

Agriculture Update

Study outlines alternative crops for farmers

Cantaloupes and buckwheat could be good sources of income for Ontario farmers searching for alternative crops, according to a study conducted for the Ministry of Agriculture and Food.

"The study shows that there is potential for expansion in several

areas," said Arthur Loughton, manager of the ministry's Transition Crop Team. The TCT was established in 1986, to work with farmers and farm groups to identify and support new crops with the potential to be produced profitably in Ontario.

The latest study, done by Stevenson Kellogg Ernst and Whinney, looks at the potential for seven crops: buckwheat, melons, sweet white lupins, pumpkins, squash, birdfeed ingredients and flowers, both field-grown and fresh-cut, as well as bulbs and dried flowers.

The report, entitled Windows of Market Opportunity for Selected Ontario-Grown Transition Crops, shows that cantaloupes are becoming an increasingly popular item with Ontario consumers. During the summer, Ontarians consume 13 times as many imported melons as domestic. If quality, packaging and pre-cooling to prolong shelf-life are emphasized, an increase of over \$15 million a year might be achieved by replacing imports during our production season, the report says.

There is a good export market for large-seeded buckwheat. Japan alone imports nearly 200 million pounds a year, Europe another 55 million. A high-quality crop and development of an export-oriented marketing organization for large-seeded varieties could bring Ontario farmers over \$2 million a year in additional production.

Experimentation with the use of lupins for bread and pasta products has created a demand for the product. A big increase in Ontario lupin production could help meet this demand. Another potential opportunity exists for lupins as an alternative to soybeans as livestock feed, particularly in areas where soybeans cannot be grown because of the climate.

According to the report, of Ontario producers of squash can compete with the quality packaging offered by foreign suppliers, they

have the opportunity to sell up to another \$1 million dollars worth of squash in the fresh market, through import substitution.

Small increases in the volume of pumpkins produced could be achieved by increasing supplies to Northern Ontario, the report says.

The flower bulb and dried flower market appears to offer more opportunities than field-grown, fresh-cut flowers. Ontario imports over

\$10 millions of bulbs each year. Taking over just half that market could put \$5 million in the pockets of Ontario farmers. However, two obstacles exist: the image and reputation of Dutch bulbs have to be contended with, and the technology for field producing bulbs in Ontario must be improved.

Loughton stressed, "We can only take advantage of those opportunities that do exist if the Ontario-

grown produce is competitive in price, quality and distribution." He cautioned that farmers who want to switch crops for more profitability must first determine whether there is a market for that particular product.

Ministry officials will now work with farmers and grower organizations to help develop these new market opportunities.

Fees to be charged on tonne sold

The Ontario Canola Growers' Association has been authorized, under Section 13 of the Farm Products Marketing Act, to collect fees on each tonne of commodity sold, Jack Riddell, minister of agriculture and food announced today.

Effective July 5, 1988, licence fees of \$2 per tonne of commodity will be paid to the association by the producers.

The association asked for the authority to collect fees and use the revenue to improve the production and marketing canola in Ontario. In May, the Ontario Farm Products Marketing Commission distributed more than 400 voter packages to known canola growers. Of the ballots returned, 94 per cent were in favor of designation under Section 13.

"We are pleased with this announcement and I hope that the association, with the industry, will now be able to achieve its objectives," said association Chairman Frank Van Hevel.

The Ontario Canola Growers' Association is under the supervision of the Farm Products Marketing Commission and will undergo an in-depth review by the commission in two year's time.

Colored bean growers can now charge

The Ontario Coloured Bean Growers' Association has been authorized, under Section 13 of the Farm Products Marketing Act, to collect fees on each tonne of commodity sold, Jack Riddell, minister of agriculture and food announced today.

Effective July 5, 1988, licence fees of \$5 per tonne of commodity sold will be paid to the association by the producers.

The association asked for the authority to collect fees and use the revenue to improve the production and marketing of coloured beans in Ontario. In May, the Ontario Farm Products Marketing Commission distributed more than 300 voter packages to known coloured bean growers. Of the ballots returned, 96 per cent were in favour of designation under Section 13.

Association Chairman Alex Keresturi said, "We are pleased to hear that our request was approved as we will have the means to address the needs and opportunities in the coloured bean industry."

The Ontario Coloured Bean Growers' Association is under the supervision of the Farm Products Marketing Commission and will undergo an in-depth review by the commission in two years.

In Ontario, there are approximately 300 to 400 coloured bean producers with between 15,000 to 20,000 acres in production.

A problem solving group

Program for 4-H members will be highlight at CNE this year

Every year the Canadian National Exhibition sponsors a program for 4-H and Junior Farmers. This year's program will be held August 30 and 31 1988. Several activities will take place during the two days.

The conference program for 4-H members in the C.N.E. area who are 16 and 17 years of age begins at the University of Toronto. The first day will feature workshops, group sessions, tours and free time at the Ex. On the second day, the delegates will have the opportunity to participate in either a skillathon or the Open Judging Competition.

During the skillathon, the 4-H'ers will work in group decisions and solve problems.

The Judging Competition is open to both 4-H and Junior Farmer members from across Ontario. Competitors will judge and give oral reasons on several classes. In addition, competitors will complete an Identification Quiz. Special awards will be available for the top contestants in each age category.

Another exciting event will be the Demonstration Competition. Each

county or region in the C.N.E. area is invited to present an educational and entertaining demonstration or skit.

An Awards Presentation Dinner will highlight the conclusion of the program. At this time, winners of the Individual and Team Judging and the Demonstration Competition will be announced.

Don't miss out on this fun filled

event. For further details, contact your local office of the Ontario Ministry of Agriculture and Food.

4-H is a program for young people 12 — 21 years of age. 4-H members learn new skills, meet with friends and have fun. They participate in projects such as foods, outdoor camping, rabbits, crops, veterinary livestock and youth leadership.

CUSTOM ROUND BALING

Baler fitted with the new plastic-wrap system. Keep the goodness in your hay and the rain out.

We Do Custom Hay Swathing

Stuart W. Thomas

(705) 322-3218

FARMERS: CALL NOW

If your tractor needs tires — this is the time to change them.



McKee Tire Service

On Hwy. 24 1 1/2 miles south of Collingwood

WE'RE THE PROS!

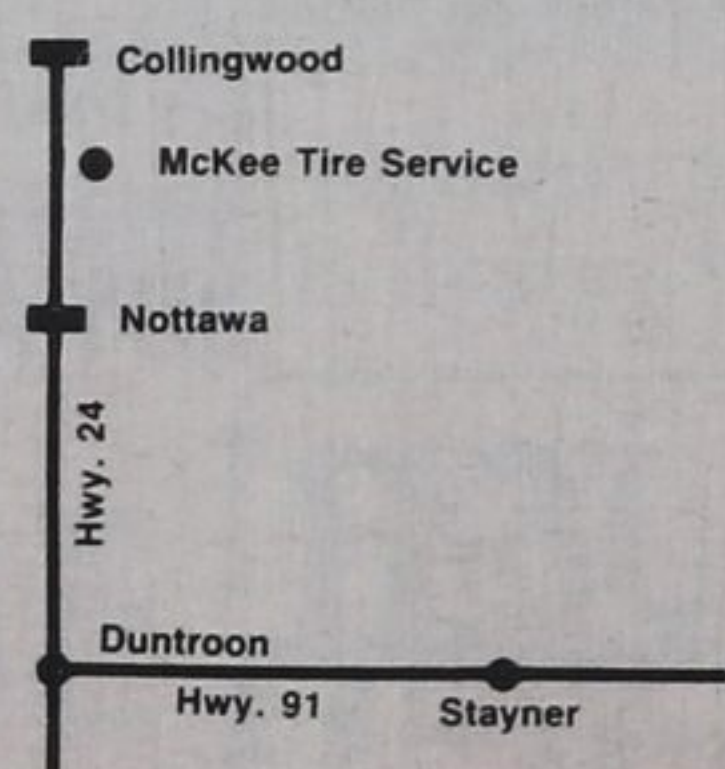
We Guarantee the Best Prices in the area — and we have the tires for immediate installation

Save time! Call us for fast on-the-farm replacement on all types of machinery!

445-2711

Toll Free Number
1-800-461-9194

Mon.-Fri. 7-6 Sat. 7-3



How Much Warranty Will Your 100-Plus HP Tractor Have in 1991!

Only Ford gives you a full three-year or 2,500 operating hour limited warranty*. It's the best in the business — and a good reason to buy one of our TW Series tractors. Plus, you get:

- 16-speed Dual Power transmission
- Powerful hydraulics with advanced controls
- Optional engage-on-the-go front-wheel assist
- Whisper-Quiet cab with optional performance monitor
- Up to 100-gallon fuel capacity

*See us for details on limitations and exclusions.

Is Your Tractor Build Well As A Ford?

SPECIAL! Order Your New Holland Combine Parts Now!

Winchester Equipment
of Stayner Ltd.

West St., Stayner
428-3422

