.P.A.N.S.

One of the projects is the preparation of a lamb recipe brochure, designed by Theresa Meagher and Dodie Goodwin. Mildon showed the proof of this to the directors, who approved the printing of 10,000 copies at a cost of approximately \$1,000.00.

The directors agreed that S.P.A.N.S. should not participate in any Mall Promotions sponsored by Nova Scotia Department of Marketing, as these seemed to be of limited value.

Other projects to promote lamb should be tried such as in-store demonstrations and work with meat managers.

Meeting adjourned at 3:30 p.m. on a motion by Redmond.

John Mildon  
SECRETARY

5/6/80

Battery charges

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA  
DIRECTORS MEETING - JUNE 7, 1984  
N.S.F.A. OFFICE, CO-OP BUILDING, TRURO  
A G E N D A

Wini  
bolsa truvia  
photo prints  
Selemao Satt

Guy  
Harry  
Martin  
B.K.  
John  
(Wayne)  
Repr: Andy  
Gary  
Eric

1. Minutes of Directors - March 17.  
Business arising from Minutes
2. Correspondence - Reply from Whelan re: Stabilization
3. Financial report - Discussion - decision re contract with Agriculture Canada
4. Co-ordinator Report - Commodity Group status
  - Coyote control and compensation
  - Breeding stock sale
  - Promotion - lamb recipe brochure, and contract with Agriculture Canada
  - N.E. lamb marketing committee
5. Market developments in Cape Breton/Antigonish - Guy Sanders
6. Other Business  
2000 lambs in C.B. as goal - with small co-op acting as agent for Northumberland

Wayne: letter of resignation as Director of SPANS since he cannot accept removal as rep to Canada Sheep Council accepted without discussion

Agem - 86 sheep + lamb (July) in one flock since 1983  
50 fleeces 100 + ewes

Anty - 2000 lambs at competitive price



Minister  
Agriculture Canada

Ministre  
Agriculture Canada

Ottawa, Canada  
K1A 0C5

April 24, 1984

Please Quote: 72685

Mr. John Mildon  
Secretary  
Sheep Producers Association  
Of Nova Scotia  
P.O. Box 784  
Truro, N.S.  
B2N 5E8

Dear Mr. Mildon:

I am responding to your recent letter, concerning the proposed national Tripartite stabilization plan for the red meat sector in Canada.

Unfortunately, I cannot accept your association's arguments for rejecting the proposals at this time. The proposed plans have been conceived to provide an adequate level of support when market prices are depressed. They do not provide for a permanent subsidization of production and therefore your claim that they would guarantee a supply of product at cheap prices is inappropriate.

Daily market prices for A & B lambs in Canada reflect the available supply of fresh lambs in North America and prices in the Maritimes are usually established on a Toronto basis adjusted for transportation costs. The suggestion that a supply management system would be better suited for the sheep industry sells short its potential. The North-South movement of lambs in Central and Western Canada is essential to relieve the imbalances of supply and demand throughout the year. Without this ability to adjust, the cost of greater inefficiencies in the marketing system would be forced on producers, resulting in lower returns. Furthermore, the potential for N.S. sheep producers to export to the Eastern United States seaboard has yet to be tapped. Within the Washington-Boston corridor, the demand from ethnic groups for fresh lambs could be readily serviced by N.S. producers. A controlled production system would remove these markets and be to the detriment of the overall industry.

.../2

Canada

**6&5**

working together  
travaillons ensemble

Canada


The Tripartite proposal sets to improve the level of statutory protection as producers have indicated correctly that the current ASA formula does not provide adequate protection. Statutory protection implies that when a payment is triggered, the government must pay producers. It leaves no room for discretion as you suggest. Furthermore, the plans will have a Red Meat Stabilization Committee composed of three federal representatives, three provincial representatives and three producers, (one from each commodity group) to oversee its administration. Therefore, your contention that the plans tend to increase producer dependency on political or bureaucratic caprice is unfounded.

The federal government is aware that stabilization is not the answer to every problem facing an industry. The proposals will provide short term relief when market conditions do not return sufficient funds to producers to meet their operating costs. If problems facing your sector are long term in nature, the federal government has and will continue to work with the provinces to resolve these structural difficulties through the development of agricultural sub-agreements. Programs of this nature such as ROP, research on cross-breeding and feeding techniques, community pastures, grassland management address the question of efficiency of production, and are helping to make all producers more competitive.

The suggestion of allowing some producers to go into bankruptcy is not an alternative. If that happened, the individuals (not necessarily full-time farmers) who were in a stronger financial position could buy up the assets of those who went under, for only a fraction of their real worth. Then, the industry would start over, with a lower cost structure and a temporarily improved competitive position. However, hundreds of producers and family farms would disappear.

To date, we have received the support of the Canada Sheep Council and a number of provincial sheep associations for the implementation of the Tripartite plans. While small part-time producers are not likely to join the plans due to the cost sharing nature of the plan, the larger operators have indicated that the plan would provide adequate protection during depressed price periods. I am therefore satisfied that the plans will benefit the sheep industry and would urge your organization to reconsider their position. Agriculture Canada staff are available to meet with your group to discuss the plans.

Yours sincerely,

  
Eugene F. Whelan  
Minister of Agriculture

FINANCIAL UPDATE

A financial statement to May 31st will be available for the Directors meeting.

This is an unofficial update.

Bank Balance May 14, 1984 - \$1,703.35

Receipts: May 14 - May 31

|   |               |          |
|---|---------------|----------|
| Ag Canada - Organization Development            | \$1,872.25    |          |
| Ag Canada - Market Development                  | 1,012.65      |          |
| N.S. Dept. of Ag & Marketing -<br>Promotion '84 | 2,000.00      |          |
| Misc. - Memberships                             | <u>180.00</u> |          |
|   | \$5,064.90    | 3,361.55 |

Expenses

|   |               |          |
|---|---------------|----------|
| Advance to John Mildon for expenses<br>to Montreal<br>(Recoverable from N. E. Lamb Committee) | \$ 700.00     |          |
| Annette Lefort - Home Economist,<br>Mabou-Promotion   | 20.00         |          |
| John Mildon - Per Diem and expenses<br>to April 15/84   | <u>694.30</u> |          |
|   | \$1,414.30    | 1,947.25 |

Receivables

|   |            |          |
|---|------------|----------|
| Claim to Ag. Canada - Jan. 15-April 15<br>80% of \$4,310.79 | \$3,448.63 | 5,395.88 |
| Re-imbusement of expenses from N. E.<br>Lamb Committee      |            |          |
| Minus Per diem to John Mildon                               | 500.00     | 5,895.88 |
| Payment from N. S. Wool Board for 1983                      | 275.00     | 6,170.88 |

Accounts Payable

|   |            |          |
|---|------------|----------|
| Balance of loan to Credit Union           | \$1,500.00 | 4,670.88 |
| Refund of advance to Ag Canada by Jan '85 | 4,700.00   | - 29.12  |
| NET BALANCE - DEFICIT                     |            | - 29.12  |

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

FINANCIAL STATEMENT

January 1, 1984 to June 6, 1984

RECEIPTS

|                                     |                 |
|-------------------------------------|-----------------|
| Marketing Development (Grants)      | \$ 3,012.65     |
| Sheep Fair Audit                    | 50.00           |
| Organizational Development (Grants) | 6,860.34        |
| Canadian Co-Op Dividend             | 28.80           |
| Membership Dues                     | 340.00          |
| Nova Scotia Wool Marketing Board    | <u>1,412.00</u> |

11,703.79

Bank Balance January 1, 1984

215.48

\$11,919.27

EXPENSES

|                                    |               |
|------------------------------------|---------------|
| Credit Union Loan (1983)           | 2,000.00      |
| Directors Expense                  | 64.12         |
| N.S.F.A. (Office Supplies & Sect.) | 561.15        |
| N.S.F.A. Dues                      | 1,412.00      |
| Audit                              | 135.00        |
| Telephone                          | 56.26         |
| Organizational Development         | 6,026.51      |
| Marketing Development              | 831.03        |
| Credit Union Charges               | <u>427.28</u> |

11,513.35

Bank Balance June 6, 1984

405.92

\$11,919.27

ORGANIZATIONAL DEVELOPMENT

RECEIPTS

|        |          |
|--------|----------|
| Grants | 6,860.34 |
|--------|----------|

EXPENSES

|               |                 |
|---------------|-----------------|
| Mileage       | 995.44          |
| Meals & Hotel | 121.07          |
| Salaries      | <u>4,910.00</u> |
|               | 6,026.51        |

MARKETING DEVELOPMENT

RECEIPTS

|        |          |
|--------|----------|
| Grants | 3,012.65 |
|--------|----------|

EXPENSES

|               |              |
|---------------|--------------|
| Promotion     | 20.00        |
| Meals & Hotel | 45.85        |
| Mileage       | 126.91       |
| Salaries      | 608.00       |
| Supplies      | <u>30.27</u> |
|               | 831.03       |

1400/mo-yr incl \$250-300 plus  
- 500 travel  
800

\$250-300/mo-yr + 8 = \$2400 liability to members

# Sheep Producers Association of Nova Scotia

---

P.O. Box 784,  
TRURO, N.S.  
B2N 5E8  
May 31, 1984

Financial Report to May 31st/84 to S.P.A.N.S. Directors.

As you can see from the accompanying financial statement, we are still solvent!

For the balance of 1984, we should be able to live within the budget I presented at the semi-annual meeting.

The Wool Check-off, memberships and grant from N.S. Department of Agriculture & Marketing should cover the 20% share of our contract with Agriculture Canada, and our operating expenses at current levels of spending.

However, our problem is one of cash-flow. We are, in effect, operating on a line of credit from Agriculture Canada, in the form of an advance payment last year. This must be repaid out of current receipts in 1984. We do have a line of credit at the Credit Union for \$5,000. but that incurs interest charges which were not included in my budget for 1984.

We have asked Stanfields Ltd. to forward the Wool check-off to us in the Fall of '84 instead of February '85. That will help.

Membership receipts are down this year. It seems that many people are confused about the wool check-off situation, and are not forwarding memberships. However, the membership committee is working on this problem.

Two decisions are required:

- a) Do we continue our contract with Agriculture Canada through 1985, which requires us to pick up 50% of the expenses?
- b) Do we enter into a promotion contract with Agriculture Canada for 1984, which will require us to find at least 25% of expenses, to a maximum of \$2,000?

JOHN MILDON  
SECRETARY

JM/11  
/ENC.



Dear Guy;

April 25, 1984

I think it was a very sound move to have John write the minutes of our meetings - the last lot were very clear and informative, and should help develop some sense of belonging among producers.

But his tactful reporting did hide one fact that came to light yesterday when I had to inform the Ontario Lamb Marketing Agency Commission that if they wanted to meet with us, then Wayne Woolfitt would have to disappear. John later reported to me that you have not yet informed Wayne of the decision of the Directors taken some months ago and renewed at our last meeting, concerning Canada Sheep Council.

It certainly should not fall to me to have to tell Dorothy Slaon or anyone else that Wayne does not represent us.

Wayne has, as far as I am concerned, removed himself by his actions and by his absences from the Board of Directors and should be so informed. Certainly you must write to him now and inform him of our decisions in words of one syllable. He did not keep his agreement to resign voluntarily and would appear to wish to maintain an illusion for his own personal advantage. I do not wish to be caused any further embarrassment in this matter. Please take bull by horns and dispatch a communique in terms that cannot be misinterpreted for the sake of all of us who wish to work together for mutual benefit.

March 24

SOPANS

John Oikle

Ted Lund

Wils Peterson

Andre Levanje & Tilman

Geff

Harry

Dodie Goodwin

Roy White

Jim Gough

Walter Hamner

Jim Hirth

Bill Mathewson

Treman

(Earl Dickson)

Angus

Gary

David Firth

Zillig

Art Perry

Coyotes - meeting with Lamb & Fresh next week.  
\$8 / \$1000 co-op ins. covering about  
everything except disease and old age.

Lamb imports / Red Meat Authority

Teresa, Jim Gough pushing promotion -  
"we have to compete"

Financial Statement

Commodity Group / Wool Bd.

Vote of confidence in Director to deal  
with his issue of commodity group.

The political opposition:

LIBERAL  
MacEachens Feifdom

CONSERVATIVE  
Cumberland Mafia: Bacon/Woolfitt

Spring Garden Place Butcher shop

~~Spring~~ "the people" have been hooked on "promotion"

Minutes to Chris Kennedy

## PROGRAM FOR 1984

---

- 1/ S.P.A.N.S. Business
  - financial and administrative business
  - coyote program
  - breeding stock sale
  - newsletter to producers
  
- 2/ Organizational Activities
  - Liaison with other producer groups and government agencies to further organize slaughter lamb marketing.

These include:

Producer groups in Antigonish, Cape Breton, Yarmouth, Valley, Northumberland, Antigonish Abattoir, Devco, Maritime Lamb Council
  
- 3/ Market Development
  - Try to generate lamb sales with larger Hotel chains
  - Work with Co-op Atlantic/Moncton, to educate meat managers about lamb
  
- 4/ Promotion
  - Look at materials available from elsewhere
  - Prepare a modest promotion "kit"
  - Participate in Mall Promotions at Bedford; Scotia Square, Halifax; New Glasgow; Digby, & Food Fair Atlantic
  - Organize in-store demonstrations in key stores where sales could be increased
  
- 5/ Political Activities
  - Inter-regional and inter-provincial liaison
  - Stabilization and National Red Meat Policy

### OBJECTIVES

- To strengthen S.P.S.N.S. as a strong lobby group for sheep producers.
- To encourage co-operative marketing of slaughter lamb in the region.
- To increase consumption of local fresh lamb in Nova Scotia.

BUDGET FOR 1984

| <u>S.P.A.N.S. OPERATING ACCOUNT</u>              | <u>EXPENSES</u>  | <u>INCOME</u>    |
|--|------------------|------------------|
| <u>INCOME</u>                                    |                  |                  |
| Dues- 100 Members at \$10.00                     |                  | \$1,000.00       |
| Wool Check-Off at 4¢ on 80,000 lb.               |                  | 3,200.00         |
| Grant from Provincial Government                 |                  | 600.00           |
| Misc.  |                  | 50.00            |
|  |                  | <u>4,850.00</u>  |
| <u>EXPENSES</u>                                  |                  |                  |
| Dues to N.S.F.A.                                 | \$1,500.00       |                  |
| Telephone  | 1,000.00         |                  |
| Secretarial Services N.S.F.A. (Postage Included) | 800.00           |                  |
| Misc. ( Audit etc. )                             | 200.00           |                  |
| Directors - 4 Meetings, Per Diem & Mileage       | 2,000.00         |                  |
|  | <u>5,500.00</u>  |                  |
| Surplus (Loss )                                  |                  | (650.00)         |
| <u>ORGANIZATIONAL DEVELOPMENT</u>                |                  |                  |
| <u>INCOME</u>                                    |                  |                  |
| Grant from Agriculture Canada                    |                  | 20,000.00        |
| Dependent on 20% contribution by S.P.A.N.S.      |                  |                  |
| S.P.A.N.S. Contribution                          |                  | 5,000.00         |
| <u>EXPENSES</u>                                  |                  |                  |
| Co-ordinators Salary                             | 12,000.00        |                  |
| Other Per Diems                                  | 8,000.00         |                  |
| Travel, Expenses (Meals,Accommodations etc.)     | 5,000.00         |                  |
| Telephone - to be paid by S.P.A.N.S.             |                  |                  |
| Surplus (Loss)                                   | <u>25,000.00</u> | <u>25,000.00</u> |
| <u>Market Development      Promotion</u>         |                  |                  |
| <u>INCOME</u>                                    |                  |                  |
| Province of Nova Scotia and Producers            |                  | 4,000.00         |
| Agriculture Canada                               |                  | 4,000.00         |
| <u>EXPENSES</u>                                  |                  |                  |
| Food Fair Atlantic                               | 1,500.00         |                  |
| Mall Display- Bedford,Scotia Square, Halifax     |                  |                  |
| New Glasgow, Digby                               | 2,000.00         |                  |
| Promotion Materials- Recipes etc.                | 2,000.00         |                  |
| In-Store Promotions                              | 2,000.00         |                  |
| Other - Clinics with Co-op meat Managers etc     | 500.00           |                  |
|  | <u>8,000.00.</u> | <u>8,000.00</u>  |

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

BALANCE SHEET  
December 31, 1983

|                              | <u>1983</u>       | <u>1982</u>        |
|------------------------------|-------------------|--------------------|
| <u>Assets</u>                |                   |                    |
| Cash in Credit Union         | \$ 441.81         | \$ 1,294.87        |
| Shares in Credit Union       | 5.00              | 5.00               |
| Shares in Wool Growers Co-op | 360.00            | 360.00             |
| Total Assets                 | <u>\$ 806.81</u>  | <u>\$ 1,659.87</u> |
| <u>Liabilities</u>           |                   |                    |
| Outstanding Cheques          | \$ 226.33         | \$ 40.80           |
| Credit Union Loan            | 2,000.00          | ---                |
| Equity Last Year             | 1,619.07          | 557.09             |
| Surplus (Loss)               | <u>(3,038.59)</u> | <u>1,061.98</u>    |
| Total Liabilities            | <u>\$ 806.81</u>  | <u>\$ 1,659.87</u> |

OPERATING STATEMENT

|                            |                      |                    |
|----------------------------|----------------------|--------------------|
| <u>Income</u>              |                      |                    |
| Membership Fee             | \$ 740.00            | \$ 1,220.00        |
| Wool Board Payment         | ---                  | 1,362.00           |
| Agriculture Canada Grant   | 9,850.00             | 600.00             |
| Agriculture Canada Grant   | 3,127.92             | ---                |
| Miscellaneous              | 100.30               | 325.45             |
| Total Income               | <u>\$13,818.22</u>   | <u>\$ 3,507.45</u> |
| <u>Expenses</u>            |                      |                    |
| Directors                  | \$ 712.11            | \$ 673.61          |
| Organizational Development | 10,828.30            | ---                |
| Postage                    | ---                  | 19.17              |
| Telephone                  | 689.72               | 493.93             |
| Secretary Fees             | 717.12               | 513.81             |
| Promotion                  | 290.24               | 302.91             |
| Market Development         | 3,500.55             | ---                |
| Miscellaneous              | 118.77               | 442.04             |
| Total Expenses             | <u>16,856.81</u>     | <u>2,445.47</u>    |
| Net Gain (Loss)            | <u>\$ (3,038.59)</u> | <u>\$ 1,061.98</u> |

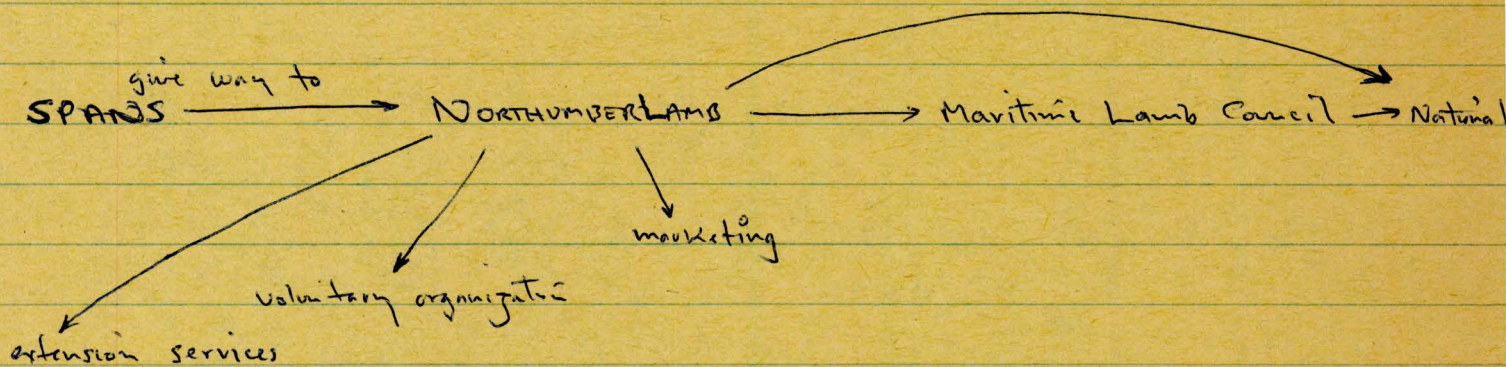
March 17/84 SPANS Directors

Minister requires that marketing board type plebiscite be conducted to make SPANS a commodity group.

This would appear to me to be Woolfitt/Bacon/Stanfields/Evans

A possible move is for SPANS to abdicate in favor of Northumberland.

Gary rightly points out that NLMC + NSFU are groups of farmers and sheep producers with a particular voluntary political orientation



Benefitting producers who want to be benefitted.

NLMC

83: 3800

Is SPANS worth supporting economically?

Harry - No - close it up.

82: 2681

Gary - No " " "

Richard - we can resign

## CO-ORDINATORS REPORT

---

At this time, when morale is low among sheep producers, who are trying to make a decent return for the time and money which they invest in their flocks and farms, I am encouraged and excited by many of the efforts which we are making to try and improve our situation.

A couple of years ago, lamb was an almost non-existent item on super-market shelves. Now, two of the biggest retailing chains in the region are committed to handling local lamb. Sales through inspected slaughter reflect this, and producers can get a premium for their lamb, and increase sales by careful promotion and market development.

We rejected single-desk selling and a marketing board, one year ago. Today we are well on the way to setting up an organized system of marketing without a board, if producers are willing to co-operate and pull together. We have to let short-term self-interest and parochialism give way to a commitment to create a system of supply which ensures that lamb is available year round, of the quality which the retailer demands. We have to let the consumer know that lamb is available.

Other people are in the business of supplying and selling lambs. That is not my job. But market development is and I think we are making some progress. The commitment of Co-op Atlantic in Moncton, to retail lamb in mainland Nova Scotia, New Brunswick and P.E.I. is a big step, which took a lot of effort by several people.

There are prospects for sales to the Hotel and Restaurant trade, but this also takes time to develop. Direct promotion efforts to the consumer are already underway, with a Mall display in Bedford, April 6,7, and others are planned.

My other activities are organizational. There are many different regions in Nova Scotia, all with their own concerns, ideas and plans. I am trying to improve co-operation between us all, by identifying common areas of interest and shared goals, and then to make things happen.

We do not exist in isolation, and I have spent a lot of time finding out what is going on beyond our province.

A proposed lamb marketing program started by the Council of Maritime Premiers and New England governors is one area of activity. Liaison with producers in New Brunswick and P.E.I. is another.

The proposed federal tripartite stabilization program directly affects our pocket-book, and has profound implications for the future of the red-meat industry in Canada.

To balance that, sheep producers in many other provinces are also wrestling with the question of organized marketing, either by co-operative efforts, or through a marketing board. We need to keep informed about what is going on. We in N.S. are in the position to be initiators and leaders in further developing the sheep industry in Canada.

Before I get too carried away with national questions, the day-to-day business of S.P.A.N.S. is still my responsibility as Secretary/Treasurer.

The need for secure funding, through the commodity group status and wool check-off is still important.

The situation with coyotes; the breeding stock sale; organizing meetings such as this; all the on-going business of any commodity group such as ours is an important part of my job.

I know that sheep producers have already benefited from the opportunities which this program has given us, and there is no doubt that even more can be accomplished this year with your support.

Thank you.

JOHN MILDON



# Sheep Producers Association of Nova Scotia

---

P.O. Box 784,  
TRURO, N.S.  
B2N 5E8  
March 12, 1984

TO: SPANS DIRECTORS  
-----

*Guy Sanders and I feel it is time that the directors of SPANS hold a "policy" meeting as opposed to a "business" meeting. It seems as though the latter are always so filled up with reports and discussion, of on-going business, that we never have time to develop a clear sense of where we are heading.*

*For a long time our main preoccupation has been with "Marketing", and all that involves.*

*There have been, and still are, directors who feel this emphasis is misplaced. There are certainly some producers who do not believe that marketing their lambs is a problem, and who would prefer SPANS to tackle other issues.*

*We need to decide whether this emphasis reflects the interests of most producers. This concentration on marketing stems from a resolution passed at the 1980 Annual Meeting - "That it be recognized that marketing is a major concern to sheep producers and that the directors work toward an organized marketing program for 1981", -  
Lougheed/Nettleton.*

*Since then, we have had a lot of discussion about a marketing board, and meetings with producers, the creation of Northumberland, organization of producers in Antigonish, market development activities by Devco, limited promotional activities, re-organization of breeding stock sales.*

*All of these things have had positive effects, in various ways. It is time to re-consider all these initiatives, and see how they can be pulled together, to strengthen our industry, and safeguard our livelihoods.*

An agenda for this meeting is attached. Please think about the questions beforehand, and come prepared to discuss them, and approve some clear "policy" decisions.

The meeting will be held at the boardroom of N.S. Federation of Agriculture - Saturday, March 17, 1984 - 10:30 a.m. Lunch will be served.

Sincerely,

John Mildon  
RUF/LL.

John Mildon  
SECRETARY

JM/LL  
/ENC.

Martin }  
Andrew } absent  
Wayne }

Guy very clear on effect of "stabilization" in weakening will of producers to work for control of market - and stabilization works to advantage of non-producers, such as feeders, processors - who need **cheap** raw material.

Guy is basically opportunistic or individualistic - how to survive.

Guy - we either go for a national marketing structure or we do not - and go out.

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

DIRECTORS MEETING

March 17, 1984

AGENDA

1) viability (net income)  
2) stability  
3) growth as possible with 1+2

- |  | <u>ACTION</u>              |
|--|----------------------------|
| 1. Is "Marketing" still the primary issue to <u>SPANS</u> ?  | Resolution to affirm thi   |
| 2. If "no", what other issues do we identify as important?   |                            |
| 3. If "yes", does SPANS recognize, encourage and support the activities of various groups and individuals to market lambs within Nova Scotia | Resolution Re our Position |
| <u>OR.</u>   |                            |
| 4. Do we, in principle, endorse and encourage the concept of Co-operative Marketing and producer control?                                    | Resolution                 |
| 5. Do we endorse Northumberland Co-op as the principle agent of this form of marketing?  | Resolution                 |
| 6. Should SPANS confine itself to  |                            |
| a) Political activity towards organized, regulated marketing   |                            |
| b) Generic promotion of lamb for all producers   |                            |
| <u>OR:</u>   |                            |
| 7. Should SPANS engage in direct market activity such as -   | <u>NO</u>                  |
| <i>joint -</i> a) Trying to develop new markets - if so, for whom?   |                            |
| ? b) Organize feeder and breeding stock sales  |                            |
| <i>nlmc</i> c) Arrange out-of-province shipments   |                            |
| <i>joint</i> d) Encourage the efforts of the North-Eastern lamb marketing project.   |                            |
| 8. Do we, in principle, support organized and regulated lamb and wool marketing, through a provincial marketing board?                       | Resolution                 |
| 9. If "yes", what is the timetable and strategy for accomplishing this?  |                            |
| 10. What is our position on:   |                            |
| <i>letter to LeBelan</i> a) National stabilization plan  |                            |
| <i>yes</i> b) A National Marketing Board   |                            |
| 11. How do we handle those issues?   |                            |
| 12. Other questions?   |                            |

30¢/mile

1983 - 40 producers, 1340 yds.  
\$30,930

ave flock size 103  
of flocks applying

# Sheep Producers Association of Nova Scotia

P.O. Box 784,  
TRURO, N.S.  
B2N 5E8  
January 19, 1984

Richard  
Andrew  
Martin  
Guy  
B.K.  
John

## NOTICE OF MEETING

Increase of Fed. dues requested "voluntarily"  
from 1/10 to 1 1/8 of 1% - one year of Fed. dues written off to bring items in line  
1983-\$1309 Directors of S.P.A.N.S.

1984 assessment:  
\$1412

11 a.m. - Friday, January 27, 1984 -  
Federation of Agriculture Boardroom, Willow Street, TRURO.

### AGENDA

- Minutes of Meeting of November 19/83
- Correspondence
- Financial Report
- Status report - "Commodity Group" proposal
- Market & Organization Development - Report from John Mildon
- Position re Proposed Federal Stabilization program for red meats
- Report from Predator Committee - A. Richardson
- Report from last N.S.F.A. Directors Meeting - A. Richardson
- Report on situation re Canada Sheep Council
- Plans for Breeding Stock Sale, 1984
- Other Business. - "office"

Guy spoke with Wayne at length. Wayne felt he was probably not the right person - not concerned with marketing since he does all his own and is making money. Wayne pointed out that only so many are marketed (6000) fresh, rest have to go somewhere else.

Sincerely,

John Mildon  
PR/ML

John Mildon  
SECRETARY/CO-ORDINATOR SPANS

JM/11

Purchased breeders planning sale similar to last years but without catalogue.

no funds approved by cabinet and any funds received would be applied to debt.

Sat - March 24 Semi-Annual

Martin }  
John } Huggard  
OK }

SUMMARY OF PROMOTIONS  
FALL 1983

Food Fair Atlantic. - Sept.

|        |   |              |
|--------|---|--------------|
| Costs- | Booth   | 500.00       |
|        | Lambs and butchering  | 196.80       |
|        | Recipe cards  | 70.44        |
|        | Radio advertising   | 150.00       |
|        | Home economist and assistant including accommodation, travel etc. | 440.00       |
|        | Misc. ingredients, utensils                                       | <u>60.00</u> |
|        |   | 1,417.24     |

Benefits-

*Feb 24-25 Bergen St.* First time lamb has been featured at the fair in five years. Estimated that total gate for the three days was 7,000 people. We gave out 1500 recipe cards by noon on Saturday. ( we goofed there. We didnt have enough, or ration them out.)

*Mar 30-31 Amherst* We served 20 samples of kebob every 40 minutes throughout 27 hours of the fair. 25kg. of lamb pieces were given away, as well as a lot of information about lamb, how to buy it, use it, where to get it and the price.

*Apr 6-7 - ? Bedford H. Mall*

*Apr 13-14 ? - Dijk*

*Oct.*

What did this produce in sales? No answer!

*New Glasgow -*

*New-South Sy -*

If 35 lambs at 40lbs were sold as a direct result, cost of the promotion was \$1.00 per lb. or put another way, it cost the equivalent of producers donating a 6lb. leg roast to 10% (or 150) of the people who picked up recipe cards, and who said they wanted to try lamb.

Suggestions for next year-

Be better organised, with more advance planning.  
More informational and promotional material.  
Find a sheep producer who is also a home economist, to run the booth, and have another producer assist her.

*criteria: stores we can work with - a) steady lamb sales*  
*- b) good lamb sales* *small or in-store*

SUMMARY OF PROMOTIONS  
FALL 1983

Mall Display, New Minas. *ox*

|        |                                    |        |
|--------|------------------------------------|--------|
| Costs- | booth                              | free   |
|        | lamb                               | 97.83  |
|        | recipe cards                       | 70.44  |
|        | Travel, accommodation<br>and misc. | 133.00 |
|        | Home economist and asst.           | 200.00 |
|        |                                    | 501.27 |

Benefits-

Goodwill with Valley producers  
Phillip Porter and Family were involved  
with the promotion. A list of freezer lamb  
suppliers was posted at the display, and producers  
did make sales as a result.  
Difficult to measure effect on retail sales.

Cape Breton-Sydney *ox*

Costs as per attached sheet 262.68

Difference in cost between New Minas and Sydney can be  
attributed to accommodation and travel, and free assistance provided  
to the home economist by DEVCO. The recipes were also  
provided and printed by DEVCO. Samples of roast lamb were  
given out, rather than kebobs.

Recommendations

The department of agriculture liked our company so much, we  
have been invited to participate in a lot more mall displays  
this year, as long as we do not stink up the place with  
greasy mutton, or become rowdy!

As with the Food Fair, we need to have more material on hand,  
and use knowledgeable local people in the booth.  
A directory of local outlets where lamb is available would be  
useful.

We should also do some preparatory work with retail outlets  
in each locality, to try and persuade them to have lamb on  
the shelf, when the mall displays are on. This might be a way  
of getting stores who do not normally carry it to do so.



CAPE BRETON  
DEVELOPMENT  
CORPORATION

SOCIÉTÉ DE  
DÉVELOPPEMENT  
DU CAP-BRETON

November 4, 1983

Mr. John Mildon  
Upper Stewiacke  
Colchester County  
Nova Scotia  
BON 2B0

Dear John:

Enclosed please find a list of expenses and a report the the Food Fair, Sydney Shopping Centre, Prince Street, Sydney, October 28th and 29th. The report done by the home economist on site.

I feel this was very real success and did a lot toward the promotion of Nova Scotia Lamb.

Please call if you have any queries re expenses.

Yours truly,

James K. Hirtle  
JKH/bc

enc.

| <u>Expenses</u> | <u>Cheque Payable To</u> | <u>Item</u>                  |
|-----------------|--------------------------|------------------------------|
| \$ 39.88        | Master Meats             | Lamb                         |
| 51.66           | Master Meats             | Lamb      Legs and Shoulders |
| 9.29            | Walter's Catering        | Accessories                  |
| 8.43            | Walter's Catering        | Accessories                  |
| 6.61            | Sobeys                   | Accessories                  |
| 2.81            | Town N Country           | Accessories                  |
| 144.00          | Judy MacKinnon           | Home Economist               |
| <hr/>           | '67 Fatima Drive         |                              |
| \$262.68        | TOTAL Sydney River       |                              |
|                 | B15129.                  |                              |

John please note slip number on cheque for Master Meats and point out they are to pay for lamb billed to Jim Hirtle, DEVCO.

Jim





167 Fatima Dr.  
Sydney River. N.S. 15124  
Oct 31 '83

CB Development Corp.  
PO. Box 1750  
Sydney N.S.

Attention: Norman MacDonald.

Lamb Promotion - Food Fair - Sydney Shopping Center  
Oct 28 - 29.

The set-up for the food fair was excellent. I was in a rectangular arrangement with 3 other demonstration booths. Each booth had a poster display area above and to each side with a shelf for holding hand-out booklets. There were 3 small refrigerators and a microwave oven set up in the demonstration area making for easy working conditions.

The response seemed very good. Friday I gave out approximately 250 samples from the leg and one shoulder roasts of lamb. The number was greater than anticipated, therefore I had to purchase more lamb, forks, cups, jelly etc for Saturday. On Saturday I served about 300 samples two roast legs of lamb. On both days, the lamb had to be rationed to a certain amount per hour in order to have enough to last for the six hours from 10 AM to 4 pm.

The samples of lamb went over well for this year. If the Food Fair is repeated another year with the same type facilities, it would be very easy to prepare a simple dish in a fry pan or microwave oven.

Hours of Work

For Friday Oct 28 - preparation 1 1/2 hrs  
working - 6 hrs.

For Saturday Oct 29 - picking up supplies  
and preparation 2 1/2 hrs  
working 6 hrs.  
Food Fair - Total time 16 hrs.  
9.00/hr.

Please  
exclude  
James H. Hirtle

Preparation and serving of a leg of lamb  
for Pt Edward office - Monday Oct 31 - 2 1/2 hrs }  
Total Hours - 18 1/2 hrs.

Note: The lamb roasts were charged at  
Master Meats, Johnstone St. Sydney under  
the name of Jim Hirtle, Devo.

Enclosed are receipts for purchased items:  
Oct 25 - Waller Catering - forks & cups \$8.43  
Oct 27 - Town & Country - jelly & foil \$2.81  
Oct 29 - Sobey Stores - jelly foil etc - \$6.61  
Oct 29 - Waller Catering - forks & cups - \$9.29  
Total \$27.14

If there are any aspects of the food fair on  
which you would like like further explanation,  
don't hesitate to call.

Yours truly  
Mrs Judy MacKinnon

18 1/2  
9  
9.50

## OTHER MARKET DEVELOPMENT ACTIVITIES

Discussions and preliminary planning with CO-OpAtlantic to feature lamb throughout the maritimes. Not much success so far, despite two trips to head office in Moncton, and one to Cape Breton.

Extensive promotion with the Holiday Inn chain is outlined in detail, and is feasible, but is stalled because the food manager was transferred to Montreal.

Several meetings with Phyllis Cipolla, looking at various promotional strategies. A summary of suggestions is attached. We plan to bring the committee together as soon as Phyllis is free of another commitment. I need a budget for the work she may do for us.

I am costing out, and trying to get a supply of freezer lamb boxes, with a logo, and a freezer lamb information brochure.

( Is this activity compatible with increased marketing at the retail level)

### Planned activities

Mall displays in 1984

Point of Sale in-store promotions

More direct work with retail store and restaurants.

Alternative ways of marketing lamb, other than whole carcass.

*Please keep as my only copy*

## IMMEDIATE NEEDS FOR LAMB PROMOTION

### 1. Updated brochures, publications, and illustrative materials

Suggestions for the above

A Utilize what is available--new charts on cuts of lamb at the dept. of Agr.--see Ray Foote . Note possible costing on reproducing Madame Beriot, contact other producer groups in Canada and perhaps USA for materials.

B Handouts that will be utilized, not thrown in the waste or used for paper airplanes. One idea is design an envelope and place recipes on file cards that fit in a recipe file box.

*at ac*  
C An updated fact sheet on lamb (see enclosed one done this month for consumer week called facts and fallacies. We can edit this and use it) *still working on this - would like you to see it before go ahead*

*Expand*  
D A promotion on each season for the various cuts of lamb ie, stews, curries, soups in winter. This could be a brochure, fold type with appropriate recipes

E A promotion Logo is needed, perhaps several producers or friend would submit one and we will set up a judging committee.

2. Form a committee to work on promotion with input from the association and liaison with John and Phyllis

3 John and Phyllis meet with Sherry Porter and Ray Foote as soon as possible . They work with commodity groups with the Dept. of Agr. and Marketing and are quite willing to share their experience and expertise

4. In discussion with John and Guy, we felt that promotion in large food fairs may not be productive and there is no tangible method to measure the value. This will be discussed in future in detail. In store, or small mall promotions may be better value for the money spent.

5. Publicity through every media possible, as you can see and know from reading enclosed comments , the public have some strong stereotypes about eating lamb. While chatting informally with Home Economists with other commodity groups, they frankly admit that one media is not superior to another for publicity. Some times a newspaper article will bring hundreds of requests while a TV spot will do nothing or little or vice versa. They were bemoaning the fact, it too is not easy to measure. We suggest we get as much coverage free as possible. and they all agreed direct contact is superior.

IMMEDIATE NEEDS FOR LAMB PROMOTION (continued)

6. Programs and demonstrations with store managers and especially their meat cutters and meat department staff.

## ORGANISATIONAL ACTIVITIES

1. Get the Commodity Group status in place for 1984 wool season.
2. Send out a newsletter, prior to the semi-annual
3. Regional meetings to discuss: — Stabilisation  
— developments in marketing  
promotion  
wool check off
4. Continued activity with producers on issues such as predator control, provincial policies, other concerns.
5. Regional seminars.- Feeding lambs and lamb evaluation

The business of raising sheep.

This would concentrate on the financial aspects of management - costs of different types of production, expectations from the marketplace, accounting, cash flow, income tax etc.

### 6. Interprovincial and national issues

Maritime lamb council  
Council of Maritime premiers and  
New England Governors  
Canada Sheep Council.

*Sachowski was on Radio Noon -  
said NB got forced into selling  
retail -*

*John: we have to make clear our marketing  
ideology. It is time we faced up to  
reality and what is in producers interest.  
Producers would like to know what our position  
as a board is. John, for himself, needs the  
clarification for his work.*

BREEDING STOCK SALE 1984.

- To be held                      *Sat, Sept. 29*  
Week prior to Cape Breton (*Oct 2*)  
Week after Cape Breton  
What day of the week
- Where                              *→* Truro Exhibition Grounds  
Maritime Cattle Market  
Private Farm  
Other Facility
- Rams + breeding ewes  
through ring*
- Conditions of entry
- Quality                              *→* Unrestricted age and breeds  
Upper age limit  
Lower weight limit on ewe lambs  
e.g 2/3 ave. mature weight  
R.O.P. indexed  
Rams
- Quantity                              Minimum number per producer      *min. comm. in \$/on %*  
minimum lot size.
- Health                                      No restrictions  
*→* Sound of foot, mouth + udder *etc.*      *on ewes*  
(How can this be enforced)  
*no →* Advisory to buyers that stock may  
come from farms where infectious  
abortion is present, or respiratory  
problems such as Maedia Visna.
- Publicity                                      How extensive, and what kind of budget.
- Catalogue                                      Cheap and simple, or elaborate with  
advertising and self financing.
- Financing                                      Based on recent Labour weekend sales,  
expenses involved are roughly:

|          |                           |                 |
|----------|---------------------------|-----------------|
| Expenses | Barns and cleanout        | 600.00          |
|          | Auctioneer                | 100.00          |
|          | Office accounting         | 250.00          |
|          | Casual Labour             | 200.00          |
|          | Misc expenses             | 100.00          |
|          | Publicity ( mailings etc) | 250.00          |
|          |                           | <u>1,400.00</u> |

|  |                   |
|--|-------------------|
| Income at 5% commission and average prices of: |                   |
|  | ewe lambs 75.00   |
|  | yearlings 100.00  |
|  | 2 year olds 70.00 |
|  | 3 year olds 60.00 |
|  | 4 year olds 50.00 |
|  | 5 year olds 40.00 |

BREEDING STOCK SALE continued

The following consignments would gross:

|                |                 |
|----------------|-----------------|
| 200 ewe lambs  | 750.00          |
| 100 yearlings  | 500.00          |
| 50 2 year olds | 175.00          |
| 50 3 year olds | 150.00          |
| 50 4 year olds | 125.00          |
| 50 5 year olds | 100.00          |
| 500 head       | <u>1,800.00</u> |

With those numbers and age distribution we have a 33% margin for error on either the income or the expenses.

To guarantee the sale, we need a definite pre-committment of some good quality stock, with an understanding to pay the commission on bid-ins if the sale is a bust, to improve the prospects for 1984.

Organising committee

Name

Responsibility



SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

BALANCE SHEET  
December 31, 1983

|                              | <u>1983</u>      | <u>1982</u>        |
|------------------------------|------------------|--------------------|
| <u>Assets</u>                |                  |                    |
| Cash in Credit Union         | \$ 441.81        | \$ 1,294.87        |
| Shares in Credit Union       | 5.00             | 5.00               |
| Shares in Wool Growers Co-op | 360.00           | 360.00             |
| Total Assets                 | \$ <u>806.81</u> | \$ <u>1,659.87</u> |
| <u>Liabilities</u>           |                  |                    |
| Outstanding Cheques          | \$ 226.33        | \$ 40.80           |
| Credit Union Loan            | 2,000.00         | ---                |
| Equity Last Year             | 1,619.07         | 557.09             |
| Surplus (Loss)               | (3,038.59)       | 1,061.98           |
| Total Liabilities            | \$ <u>806.81</u> | \$ <u>1,659.87</u> |

OPERATING STATEMENT

|   |                      |                    |
|---|----------------------|--------------------|
| <u>Income</u>                                 |                      |                    |
| Membership Fee                                | \$ 740.00 *          | \$ 1,220.00        |
| Wool Board Payment                            | ---                  | 1,362.00           |
| N.S. Government Grant                         | 9,850.00             | 600.00             |
| Agriculture Canada Grant                      | 3,127.92             | ---                |
| Miscellaneous                                 | 100.30 *             | 325.45             |
| Total Income                                  | \$ <u>13,818.22</u>  | \$ <u>3,507.45</u> |
| <u>Expenses</u>                               |                      |                    |
| Directors                                     | \$ 712.11 *          | \$ 673.61          |
| Organizational Development                    | 10,828.30            | ---                |
| Postage                                       | ---                  | 19.17              |
| Telephone - partly John + misc. phone         | 689.72 *             | 493.93             |
| Secretary Fees - To Fed. of Ag. incl. postman | 717.12 *             | 513.81             |
| Promotion                                     | 290.24 *             | 302.91             |
| Market Development Direct costs - Food Fair,  | 3,500.55             | ---                |
| Miscellaneous                                 | 118.77               | 442.04             |
| Total Expenses                                | \$ <u>16,856.81</u>  | \$ <u>2,445.47</u> |
| Net Gain (Loss)                               | \$ <u>(3,038.59)</u> | \$ <u>1,061.98</u> |

Prev Promotion Grant - 5000 - Fed. - carry over  
 Fed " " - 2500 - Prev. - spent on Food Fair + meals  
 " " " - 2500 - Prod. - DAWCO, WLMC, etc.

Auditor's Report

To the Members of the  
Sheep Producers Association of Nova Scotia:

I have examined the balance sheet and the related statements of income and expenses and have obtained all the information and explanations I require for the year ending December 31, 1983.

In my opinion, these financial statements present fairly the financial position of the Association as at December 31, 1983.

*Fred A. Pierce*

---

Fred A. Pierce  
Auditor

Truro, N. S.  
January 17, 1984

FARM FOCUS  
DEC 19/84

# N.S. Sheep producers want fair returns

“We need a return from our product that guarantees us...a return on our investment,” Guy Sanders of Cape Breton, president of the Sheep Producers Association of Nova Scotia, said at their annual meeting held Nov. 24 in Truro.

The meeting voted to establish a committee to recommend a base price for lamb ensuring producers a fair return.

The committee’s price will be based on producers cost of production which will be determined by talks with other red meat producers in the province and other sheep producers nationally.

Sanders said if the price was established quotas would have to follow. “If we’re over producing then there’s going to have to be some form of control.”

He stressed he didn’t want the industry to get involved with a marketing board but rather have everything going through a producer controlled co-operative.

The lack of a statutory price has been the reason behind the inconsistent supply of lamb to grocery stores. Saunders said there has never been enough return to producers to meet the potential need for lamb in the marketplace.

# Sheep producers seek fair returns

**BIBLE HILL**—The Sheep Producers Association of Nova Scotia has voted to establish a committee to recommend a base price for lamb, ensuring producers get a fair return on their investment.

Meeting at the NSAC Saturday, the association has decided a committee will set a price based on cost of production, with president Guy Sanders of Cape Breton telling delegates "we need a standardized price for our product ... and some kind of simple enforcement."

The committee will reach the price by looking at cost of production, talking with other red meat producers in the province, and by looking at other prices across Canada. The committee will consider a statutory price for all Nova Scotia producers.

If such a price is brought in, there may have to be accompanying quotas, said Mr. Sanders, explaining, "if we're overproducing then there's going to have to be some form of control."

Trying to stay clear of the idea of a marketing board, Mr. Sanders said of regulations: "I would like very much to see everything going through a producer controlled co-operative."

The lack of a stable lamb price for producers has meant an inconsistent supply of product on shelves, said Mr. Sanders, explaining people say they can't find lamb in stores, but there has never been enough return to producers to meet the potential need for lamb in the marketplace. He said: "We need a return from our product that guarantees us ... a return on our investment."

According to figures quoted at the meeting, the producers price for his product has gone down about 30 per cent since 1977 in adjusted dollars while input costs have steadily increased.

Most producers now in Nova Scotia

are selling their lamb to Northumberland Lamb Marketing Limited, operating out of Pictou County. The operation was begun by producers in the county, and later expanded. Last year it handled more than 3,000 lambs, and had 85 shippers registered with the co-op.

The co-op takes the lamb from the abattoir and handles the process through to delivery to the store. Prices are set by Northumberland based on the North American lamb market.

Brewster Kneen of Northumberland says, in effect, the company is setting the price for producers now since it is the largest co-op in the Maritimes.

Mr. Kneen of Pictou County, spoke out at the meeting on the Canadian Sheep Council, blasting the organization. After attending the CSC meeting this year, he says, "the Canadian Sheep Council was quite unreal in the way it set about doing its business."

He says British Columbia and P.E.I. were not at the meetings, and because there had been such a length of time between national meetings there was some question as to whether the delegates were legally representing their producers.

He said the CSC is not concerned about the prices received by producers, but only about selling lambs.

The outspoken Mr. Kneen also directed criticism towards Lambco, the provincially-owned slaughterhouse in Alberta. Lambco, he says, imported more than 20,000 sheep into Alberta from the United States last year to keep the plant working at capacity, and shipped much of the lamb into Ontario and Quebec.

He said any producers who voiced concerns at the meeting "were not welcome."

The meeting also discussed the role of the Nova Scotia Federation of Agriculture (NSFA) and whether or

not it was supporting the sheep industry. One delegate said the NSFA seems to be afraid to support one commodity group if another opposed the first.

Earl Kidston of Port Williams, first vice-president of the NSFA, defended the group, saying it has worked hard for the farmers of Nova Scotia, including sheep producers. He pointed

out work had been done by the federation on getting the sheep producers recognized as a commodity group, working on the coyote problem, and dealing with the lamb importation concerns.

"The federation is working as hard as it can for the producers of this province," said Mr. Kidston.

# Sobeys' 39-week profit up 19 cents to \$1.57 a share

Sobeys Stores Ltd.,  
Stellarton, N.S.

Profit for 39 weeks  
ended Feb. 4, 1984, \$4,-  
400,000, compared with  
\$3,938,000 a year earli-  
er. Share profit \$1.57,  
compared with \$1.38.

Revenue \$490,039,-  
000, compared with  
\$403,142,000.

# Hungry grocery firms spin off outlets

By PAUL GOLDSTEIN

Grocery chains, faced with an assault from new competitors that include the department stores, are meeting the threat with a strategy used by successful specialty apparel retailers. They are spinning off various specialty outlets to serve an increasingly fragmented market.

Profit has become more important than market share to the supermarket chains. They are pulling out of poor locations, and uniformity of stores is a rarity. Despite consumer resistance to rising prices, upscale supermarkets — with gourmet food — are fast taking their place among warehouse stores, limited-assortment outlets and traditional supermarkets.

Woodward Stores Ltd. of Vancouver was once the only major department store chain with a significant food operation. Then T. Eaton Co. Ltd. of Toronto and to a lesser degree, Montreal-based Marks and Spencer Canada Inc. set up gourmet departments.

Zeller's Inc. of Montreal, the promotional department store division of Winnipeg-based Hudson's Bay Co., denied reports that the 185-store chain will be joining them in a big way. However, Iain Ronald, Zeller's president, said "we will somewhat increase our exposure in food items." The plan is to bolster advertising of discount prices on selected food lines to build store traffic.

Rolph Huband, Hudson's Bay vice-president and secretary, said the Toronto-based department store divisions, The Bay and Simpsons Ltd., will also gradually add gourmet sections to more downtown stores across Canada, but not to the extent of a Woodward's.

Food sales by department stores rose only 1 per cent to \$689.4-million last year, according to an estimate by the Maclean Hunter Research Bureau for Canadian Grocer publication. Yet, as more department stores increase shelf space for food, it seems possible that much of the coveted upscale market may slip away from the grocery stores.

The more immediate threat to supermarket chains comes from food specialty outlets, such as butcher shops, fish markets, bakeries and health food stores. Their sales grew 3.7 per cent last year, virtually matching the 3.8 per cent rise by grocery stores. These specialty outlets



Globe and Mail, Erik Christensen

Marks and Spencer Canada Inc. is among department stores that have set up gourmet food operations.

had sales of more than \$2-billion.

Grocery stores, including convenience stores, still had the lion's share of sales, \$25.8-billion, but profit was hamstrung by competition from within the industry, including warehouse stores and other discount operations.

Also contributing to trimmed margins were smaller-than-usual price increases as well as massive store closings by chains such as Dominion Stores Ltd. and Loblaw Cos. Ltd., both of Toronto. Independents and small corporate chains continued to eat into market share of the major chains.

In Quebec, where the price war was bloody, grocery store dollar volume increased by only 0.5 per cent, the lowest in Canada.

Canadians generally spent slightly less of their weekly take-home pay on food — 9.6 per cent. Food price inflation was estimated by Agriculture Cana-

da at about 3 per cent, lower than the general inflation rate. That put the squeeze on profit margins. If food price inflation had been higher than the general rate, sales might have risen faster than operating costs and expanded operating margins.

Grocery stores used to depend on population growth, but in the past seven years, the average annual rise was a mere 1.2 per cent.

In response to mushrooming fast-food restaurants, both supermarkets and convenience stores set up their own in-store food units, from simple donut and coffee counters to full-line delicatessens.

Canadian supermarkets will be watching closely the acceptance of a gourmet take-out service opened by Grand Union Co. of Elmwood, N.J. In Paramus, N.J., a middle to upper-middle class dormitory suburb of New York City, the prototype store offers a variety of barbecued meats, pates, hot and cold

entrees, fresh soups and chowders, sandwiches and a do-it-yourself salad bar.

The 3,000-square-foot section is part of a remodelled upscale Grand Union store that is taking on the thriving gourmet services of nearby department stores.

The European-owned, 600-supermarket Grand Union chain plans to install the gourmet service in its largest stores. There is even talk of setting up free-standing corporate and franchised outlets, because the prototype has been given its own corporate structure within Grand Union.

The new unit is being run by restaurateurs and is the supermarket industry's first real challenge to the growing number of takeout food and gourmet departments in major department stores.

In search of higher margins, Dominion Stores will open more outlets that carry higher-mark-up general merchandise. Twen-

ty new stores are being planned and 80 are being expanded. The remaining outlets will be revamped.

The trend to larger and more luxurious outlets is not limited to the majors. A six-store chain, Capitol Stores Ltd. of Halifax, recently opened what it says is the most sophisticated supermarket east of Montreal. With more than 25,000 square feet of selling space, it has a cafeteria, a deli department, a salad bar, an expanded produce area and an in-store bakery.

The store has 13 checkout scanners, extra-wide aisles, a public washroom, a covered parcel pickup area and parking for 160 cars. Also included is Capitol's own Valu-Fair drug store, occupying almost 3,400 square feet.

In Oshawa, Ont., Knob Hill Farms Ltd. of Toronto, opened a 216,000-square-foot store last year, easily the largest supermarket in North America and perhaps in the world.

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA  
MARKETING AND ORGANIZATIONAL COMMITTEES  
MINUTES

Truro, N.S.

January 27, 1984

THOSE PRESENT :      John Mildon  
                         Brewster Kneen  
                         Eric Sawler  
                         Richard Ducharme  
                         Andrew Richardson  
                         Guy Sanders  
                         Martin Penfold  
                         Roy MacKenzie  
                         Lester Settle

SUMMARY OF PROMOTIONS

John Mildon gave a summary of promotional activities held in the fall of 1983 which included the Food Fair Atlantic at a cost of \$1,417.24; Mall Displays for a total of \$763.95.

It was noted that the 1984 schedule of Mall Displays began in February 1984 extending through to April, for the spring season.

It was recommended that in connection with the Mall Displays, there should be In-Store Promotion and Point of Sale Materials.

It was felt that some use could be made of the Summer Provincial Works Program to employ Home economists.

In-Store displays with high sales and low sales should be used in order to evaluate the growth of sales as affected by the mall displays.

The need for promotional hand-out materials was noted and that a Committee should be organized to handle some of these matters. Contact should be made with Atlantic Co-op in order to do something through the total chain.

Reference was made to the interest of Holiday Inn in Dartmouth also and their chain for the promotion of lamb beginning with Mothers Day. It was pointed out that there would be some material also in the HRI Study, being conducted by Agriculture Canada regarding the Institutional Markets for the sale of lamb.

ORGANIZATIONAL ACTIVITIES

- #1. Seminars or workshops on feeding lambs and the value of market lambs.
- #2. The business aspect of raising sheep, cost of production figures, etc., tied in with stabilizaiton policies.
- #3. Seminar on Feeding Lambs; how and financial side; costs and market potential.

These were some ideas suggested by John Mildon on behalf of SPANS.

Materials produced by the Marketing Branch were also reviewed:

- #1. The Carcass poster produced by Ray Foote of Markets Branch.
- #2. A Report from Ray Foote as part of the Study being undertaken by the Council of Maritime Premiers and New England Governors on Small Farm Production.

There were aspects of the report that the committee members found inadequate - e.g. the perception regarding market.

Principles - the fact that a member of the Department should not be making comments regarding marketing principles; that the report had no reference to the impact of Northumberland Lamb in the last few years.

It was felt that the report should be circulated to the Sheep Producers.

Copies of production costs should be available from the Department.

It was felt that if the Department of Agriculture is to represent the Sheep Producers as part of the study materials for the Council of Maritime Premier and New England Governors, that the person representing them should have access to the right information.

It was felt that there is a need to declare our Marketing Ideology that this would also be useful for SPANS position regarding Stabilization.



The Chairman suggested that each Director take a week, write down specific policies that SPANS should stand for, mail to John Mildon, who will put them together into one co-ordinated piece; a document that will state SPANS position. John agreed to co-ordinate this process. The document, once ready, could be used to increase interest in the National Marketing Organization. For example, Alberta and Manitoba are inviting information on marketing organizations. It might lead to a conference in a few months time and assist in the process of dialogue with other Provincial Organizations. The document should contain ideas regarding basic principles of marketing.

ADJOURNMENT

The meeting adjourned at 5:00 p.m.

Lester Settle  
RECORDING SECRETARY

Guy Sanders  
CHAIRMAN

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

MARKETING AND ORGANIZATIONAL COMMITTEES

MINUTES

Truro, N.S.

January 27, 1984

THOSE PRESENT :      John Mildon  
                         Brewster Kneen  
                         Eric Sawler  
                         Richard Ducharme  
                         Andrew Richardson  
                         Guy Sanders  
                         Martin Penfold  
                         Roy MacKenzie  
                         Lester Settle

SUMMARY OF PROMOTIONS

John Mildon gave a summary of promotional activities held in the fall of 1983 which included the Food Fair Atlantic at a cost of \$1,417.24; Mall Displays for a total of \$763.95.

It was noted that the 1984 schedule of Mall Displays began in February 1984 extending through to April, for the spring season.

It was recommended that in connection with the Mall Displays, there should be In-Store Promotion and Point of Sale Materials.

It was felt that some use could be made of the Summer Provincial Works Program to employ Home economists.

In-Store displays with high sales and low sales should be used in order to evaluate the growth of sales as affected by the mall displays.

The need for promotional hand-out materials was noted and that a Committee should be organized to handle some of these matters. Contact should be made with Atlantic Co-op in order to do something through the total chain.

Reference was made to the interest of Holiday Inn in Dartmouth also and their chain for the promotion of lamb beginning with Mothers Day. It was pointed out that there would be some material also in the HRI Study, being conducted by Agriculture Canada regarding the Institutional Markets for the sale of lamb.