



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

# FOCUS *Newsletter*

OCTOBER 2012



## WHAT'S NEW!

### FPCC HAS RELOCATED!

The Farm Products Council of Canada office moved to the Central Experimental Farm at the beginning of July. Also, for your information FPCC staff emails remain unchanged. Please find below our new coordinates:

Central Experimental Farm  
960 Carling Avenue, Building 59  
Ottawa, Ontario K1A 0C6  
Telephone: 613-759-1555  
Facsimile: 613-759-1566  
Teletypewriter/TDD: 613-759-1737

### COUNCIL MEMBER REAPPOINTMENT

Agriculture Minister Gerry Ritz announced the renewal of Mr. John Griffin's appointment as a Council member of the Farm Products Council of Canada (FPCC). FPCC is pleased with the reappointment of John Griffin. With over 20 years of experience in the Canadian agribusiness sector, this second mandate ensures that the Council will continue to benefit from his insights and knowledge. Mr. Griffin's appointment was effective July 30, 2012 and is for a term of four years.

### DEPARTURE OF CLAUDE JANELLE

After working six years at the FPCC in the role of Executive Director, Mr. Claude Janelle has decided to depart and pursue other interests. His experience in federal-provincial relations and his deep knowledge of the agri-food sector were assets to the Council and the stakeholders with whom we work with. During his tenure at the FPCC, Mr. Janelle demonstrated strong leadership, dedication and contributed to the improvement of the systems as well as supporting Council in its mandate. The Council members and FPCC staff bid him farewell, thank him for being an outstanding contributor to Council's work and wish him all the best in the next chapter of his life.

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## COMMENTS OR QUESTIONS?

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FARM PRODUCTS COUNCIL OF CANADA

Canada



## COUNCIL BUSINESS

### TURKEY FARMERS OF CANADA (TFC)

#### *Order repealing the Canadian Turkey Market Processor Levy*

At its June 11, 2012 meeting, Council members reviewed TFC's request to repeal the Canada Turkey Marketing Processors Levy Order which had originally been implemented to finance a generic marketing program that concluded in 2004. The Order has not been used since and is no longer needed. Council approved the repeal of this Order being satisfied that it does not go against the Agency's marketing plan.

#### *Amendment to Canada Turkey Producers Marketing Levy Order*

During FPCC's Levy Committee meeting on July 18, 2012, members discussed the proposed change to the levy amount imposed by the Éleveurs de volailles du Québec. The amendment reflects an increase of 0.05 cent per kilogram of turkey live weight to the Quebec provincial levy rate. This will increase the total levy for Quebec from 4.35 to 4.40 cents per kilogram of turkey live weight. The members approved the amendment to the Order, which in their opinion is in accordance with the marketing plan that the Agency is authorized to implement. The levy increase is effective on the date of registration and will expire on December 31, 2012.

#### *Amendment to Canadian Turkey Marketing Quota Regulation*

Council members met on September 17, 2012 where consideration was given to TFC's request for approval of the proposed amendments to the Canadian Turkey Marketing Quota Regulations, 1990 for the 2012-2013 control period as submitted to Council on July 23, 2012. After a thorough discussion, Council approved the proposal for amending the quota allocation to 177,088,498 kg eviscerated weight (390,413,363 lb).

In reviewing the quota regulation amendments, the Council found that the amendments satisfied the requirements of the Agency's Federal-Provincial Agreement, as well as the Agency's



by-laws. Furthermore, Council is satisfied with the proposed adjustments and that the volumes requested will meet market requirements for all categories of quotas and result in reasonable prices to consumers.

#### CONTROL PERIOD BEGINNING ON APRIL 29, 2012 AND ENDING ON APRIL 27, 2013

	Column 1	Column 2
Item	Province	Pounds of Turkey
1.	Ontario	165,936,909
2.	Quebec	79,361,115
3.	Nova Scotia	9,985,279
4.	New Brunswick	7,892,100
5.	Manitoba	31,638,408
6.	British Columbia	47,564,291
7.	Saskatchewan	13,212,072
8.	Alberta	34,823,189
<b>TOTAL</b>		<b>390,413,363</b>







## *Amendment to Canadian Chicken Marketing Quota Regulations for A-114*

Council members met on September 17, 2012 where consideration was given to the proposed amendments to the Canadian Chicken Marketing Quota Regulations for the A-114 allocation period, which runs from November 4 to December 29, 2012. Council approved the total allocation of 207,097,472 kg live weight which establishes a domestic quota allocation of 197,774,089 kilograms chicken live weight (145,662,511 eviscerated) and a market development quota of 9,323,383 kilograms of chicken live weight (6,863,159 eviscerated).

Although Council members agreed with the Agency's directors that most of the market signals still indicate that the chicken market is healthy, the rising cost of feed and the ensuring increase in the live prices (as seen in the prices for the A-113 period) is becoming a concern that can affect the industry. Council members are encouraged to see that a number of chicken industry stakeholders have developed differential growth models for review and discussion. Council's preference is for the chicken industry to find a solution themselves, ideally an approach that will be consistent with the *Farm Products Agencies Act*.



## COUNCIL BUSINESS

### EGG FARMERS OF CANADA (EFC)

#### *Amendments to Canadian Egg Marketing Quota Regulations*

Council met on September 18, 2012 and during this meeting, consideration was given to two requests proposed by EFC. Council approved amendments to the Canadian Egg Marketing Agency Quota Regulations regarding Vaccine Eggs (Schedule 2) for the period December 30, 2012 to December 28, 2013. Council was satisfied that there were sufficient grounds and information to conclude that the amendment to the quota regulations for vaccine eggs is necessary for the implementation of the agency's marketing plan.

Following extensive deliberations on EFC's re-submitted 2012 quota regulation and a meeting with the EFC executive, Council approved the amendments to Schedule 1 (Federal, Eggs for Processing and Export Market Development quotas) to the Canadian Egg Marketing Agency Quota Regulations, 1986. In reviewing the quota regulation amendments, the Council found that the amendment satisfied the requirements of the Agency's Federal-Provincial as well as the Agency's by-laws. The approved amendment covers the period of August 12, 2012 to December 29, 2012 and it will come into force on the day of registration.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON NOVEMBER 4, 2012 AND ENDING ON DECEMBER 29, 2012

Column 1		Column 2	Column 3
Item	Province	Production Subject to Federal and Provincial Quotas (in live weight) (kg)	Production Subject to Federal and Provincial Market Development Quotas (in live weight) (kg)
1.	Ont.	65,908,812	1,300,000
2.	Que.	53,790,694	4,299,636
3.	N.S.	6,936,705	0
4.	N.B.	5,701,963	0
5.	Man.	8,326,531	410,000
6.	B.C.	28,590,178	1,935,000
7.	P.E.I.	776,321	0
8.	Sask.	6,991,048	978,747
9.	Alta.	17,984,306	400,000
10.	Nfld. and Lab.	2,767,531	0
Total		197,774,089	9,323,383



Council recognized the efforts being made by the Agency to confront the challenges it faces as it tries to meet expanding market needs, both for table eggs and industrial product eggs with the financial pressures inherent in the egg industry as it is presently structured. Council members were heartened by EFC's expressed commitment to consider changes in a planned meeting in October with provincial Board members in order to reduce reliance on levy increases. Clearly, changes are needed as the industry has evolved to have two streams which are growing at different rates: a slower growth table market and a faster growing processing market, yet EFC sets allocation only by considering table market needs.

The Council encourages EFC to advance on identifying alternative ways to supplying eggs to the growing processing market in a financially sustainable manner, and looks forward to receiving details of progress as part of their rationale for future amendments to regulations.

## PORTFOLIO NEWS

### AGRICULTURE AND AGRI-FOOD CANADA (AAFC)

#### *New Deputy Minister at AAFC*

On September 17, 2012 Suzanne Vinet became the new Deputy Minister of Agriculture and Agri-Food Canada (AAFC). Ms. Vinet has been with the federal public service for 28 years, where she has held several senior positions. In recent years, she has served as: Deputy Minister, Canada Economic Development for the region of Québec (2010-2012); Associate Deputy Minister of Transport, Infrastructure and Communities (2009-2010); Associate Deputy Minister at Health Canada (2007-2009); and Assistant Deputy Minister, Strategic Policy, at Agriculture and Agri-Food Canada (2005-2007).

Ms. Vinet began her public service career in 1984 with the Department of Agriculture and Agri-Food where she gained extensive expertise in policy and liaison. She took on increasingly senior positions with a focus on trade policy. A native of Vaudreuil, Quebec, Ms. Vinet received a diploma from the Institut de Technologie agricole et alimentaire in Saint-Hyacinthe, and holds a Bachelor of Arts Degree (economics) from Wilfrid Laurier University in Waterloo, Ontario. She also attended the National Defence College of Canada in Kingston.

#### *New Growing Forward agreement will drive innovation*

On September 14, 2012, federal, provincial and territorial (FPT) Ministers of Agriculture reached an agreement on the *Growing Forward 2* policy framework for the agriculture, agri-food and agri-products sector. The new five-year agreement includes investments in strategic initiatives of over \$3 billion for innovation, competitiveness and market development. In addition, governments will continue to deliver a complete and effective suite of Business Risk Management (BRM) programs to ensure farmers are protected against severe market volatility and disasters.

LIMITES DES CONTINGENTS DE VACCINS POUR LA PERIODE COMMENÇANT  
LE 30 DECEMBRE 2012 ET SE TERMINANT LE 28 DECEMBRE 2013

Colonne 1 Province	Colonne 2 Limite des contingents de vaccin (nombre de douzaines d'œufs)
Ontario	3 688 755
Quebec	9 647 085
Nouvelle-Ecosse	
Nouveau-Brunswick	
Manitoba	
Colombie-Britannique	
Île-du-Prince-Édouard	
Saskatchewan	
Alberta	
Terre-Neuve-et-Labrador	
Territoires du Nord-Ouest	

LIMITS TO QUOTAS FOR THE PERIOD BEGINNING ON AUGUST 12, 2012  
AND ENDING ON DECEMBER 29, 2012

Column 1 Province	Column 2 Limits to Federal Quotas Dozens Number of Dozens of Eggs	Column 3 Limits to Eggs for Processing Quotas (Number of Dozens of Eggs)	Column 4 Limits to Export Market Development Quotas (Number of Dozens of Egg)
Ontario		82,987,536	6,849,231
Quebec Nova		42,117,122	978,462
Scotia		8,076,505	
New Brunswick		4,622,217	
Manitoba		23,542,653	3,913,846
British Columbia Prince		27,348,668	978,462
Edward Island		1,337,854	
Saskatchewan		10,126,767	1,956,923
Alberta		20,209,292	244,615
Newfoundland and Labrador		3,586,622	
Northwest Territories		1,170,465	



As the global population rises and demand for consistency in supply of high quality food increases, Canadian farmers, producers and processors must be positioned to capitalize on emerging market opportunities. Research and development hold the promise of growth in both productivity and profitability for the sector. Innovation will lead to more efficient, sustainable farming and processing operations and help position Canada as a world leader in agriculture.

Since May 2010, FPT Ministers and departments held dozens of farmer roundtables across the country and conducted a series of online and face-to-face national and provincial engagement sessions with farmers, processors, distributors and manufacturers, including national organizations and formal advisory groups.

The agreement sets the stage for FPT governments to complete bilateral agreements so programs will be in place by April 1, 2013, when the current framework expires. For more information go to: [www.agr.gc.ca](http://www.agr.gc.ca)

## PORTFOLIO NEWS

### FARM CREDIT CANADA (FCC)

#### *FCC continues to support and serve Canadian producers*

In 2011-2012, customer service, knowledge of agriculture and a long-term commitment to the industry caused producers and agribusiness operators to choose Farm Credit Canada (FCC) for financial and business services. In the fiscal year ending March 31, 2012, FCC had a record level of net disbursements, according to their Annual Report.

Between April 1, 2011 and March 31, 2012, FCC disbursed \$7.1 billion to farmers, processors and suppliers along the agriculture value chain. Over 45,000 loans were disbursed with an average size of \$156,000. The FCC portfolio grew to \$23.2 billion and continues to be Canada's leading agriculture lender.

These are exciting times for Canadian agriculture and FCC is playing a key role in helping farmers succeed. Not only does FCC provide capital necessary for young and beginning farmers to grow their farm business but they are committed to improving the entire industry. *The Agriculture More Than Ever* website is just one more way FCC is helping to strengthen the agriculture industry for the future.

To view the full Annual Report visit FCC's website at: [www.fcc-fac.gc.ca](http://www.fcc-fac.gc.ca) and for more information on *The Agriculture More Than Ever* go to: [www.agriculturemorethanever.ca](http://www.agriculturemorethanever.ca)

#### *Drive Away Hunger is gearing up for 2012*

Did you know that 40 per cent of the 900,000 people who use a Canadian food bank each month are children? That's more than 300,000 kids right here at home who regularly go hungry.

Now the FCC is gearing up for *FCC Drive Away Hunger 2012*. From September 24 to October 19, 2012 Canadians will be able to make donations of food and cash at their nearest FCC office. Donations will also be accepted during tractor-and-trailer tours in mid-October. Tours include Alberta, New Brunswick, Ontario, Quebec, Saskatchewan, as well as FCC corporate office in Regina.

The first *FCC Drive Away Hunger* tour took place in September 2004 when an FCC employee in Ontario drove an open-cab tractor and trailer for eight days. Camping along the way, he collected food and donations for local food banks. Since then, FCC employees and community partners have raised over 7.8 million pounds of food for food banks in Canada. In 2011, this initiative has collected more than 2.4 million pounds of food for food banks across the country.

For more information please email at: [fccdriveawayhunger@fcc-fac.ca](mailto:fccdriveawayhunger@fcc-fac.ca) or call 1-800-387-3232.



## ***The FCC Rosemary Davis Award***

The FCC *Rosemary Davis Award* honours women who are active leaders in Canadian agriculture. These women are great role models in their communities and beyond. They include producers, agribusiness operators, teachers, veterinarians, researchers and agrologists.

The winners (five across Canada) will receive a trip to Boston to attend the 2013 Simmons School of Management's premier leadership conference for women. This will be an excellent opportunity for them to network not only with each other, but also to learn from some of the world's most accomplished women as they speak candidly about their journeys to success. This event will be an unforgettable and powerful experience for these exceptional women.

For more information on the FCC *Rosemary Davis Award* visit [www.fcc-fac.gc.ca](http://www.fcc-fac.gc.ca) and on the Simmons conference visit: [www.simmons.edu/leadership/](http://www.simmons.edu/leadership/)

## **INDUSTRY NEWS**

### ***New Innovation Advisory Committee***

Canada's chicken farmers welcome Agriculture Minister Gerry Ritz's announcement of the creation of a new Innovation Advisory Committee, the first of its kind; it underscores Canada's support for ideas that work to meet the evolving consumer demand for high-quality Canadian food.

David Fuller, past chair of CFC and chicken farmer from Nova Scotia, has been named to the new committee by Minister Ritz. The committee, launched at the Federal-Provincial-Territorial (FPT) meeting held in Whitehorse, Yukon, has a mandate of providing the Minister with expert advice on research and development.

This new committee will provide additional industry advice and expertise to help ensure that investments by governments are generating the results and returns needed by farmers. The committee will have 12 participants that cover a diverse spectrum of sectors and expertise.

## **GOVERNMENT NEWS**

### ***GoC invests in food safety for chicken industry***

The Government of Canada (GoC) is supporting chicken farmers by strengthening food safety systems on chicken farms across the country. Member of Parliament James Bezan (Selkirk—Interlake), on behalf of Agriculture Minister Gerry Ritz, announced an investment of up to \$72,500 to the Chicken Farmers of Canada.

This investment will enable CFC to undergo an audit of its on-farm food safety system, helping to ensure that the chicken industry follows top-notch safety procedures and practices, as well as helping them proactively manage food safety risks so they can continue to meet growing market demands. Their national program follows the Hazard Analysis of Critical Control Points (HACCP) principles to make sure that potential food safety problems are caught before products leave the farm gate.

The CFC is working toward becoming the first organization to achieve full recognition by this program, and other organizations will be able to learn from the experiences of this pilot project. A strong, government-recognized food safety system will give Canadians more assurance that food products are handled safely, helping to boost farmers' bottom line.

This federal Growing Forward investment is being made through the *Canadian Integrated Food Safety Initiative* (CIFS). To find out more about this initiative, please visit:

[www.agr.gc.ca/cifs](http://www.agr.gc.ca/cifs)

## DO YOU KNOW?

### *Fun Facts about Halloween*

- Jack-o-lanterns originated in Ireland where people placed candles in hollowed-out turnips to keep away spirits and ghosts on the Samhain holiday (Gaelic harvest festival).
- Pumpkins also come in white, blue and green. Great for unique monster carvings!
- Halloween was brought to North America by immigrant from Europe who would celebrate the harvest around bonfire, share ghost stories, sing, dance and tell fortunes.
- Tootsie Rolls were the first wrapped penny candy in North America.
- The ancient Celts thought that spirits and ghosts roamed the countryside on Halloween night so they began wearing masks and costumes to avoid being recognized as human.



## UPCOMING EVENTS

### *October*

Oct. 15-18	Canadian Poultry and Egg Processors Council	Ottawa, ON
Oct. 15	National Association of Agri-Food Supervisory Agencies (NAASA)	Ottawa, ON

### *November*

Nov. 5-6	Farm Products Council of Canada	Ottawa, ON
Nov. 7-8	Egg Farmers of Canada	Ottawa, ON
Nov. 14-15	Canadian Hatching Egg Producers	Ottawa, ON
Nov. 21-22	Chicken Farmers of Canada	Ottawa, ON
Nov. 27-29	Turkey Farmers of Canada	Toronto, ON

### *December*

Dec. 11-14	Farm Products Council of Canada	Ottawa, ON
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