Market Beef
4-H Project Newsletter

CANADA
4-H Nova Scotia

IMPORTANT UPDATE: As of September 2024, both steers and heifers are eligible to participate in the Market Beef Project. Consequently, the Market Steer Project has been renamed to the Market Beef Project.

This Market Beef Project Newsletter contains information specific to the Market Beef Project. Please use it in conjunction with the General 4-H Information Bulletin. This will ensure you are aware of Achievement Day completion requirements as well as general opportunities and information pertaining to all 4-H members. This Project Newsletter, as well as the General 4-H Information Bulletin, will be updated each year, if necessary, based on changes made at the 4-H Nova Scotia Leadership Forum.

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

The Market Beef Project was developed to educate 4-H members about raising, fitting, showing, and selling their animals, while also promoting 4-H through a 4-H livestock sale at the 4-H Nova Scotia Provincial Show.

Market Beef Project members (you) work toward presenting a high-quality finished product for sale. It is your responsibility to find buyers, promote your product, and explain to potential buyers why it would be beneficial to purchase your animal. Do not limit your search to local grocers or abattoirs; approach local businesses and individuals as well. The major difference in sale price from one animal to another is the promotion and personal contact made by the 4-H member prior to the sale. 4-H members who put forth the effort often reap the benefits of higher sale prices in the end!

At a later date, you will receive a Market member package via email. This package will include a *Market Buyer* Brochure and *Market Show 'n' Sale Infographic,* and a letter template via email. Share these documents with prospective buyers to encourage them to attend the Show 'n' Sale.

Please contact market@4hnovascotia.ca to:

- request printed flyers and brochures (members will receive electronic copies, only, unless otherwise requested);
- decide NOT to take your market animal to the 4-H Nova Scotia Provincial Show;
- to report a change to the registered RFID tag number. Any tag number changes must be reported to 4-H Nova Scotia as soon as possible.

Who Can Register?

Beef Project members, who have already successfully completed a minimum of two (2) years in the Beef Project, may register for the Market Beef Project.

Members registering in the Market Beef Project must also register in the Beef Project in the current 4-H year. Therefore, members are required to simultaneously complete the 4-H Beef Project and the Market Beef Project, in the current 4-H year to compete at the 4-H Nova Scotia Provincial Show.

Members must show their own registered 4-H animals at Achievement Day to qualify for county exhibitions and the 4-H Nova Scotia Provincial Show, in the current 4-H year.

How Do I Apply?

- **Register with your club:** Members need to register for the Market Beef Project with their club no later than the project add/drop date (March 15).
- **Complete online market application form:** In addition, members must complete the online application form no later than May 15th of the current year. Remember, the 4-H Nova Scotia Market Committee enforces this deadline strictly. It is your responsibility to follow up and ensure your application is received on time.

Achievement Day Requirements

The project work requirement for the Market Beef Project is a **showmanship class**. The Market Beef Project is separate from the Beef Project. Members must show their own market animal at Achievement Day.

Members then have the option of advancing to the 4-H Nova Scotia Show 'n' Sale, if your animal meets show and sale quality standards and you fulfill all project completion requirements. **Please note that market animals may not be used in regular showmanship classes.**

The **dress code** for Market Beef is black pants and a white shirt. Hard-soled boots are encouraged. Members may wear sun-safety hats when showing livestock outdoors.

Your **record sheet** should be started when the animal is born or purchased in the spring. This started record sheet MUST come to your Club Achievement Day.

Members in the Market Beef Project will judge the same four animals as those in the Beef Project.

Conformation

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

Specific Market Beef Rules

- Tagging Requirement:
  - Your Market animal must have a CCIA (Canadian Cattle Identification Agency) tag—this is mandatory.
  - The tag number must be recorded on your application and submitted to the Market Committee.
  - *Important Note: As of January 1, 2010, all cattle must be tagged with an approved CCIA Radio Frequency Identification (RFID) tag. If you need more information about this program, visit the CCIA website at http://www.canadaid.ca.*
- Animal Requirements:
  - All entries must be properly dehorned and castrated (with no visible cords or testicles) or be female. Stags (incompletely castrated males) are not allowed.
  - Entries must be an acceptable beef breed, but they do not need to be purebred.
  - Entries must weigh between 950 lbs. and 1250 lbs. at the 4-H Nova Scotia Provincial Show. Animals weighing more than 1250 lbs. will be sold at the maximum weight of 1250 lbs.
  - All entries must be in good health and will be inspected at the show.
- Weighing and Testing:
  - Entries will be weighed upon arrival at the show.

- Disqualification:
    - Cattle that do not meet Grade A or higher standards for fat cover and conformation, or that fail to meet other health or quality requirements, may be asked to withdraw from the show and/or sale by the Market Committee.
- Members must have already completed a minimum of two (2) years in the Beef Project to be eligible for the Market Beef Project. Members must also be currently registered in the Beef Project to participate in the Market Beef Project.
- Each member requires two (2) separate animals (one registered in the Market Beef Project and another registered in the Beef Project. Registering and exhibiting in 4-H Beef Project classes and the Market Beef Class requires two (2) separate animals.

4-H Nova Scotia Market Committee

This committee, appointed by 4-H Nova Scotia, oversees the Show 'n' Sale at the 4-H Nova Scotia Provincial Show. Its responsibilities include arranging judges, auctioneers, publicity, ribbons, and buyers' reception, as well as enforcing rules.

The Committee will also determine the number of animals participating at the 4-H Nova Scotia Provincial Show each year.

Updated guidelines may be issued by the 4-H Nova Scotia Market Committee, as approved by 4-H Nova Scotia. These guidelines will be e-mailed directly to the registered Market Beef/Lamb/Turkey/Goat members using the email on file with 4-H Nova Scotia.

4-H Nova Scotia Provincial Show

- To show in the auction at the 4-H Nova Scotia Provincial Show, the animal's RFID tag number must be the same one that is recorded with the 4-H Nova Scotia Market Committee. As a result of not having the same recorded RFID tag number, your Beef will be disqualified from the auction.
- Cattle will be weighed upon arrival at the Provincial Show, and their weight along with their age will be provided to the judge before the competition.
- Entries will be inspected at the Provincial Show by a Culling Committee (a subcommittee of the 4-H Nova Scotia Market Committee). Any market animal found to be in poor condition, missing the proper ear tag, improperly castrated, or failing to meet other requirements as determined by the Committee may be withdrawn from the show/sale.
- Members are responsible for the care of their market animal until 12:00 noon on Sunday of the 4-H Nova Scotia Provincial Show (this includes feeding and cleaning the animal), unless the animals are removed following the sale. Buyers may remove the animal earlier than 12:00 noon on Sunday.
- In market projects, members must show their own animal in both the conformation class and the sale at the 4-H Nova Scotia Provincial Show.
- Immediately following the Show 'n' Sale, a photographer will photograph each member with their animal and buyer(s). Members and buyers will each receive a copy of the photo via mail following the Show.
- Members are responsible for arranging the delivery of their market animal from the Sale to the designated packing plant or the location requested by the buyer. Expenses, such as trucking, may apply.
- The Market Committee is committed to keeping Show 'n' Sale costs to a minimum. An 8% sales fee will be deducted from the final selling price(s) received by the consignor to cover the costs of the Show 'n' Sale.

- Member Payment: Members will receive a cheque for the selling price of their animal(s) minus an 8% fee. Payments will only be issued after 4-H Nova Scotia receives full payment from the buyer(s).
- Please note that cheques can be made out ONLY to 4-H NS members. Any separate agreements or arrangements with farms must be handled directly between the member and the farm. It is the member's responsibility to settle those arrangements with the animal owner or farmer after payment has been received from 4-H NS.
- Buyer Payment: Buyers payments are due after the final sale of the evening. The 4-H Nova Scotia Market Committee will be present following the Sale to collect payments onsite, and buyers will receive electronic invoices. Payment options include credit card, cheque, or cash, with electronic receipts provided upon payment.

Market Project Meeting Ideas:

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

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

Please note that the National Farm Animal Care Council (NFACC) Code of Practice should be followed when housing animals for 4-H events.

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

Contagious/Infectious Disease & Quarantine

4-H members, leaders, parents, and livestock owners are reminded that 4-H Achievement Days and shows showcase the 4-H program and the agricultural industry in this province. All are reminded that infectious diseases can be transmitted during transport and at the Show. Therefore, it is strongly recommended, for the protection of the public, participants, and other animals at the Show, that animals currently infected or showing signs of infectious diseases not be brought to shows. Additionally, livestock exhibitors and owners must understand that attending 4-H shows carries a risk of their animal contracting disease, regardless of the best efforts of all involved.

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

Brochures titled *Skin Infections of Particular Concern to 4-H Calves: Ringworm, Warts, and Lice* and *Fact Sheet: Animal Health and Safety Best Practices* are available. If you wish to receive a copy by mail or email, please contact your Regional Program Coordinator (RPC) (www.4hnovascotia.ca\contact). These brochures contain important information for all livestock members and should be reviewed with 4-H clubs, livestock owners, and your local veterinarian when making decisions about attending 4-H Achievement Days and Shows.

Animal Movement Reporting

The Canadian Food Inspection Agency is responsible for regulations regarding the identification of animals and how livestock owners report moving animals on and off the farm.

For Beef:

- Animal must be tagged with an approved indicator prior to leaving farm of origin.
- There are no movement requirements to responsible administrators for beef cattle at this time, however there is an option to do so voluntarily on CLTS.

How can members help the producer meet these requirements?

- Communicate with your animal owner when the animal is being moved between premises and the PID of those locations.
- If an animal loses a tag, advise the owner immediately so a replacement tag can be ordered. Animals may not be transported without the approved tag.

Movement Document – Individuals transporting animals are required to keep a transport manifest. This manifest must include:

- Name of Driver
- License plate of vehicle
- Date/Time the animal was picked up/dropped off
- The premise ID of departure site and destination
- When the animal(s) last received feed, water and rest.
- Identification numbers for each animal

Professional drivers may have their own transportation manifest available. 4-H Nova Scotia has a developed *4-H Livestock Traceability & Transfer of Care Information Sheet* (LIVESTOCK-TRACEABILITY-FORM-2024-PDF-fillable.pdf) for use by 4-H participants.

Livestock Insurance

4-H Insurance does not cover project animals. Insurance coverage for animal liability, injury, or death is the animal owner's responsibility.

Activity Involving Animals	
Involving Animals refers to activities in which members are working directly with animals or in a location with animals. (Examples: Livestock members training, fitting and showing, clubs hosting livestock shows or petting farms, groups visiting fairs, farm tours.)	**High-risk Activity** The nature of the activity or the presence of hazards pose a foreseeable risk of harm, illness, or injury to participants.
Risk Management Strategies Safety information and recommendations contained in this safety checklist are believed to reflect best practice to reduce risk. The suggested risk management strategies are considered minimum standards for livestock handling.	
Training and Preparation ☐ All youth members and their parents/guardians are informed of potential risks involved in the activity, as well as the safety rules and procedures. ☐ Instruction on safety precautions is received from a trained leader or an experienced instructor who is capable of demonstrating the skills and safety precautions. ☐ Animal behavior and handling techniques are reviewed by a trained leader or an experienced instructor who is capable of explaining animal behavior and handling techniques. ☐ All sessions are conducted in a safe environment.	

- ☐ Safety rules and procedures are learned prior to participation.
- ☐ Skills/movements are learned in proper progression.
- ☐ All youth members and their parents/guardians are informed of the equipment/clothing required for the activity.
- ☐ Emergency contact and medical information for all participants will be on hand throughout the event, as well as dedicated phones for emergencies.
- ☐ A first aid kit will be available.

Supervision

- ☐ Adheres to Youth Safety Supervision Policy, Rule of Two and Supervision Ratios.
- ☐ Safety rules and procedures are enforced throughout the activity.
- ☐ Emergency action plan is in place to deal with accidents/injuries.

Facility

- ☐ Respect biosecurity protocols of the facility.
- ☐ Ensure activity area is free of hazards/debris.
- ☐ Proper lighting and ventilation, when applicable.
- ☐ Safety rules/regulations are posted/reviewed prior to the activity.
- ☐ Indoor facility has a clearly marked emergency exit.
- ☐ Animals should be worked with in an enclosed space, with proper safety exits, such as an arena or pen to prevent animals from getting loose.
- ☐ When in a public venue, use gates and signage to separate the public traffic flow from animal movement.
- ☐ When in a public venue have signage regarding handwashing and touching animals.
- ☐ Animals should be safely and securely tied or caged when not being handled according to animal welfare standards to keep animals and people safe.
- ☐ Animals should have access to food and water according to animal welfare standards.
- ☐ Handwashing stations to be available for members and the public after handling animals.

Animals

- ❑ Ensure animals are healthy and suitable for use in the activity.
- ❑ Where applicable, follow all animal transportation regulations.
- ❑ Where applicable, ensure animals are tagged properly.
- ❑ Where applicable follow quarantine recommendations after an event.
- ❑ Ensure animal owners are aware of their responsibility to have insurance coverage for their animals, 4-H Canada holds no insurance coverage for animals.

Equipment

- ☐ Equipment to be used is suitable and in good condition.
- ☐ Equipment should be cleaned and sanitized following best practices.
- ☐ Equipment is checked by a qualified person before every session.
- ☐ Halters and collars to be properly fitted to ensure good control and animal comfort.
- ☐ Instructions are given regarding the proper use and maintenance of equipment.
- ☐ Leaders check to ensure that each youth has the required materials prior to participation.
- ☐ Leaders ensure that there is a First aid kit and a designated emergency phone are available

Clothing/Footwear

- ☐ Appropriate and properly fitted footwear is worn. For example, steel toed boots are recommended for large livestock.
- ☐ Appropriate clothing is worn. For example: Helmets are recommended for horseback riding.

Inclusion

- ☐ The activity is suitable to all participating youth member's age, ability, mental condition, and physical condition.