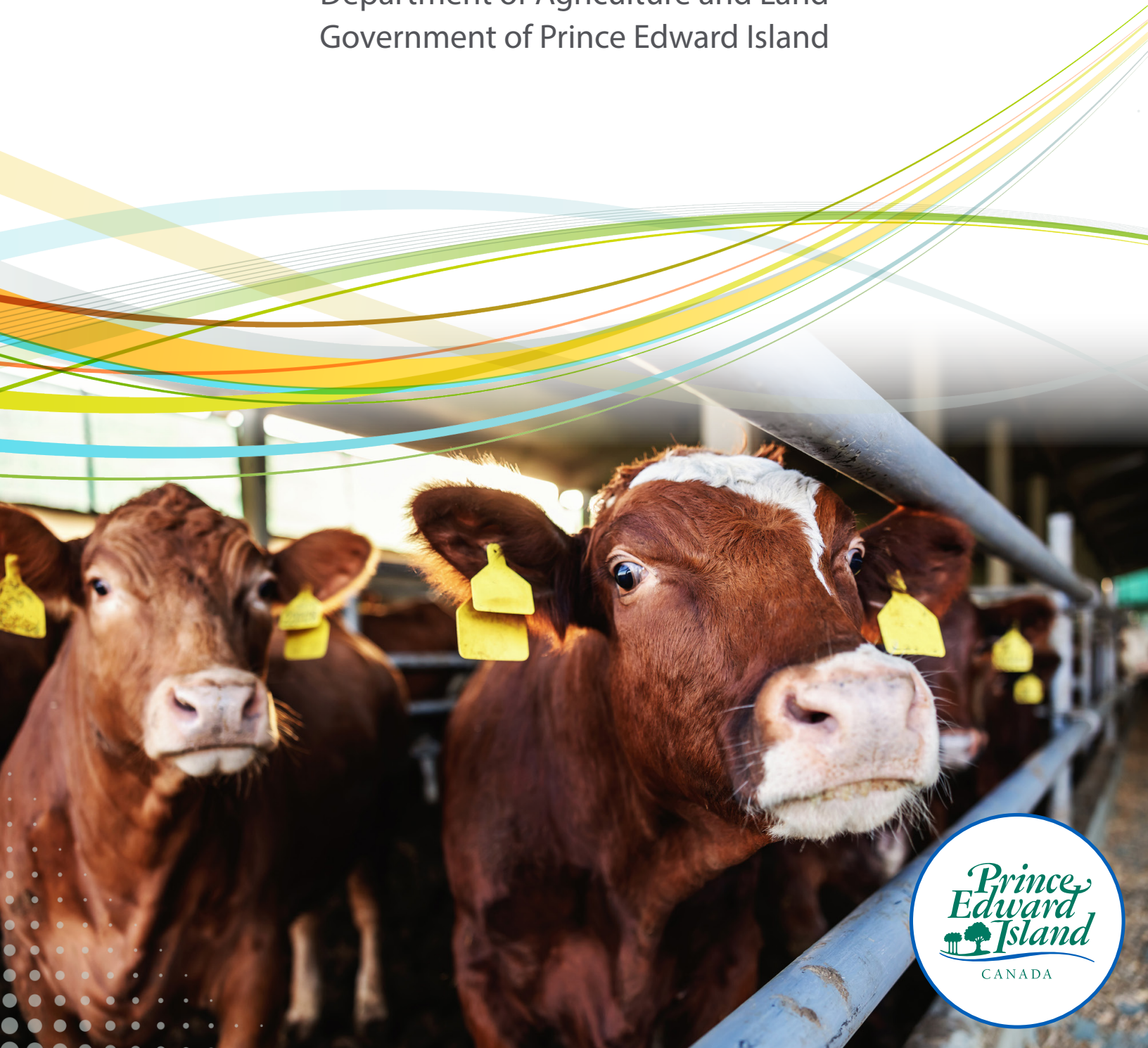


Prince Edward Island Livestock Strategy 2021 - 2025

Department of Agriculture and Land
Government of Prince Edward Island



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Executive Summary

INTRODUCTION & BACKGROUND

The purpose of the Prince Edward Island (PEI) Livestock Strategy is to serve as a guiding document to support the development of PEI's livestock sectors. The Livestock Strategy will be implemented through collaboration with the livestock industry and its sectors, the PEI Department of Agriculture and Land (DAL), and other stakeholders.

On July 9, 2019, the Legislative Assembly of PEI passed Motion 29 "Urging Government to facilitate the development of a livestock strategy."¹ Between December 2020 and March 2021, the DAL consulted with livestock industry organizations in PEI, regional processors, and other stakeholders. The information and recommendations from these consultations have served as an important line of evidence in the development of this strategy.

Based on consultation with livestock sectors, and other lines of evidence, the Livestock Strategy is organized around five (5) strategic pillars. Within each of these pillars there are focus areas and key actions. Together, they form a strategic direction for the livestock industry in PEI.

PILLAR 1: INDUSTRY PRODUCTIVITY

Industry Productivity refers to the livestock industry's ability to increase outputs in relation to inputs. This can be accomplished by adopting new technologies, finding feed and other efficiencies, improvements to livestock health, and improving the use of existing resources through professional development and extension activities. Productivity can help the livestock industry become more competitive and profitable.

Focus Areas for Industry Productivity:

- Livestock Supply;
- Industry Efficiency;
- Animal Disease Surveillance; and
- New Entrants to Livestock Sectors.

PILLAR 2: RESOURCE CAPACITY

Resource Capacity refers to having adequate raw resources, land, infrastructure and industry support available to support the viability of the livestock industry. This includes feed availability, processing capacity, livestock support industries and organizations, research capacity, community pastures, and waste management.

Focus Areas for Resource Capacity:

- Feed Production and Availability;
- Processing Capacity;
- Livestock Support Industries and Organizations;

¹ Legislative Assembly of PEI. (2019). Motion 29. Urging Government to facilitate the development of a livestock strategy. Available at: [https://docs.assembly.pe.ca/download/dms?objectId=8e71e5bb-ce56-45b4-884d-0d3d009e96e7&fileName=Motion%20No.%2029%20\(Livestock%20Strategy\).pdf](https://docs.assembly.pe.ca/download/dms?objectId=8e71e5bb-ce56-45b4-884d-0d3d009e96e7&fileName=Motion%20No.%2029%20(Livestock%20Strategy).pdf)

- Research Capacity;
- Community Pastures; and
- Waste Management.

PILLAR 3: ENVIRONMENTAL SUSTAINABILITY

Environmental Sustainability refers to agri-environmental practices that promote the sustainability of the livestock sector through reductions in greenhouse gas (GHG) emissions, the implementation of beneficial management practices (BMPs) and improvements to soil health. This strategic pillar also supports the productivity and profitability of the livestock industry.

Focus Areas for Environmental Sustainability:

- Ruminants and Greenhouse Gas Emissions;
- Beneficial Management Practices; and
- Soil Health.

PILLAR 4: REVENUE DIVERSIFICATION

Revenue Diversification refers to efforts to diversify sources of revenue in the livestock industry. This includes brand development and other alternative sources of revenue. This strategic pillar supports the economic viability of the livestock sector and supports broader policy objectives regarding the diversification of agricultural production.

Focus Areas for Revenue Diversification:

- Brand Development; and
- Other Alternative Sources of Revenue.

PILLAR 5: RISK MANAGEMENT

Risk Management refers to preventing or mitigating risks that may negatively impact the livestock industry. These risks include price volatility, extreme weather events, land use conflicts, animal welfare concerns, as well as biosecurity and disease-related risks. Risk management promotes the financial stability of the livestock industry, and has other benefits related to animal health and welfare.

Focus Areas for Risk Management:

- Financial Risk Management;
- Land Use; and
- Biosecurity and Disease Response Preparedness

Sommaire

INTRODUCTION ET CONTEXTE

L'objectif de la stratégie sur le bétail est de servir de document-guide pour appuyer le développement des secteurs du bétail de l'Î.-P.-É. La stratégie sur le bétail sera mise en œuvre en collaboration avec l'industrie du bétail et ses secteurs, le ministère de l'Agriculture et des Terres et d'autres intervenants.

Le 9 juillet 2019, l'Assemblée législative de l'Î.-P.-É. a adopté la motion 29 « Urging Government to facilitate the development of a livestock strategy »² (pressant le gouvernement de faciliter l'élaboration d'une stratégie sur le bétail). Entre décembre 2020 et mars 2021, le ministère a consulté les organismes industriels du bétail à l'Î.-P.-É., les transformateurs régionaux et d'autres intervenants. L'information et les recommandations tirées de ces consultations ont servi d'importante source de données probantes pour l'élaboration de cette stratégie.

D'après la consultation avec les secteurs du bétail et d'autres données probantes, la stratégie sur le bétail est organisée autour de cinq piliers stratégiques. Dans chacun de ces piliers se trouvent des domaines d'intérêt et des actions clés. Ensemble, elles forment une direction stratégique pour l'industrie du bétail à l'Î.-P.-É.

PILIER 1 : PRODUCTIVITÉ DE L'INDUSTRIE

La productivité de l'industrie fait référence à la capacité de l'industrie du bétail à augmenter les extrants par rapport aux intrants. Cela peut être accompli en adoptant de nouvelles technologies, en trouvant de la nourriture et d'autres sources de gains de rendement, en améliorant la santé du bétail et en améliorant l'utilisation des ressources existantes par le perfectionnement professionnel et les activités d'approfondissement. La productivité peut aider l'industrie du bétail à devenir plus compétitive et profitable.

Domaines d'intérêt pour la productivité de l'industrie :

- Offre de bétail;
- Efficacité de l'industrie;
- Surveillance des maladies animales; et
- Nouveaux entrants dans les secteurs du bétail.

PILIER 2 : CAPACITÉ EN RESSOURCES

La capacité en ressources fait référence au fait d'avoir des ressources brutes adéquates, des terres, de l'infrastructure et du soutien de l'industrie offerts pour appuyer la viabilité de l'industrie du bétail. Cela comprend la disponibilité des aliments, la capacité de transformation, les industries et les organisations de soutien du bétail, la capacité de recherche, les pâturages communautaires et la gestion des déchets.

² Assemblée législative de l'Î.-P.-É. (2019). Motion 29. Urging Government to facilitate the development of a livestock strategy. Repéré à : [https://docs.assembly.pe.ca/download/dms?objectId=8e71e5bb-ce56-45b4-884d-0d3d009e96e7&fileName=Motion%20No.%2029%20\(Livestock%20Strategy\).pdf](https://docs.assembly.pe.ca/download/dms?objectId=8e71e5bb-ce56-45b4-884d-0d3d009e96e7&fileName=Motion%20No.%2029%20(Livestock%20Strategy).pdf)

Domaines d'intérêt pour la capacité en ressources :

- Production de la nourriture et disponibilité;
- Capacité de traitement;
- Organismes et industries de soutien du bétail;
- Capacité en recherche;
- Pâturages communautaires; et
- Gestion des déchets.

PILIER 3 : DURABILITÉ DE L'ENVIRONNEMENT

La durabilité environnementale fait référence à les pratiques agroenvironnementales qui favorisent la durabilité du secteur de l'élevage par la réduction des émissions de gaz à effet de serre (GES), la mise en œuvre de pratiques de gestion bénéfiques (PGB) et l'amélioration de la santé des sols. Le pilier stratégique appuie aussi la productivité et la profitabilité de l'industrie du bétail.

Domaines d'intérêt pour la durabilité de l'environnement :

- Ruminants et émissions de gaz à effet de serre;
- Pratiques de gestion bénéfiques; et
- Santé des sols.

PILIER 4 : DIVERSIFICATION DES REVENUS

La diversification des revenus fait référence à les efforts visant à diversifier les sources de revenus dans le secteur de l'élevage. Cela comprend le développement de la marque et d'autres sources de revenus. Ce pilier stratégique soutient la viabilité économique du secteur de l'élevage et soutient des objectifs stratégiques plus vastes concernant la diversification de la production agricole.

Domaines d'intérêt pour la diversification des revenus :

- Développement des marques; et
- Autres sources de revenus.

PILIER 5 : GESTION DES RISQUES

La gestion des risques fait référence à la réduction ou à l'atténuation des risques qui pourraient avoir des conséquences négatives sur l'industrie du bétail. Ces risques comprennent la volatilité des prix, les phénomènes météorologiques extrêmes, les conflits sur l'utilisation des terres, les préoccupations en matière de bien-être des animaux, ainsi que la biosécurité et les risques reliés aux maladies. La gestion des risques promeut la stabilité financière pour l'industrie du bétail et a d'autres avantages liés à la santé et au bien-être des animaux.

Domaines d'intérêt pour la gestion des risques :

- Gestion des risques financiers;
- Planification de l'utilisation des terres; et
- Préparation en matière de biosécurité et d'intervention en cas de maladie.

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Acronyms

AAFC: Agriculture and Agri-Food Canada

ABP: Atlantic Beef Products

ACSP: PEI Agriculture Climate Solutions Program

AGC: Atlantic Grains Council

AIC: PEI Agriculture Insurance Corporation

ALUS: Alternative Land Use Services Program

ARIP: Applied Research and Innovation Program

ASEP: Abattoir Strategic Enhancement Project

ASP: Agriculture Stewardship Program

AVC: Atlantic Veterinary College

BMP: Beneficial Management Practices

BRM: Business Risk Management

BSE: Bovine Spongiform Encephalopathy

CAP: Canadian Agricultural Partnership

CPP: Community Pastures Project

DAL: Department of Agriculture and Land

ERT: Emergency Response Team

FAD: Foreign Animal Disease

GHG: Greenhouse Gases

MBTS: Maritime Beef Testing Society

PEI: Prince Edward Island

PID: Property Identification Number

PMRP: Performance Monitoring and Reporting Plan

SIGI: Strategic Industry Growth Initiative Program

SOM: Soil Organic Matter

Glossary: Definitions

Focus Areas: Strategic outcomes that allow an organization and its stakeholders to achieve their mission. For the purpose of the Livestock Strategy, focus areas are organized into Strategic Pillars.

Key Actions: Specific, concrete actions that allow an organization and its stakeholder to achieve the strategic outcomes found within a given focus area. For performance monitoring, key actions are measured using metrics.

Metrics: Numbers and/or descriptions that indicate relevant information in order to understand the performance, relevance, and/or impact of an intervention.

Introduction

Purpose

The following document is a strategy for Prince Edward Island's (PEI) livestock industry. The purpose of the Livestock Strategy is to serve as a guiding document to support the development of PEI's livestock sectors. The strategy outlines the strategic pillars, focus areas, and key actions that will meet the evolving needs and goals of the industry and its sectors.

The Livestock Strategy will be implemented through collaboration between the livestock industry and its sectors, the PEI Department of Agriculture and Land (DAL), and other stakeholders.

Background and Process

Table 1 (below) provides background statistics on the PEI livestock industry and its sectors over time.

Selected Livestock	Unit of Measure	1996	2001	2006	2011	2016
Total cattle and calves	Number of farms reporting	1,384	1,072	923	700	593
	Number of animals	94,611	84,791	86,435	63,496	59,291
	Average number of animals	68	79	94	91	100
Total pigs	Number of farms reporting	315	193	149	55	40
	Number of animals	117,560	126,065	123,192	53,649	37,517
	Average number of animals	373	653	827	975	938
Total sheep and lambs	Number of farms reporting	74	68	69	72	66
	Number of animals	2,996	3,589	3,901	7,959	8,916
	Average number of animals	40	53	57	111	135
Total hens and chickens	Number of farms reporting	154	169	152	142	136
	Number of animals	352,488	365,182	447,061	461,734	N/A
	Average number of animals	2,289	2,161	2,941	3,252	N/A

Table 1. Selected livestock and poultry, Prince Edward Island.

Source: Statistics Canada. Table 32-10-0155-01

There has been a gradual decline in the number of cattle/calves reported, and in the number of cattle/calve farms as well. However, the average number of animals per farm has increased – which suggests that there has been consolidation in these sectors. Table 2 (below) provides a detailed breakdown of cattle/calves in PEI over time.

With respect to the hog sector, there has been a significant decline in the number of hog farms, and the number of animals reported. However, there has been an increase in the average number of animals reported per farms – once again suggesting that there has been consolidation in the hog sector.

The number of farms reporting sheep/lambs has been relatively stable over time. Despite this, there has been growth in the number of sheep/lambs reported, and the average number of sheep/lambs per farm.

Finally, the number of farms reporting hens/chicken has been relatively stable, while the overall number of animals and the average number of animals per farm have increased. This may be a function of supply management and the quota system which is in effect for the chicken/poultry sector.

Selected livestock	Unit of measure	1996	2001	2006	2011	2016
Total cattle and calves	Number of farms reporting	1,384	1,072	923	700	593
	Number of animals	94,611	84,791	86,435	63,496	59,291
	Average number of animals	68	79	94	91	100
Dairy cows	Number of farms reporting	482	359	254	219	183
	Number of animals	16,353	14,623	13,097	13,128	12,805
	Average number of animals	34	41	52	60	70
Beef cows	Number of farms reporting	784	559	550	386	320
	Number of animals	16,472	13,251	16,107	10,207	9,391
	Average number of animals	21	24	29	26	29
Total heifers	Number of farms reporting	1,023	843	696	533	471
	Number of animals	15,804	19,257	19,695	14,566	13,058
	Average number of animals	15	23	28	27	28
Bulls, 1 year and over	Number of farms reporting	686	488	477	365	309
	Number of animals	1,163	774	793	562	510
	Average number of animals	2	2	2	2	2
Steers, 1 year and over	Number of farms reporting	787	525	434	289	259
	Number of animals	20,350	16,758	15,474	9,386	8,126
	Average number of animals	26	32	36	32	31
Calves, under 1 year	Number of farms reporting	1,182	925	803	604	534
	Number of animals	24,469	20,128	21,269	15,647	15,401
	Average number of animals	21	22	26	26	29

Table 2. Cattle and calves on census day, Prince Edward Island.

Source: Statistics Canada. Table 32-10-0155-01

On July 9, 2019, the Legislative Assembly of PEI passed Motion 29, “urging Government to facilitate the development of a livestock strategy.”³ Between December 2020 and March 2021, the DAL consulted with livestock industry organizations in PEI, regional processors, and other stakeholders. The information and recommendations from these consultations have served as an important line of evidence in the development of this strategy.⁴ It is anticipated that ongoing consultation with industry and stakeholders will inform the implementation of this strategy.

Strategic Pillars

Based on consultation with livestock sectors, and other lines of evidence, the Livestock Strategy is organized around five (5) strategic pillars. Within each of these pillars there are focus areas and key actions. Together, they form a strategic direction for the livestock industry in PEI.

- **Industry Productivity** refers to the livestock industry’s ability to increase outputs in relation to inputs. This can be accomplished by adopting new technologies, increasing efficiency, improvements to livestock health, and improving the use of existing resources through professional development and extension activities. Productivity can help the livestock industry become more competitive and profitable (Raupp and Raupp, 2018).
- **Resource Capacity** refers to the development of adequate raw resources, infrastructure and support organizations to promote the viability of an agricultural industry (Kumari and Khanduri, 2019). This includes land, processing capacity, livestock support industries and organizations, research capacity, community pastures, and waste management.
- **Environmental Sustainability** refers to agri-environmental practices that reduce greenhouse gas (GHG) emissions, provide environmental benefits like Beneficial Management Practices (BMPs), and improve soil health. This strategic pillar also supports the productivity and profitability of the livestock industry (Adhikari, Shah, Baral and Khanal, 2011).
- **Revenue Diversification** refers to efforts to diversify sources of revenue, which can reduce risk and improve the overall performance of an operation (Business Development Canada, 2015). This includes brand development, accessing niche markets, value-added practices, and generating revenue from agricultural bi-products. This strategic pillar supports the economic viability of the livestock sector and supports broader policy objectives regarding the diversification of agricultural production.
- **Risk Management** refers to reducing or mitigating unacceptable risks (Frey, 1996). These risks include price volatility, extreme weather events, land use conflicts, animal welfare concerns, as well as biosecurity and disease-related risks (Komarek, De Pinto and Smith, 2020). Risk management promotes the financial stability of the livestock industry, and has other benefits related to animal health and welfare.

³ Legislative Assembly of PEI. (2019). Motion 29. Urging Government to facilitate the development of a livestock strategy. Available at: [https://docs.assembly.pe.ca/download/dms?objectId=8e71e5bb-ce56-45b4-884d-0d3d009e96e7&fileName=Motion%20No.%2029%20\(Livestock%20Strategy\).pdf](https://docs.assembly.pe.ca/download/dms?objectId=8e71e5bb-ce56-45b4-884d-0d3d009e96e7&fileName=Motion%20No.%2029%20(Livestock%20Strategy).pdf)

⁴ See Appendix B for details regarding industry consultations.

Performance Monitoring

The PEI Livestock Strategy is supported by a performance monitoring and reporting plan (PMRP). The PMRP will be used to monitor progress in achieving the Key Actions found within this strategy.⁵ Performance monitoring is important for improvement, transparency, accountability and effectiveness.

Pillar 1: Industry Productivity

The Industry Productivity pillar reflects efforts to support activities that will increase livestock production, and improve productivity and efficiency throughout the livestock value chain. This includes efforts to increase livestock supply, improve industry efficiency, enhance animal disease surveillance, and support new entrants to livestock sectors. Improving industry productivity has the added benefit of supporting the competitiveness and profitability of livestock producers and the livestock industry.

Focus Area 1.1: Livestock Supply

Through the development of this strategy, it has become apparent that there is an opportunity to **increase the livestock inventory in PEI**. Efforts to increase PEI's livestock supply would align with the *Maritime Beef Sector Development and Expansion Strategy* (also referred to as the Maritime Growth Strategy), which was developed by the Maritime Beef Council in 2017.⁶ With respect to the dairy industry, opportunities to increase supply include dairy-beef production – which is identified as a priority by both the DAL and the Maritime Growth Strategy.⁷

It is believed that the region's land-base can support significant cow herd expansion. However, improvements to feedlot and feeder production capacity are needed to facilitate growth in livestock supply. Provincial and regional processing facilities will also support increasing the livestock supply in PEI by allowing producers to add value to their products, and access both local and interprovincial markets. Processing capacity will be expanded on in Pillar 2 of this strategy.

KEY ACTIONS

- Implementation of the Dairy-Beef Calf Pilot project. This project encourages the raising of dairy-beef cross calves from the PEI dairy industry and is an opportunity to provide additional animals for the local beef industry, including processing facilities.
- Implementation of the Dairy-Beef Finishing project. This project will assess management protocols for raising dairy-beef cross feeder calves to finish weight – including dairy farms, backgrounding farms, and feedlots.
- Funding for the Cattle East Transportation Assistance Project (Cattle East) to be implemented by the PEI Cattle Producers Association. This project will provide funding for the importation of Western Canadian breeding stock, which will help increase the supply of livestock in PEI.
- The DAL will support industry-led efforts to offer professional development and knowledge translation and transfer opportunities to livestock producers.

⁵ See Appendix C of this report for details.

⁶ Maritime Beef Council. (2017). *Maritime Beef Sector Development and Expansion Strategy*. Available at: http://nscattle.ca/wp-content/uploads/MBC-Growth-Strategy_PUBLIC.pdf

⁷ Maritime Beef Council. (2017). *Maritime Beef Sector Development and Expansion Strategy*. Available at: http://nscattle.ca/wp-content/uploads/MBC-Growth-Strategy_PUBLIC.pdf

- Support PEI sheep producers to develop an education and marketing strategy, to allow for local marketing of their products.

Focus Area 1.2: Industry Efficiency

Simple expansion of livestock numbers is only part of what is required to increase productivity in the livestock industry. Each livestock sector must also **increase efficiency through genetic testing, business management skills, and other measures**. Multiple sectors have already improved their efficiency by producing more pounds of product from reduced labor and inputs, reducing the intensity of GHG emissions in the process.

The Canadian beef industry has made significant progress in improving production efficiency. Between 1981 and 2011, the Canadian beef industry reduced the intensity of GHG emissions per kilogram of liveweight by 14% through advancements in technology and management.⁸ This has enabled industry to produce the same amount of beef in 2011 compared to 1981, all with 29% less breeding stock, 27% fewer slaughter cattle, and 24% less land.⁹

In the dairy sector, average annual milk production per cow has increased by 13% since 2011 - due largely to improvements in animal nutrition, genetics and housing.¹⁰ The dairy sector in Canada is environmentally efficient as well, producing less than half the GHGs per liter of milk when compared to the global average.¹¹

KEY ACTIONS

- The DAL will support genetic testing to measure animal performance, including feed efficiency.
- The DAL will support industry-led efforts to offer professional development opportunities to livestock producers. This could include opportunities related to farm management, efficiency improvements, marketing, and knowledge transfer events.
- The DAL will support on-farm efficiency improvements with the goal of making livestock operations more economically viable.
- In collaboration with industry, the DAL will support genetic improvement through commodity-specific livestock enhancement programs, with a focus on feed efficiency.
- The DAL will support improvements to feed processing methods through programming focused on technology and science adoption.
- DAL staff will work in collaboration with producers and feed suppliers to provide advice on feed production and ration balancing.
- The DAL will promote more efficient grazing practices through the PEI Agriculture Climate Solutions Program and the Community Pastures Project.

⁸ Legesse G., Beauchemin K. A., Ominski K. H., McGeough E. J., Kroebe R., MacDonald D., Little S. M., McAllister T. A. (2015) Greenhouse gas emissions of Canadian beef production in 1981 as compared with 2011. *Animal Production Science* 56, 153-168. <https://doi.org/10.1071/AN15386>

⁹ Legesse G., Beauchemin K. A., Ominski K. H., McGeough E. J., Kroebe R., MacDonald D., Little S. M., McAllister T. A. (2015) Greenhouse gas emissions of Canadian beef production in 1981 as compared with 2011. *Animal Production Science* 56, 153-168. <https://doi.org/10.1071/AN15386>

¹⁰ Dairy Farmers of Canada. (2021). Sustained progress: Environmental efficiency of Canadian milk production. Available at: <https://dairyfarmersofcanada.ca/sites/default/files/2019-06/PLC-Info-%20EN.pdf>

¹¹ Dairy Farmers of Canada. (2021). Sustained progress: Environmental efficiency of Canadian milk production. Available at: <https://dairyfarmersofcanada.ca/sites/default/files/2019-06/PLC-Info-%20EN.pdf>

Focus Area 1.3: Animal Disease Surveillance

Animal health is important to the productivity of PEI's livestock industry. One way of promoting animal health is through **animal disease surveillance**. Identifying priority animal diseases, and developing a disease surveillance system to monitor these diseases, will promote animal health. This animal disease surveillance system will be leveraged to improve the efficacy of training, education and disease response plans.

KEY ACTIONS

- The DAL will amend the *Animal Health Act* to include diseases prioritized by livestock sectors.
- The DAL will support industry through the development of a disease surveillance system for named diseases in the amended *Animal Health Act*.
- The DAL will use the data generated through the disease surveillance system to work collaboratively with industry in the development of training and education opportunities, programs, and disease response plans.

Focus Area 1.4: New Entrants to Livestock Sectors

Support for new entrants and succession planning are challenges in all agriculture sectors, including livestock sectors. New entrants to livestock sectors face challenges such as **access to financing, land, and capital infrastructure**. Community pastures are a unique opportunity for new entrants to join the beef sector and access relatively low-cost summer grazing while they grow a base cow herd.

KEY ACTIONS

- Implementation of the Future Farmer Program to support new entrants to agriculture, including livestock.

Pillar 2: Resource Capacity

The Resource Capacity pillar focuses on supporting the availability of adequate raw resources, infrastructure and industry support organizations to promote the viability¹² of the livestock industry. Resource Capacity pertains to feed production and availability, processing capacity, livestock support industries and organizations, research capacity, community pastures, and waste management.

Focus Area 2.1: Feed Production and Availability

An expanded livestock herd will require **increased feed supply** from the agricultural land base of PEI. As feed prices fluctuate it is important that producers have access to feed at a competitive price. High grain and oilseed prices have resulted in feed leaving the region for other markets, creating challenges for livestock producers. In PEI there has traditionally been close collaboration between crop and livestock producers that have allowed for adequate livestock forage production. As alternative crops are introduced, and land management practices change, it will be important to ensure that there is sufficient land available for pasture and forage production.

¹² Economic viability for farms is defined by Jurate, Miceikiene, & Jurgelaitiene (2016) as, "its capability to survive, live, and develop by using the available resources"

KEY ACTIONS

- Implementation of the Community Pastures Project.
- The DAL will support grazing systems that complement cash crop production, supporting both feed availability and improvements to soil health.
- The DAL will support feed production research through organizations such as Atlantic Grains Council.

Focus Area 2.2: Processing Capacity

The PEI Department of Agriculture and Land will **work with livestock sectors and processors to improve processing capacity**. Currently processing capacity in PEI includes Atlantic Beef Products (ABP) – the only federally inspected facility in PEI – and several small-scale, provincially inspected abattoirs.¹³ PEI lambs are processed at the federally inspected Northumberland facility, in Nova Scotia. The success of these facilities will depend, among other things, on adequate access to labour and labour saving technologies.

The COVID-19 pandemic has highlighted the need to improve resiliency by enhancing local processing capacity. Since 2020, provincially inspected abattoirs have identified a requirement to upgrade equipment to increase their efficiency and productivity. The DAL continues to work with these facilities to support them in accessing resources and modernizing their facilities.

KEY ACTIONS

- The DAL will support provincially inspected facilities to increase their processing capacity through improvements to efficiency, productivity, and the adoption of labour-saving technologies and equipment.
- Collaborate with Environmental Health, Department of Health and Wellness to review slaughter protocols and recommend best practices based on existing guidelines.
- Supplement the veterinary inspection fee for livestock to ensure that producers maintain access to processing plants that meet the requirements of PEI's Slaughter House Regulations under the *Public Health Act*.
- The DAL will work with regional federally inspected facilities in their efforts to increase their processing capacity and export opportunities for PEI livestock producers.
- In collaboration with industry, the DAL will explore opportunities for the development of additional capacity for PEI abattoirs.

Focus Area 2.3: Livestock Support Industries and Organizations

PEI's Agriculture sectors rely on **viable support industries and organizations** for equipment, inputs, professional services and custom farming services. A diminished agriculture support sector may lead to further consolidation, less competition and higher prices for these important supports.

KEY ACTIONS

- In collaboration with industry, the DAL will promote innovation in livestock support industries and organizations so that they in turn can support livestock sectors.
- Through the Maritime Food Self-Sufficiency Working Group, the DAL and stakeholders will promote cooperation among Maritime Provinces in identifying and addressing opportunities to improve overall food self-sufficiency.

¹³ Federal inspection is required to export finished livestock products interprovincially.

Focus Area 2.4: Research Capacity

Research can support the success of livestock sectors in areas such as production, performance and health. There are numerous organizations and facilities in the Maritimes that can provide this service. They include the Atlantic Veterinary College (AVC), Atlantic Grains Council (AGC), the Maritime Beef Testing Society (MBTS), AAFC, Dalhousie University, and other organizations. These organizations conduct research on animal feed, performance testing, animal nutrition, and animal health across livestock sectors.

KEY ACTIONS

- The DAL will support research activities through the Applied Research and Innovation (ARIP) Program, including its Applied Research Sub-Program and Industry Research Coordination Sub-Program.
- The DAL will provide support for research activities with stakeholders such as the Atlantic Veterinary College, the Atlantic Grains Council, the Maritime Beef Testing Society, the Atlantic Poultry Research Institute, the Atlantic Dairy Research Committee.

Focus Area 2.5: Community Pastures

Seven community pasture groups across PEI provide grazing land for beef and dairy animals. They encompass a land base of approximately 9,200 acres.¹⁴ Livestock producers will need to adopt collective management models that achieve the benefits of scale without requiring producers to amalgamate their assets. There are opportunities to **support the long-term viability and carrying capacity of community pastures**.

KEY ACTIONS

- Implementation of the Community Pastures Project.
- As an extension of the Community Pastures Project, the DAL will explore possible demonstration sites to be used to showcase management practices that contribute to efficient production and sustained profitability of community pastures.

Focus Area 2.6: Waste Management

Supporting disposal of deadstock and abattoir waste is important for a sustainable livestock industry. Proper disposal alleviates environmental, human/animal disease, and food safety risks. It is important that there is adequate capacity to deal with waste management and disposal to prevent and/or respond to a disease outbreak. For some abattoirs, waste management can be a barrier to entry or growth.

KEY ACTIONS

- The DAL will work towards the development of a long-term sustainable waste disposal option for livestock. The DAL is currently exploring options in this area, in collaboration with other Provincial Departments.
- The DAL will support contracted deadstock removal services.
- The DAL will implement the Abattoir Strategic Enhancement Project, which provides funding for initiatives that improve the efficiency and safety of waste management in provincially inspected PEI abattoirs.

¹⁴ Consultation with DAL staff, Agriculture Resources Division.

Pillar 3: Environmental Sustainability

The Environmental Sustainability pillar aims to support further improvements to the environmental sustainability of livestock producers. Strategic actions taken by livestock producers can protect the environment and mitigate climate change, while also supporting competitiveness and profitability.

Focus Area 3.1: Ruminants and Greenhouse Gas Emissions

It is important to acknowledge that livestock production contributes to GHG emissions, primarily through methane from ruminant animals and nitrous oxide from fertilizers used in livestock feed production.¹⁵ There are several practices that can reduce GHG emissions related to livestock production and support environmental sustainability. These practices include improvements to grazing management, manure management, higher-quality feed, and genetic improvements to livestock.¹⁶ In collaboration with stakeholders, the DAL will support efforts to **reduce GHGs** associated with livestock production, **improve grazing management practices**, and **increase feed and animal efficiency**.

KEY ACTIONS

- The DAL will promote more efficient grazing practices through the PEI Agriculture Climate Solutions Program and the Community Pastures Project.
- In collaboration with stakeholders, the DAL will explore the efficacy of novel feedstuffs and feed additives to reduce methane production in ruminant livestock.
- In collaboration with Maritime Beef Testing Society, provide genetic information on bull feed efficiency.
- Continued support for seed stock development in improving feed efficiency.

Focus Area 3.2: Beneficial Management Practices

BMPs are agri-environmental practices that reduce environmental risks and promote the sustainability of agricultural production.¹⁷ Examples include watercourse protection, expanded buffer zones, as well as silage and manure storage. Both regulation and incentives have been used by PEI to promote BMPs. Minimum regulations, such as waterway buffer zones, are complimented by **incentive-based programs to develop and implement BMPs**. These mechanisms can be used to modify livestock production to meet environmental objectives.

KEY ACTIONS

- The DAL will incentivize the implementation of habitat-based BMPs through the Alternative Land Use Services (ALUS) Program.
- The DAL will incentivize the implementation of BMPs through the Agriculture Stewardship Program.
- The DAL will incentivize the implementation of BMPs through the PEI Agriculture Climate Solutions Program.

¹⁵ IPCC. (2019). Special Report on Climate Change and Land: Summary for Policy Makers. <https://www.ipcc.ch/srccl/chapter/summary-for-policy-makers/>

¹⁶ IPCC. (2019). Special Report on Climate Change and Land: Summary for Policy Makers. <https://www.ipcc.ch/srccl/chapter/summary-for-policy-makers/>

¹⁷ ALUS Program: https://www.princeedwardisland.ca/sites/default/files/publications/af_alus_guide.pdf; Agriculture Stewardship Program: https://www.princeedwardisland.ca/sites/default/files/publications/af_asp_guide.pdf

Focus Area 3.3: Soil Health

Soil health is a precondition for the success of PEI's agriculture industry, including livestock sectors. Soil organic matter (SOM) has declined significantly in recent decades.¹⁸ Factors such as the reduction in manure usage, increased intensity of crop production, and decreased forage production have had negative impacts on soil structure, organic matter, and overall soil health. As a result, there are opportunities to **sustainably increase manure availability** for land application, which can **contribute to improved soil health**.

KEY ACTIONS

- Through the Soil First Farming initiative, the DAL will implement a suite of soil health-related programs, services and supports.
- The DAL will implement the PEI Manure Nutrient Content Survey, which will update provincial manure nutrient management guidelines for various livestock groups.
- The DAL will offer a Soil Health Test Package through the PEI Analytical Laboratory (PEIAL). This can help producers better understand a field's soil system and management practices to increase its health and productivity.
- In 2021/22, soil health will be examined by DAL on its Community Pastures which will provide a benchmark for soil health in each pasture group.
- The DAL will expand its soil health testing package to include water holding capacity.
- The DAL will review of existing PEIAL practices with the goal of optimizing soil reports to meet client needs and to update existing fertility guidelines.

Pillar 4: Revenue Diversification

The long-term viability of livestock sectors can be encouraged by exploring options for revenue diversification. These revenue streams should complement both on-farm initiative, market opportunities, and policy objectives.

Focus Area 4.1: Brand Development

Livestock have been an integral component of the Island's rural landscape for generations. While the aesthetic value of livestock is largely non-financial for farms outside of agritourism, livestock sectors do provide financial benefits in terms of the Island brand, providing value to tourism and the "Food Island" brand. There are opportunities to **generate value for the livestock industry through brand development**.

KEY ACTION

- The DAL will support the implementation of Verified Beef Production and Certified Island Beef certification programs.
- The DAL will support Food Island Partnership initiatives that focus on the promotion of food.

¹⁸ Nyraneza, J.; Thompson, B.; Geng, X.; He, J.; Jiang, Y.; Fillmore, S.; and Stiles, K. (2017). Changes in soil organic matter over 18 years in Prince Edward Island, Canada. *Canadian Journal of Soil Science*. 97(4): 745-756. <https://doi.org/10.1139/cjss-2017-0033>

Focus Area 4.2: Other Alternative Sources of Revenue

Currently, the major products produced by Island livestock producers include animal protein, dairy products and genetic seedstock. There are **alternative sources of revenue** that should be explored. Alternative revenue sources could support the viability of livestock producers and contribute to other pillars in this strategy.

KEY ACTIONS

- Through the Domestic Food Trade Working Group, the DAL and stakeholders will explore opportunities to promote interprovincial trade in the agriculture and agri-food sector without compromising food safety or international trade obligations.
- In collaboration with industry, the DAL will support diversification within livestock sectors to serve niche markets (e.g., small ruminant dairy, fiber, alternative livestock, etc.).
- In collaboration with industry, the DAL will improve the marketing of livestock bi-products (e.g., wool hides, whey protein) and alternative livestock.

Pillar 5: Risk Management

The Risk Management pillar aims to prevent and mitigate risks associated with livestock production. As with all agriculture, livestock production has the potential for risk, including price fluctuations, land use conflicts and biosecurity risks, and other risks.

Focus Area 5.1: Financial Risk Management

The CAP agreement on Business Risk Management (BRM) includes the AgriInsurance, AgriStability, AgriInvest and AgriRecovery programs. AgriInsurance, AgriStability and AgriRecovery are administered by the PEI Agricultural Insurance Corporation (AIC). The AIC is also responsible for AgriInvest. Together, these cost-shared programs help producers mitigate risks associated with agricultural production. AgriInsurance includes livestock insurance, which is designed to provide coverage for losses to livestock or livestock products resulting from one or more insurable perils. AgriStability offers protection against large declines in farm income caused by circumstances such as low prices, rising input costs, production losses and market conditions. **A livestock price insurance program is being explored** as an option that may mitigate risks for livestock producers.

KEY ACTION

- The DAL will work with the Maritime Beef Council to investigate a proposed Eastern Price Insurance Program for Island livestock producers.

Focus Area 5.2: Land Use

As residential development encroaches on farmland, land use conflicts can occur between long-standing agricultural land use and more recent residential land use. The livestock sector has observed land use conflicts related to farm practices. Given this strategy's objective to increase livestock production, it is important to develop land legislation and policy that meets the current and future needs of PEI.

KEY ACTIONS

- In collaboration with stakeholders, the DAL will revise land legislation and policy to preserve agricultural land and mitigate land use conflicts.

Focus Area 5.3: Biosecurity and Disease Response Preparedness

All agricultural sectors are concerned about the implications of a potential animal or plant disease outbreak. History has demonstrated the negative impact of plant and animal disease outbreaks. Short term consequences included declines in farm revenue, and negative impacts on the mental health and quality of life for producers. The long-term implications of these diseases have included decreased production capacity, increased consolidation, regulatory barriers, and restricted access to markets.

KEY ACTIONS

- The DAL will support livestock sectors in adopting codes of practice focused on animal health, welfare, and biosecurity.
- DAL will amend the *Animal Health Act* to improve disease responses measures that will serve to better protect the livestock industry.
- The DAL has developed Emergency Response Teams (ERT) for each livestock sector in the event of a FAD outbreak. Each ERT Group will work collaboratively towards preparedness for disease responses and maintain its own Emergency Response Recourse Manual outlining its responsibilities and protocols for managing FAD outbreaks.
- The Chief Provincial Veterinarian will facilitate education and training regarding humane depopulation and handling of carcasses, and will communicate regularly with PEI and regional veterinarians on disease concerns.
- DAL will explore disposal options in the event of large-scale disease event.
- The DAL will work with livestock producers to promote property identification numbers (PIDs).
- The DAL will establish the capacity to facilitate quick depopulation of animals that need to be slaughtered for disease or welfare reasons.
- The DAL will provide support for education or resources to livestock producers regarding animal health, welfare, and biosecurity.

Conclusion

This document has outlined a strategy for PEI's livestock industry. The purpose of the Livestock Strategy is to serve as a guiding document to support the development of PEI's livestock sectors. This strategy has outlined the strategic pillars, focus areas, and key actions that will meet the evolving needs and goals of the industry and its sectors. The Livestock Strategy will be implemented through collaboration between the livestock industry and its sectors, the PEI Department of Agriculture and Land (DAL), and other industry stakeholders. It is anticipated that ongoing consultation with industry and stakeholders will inform the implementation of this strategy.

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Appendix A: Programs Supporting the Livestock Strategy

The following programs will support the implementation of the PEI Livestock Strategy.

CANADIAN AGRICULTURE PARTNERSHIP PROGRAMS	
Applied Research and Innovation (ARIP) Program¹⁹ and its Sub-Programs:	
Applied Research Sub-Program	
Innovative Technologies Sub-Program	
Industry Research Coordination Sub-Program	
Technology and Science Adoption Sub-Program	
Business Development Program²⁰	
Agricultural Stewardship Program²¹ and its Sub-Program:	
Beneficial Management Practices Sub-Program	
Alternative Land Use Services (ALUS) Program²²	
Future Farmer Program²³	
Assurance Systems Program²⁴ and its Sub-Programs:	
On-Farm Assurance Sub-Program	
Post-Farm Assurance Sub-Program	
Surveillance and Emergency Management Sub-Program	
Strategic Industry Growth Initiative (SIGI)²⁵ and its Projects:	
Soil Health Analysis Project	
PEI Dairy-Beef Cross Calf Pilot Project	
Abattoir Strategic Enhancement Project	
Organic Industry Development Program²⁶ and its Sub-Programs:	
Certified Land Development Sub-Program	
Implementation of Strategic Initiatives Sub-Program	
Increasing Market Development Sub-Program	
Specialized Equipment Sub-Program	
PROVINCIAL-ONLY PROGRAMS	
PEI Agriculture Climate Solutions Program (ACSP) ²⁷	
Agri-Food Growth Program	
Agri-Food Promotion Program	
Forest Enhancement Program (FEP) ²⁸	

¹⁹ ARIP: <https://www.princeedwardisland.ca/en/service/agriculture-research-and-innovation-program-arip>

²⁰ Business Development Program: <https://www.princeedwardisland.ca/en/information/agriculture-and-land/business-development-program-agriculture>

²¹ Agriculture Stewardship Program: <https://www.princeedwardisland.ca/en/service/agriculture-stewardship-program>

²² ALUS: <https://www.princeedwardisland.ca/en/service/alternative-land-use-services-alus-program>

²³ Future Farmer Program: <https://www.princeedwardisland.ca/en/information/agriculture-and-land/future-farmer-program>

²⁴ Assurance Systems Program: <https://www.princeedwardisland.ca/en/service/assurance-systems-program>

²⁵ SIGI: <https://www.princeedwardisland.ca/en/information/strategic-industry-growth-initiative-program>

²⁶ Organic Industry Development Program: <https://www.princeedwardisland.ca/en/information/agriculture-and-land/organic-industry-development-program>

²⁷ ACSP: <https://www.princeedwardisland.ca/en/information/agriculture-and-land/pei-agriculture-climate-solutions-program>

²⁸ FEP: <https://www.princeedwardisland.ca/en/information/environment-energy-and-climate-action/forest-enhancement-program-fep-forestry-services>

Appendix B: Industry Consultations

Group / Organization	Responded to Invite (Y/N)?	Date of Meeting
DAL Agriculture Resources Division's Consultations		
PEI Cattle Producers	Yes	November 18, 2021
PEI Certified Organic Producers Cooperative	Yes	April 16, 2021
Northumberland Lamb Marketing Coop	Yes	March 30, 2021
Chicken Farmers of PEI	Yes	March 5, 2021
Dairy Farmers of PEI	Yes	March 2, 2021, February 24, 2021
PEI Cattle Producers	Yes	February 11, 2021
PEI Hog Commodity Marketing Board	Yes	December 3, 2020
DAL Animal Health, Regulatory and Analytical Laboratories Division's Consultations for Disease Response Planning and Disease Prevention		
PEI Sheep Breeders	Yes	December 6, 2019
PEI Beekeepers Association	Yes	January 14, 2020
PEI Hog Commodity Marketing Board	Yes	January 29, 2020
Equine Sector	Yes	February 13, 2020
PEI Purebred Poultry Fanciers Association	Yes	February 26, 2020
Turkey Producers	Yes	February 26, 2020
Egg Farmers of PEI	Yes	February 26, 2020
Chicken Farmers of PEI	Yes	February 26, 2020
Dairy Farmers of PEI	Yes	March 9, 2020
PEI Cattle Producers Association	Yes	March 9, 2020

Appendix C: Performance Monitoring

As noted in the body of this report, the PEI Livestock Strategy is supported by a comprehensive performance monitoring and reporting plan (PMRP).

The PMRP will use performance metrics to monitor progress in achieving the Key Actions found within the Strategy.

In addition to performance metrics identified specifically for the PEI Livestock Strategy, the Strategy's PMRP will also leverage metrics from the following PMRPs and reporting requirements:

PEI Livestock Strategy PMRP
Abattoir Strategic Enhancement Project PMRP
CAP Results Reporting Requirements
Cattle East Transportation Assistance Project PMRP
Dairy/Beef Cross Calf Pilot Project PMRP
Dairy/Beef Finishing Project PMRP
DAL Soil Mandate Infographic
PEI Agriculture Climate Solutions Program Reporting Requirements
PEI Cattle Producers Assurance Systems Program PMRP
Soil First Farming Initiative Funding Agreement



Prince Edward Island Livestock Strategy 2021 - 2025