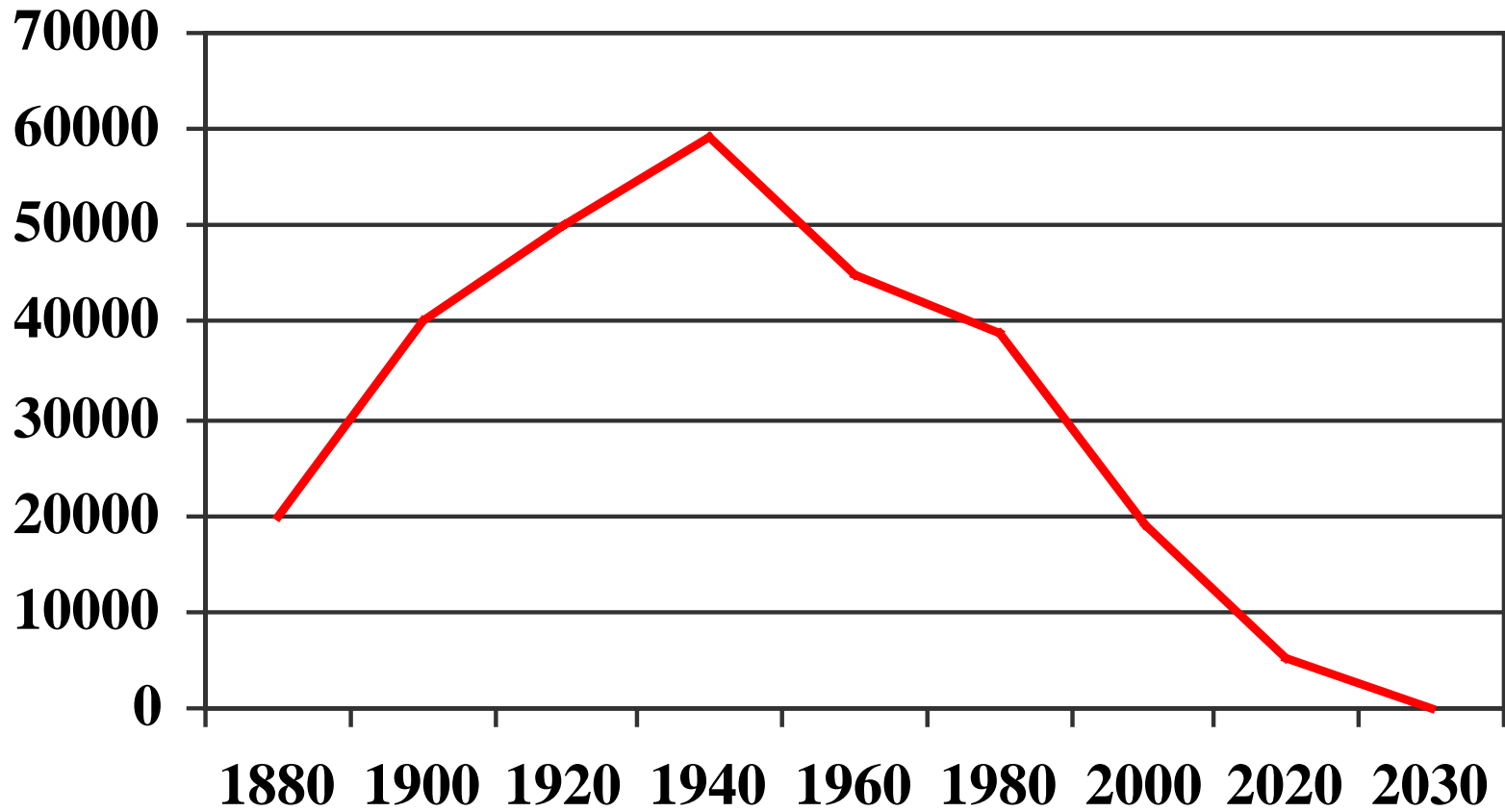


What's happening...
What's going to happen...

Challenges & Solutions

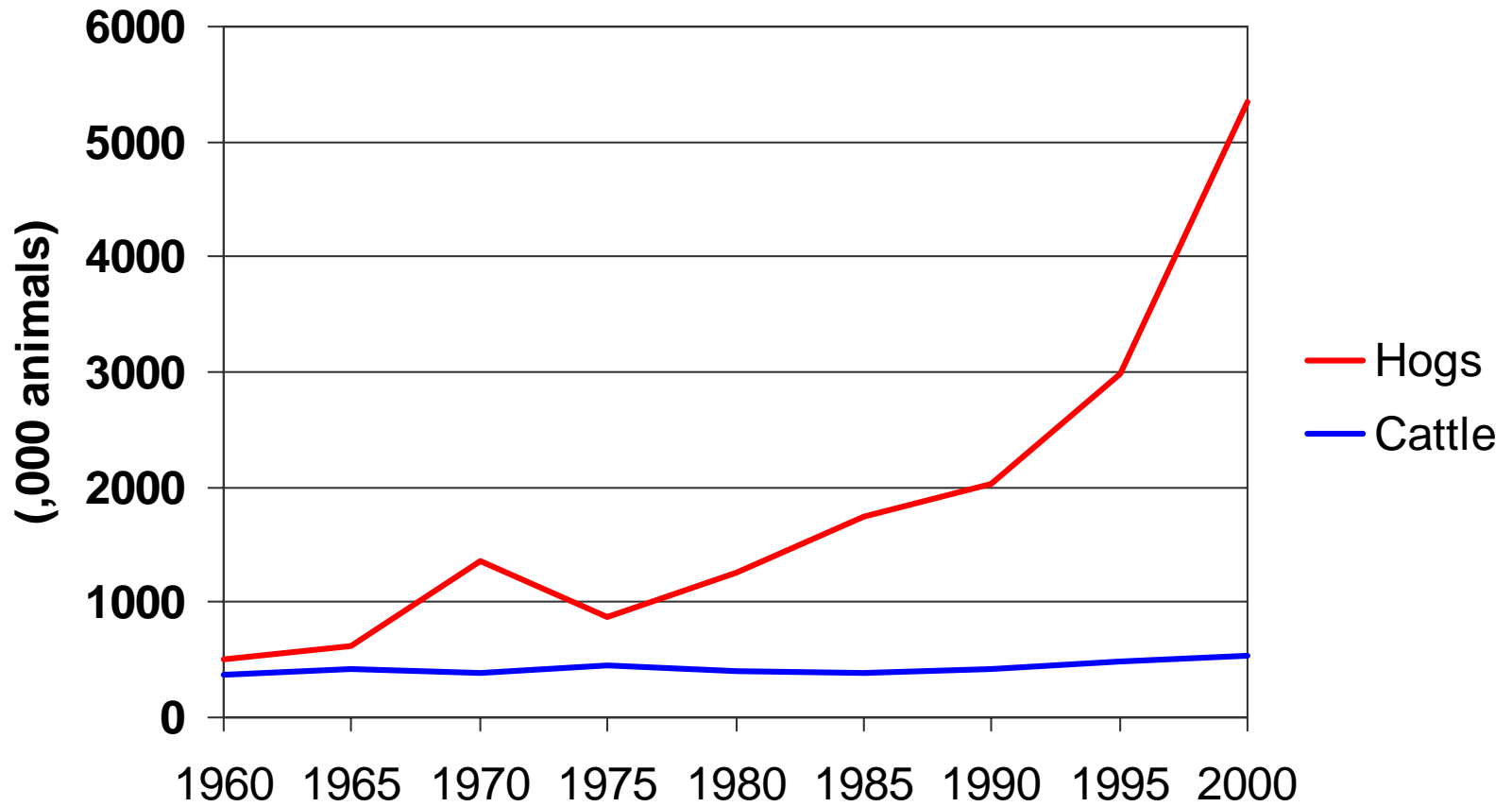
**John Morriss,
Publisher/Editor
Manitoba Co-operator**

Farms in Manitoba

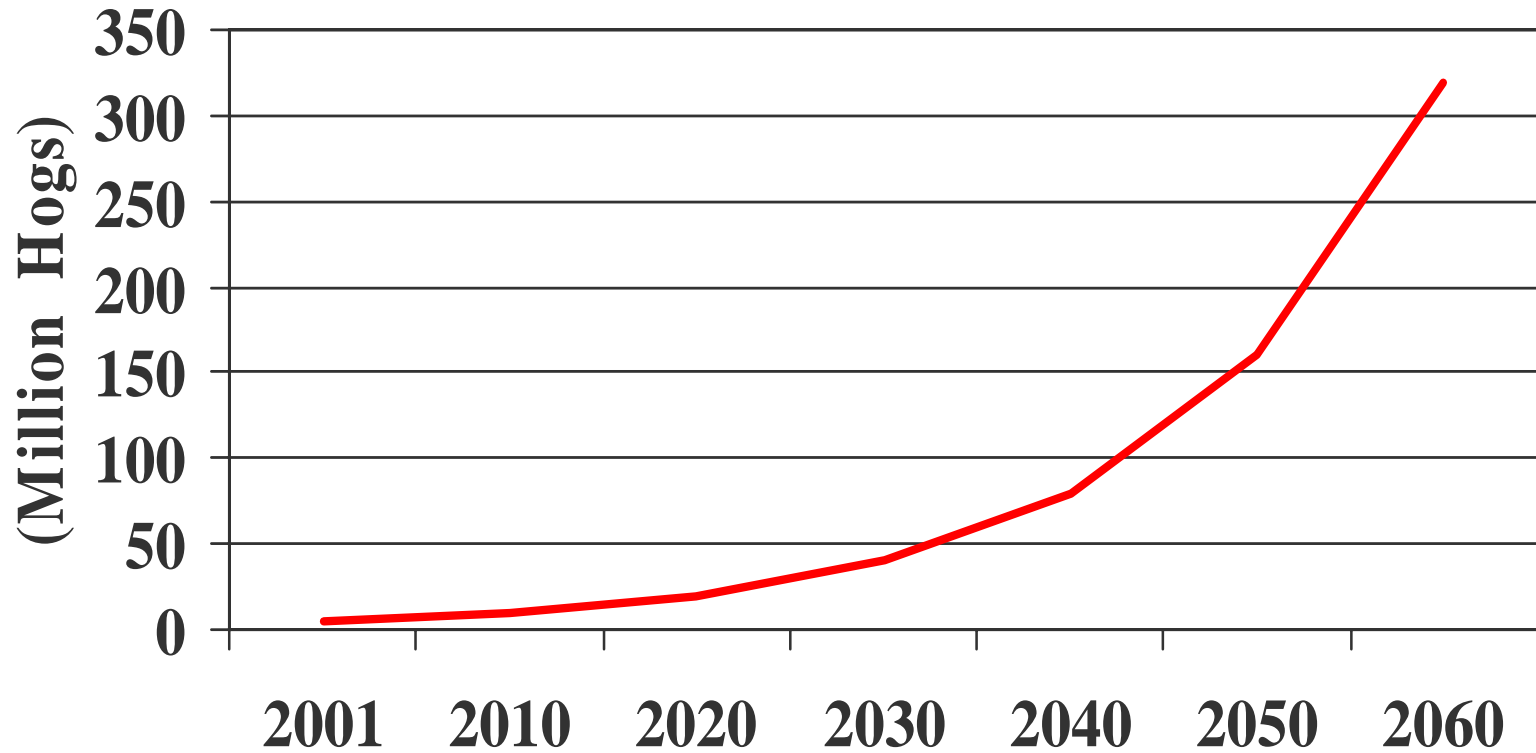




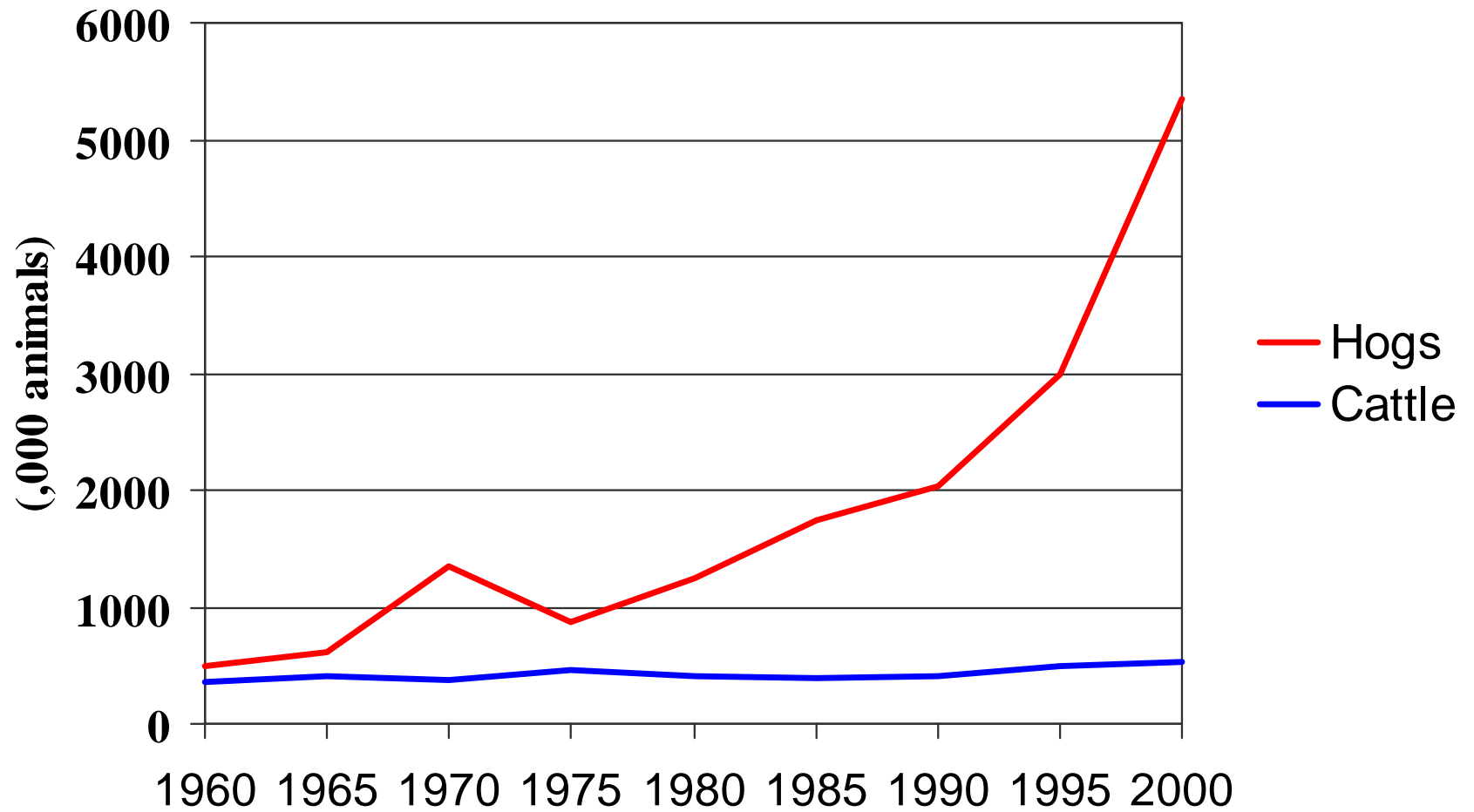
Manitoba Hog & Cattle Production 1960-2000



Projected Manitoba Hog Numbers by 2060



Manitoba Hog & Cattle Production 1960-2000

















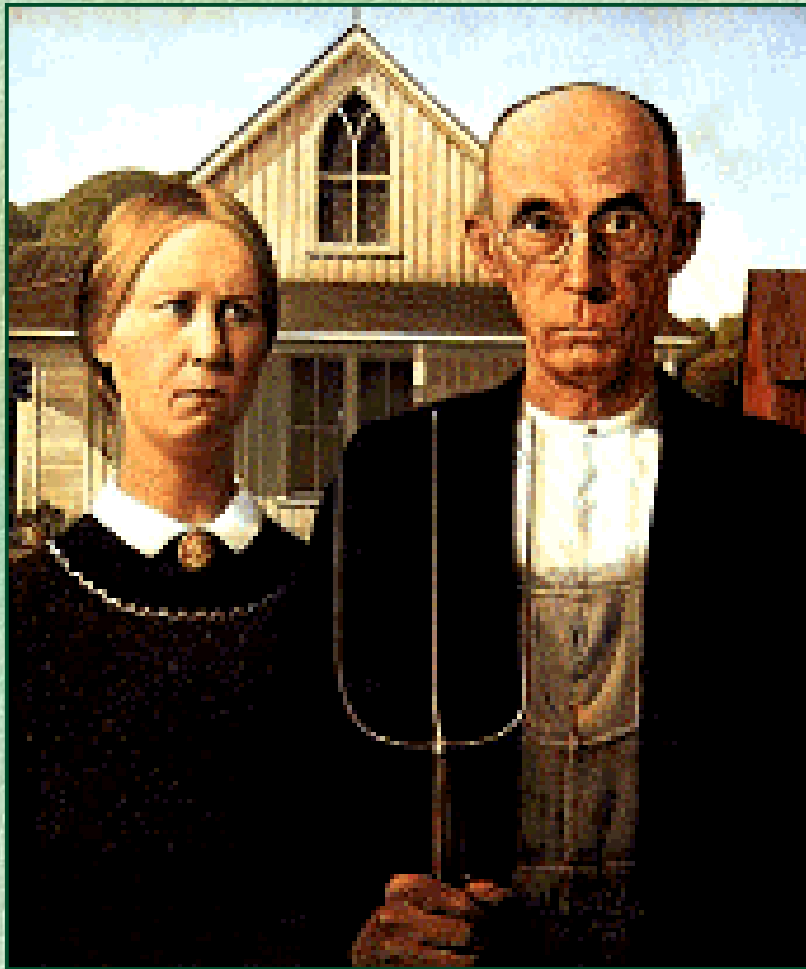
New Ontario Legislation

- Includes all nutrient sources -- commercial fertilizer, manure, municipal biosolids
- Phase-in depending on farm size

Manure vs. commercial

- 18 million tons of manure produced annually
- Estimated fertilizer contribution:
 - **290 million lb of N**
 - **40 million lb of P**
 - **100 million lb of K.**
- Annual value of manure roughly \$131 million (1995 prices).
- Estimated annual of commercial fertilizer \$286 million (1995)
- Almost 50% of the value of commercial fertilizer applied in Manitoba

Domestic or Imported Technology?



SAVE 14%

Select


MADE IN CANADA

**5-TINE
MANURE FORK**

- 13" forged oval tines
- 48" handle
- O'all length: 61"
- O'all width: 9-1/2"

2900021 – Wt. 3.8 lbs.
REG. 27.99

SALE 23⁹⁹

SAVE 23%

MADE IN ITALY

**5-TINE
MANURE FORK**

2900033 – Wt. 3.5 lbs.
REG. 25.99

SALE 19⁹⁹

Industry challenges

- Loss of independence?
- Animal welfare
- Livestock sectors breaking ranks
- Marketing/product differentiation

Selling steak and sizzle

- Branding more important than ever
- Food safety is not an extra feature
- Be careful of “Science-based”
- Customers are giving farmers what they are asking for: attention