

well received by television viewers and plans are proceeding to televise productions about the Atlantic and Pacific provinces this year.

Of special note also was the telecast of the NFB feature *Mon Oncle Antoine*, which was seen by over 2.5 million people, the second highest rating in the history of Radio-Canada. This figure was exceeded only by the final game in the Canadian/U.S.S.R. hockey series. The report notes the success of the feature length documentary *Cry of the Wild* which, in one week in New York, was seen by some three quarters of a million people in more than 50 theatres.

During 1974, the thirty-fifth birthday of the Board, it won 54 major awards at 62 international festivals.

Lighthouse post office

The Ministry of Transport, in conjunction with the Post Office Department, has established the first known post office operating from a lighthouse. Ceremonies were held at picturesque Peggy's Cove, Nova Scotia to officially open the unique facility.

The idea was proposed by MOT's Atlantic Region Public Affairs Office, following an urgent inquiry from Post Office officials on the availability of space in a Ministry of Transport building at Peggy's Cove to house a sub-post office.

The post office, located on the lower floor of the lighthouse, has been open for some months and is an attraction for the numerous tourists who visit the area each year.

The octagonal, 30-foot high beacon housing the post office was built in 1915. The original lighthouse was constructed in 1868 on a site 62 feet southwest of the present structure.

Canada Weekly is published by the Information Division, Department of External Affairs, Ottawa, K1A 0G2.

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Cette publication existe également en français sous le titre Hebdo Canada.

Algunos números de esta publicación parecen también en español bajo el título Noticiario de Canadá.

Ähnliche Ausgaben dieses Informationsblatts erscheinen auch in deutscher Sprache unter dem Titel Profil Kanada.

Canada's beef industry

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improve the breeding herds and the remainder are slaughtered for meat, either as calves for veal or raised to beef weight.

Seventy-five per cent of the beef cow herd is located in the West and the remaining 25 per cent is east of the Ontario-Manitoba border. The dairy herd is the opposite — 80 per cent is in the East and only 20 per cent in the West.

Although the dairy herd is primarily maintained for milk production, 30 per cent of Canada's beef and veal comes from the sale of dairy calves and culled cows and bulls.

Beef calves are normally born in the spring and spend the summer on the pasture nursing and grazing. At about six months they are weaned and go into some type of feeding program.

Some go to feedlots for intensive feeding programs that will have them ready for market — about 1,000 pounds — by the end of the following summer. Some go into a backgrounding stage: they are fed on hay during the winter, spend the next summer on pasture and then go into a short intensive feeding program in the autumn.

Dairy calves intended for meat are weaned from their mothers after a few days and put on a milk substitute until they are able to handle forage and grain. Veal calves can be raised on a strict liquid-milk-replacer until they are about 300 pounds. Since they have had no grain or forage, their meat is very white and commands a premium price in a specialty market.

Marketing practices

There is a variety of ways in which the livestock producer can market his animals. The producer may deliver his stock directly to the packing plant, where the buyer negotiates price on one of two bases: on a liveweight basis decided on the spot, or on a rail-grade basis, where the producer and packer agree that price will be determined by carcass weight and by the grade established by the Canada Department of Agriculture graders.

In some cases a buyer from the packing-house will visit the farms, where again price may be agreed upon either on liveweight or on carcass grade.

The producer also has the option of

delivering his animals to one of nine terminal markets, where he will consign them to a commission agent who will try to get the best price. Sales at the terminals are primarily on a live-weight basis and may be either by auction or by private agreement.

Producers also may market through auction or sale barns, through a dealer who buys and sells cattle, through sale by tender, by long-term contract or simply by private sale.

Processing

Canadian facilities for converting cattle and calves to beef and veal range from the farmer, who handles his own cattle for his own use, to the integrated packing-house.

Some 85 per cent of the slaughter is under Federal Government inspection.

Dressed beef shipped across international or provincial boundaries must have been slaughtered under federal inspection.

Beef coming under federal or provincial inspection is graded at the point of slaughter. The system, instituted in 1972, uses maturity and yield (as related to fat covering) as the prime criteria.

Over the past decade, Canada's beef kill has been continually rising in numbers and weight a head, with a rapid rise in western Canada as abattoirs tend to locate near the source of supply.

Pressures of market demand and labour costs have led to centralized processing, special packaging and direct store distribution. At the same time, slaughtering facilities have been operating at only 65 percent capacity.

The supermarket still dominates the marketing of fresh meat, although there is a trend towards more table-ready meat and more hotel and restaurant meals. Hotels, restaurants and institutions are expected to be serving 50 per cent of all meals by 1980.

The beef wholesaler, dealing in less than truckload quantities, is thus becoming less important in the beef-handling system.

The hotel, restaurant and institutional trade is becoming more and more important. Its demand for large quantities of loins, ribs and special cuts has traditionally been filled from the United States, although recent merchandising trends are putting more Canadian beef into this market.