

Sell Canadian cattle in South, Central America

Two Halton Jersey breeders are touring four South and Central American countries this month, searching for new markets for the export of Canadian Jersey cattle.



DON MCCAIG

Ken Ella of Hornby and Don McCaig of Norval, accompanied by John Kneale of the Agriculture and Fisheries Branch of the Canadian Department of Industry, Trade and Commerce, left May 18 to visit Peru, Costa Rica, Nicaragua and Guatemala. When they fly home on June 11 they hope to have convinced many of those countries' prominent agriculturalists to visit Canada when they're in the market for some quality foundation stock.

This is the first Jersey junket of its kind, but according to Ontario Jersey Club secretary, Dudley Oliver, Toronto, it is just the start of a long range program to interest dairymen from foreign countries to shop in Canada. The four countries they are visiting are "emerging"

countries. "They have the money, but they are not milk-producing nations," Mr. Oliver explained. "There is a big demand for fresh milk and they have to buy it."

Jerseymen here hope to influence the agriculturalists in those countries that Canadian Jerseys will provide the best foundation stock for the herds

of the future. And right now the Canadian market for Jerseys is at its peak.

Cattlemen blame the new Ontario Milk Marketing Board for the present glutted market. Jersey and Guernsey milk once commanded premium prices from the bottlers but under the O.M.M.B. plan it rates equal to milk produced by other breeds.

The Jersey men were forced to look outside the country for buyers.

The current sales mission is actually a joint venture of the Ontario and Canadian Jersey organizations. Mr. McCaig is on the Ontario exports sub-committee for the Canadian Jersey Cattle Club, and Mr. Ella is president of the Ontario Jersey Club. While the buyers they find will be looking at the entire Canadian market for animals, 65 per cent of Canada's Jersey population is concentrated in Ontario.

The junket will not be selling animals during the visit to foreign countries, just paving the way for future sales. If cuttlemen from any of the four countries come to Canada looking for foundation cows,

Canadian and Ontario Jersey officials will provide them with transportation and assistance while in Canada.

Similar considerations were extended to visitors from Honduras and Guatemala who have purchased Jerseys here during the past 10 years. Last fall an importing firm from Lima, Peru, purchased 300 Jersey heifers in Canada and one of the Canadians who helped select the shipment later went to Peru to judge a big cattle show. The Canadian Jersey Club provided a trophy for the winner of one class at that show.

"We have had considerable enquiries" from a number of these countries, particularly Guatemala," said Mr. Oliver.



TED PELUK
Assistant
Agricultural Representative

Name Westerner Ted Peluk assistant agricultural rep.

A new Assistant Agricultural Representative for Halton County took office on Monday of this week. Ted Peluk (pronounced Pell-OOK) arrived in Halton last week to fill the vacancy caused by the recent resignation of Jim Jenkins.

Mr. Peluk has just graduated from the University of Manitoba in Winnipeg with a Bachelor of Science in Agriculture degree.

Born and educated at Ladywood, a village about 40 miles north-east of Winnipeg, Manitoba, he grew up on a small mixed farm. After finishing high school he took the four year course at Winnipeg. Since his graduation May 1 he has been helping his family with the seeding at their farm. He expects to live in Milton and work out of the Milton office of the Ontario Department of Agriculture and Food.



KEN TLLA

Public information meetings to debate farm organization

In response to a request from the General Farm Organization Campaign Committee, the Government of Ontario has introduced legislation providing for a plebiscite by farmers to decide what kind of organization they want to have. The vote is expected to take place on June 24.

The important question on the ballot is whether farmers want a General Farm Organization financed by a checkoff (not to exceed \$2 per \$1000) on all commodities marketed by marketing boards or marketing plans. Other questions on the ballot concern membership and the structure of the organization.

In order that farmers may be well informed of the proposal for a General Farm Organization, a group of information and discussion meetings will be held during the next three weeks. The meetings will be held in Boyne Community Centre on June 11 at 8.30 p.m., and in Brookville Hall on June 12. Other meetings will be announced later.

On June 20 the Provincial Campaign Committee will hold a rally and meeting (time and place to be announced later.)

"This is an important decision for farmers in Ontario, for our future as farmers may depend on having a strong, well-financed organization to speak on our behalf. The farmer's voting power is diminishing at an increasing rate," says Tom Foster of R.R. 3, Campbellville, chairman of the Halton committee.

The many problems which confront us cannot be solved by individual effort, therefore the need for a General Farm Organization is apparent.

We must be careful not to create an all-powerful bureaucracy that would have too far-reaching power over the individual. This could happen if the majority of farmers are apathetic at this time, he warned.

Ont. Farmers' Union head says meat prices unfair

President of the Ontario Farmers' Union, Walter Miller, said today that the present meat price increases to consumers are very unfair.

Supermarkets were selling Aloua steak, a few months ago, for 99 cents per lb., and now the price is anywhere from \$1.39 to \$1.69. This is a 40 to 70 cent increase.

Packaging and retail expenses haven't increased proportionately in the last few months. Beef products are receiving only 6 to 8 cents per lb. liveweight, more than a few months ago when they were receiving only 29 to 31 cents per lb. The increased live-weight prices would increase retail prices 12 to 15 cents per pound, but nowhere near the 40 to 70 cents consumers are now being charged.

The Farmers' Union will contact the Consumers' Association and the government to ask for an inquiry into the extra prices charged to consumers that are not paid to the primary producer.

The National Farmers Organization in the United States has successfully embarked

on a collective bargaining marketing system to improve the low prices paid to farmers. The Farmers' Union in Canada is also in the process of setting up a collective bargaining marketing system.

Farmers receive only 34 to 37 cents per lb. for beef. Packinghouses and retailers may have to change their add-on percentage markup to a dollar

and cents markup to cover their actual cost and fair profit.

Mr. Miller said, "We do want better prices for farm products, however, we want the consumer to know that the ridiculously increased prices he is paying are not all going to the farmer, but that the largest portion of them only mean additional profits for the corporate empires."

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John Dunford goes farming

By H. J. Stanley
John Dunford, Assistant Agricultural Representative for Halton and Peel Counties for the past year and a half, follows in the footsteps of Jim Jenkins, former Extension Assistant in these two counties. John left at the end of May to take up dairy farming in his home county of Peterborough.

He, his wife, their two sons and a daughter, will be farming behind his home farm, producing fluid milk.

All wish John the best in his new undertaking.

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