



## Message from the Chair

Spring of 2023 is now upon us, and as of this writing, I would say it is off to an average start. One thing I have observed over the last decade or two, when the weather is conducive for planting, the crop goes in at an incredibly rapid rate compared to years ago. Utilizing faster, larger equipment, precision tech, and also farm drainage, farmers now manage to get more and more acres planted in a timely fashion even when the weather doesn't always cooperate.

OBG has been busy this last year, on several fronts, dealing with a myriad of issues. Our board and management team worked extremely hard to try to help our growers to be fairly treated with the extra tax that the federal government put on fertilizer last year. We were able to get talks with individuals that potentially had some influence and I am very proud of our small organization fighting well above our weight class in getting government and media attention.

Unfortunately in the end, we were unable to make a significant difference but we definitely gave it our all. Thank you to our peers and colleagues at Grain Farmers of Ontario, Ontario Canola Growers' Association, Grain Farmers of Quebec, Atlantic Grains Council, and Christian Farmers Federation of Ontario for fighting along with us.

OBG is currently working hard on negotiations with some of our research partners that will ensure our research programs remain strong and viable now and long into the future. Please stay tuned for more details to come.

OBG is also working with Agricorp on the RMP (Risk Management Program) to ensure it serves our growers' needs, making it more responsive to dry bean acres than it has been in the past.

Your grower dollars are always hard at work in our bean breeding program and along with the tremendous success we have had with dark red kidneys with Dynasty and Gallantry, there are more varieties coming down the pike. In the near future look for varieties in both the cranberry and black bean classes that may have the potential to rival our past efforts with dark red kidney beans.

All in all, it has, and continues to be both busy and rewarding for our board and management team working for the future of dry beans in Ontario.

Wishing you all the best for a safe and productive year.

Dave Woods  
Chair  
Ontario Bean Growers



### ANNUAL RESEARCH DAY PLOT TOUR & BBQ

Registration is now open!  
August 23, 2023

Huron Research Station

1:00pm - research  
presentations

4:00pm - plot tour

Steak BBQ to follow tour

Register here:

<https://bit.ly/OBGresearchday23>



BETTER  
WITH BEANS™

## IMPORTANT UPDATES TO RISK MANAGEMENT PROGRAM

It is crucial that Ontario bean growers note the following changes in the edible bean plans under the Ontario Risk management Program (RMP) for 2023.

Starting in 2023, Kidney, Cranberry, Japan/Adzuki & other beans will be mapped to the White Bean plan. This change is being made to make the program more responsive to the needs of growers, since in the vast majority of years, dating back to 2010, these plans have not triggered payments.

RMP target prices in classes other than whites and blacks will seem low, this is because they are now indexed to white beans. We recognize these target prices do not correspond to your contract prices. However, if white bean prices trigger a payment, then growers of these other classes will receive one also.

Furthermore, premium rates for bean classes other than whites and blacks at 100% coverage are only 0.0004 \$/pound. For example, at a 2000 pound per acre average farm yield 100% coverage would only cost a grower \$0.80 per acre.

OBG will continue to monitor these changes and is working closely with OMAFRA and Agricorp to help bean growers manage risks beyond their control such as volatile markets and costs.

Please see the Q&As at <https://bit.ly/QARMP> for further information, in addition to other RMP info available via Agricorp at <https://bit.ly/AgricorpRMP>.



**WE WANT  
YOUR  
FEEDBACK**

**2023  
Grower  
Survey**

Complete our 2023  
survey and enter to  
win one of three \$100  
restaurant gift cards

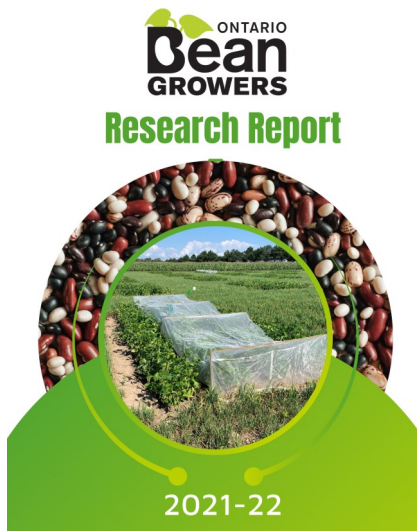
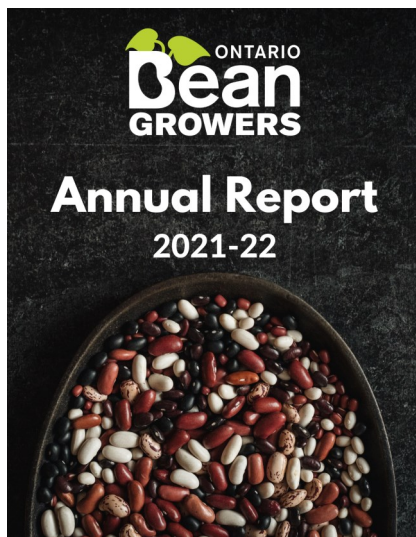


<https://bit.ly/OBGsurvey23>

## ANNUAL AND RESEARCH REPORTS NOW AVAILABLE

The 2021-22 Ontario Bean Growers' Annual Report and Research Report are now available online. Hard copies available upon by request. Contact [jennifer@ontariobeans.on.ca](mailto:jennifer@ontariobeans.on.ca).

If you are viewing the newsletter online, click the images below to view the reports. Or find them online at <https://bit.ly/OBGAnnual23> and <https://bit.ly/OBGResearch23>.



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## Q & A's ON USE OF LAMBDA-CYHALOTHRIN IN 2023

### What is the issue?

Effective April 29, 2023, crops treated with lambda-cyhalothrin (eg. Matador, Voliam Xpress, Silencer, Labamba, etc.) cannot be fed as livestock feed in Canada, including any seed screenings and aftermath. As any crop entering the grain handling system is eligible for livestock feed, this poses a risk of becoming an off-label use and has implications for all stakeholders in the grain value chain.

### Why was this decision made?

This decision is a result of the Pest Management Regulatory Agency (PMRA) [Re-Evaluation Decision 2021-04, Lambda-cyhalothrin and Its Associated End-use Products](#).

### What is being done to resolve the issue?

Syngenta has made an application to the PMRA to reinstate harvested grain as a feed use. The goal to have this application reviewed and resolved ahead of the 2023 growing season was met with delays from the PMRA. Pulse Canada and members from across the grain value chain continue to urge the PMRA to expedite this review and resolve this issue as soon as possible.

### Can I apply lambda-cyhalothrin this growing season?

Yes. It is legal to apply lambda-cyhalothrin to crops listed on the product label according to its label directions this growing season if the crop is not going into livestock feed. BUT – and this

is a HUGE BUT...it is very common for screenings from dry beans, canola, cereals, corn, and soybeans to end up in livestock feed. That means, growers should not be using this product on dry beans (and the other crops listed above, as well as forages) under current labelling standards.

### Will I be able to market my crop if lambda-cyhalothrin is applied?

Due to the interconnectedness of Canada's grain value chain, growers may not be able to make a clear distinction between grain utilized for feed and grain utilized for export or human consumption.

Unless a grower is certain that his/her grain and associated screenings and byproducts is utilized solely for export or human consumption, he/she may encounter challenges remaining compliant with label directions when marketing a lambda-cyhalothrin treated crop this growing season.

### What is the availability of alternative products if I choose not to use lambda-cyhalothrin this growing season?

To ensure growers have options to protect their crops from pests this growing season, registrants have increased their supply and availability of alternative products. Growers can consult with their agronomist regarding alternative products available to them.



**BETTER WITH BEANS™**

**Recipe Contest**

Try one of our recipes to enter

**Linguini with Navy Beans & Vegetables**

To help encourage bean consumption, we've launched a fun contest that invites consumers to try recipes on our website, take a photo, and provide a review. We'll be sharing photos and reviews on our social media channels over the coming months.

We invite growers to participate as well!

Check out the rules here:

<https://bit.ly/OBGcontests>



## COMMUNICATIONS CORNER

Sign up for Ontario Bean Growers' e-newsletters by scanning the QR codes below or sending your contact information to [jennifer@ontariobeans.on.ca](mailto:jennifer@ontariobeans.on.ca). Be sure to indicate which list(s) you would like to be added to.



### OBG EBLAST

Monthly newsletter including timely topics for growers and industry stakeholders.

### THE BEAN SCENE

Consumer focused newsletter sent quarterly.



## LOVE CANADIAN BEANS CAMPAIGN REACHES 12.7 MILLION CONSUMERS

The Love Canadian Beans marketing campaign was a digital marketing initiative launched in 2022 that repositioned Canadian beans as a trendy food and versatile food ingredient by leveraging the stories, flavours, and nutritional attributes of other commodities to elevate their allure with Canadian beans as a supportive ingredient.

### HIGHLIGHTS

Social media posts made over 17M impressions, reaching over 12M people! Content received over 400,000 engagements during the 7-month promotion period. This means consumers found

the content valuable and enticing enough to engage with it, either commenting, sharing, saving, viewing, or clicking on it!

Influencer partnerships reached over 1.2M consumers! Not to mention the influencers themselves were so pleased with their experience supporting this campaign, they have all asked to be considered again for any future campaigns!

4,800 website visitors took some type of “viral” action on the website via the share buttons, either printing out content or sharing it to their own social pages on Facebook, Pinterest, and Twitter! Website visitors found the information/recipes on the website valuable enough that they used the “print” button 2,560 times during the campaign.

The numbers cited above may seem small, but when compared to the industry average for these types of actions, they are actually quite large. The industry average for sharing/printing content is 0.2-0.6% and the Love Canadian Beans campaign achieved 6.5%.

Long and short, the campaign was highly successful and plans are underway to continue to build momentum and drive consumers to increase their consumption of Canadian beans.



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Growers



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Consumers



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