

*I dedicate this book to my late wife Madeleine, knowing she represents all the dedicated wives who worked behind the scenes and kept their husbands on the rails.*



*Jim and Madeleine Powers*

## CHAPTER TWELVE



## CO-OPERATION &amp; CONFRONTATION

## THE CATTLEMEN

The Bruce County Federation of Agriculture executive was organized in 1940 and spoke for the beef producers of the county for ten years. At that time there were no commodity groups organized specifically to speak for the producers, although the dairy farmers had already laid the groundwork for the Ontario whole milk, concentrated milk, and cheese producers. The executive members of the Bruce federation were all mixed farmers, producing beef, hogs, chickens, eggs, and cream, so they knew all the problems and could capably represent the beef sector. About 1946, however, it was suggested that each commodity set up its own organization from township to county to provincial level and, through this framework, set up marketing boards under the Farm Products Marketing Act. In 1954 the OFA annual meeting passed a resolution that efforts be made for a marketing scheme for beef.

The beef producers were the last group to organize their township and county committees. The reason was quite simple: they had a wider period of time in which to market the animals. By contrast, dairy products were perishable and hogs could not be held beyond a certain weight. Also, if the price of beef was reasonably good, some beef producers would rather go to a hockey game than attend an organizational meeting. It was only when a crisis occurred that they displayed any interest in forming an organization.

Dating back to 1929, Bruce had what was known as a county Livestock Improvement Association. It was active in promoting all aspects of the livestock industry. In the beef industry the

members had as an objective getting Bruce declared a "Better Bull Area." To qualify for this designation, 80 per cent of the bulls had to be purebred animals. Townships assessors were hired to make a survey of the county. The Bruce County Council minutes of 1929 record a presentation by three farmers. Their spokesperson was Walter Warder from Lion's Head, a well-known rancher. He informed council that Bruce exceeded the 80 per cent figure at 89 per cent, and therefore the county qualified as a "Better Bull Area" under the Protection of Cattle Act. County Council passed a by-law on June 7, 1929 to make the designation official, giving a boost to the sale of breeding stock from Bruce.

Another historical step toward better quality beef was the use of artificial insemination. Early research efforts were made by the Ontario Agricultural College in 1937; by 1938 and 1939, a few cows were inseminated. George Gear, the Bruce agricultural representative, spearheaded this project. The semen was collected in Guelph early on Monday and stored in thermos bottles. It came by motorcar to Bruce County, where George took telephone calls until noon from farmers who had cows to breed. The project was continued for eight weeks. A meeting in the spring of 1942, after the cows had calved, examined the results. While not outstanding, they were sufficient to warrant the continuation of the project.

Some of the early history of the beef producers was found when the OMAF office moved from its downtown location in Walkerton to its new site on Highway 9 in 1990. Several boxes of federation



*Rex Cruikshank of Park Head, in addition to being first secretary of the cream producers, was a strong supporter of the Grey-Bruce Feeder Sale. He had sold cattle every year since 1952 until 1993.*

records were turned over to me. I discovered the minutes of the Grey County Beef Producers and records of how Bruce County was involved in joint meetings. On May 20, 1946 a meeting was held in the court house in Owen Sound. Twenty people were present from the federations of both counties as well as from the agricultural committees of Grey and Bruce County Councils. Louis Davis and Kenzie Foster, who was also the warden of Bruce, represented the Bruce federation. Many opinions were expressed. One comment of interest was "The time was ripe for an all-out demand implemented by the withholding of cattle from market and raising of ceiling prices." Cows and bulls were selling for 7 and 8 cents while mature steers were bringing 10 to 12 cents. That a reorganization of the provincial directorate of the beef producers was necessary "was the suppressed feeling of the meeting."

The War Time Prices and Trade Board, which controlled prices, had allowed packers a 33 1/3 per cent profit. Concessions for higher prices were offered to other industries, and farmers were won-

dering why they shouldn't have the right to receive price increases according to their cost increases. A motion was made to send a delegation from Grey and Bruce counties to a London meeting on raising price ceilings. A lengthy resolution was also passed calling for an increase in the ceiling prices of beef to 25 cents for red brand quality, 23 cents for blue brand, and 21 cents for commercial grade dressed weight. The resolution also agreed that if no action was taken by the federal government and the War Time Prices and Trade Board a protest meeting would be organized by the Ontario Federation of Agriculture. The resolution was sent to ministers of agriculture, county councils, the Canadian Federation of Agriculture, members of parliament at federal and provincial levels, and the livestock exchanges in Montreal, Toronto, and Winnipeg. Delegates named to be spokesmen at this meeting were Louis Davis and Kenzie Foster for Bruce and Wesley Matches and Wesley Magwood for Grey.

Another meeting was held in Markdale on July 2, 1946 at which a motion was passed to "accept

the offer of government officials . . . to meet in a round table conference of the beef industry and that we invite Simcoe, Wellington, Waterloo, Middlesex, Huron, and Bruce to send representation." The round-table meeting was to be held in Owen Sound on July 25 followed by an open general meeting in the evening. Meanwhile, Grey County set up its county beef producers executive from the township committees. They elected Edgar Lemon from Annan Township. He was an excellent leader and was a strong promoter of a Grey-Bruce Feeder Sale which eventually was set up at Wiarton. On July 18 a meeting was held to prepare a brief for the forthcoming meeting on July 25 with Deputy Minister of Agriculture McTaggart. The brief asked for 25 cents for red brand and 24 cents for blue, and that these prices be stabilized until the end of 1948. The demand was due to the increased labour and manufacturing costs to farmers. At the open meeting in the evening Louis Davis presented the resolution and it was endorsed unanimously. The records do not indicate the results of this meeting with government, but there was no protest meeting so we assume some satisfaction was obtained.

*In the early 1950s about 90 per cent of farmers were beef producers. Most of the cows were dual purpose; the farmer milked a beef type of cow such as Hereford or Shorthorn and separated the milk and sold the cream.*

An interesting letter is attached to these minutes but unfortunately it has no date or identified writer. It is a report to the Ontario Beef Producers' Association (OBPA) executive. The writer was sent to the U.S. to secure information about cattle prices and also to find out why there was an embargo on Canadian cattle. He found that the U.S. did not have an embargo on Canadian cattle and that the Canadian government was the hold-up on the cattle going to the U.S. market. The Buffalo and Detroit buyers were willing to accept Canadian cattle as cattle were in short supply and the buyers had to buy off the Chicago market. The American government had put a ceiling on dressed beef which was too low and the price of live cattle was increasing. A delegation was in Washington protesting the policy. Steers were selling for 3 cents a pound more in the American market than

in the Canadian market. Given this evidence it is little wonder that beef farmers were totally frustrated with government and were demanding producer involvement in marketing. The letter states that the Minister of Agriculture, through press releases, was telling farmers the Americans did not want Canadian beef and there was a U.S. embargo, when actually it was the Canadian government causing the restriction. Naturally the Canadian processors of beef did not wish to see the cattle move onto the American market.

Grey County was the first county in Ontario to set up a genuine beef producers' board of directors elected from township committees. From the tone of the resolutions that were passed and sent to the OBPA, Grey County farmers were totally dissatisfied with the structure of the organization at that level. Grey County took a strong stand for producer representation on the provincial board and for a better way of financing the organization than depending on government grants. Their view was that government grants simply paid for provincial executive expenses and others had to pay their own way or be financed by the county federation of agriculture. Because of Grey County's criticisms, a meeting was called for January 6, 1955 at the Royal York Hotel, and Grey presented a proposed constitution asking that producers finance their organization and control it. The beef producers of Grey and Bruce were never satisfied with the structure of the OBPA. The members were dedicated beef men but were not democratically appointed. This provincial organization had come into existence in 1943, when the government hand-picked a group of top producers to advise it on floor prices and cost of production.



## TOWNSHIP COMMITTEES

The history of the Bruce County Beef Producers dates back to 1949 when township committees were set up at the township Federation of Agriculture annual meetings. They were Culross, Saugeen, Greenock, Arran, Kinloss, Kincardine, and Amabel. In my year-end report as federation fieldman, the following was written: "Some townships have already named their beef committees in preparation for a vote when the beef producers are officially organized. Provincial legislation requires 60 per cent of the eligible vote to be in the affirmative. These committees will be in charge of the voting in their respective townships."

In the early 1950s about 90 per cent of farmers were beef producers. Most of the cows were dual purpose; the farmer milked a beef type of cow such as Hereford or Shorthorn and separated the milk and sold the cream. Most farmers raised calves to 1,000 pounds and shipped them to the Toronto Stock Yards through a drover. There was very little competition on the buyers' side and farmers simply had to take what they were offered. Some farmers sold their calves to other farmers who had additional farms known as grass farms. On the Bruce Peninsula many farmers preferred to sell their cattle at a lighter weight, and this trend, along with high quality stock, brought about the Grey-Bruce Feeder Sale at Wiarton. Community sales became popular until the movement of cattle from the Western provinces developed into a big business in the 1960s. Bruce Peninsula farmers were producing top quality calves — a result of the introduction of quality beef bulls, which was a project of George Gear's.

Andrew McTavish of Greenock Township was appointed Bruce County director of the beef producers by the Federation of Agriculture. He wrote an article for the federation yearbook in 1952 that describes very well the early beef organization:

"As the organization of the Beef Producers' Association in Bruce County will not be completed until the fall of 1952, this report must of necessity be concerned primarily with the setting up of the association. During past years problems relating to the beef industry in Bruce County have been dealt with, if at all, by several organizations: e.g. marketing problems by the county Federation of Agriculture and local co-operatives and production problems by the Department of Agriculture and Purebred Breeders' Association. During the years following the re-opening of the U.S. market after the war, the market had been so favourable that little interest was apparent among cattle feeders in setting up an organization to deal with our problems on a county-wide basis. With the closing of the American market following the outbreak of foot and mouth disease a drastic change took place in the beef-marketing picture. At the time of the annual meeting of the Ontario Beef Cattle Producers' Association last spring, the county executive of the Federation of Agriculture felt it was necessary to keep as closely in touch as possible with all efforts being made to

stabilize cattle markets and that Bruce County should be represented at meetings of the provincial organization. As we had no county beef committee set up at this time, the writer of this report was appointed by the executive of the federation to act as county director on the provincial board until a meeting of the beef cattle farmers could be called later in the year."



## COUNTY ORGANIZATIONS

Such a meeting of the cattle producers was called in Paisley by the county federation early in September of 1952. The main purpose was to discuss the current policy of the Canadian government with respect to beef price supports and to express to government the needs of beef farmers in the county until the U.S. embargo was lifted. The recommendation of the Paisley meeting urged that each township federation have a strong beef producers' committee at the fall meetings.

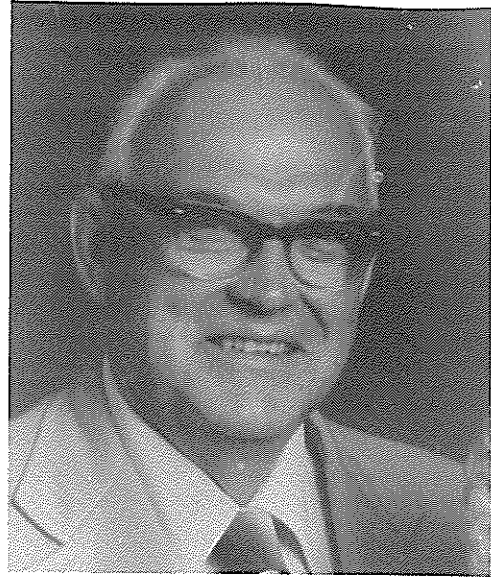
A provisional county committee was set up with the following members: Ernest Ackert, Holyrood; John Wolfe, Dobbinton; Wesley Matches, Hepworth; and A. A. McTavish, Paisley. The following year the township directors were all appointed and, together with the various breed associations, beef producers were very active. One of the first problems facing the organization was the cattle rustling activity that hit the county. The proper identification and prompt reporting of missing cattle were felt to be the best deterrent to cattle thefts. A county meeting with the provincial police and the Department of Agriculture introduced registered brands.

During the 1950s, beef producers strengthened their organization and dealt with many problems, including freight rates and the need to improve pastures and feed quality. Another aspect of the beef business was the trend from dual-purpose cows to straight dairy for the sale of whole milk rather than cream. During one year in Bruce the records say that 24,000 dairy cows were brought into the county. The calves from these dairy cows were not acceptable to the genuine beef producer. Many would not have a Holstein on the farm at any price.





*John Wolfe.*



*Harvey Ackert.*

## BEEF IMPROVEMENT ASSOCIATION

The meeting at which the Bruce County Beef Cattle Producers' Association made the transition to the Bruce County Beef Improvement Association was held in Paisley on April 2, 1963. (Years later the Ontario organization changed its title to Ontario Cattlemen's Association and all county units did likewise.) Interesting statistics of the time were quoted. Ontario had about one-third of the Canadian cattle population, 75 per cent in dairy and 25 per cent in beef. Consumption of beef in Canada was 77 pounds per person while in the U.S. it was 94 pounds. The Ontario Livestock Branch projects of the time were the Ontario bull sale, the stocker and feeder sale in Northern Ontario, and the performance-testing program.

A motion to organize under the Beef Improvement Association was approved. The newly elected executive was Harvey Ackert, president; Russell Wagner, first vice-president; George Gear, secretary; and directors Maitland Warder (Lion's Head), A. A. McTavish (Paisley), John Wolfe (Dobbinton), Jack McKague (Teeswater), Ed Freiburger (Greenock), John Black (Chesley), and Charles Mizen (Allenford). A membership fee of \$1 was agreed upon and within the next few months thirty-five counties in Ontario were organized. In 1964 a proposal for a general membership fee was

defeated; membership was \$5 for those with 100 steers or more and \$2 for those with fewer than 100. Later the membership included a subscription to *Canadian Cattlemen*.

Some recommendations that the organization dealt with were the better supervision of feeder cattle being shipped by rail from Western Canada, better feeding and watering facilities, and a voluntary deduction of 50 cents per head (30 cents for sheep and hogs) to create a fund to advertise red meats. A better marketing system was mentioned occasionally. Attention was given to weight gains on pasture and rate of gain for winter feeding.

The county organization continued to press the government for more research for the beef industry and a check-off system, as well as for a more uniform system of selling on a dressed-weight basis. The Canadian Beef Improvement Association was formed in 1965 to promote all aspects of the beef industry. The Ontario association recommended a check-off of 10 cents for finished cattle and 5 cents for calves. The annual bus tours, mostly to the U.S. to visit modern beef farms, proved to be an invaluable educational experience.

Harvey Ackert resigned as president of the Bruce organization in 1967 but remained director of the Ontario Beef Improvement Association. Ron Oswald became the county president. The Beef Improvement Association took a strong stand in support of the Federation of Agriculture during the



*Past presidents of the Bruce Cattlemen's Association: (front) Loran Peter, Cliff Hewitt, Andrew McTavish (first president of the beef producers' association), Frank Murray, Ronald Oswald (president of the Ontario and Canadian Cattlemen's Associations), (back) Clarence Ackert, Harry Thede, Frank Voisln, Jack Cumming, Stan Eby.*

issue of the General Farm Organization (GFO).

During the end of the 1960s shipments of feeder cattle from the West had increased heavily and problems in transportation had a corresponding increase. Railroads handled the bulk of the shipments and the Bruce beef organization was dealing constantly with freight increases. The fatality rate caused by disease and improper handling produced heavy financial losses. Shipping fever was a common killer. Harvey Ackert was keenly involved as an Ontario director and also as an Ontario president. He travelled with shipments on several occasions to see first-hand how the cattle were handled. Prior to this Bruce had recommended that roofs be placed over some of

the cattle yards, particularly at Maple, Ontario, which was a popular destination.

The Winnipeg Stock Yards was the stopover point for feeder cattle and problems were many. In 1969 Harvey Ackert was persuaded to spend some time at the yards during the heavy shipping periods. He checked conditions in 650 cars of cattle. He corrected overloaded cars and arranged treatment for sick animals. This experience improved transportation. Improved unloading facilities were erected at Midhurst, and at Maple a better relationship developed with the Canadian Humane Society. The mandatory stop at White River ended and a through-run from Winnipeg to Toronto was allowed.



## CHECK-OFF FOR PROMOTION

Direct advertising for beef in Canada was not really necessary until about 1960. Prior to this the per capita consumption of beef was good and there was no real competition in the meat industry. The dairy industry had already faced a competitor in the 1950s when margarine entered the market, and responded by creating an advertising fund. Cream producers contributed one-tenth of a cent per pound. The red meat industry—beef and pork—faced its challenge for the market in the early 1960s with the mass production of poultry meat and the promotions by fast-food giants such as Kentucky Fried Chicken. In addition to competing for the consumer dollar, beef producers had to counteract bad publicity over beef prices.

The first mention in the Bruce County Beef Improvement Association minutes of funding for advertising is found dated March 19, 1965. At a meeting in Paisley it was moved by E. Ackert and seconded by F. Murray that a voluntary deduction be made of 5 cents for cattle and 3 cents for hogs and sheep. The following year another request went to the provincial organization.\*

*\*Many important resolutions dealing with the beef industry originated from Bruce and had beneficial results for all of Ontario, in fact all of Canada. These addressed: better rail transportation of feeder cattle, check-offs to finance the producers' organization, inspection at feeder stations, rail rates, more research to improve beef production, marketing beef on a dressed-weight basis, interest rates, counteracting detrimental publicity, promotion booklets, the auction-marketing of dressed beef, the carcass cutability project, highway signs, Bill C-176, Ontario Stock Yards activity, the issue of using drugs in raising beef, the feeder calf clubs, PCV licencing, getting the full-invoice value for cattle killed or injured because of railway negligence, cause of death certificates signed by a veterinarian for livestock deaths en route east, plasmic arthritis research, weigh scales at all community sales, and approved weigh masters at Ontario stock yards and meat packing plants.*

*Another issue was spraying for warble flies. Warble-fly spraying was already being done, but beef producers were not happy with the spraying project and approached every township council to appoint a supervisor. A supervisor's responsibilities were to oversee the actual spraying and check*

*the amount of insecticide powder. In fact a resolution was passed asking the Ontario Department of Agriculture to institute a new warble fly control act. The warble-fly control continued to be a problem for the industry and the Beef Improvement Association continued to make recommendations to all levels of government for several decades. This pest caused heavy losses in beef production by making cattle run on the pasture, resulting in weight loss. The damage to hides was another problem, as the grub developed in the body and penetrated the hide as it departed from the animal.*

In 1968, William Stewart was Ontario Minister of Agriculture, and a beef producer himself. He agreed to bring in legislation for a check-off as well as regulations to govern carcass trimming and weighing in packing plants, items for which the producers had been asking for ten years. The Beef Cattle Marketing Act passed in mid-1968 and the check-off began in September.\* The check-off was tripled in 1982 to fund the national advertising campaign. The budget in 1983 was approximately \$3 million and rose to \$6 million in a few years. The fees were made non-refundable in 1988. Prior to this, any producer could request the refund of his deductions.

*\*Beef prices were low—\$39 per hundredweight for good steers. This was followed by a 10 cent increase and the price rise caused a consumer boycott of beef. A Cabinet minister encouraged the boycott. The industry woke up in a hurry to the need for consumer education. Fortunately, the check-off was in place.*

At the annual meeting of the Ontario Cattlemen's Association (OCA) in February of 1991 in Toronto, delegates voted in favour of increasing the mandatory check-off from one-quarter of one per cent on animals sold in the province to as much as one-third of one per cent. The check-off, pegged at \$2 on a 1,000-pound steer, would rise to \$2.50 and perhaps as much as \$3.33 if association members agreed to the change. The annual meeting asked Minister of Agriculture Elmer Buchanan to amend the Beef Cattle Marketing Act. Cattlemen were concerned about the battle to maintain a countervail after the five-year-old countervail ended on July 25. They feared that growing stockpiles of European beef would be shipped to Canada again. (In 1986, Canadian producers suffering depressed prices spent \$200,000 to fight the imports.) There was also criticism of the national advertising program, which took in about

half of the annual check-off dollars. The budget had also been adversely affected by falling cattle numbers in the province. Slaughter cattle sales were down 20 per cent from the previous year. In 1989, the OCA had taken in \$2,196,858 in licence fees and had spent \$2,556,800. The 1990 estimated expenditures were \$2,076,250.

The Bruce, Huron, and Grey cattle producers' associations did not support the increase.



## PROMOTING BEEF IN THE COUNTY

### Beef Health Program

In June of 1978 Bruce County came up with another first in an effort to cut heavy losses of livestock, primarily in the fall months during the heavy shipments of feeder cattle from the West. The plan was to involve fifty volunteer farmers for an eight-week period, who would have their dead livestock taken to the Ontario Veterinary College (OVC) for post mortems. Background information pertaining to shipping and post-arrival management would be collected on these animals. The dead livestock would be picked up at the farm. The fee per head was set at \$10 maximum and \$5 minimum billed at year end. The Bruce Cattlemen's Association budgeted \$2,000 for the purpose and the OCA was asked to cover costs over \$2,500. An offer from a feed company to assist the study was declined. Graf Animal Foods had the lowest tender bid and won the contract to transport the dead livestock for 40 cents a mile. In addition to the OVC, the Veterinary Services Branch (OMAF), scientists from the Ontario Agricultural College, and the Bruce County agricultural representative Mac Bolton all co-operated in making the project a success.

The two major aspects of the study were (1) the post-mortem examination of animals delivered to the OVC from the farms in the project in Bruce. Every attempt was made to establish the cause of death and return this information to the farmer's veterinarian as soon as possible, (2) a field study designed to identify those factors related to morbidity and mortality in the feedlot. The field studies were conducted primarily by veterinarians from the OVC, who questioned the collaborating farmers about management, housing, transportation, preventive and therapeutic measures, and

the source of feedlot animals involved in the study. Initially eighty-one farmers agreed to participate, but only sixty-five were actively involved in the project. About 20,000 animals were owned by the participants.

It was found that mortality in animals arriving at feedlots by train was approximately twice that of cattle shipped from the West via trucks. There were 169 animals submitted for examination to the Pathology Department at OVC. Twenty-nine different diseases were deemed as primary causes of death. Also included in the study were statistics on housing and feeding.

Most of the data from the Bruce County project have been placed in computer files and will be stored for future use. The results can be utilized by farmers and veterinarians as guides to making decisions about their feedlot cattle.

The program lasted for three years. Many people could be named who contributed to the famous project, which is still mentioned by veterinarians across Canada. The Bruce Cattlemen's Association executive in 1978 was Ron Wolfe, past president; Willard Calhoun, president; Frank Murray, first vice-president; Loran Peter, second vice-president; Mac Bolton, secretary; and Shirley Ackert, treasurer. Doctors Reg Thompson, Don Davis, Rob Curtis, Wayne Martin, and Allan Meek worked with local veterinarians and spoke to many cattlemen's meetings.



*Willard Calhoun.*



*Ronald Wolfe.*

### Tainted Meat

The beef industry was a very important part of the economy in Bruce. Anything that hurt the industry not only dented the income of beef farmers but also the income of dairy farmers who depended on fair beef prices for culled cows, veal, and very often finished steers for the market. When the tainted meat story hit the media in 1964, consumers reacted, and everything possible had to be done immediately to assure consumers that the offenders were taken out of circulation.

The issue, which was commonly known as the "dead livestock" case, involved dealers who were in the business of collecting dead livestock from farmers. Instead of processing the meat for the pet market or other outlets, they sold it to racketeers who put it into the retail market for human consumption.

The Cattlemen's Association called a special meeting and set up a committee of Harvey Davis, Frank Murray, Willard Calhoun, and Ernest Ackert to investigate and make recommendations. Part of the illegal trade was operating in Bruce and Grey counties. The committee worked with the Ontario Cattlemen's Association, OMAF, and Veterinary Services, and introduced a rigid inspection service to assure nothing but top quality meats were on the market. Violators of the law were found guilty in the courts and convicted.

### Highway Signs

In 1971, Ron Wolfe suggested the installation of beef-promotion signs on all of the main highways coming into Bruce County. The signs are still well maintained and make motorists aware they are entering Bruce, the famous beef-producing county.

### Beef Barbecue

The first annual beef barbecue was held in Chesley in August of 1972 with Ontario Minister of Agriculture Bill Stewart as guest speaker. Four hundred tickets were sold at \$3.50 a plate.

Every year the event grew larger and included good entertainment. In 1990, 1,400 people attended and the price was \$9 a person. Ken Campbell of the Seaforth area and Murray Cardiff, later Member of Parliament, catered the first barbecue. The two families continued until recently when Jeff Cardiff took over the catering business. The profits from the barbecue paid for Big Bruce and many other projects.

### Big Bruce

A promotional idea for Bruce County as well as the county's beef industry was initiated in 1974. The late Harvey Davis, of Elderslie Township, suggested buying a huge plastic Hereford steer, and a deal was made to rent the unit from its owner, who resided in the western U.S., with an option to buy. One month later the steer was purchased for \$3,500. A loan of \$1,500 had to be arranged.

Harvey Davis was first vice-president of the International Plowing Match to be held in Bruce in 1976. His colourful animal was the greatest promotional feature of our event right across Ontario. As publicity chairman of the match, I hauled Big Bruce with huge signs advertising the event to thirty major functions, from Tobermory to Ottawa, in 1976.

The committee in charge of "Big Bruce" was Past President Harvey Davis, President Jim Harris, and First Vice-president Ron Wolfe. Big Bruce continued to be a feature at events for a few years and was on loan to other counties for a fee plus mileage. He was retired to a permanent location at the Elderslie Township municipal buildings just north of Chesley, as a memorial to Harvey Davis



*Big Bruce.*

who had been reeve of Elderslie and Warden of Bruce.

### Bruce County Plowing Match

The Bruce Cattlemen's Association took an active part in the 1976 International Plowing Match held in Walkerton. The association hosted a roast beef barbecue for about 600 people on Press Day. The out-of-pocket expenses were shared by Community Sales of Wiarton, Gorrie, Cargill, Brussels, Hanover, Lucknow, and Keady as well as by local and Ontario plowmen's associations. They supported a 90-foot frontage in the tented city for "Big Bruce," plus a building 50 by 80 feet erected in cooperation with Fleming's Construction of Hanover. Part of the building was used for an elaborate new beef-promotion display funded by the Beef Information Centre, the Meat Packers Council, the Canadian National Exhibition, and the Western

Fair. Large signs were displayed: "Quality Feeder Cattle are Available on Many Bruce County Farms" and "Remember Bruce County is Ontario's Foremost Cattle County." Promotional material was handed out all week and two beef roasts were barbecued each day. Cooking demonstrations were conducted by the Ontario Cattlemen's Association. Big Bruce headed the daily parades through the tented city.

### Marketing Study

At a membership meeting of the Cattlemen's Association of Formosa in September of 1975 a Marketing Study Committee headed by Willard Calhoun delivered its ten-point report. Each section was voted on separately.

1. All cattle slaughtered in Ontario shall be sold by public auction and no cattle shall be sold



*Harvey Davis.*



*Jim Harris.*



*Mac Inglis, Past President of the Cattlemen's Association.*