



May  
2012

# FOCUS

## Newsletter



### FPCC Chairman honoured

Six former scholars of the Saint-Joseph Seminary in Trois-Rivières were honoured during a ceremony at the end of March 2012. The schools administration highlighted the accomplishments of these former students in their respective specialized journey, including the Chair of Farm Products Council of Canada (FPCC), **Mr. Laurent Pellerin**.

Their biographies are mounted on the walls of the grand hall, providing access for students to browse and read through them. This event was also a great opportunity to present skilled professionals to the students who could, therefore identify their future career choices to one of the distinguished former scholars.

**Mr. Laurent Pellerin** was chosen for his career as an agricultural producer and for his commitment as past president of the Fédération des producteurs de porcs du Québec, the Union des producteurs agricoles and the Canadian Federation of Agriculture. For more information please visit: [www2.ssj.qc.ca](http://www2.ssj.qc.ca)



(Left to right) Pierre H. Vincent, Pierre Normand, Laurent Pellerin, Pierre-André Julien, Bernard Panneton, Claude Bisson, Marcel Olscamp, Martin Leblanc and Reverend Jean Panneton (sitting).

### FPCC is relocating!

The Farm Products Council of Canada office is moving to the Central Experimental Farm. The move is tentatively scheduled for the beginning of July, and you will be informed of our new coordinates as soon as moving dates are confirmed.

### IN THIS ISSUE

- \* FPCC Chairman honoured
- \* Council Business
- \* Council Activities
- \* Regulatory Affairs News
- \* Industry News
- \* Portfolio News
- \* Upcoming Meetings
- \* Do you know?

### COMMENTS or QUESTIONS

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## Council Business

### Chicken Farmers of Canada (CFC)

#### *Amendment to Canadian Chicken Marketing Quota Regulations for A-112*



At the May 16-17, 2012 meeting, Council approved the *Canadian Chicken Marketing Quota Regulations* establishing a domestic quota allocation of 210,013,760 kilograms chicken live weight (154,674,785 eviscerated) and a market development quota of 9,550,452 kilograms of chicken live weight (7,029,962 eviscerated) for the period beginning July 15, 2012 and ending on September 8, 2012.

Council members are aware of the concerns expressed by the downstream stakeholders. However, after reviewing the allocation report card that was presented at the March 2012 meeting and analyzing recent market indicators, Council members were satisfied with the domestic allocation for A-112 of base plus 2.0% as it was viewed as a minimum

volume to satisfy the market during the high chicken consumption period of July and August, with the low levels of storage stocks.

Furthermore, Council noted that there does not seem to be a common understanding among agency directors (provincial and industry) on how to use the allocation report card. Council members are of the view that further work should be undertaken on the allocation report card, as it is believed to be a valuable tool for aiding in setting adequate domestic allocations, and they would like to further explore and discuss this issue with the Agency.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON JULY 15, 2012 AND ENDING ON SEPTEMBER 8, 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.	69,469,782	1,305,000
2.	Que.	56,696,940	4,230,000
3.	N.S.	7,710,325	0
4.	N.B.	6,010,034	0
5.	Man.	8,881,082	610,000
6.	B.C.	30,816,549	1,960,000
7.	P.E.I.	776,321	0
8.	Sask.	7,467,513	1,045,452
9.	Alta.	19,228,633	400,000
10.	Nfld. and Lab.	2,956,581	0

### Turkey Farmers of Canada (TFC)

#### *Amendments to the Canadian Turkey Marketing Quota Regulations, 1990*



Council met April 20, 2012 (via teleconference) where consideration was given to the Turkey Farmers of Canada's request for approval of the proposed amendments to the *Canadian Turkey Marketing Quota Regulations* for the initial 2012-2013 control period. Members approved the proposal for an initial quota allocation of 177,382,285 kg eviscerated weight.

In reviewing the quota allocation regulation amendments, the Council find that the amendments satisfied the requirements of the Agency's Federal-Provincial Agreement as well as the Agency's by-laws. Furthermore, members are satisfied that the volumes requested will meet market requirements for all categories of quotas and result in reasonable prices to consumers.

## Egg Farmers of Canada (EFC)

### CPEPC complaint closed

During its May 16-17, 2012 meeting, Council members have considered and approved the request from the Canadian Poultry and Egg Processors Council (CPEPC) to withdraw its complaint against the Egg Farmers of Canada (EFC). Council members recognized CPEPC and EFC's efforts in achieving an agreement on industrial egg pricing based on end-use categories.

The agreement is a positive step forward. However, the incremental cost of managing the Industrial Product Program and the continuing increase in demand for processed eggs still remain important issues of concern for the effective functioning of the egg supply management system. Council therefore encourages CPEPC to build on this agreement and continue to work with EFC and industry stakeholders to further reduce costs of managing the Industrial Products Program and explore alternative approaches to supply eggs to the growing markets for processed eggs at competitive prices.

Council is committed to work with CPEPC and all stakeholders to ensure that the supply management system for eggs continues to develop with the flexibility to respond to current and future challenges.



## Council Activities

### NAASA meeting

On March 19, Chairman **Laurent Pellerin** and staff met with National Association of Agri-Food Supervisory Agencies (NAASA) members in Ottawa to discuss various issues. The session included discussions on the link between pricing and allocation

setting, the interprovincial movement of live chicken (IPM), differential growth in the chicken industry, NAASA's role, as well as, an update on Canadian Hatching Egg Producers' Federal-Provincial Agreement renewal process. NAASA's next meeting will be held on October 15, 2012 in Ottawa.

### FPCC's new corporate image

One of FPCC's Strategic Communications Plan objectives was to develop a new corporate identity. A visual identity and new brand was created to provide stronger and clearer presence and understanding of the FPCC's role and mandate and also to increase awareness of Promotion and Research Agencies (PRAs) amongst the agri-food industry.

The brand includes design, imagery, taglines, banner stand and the new communications products will be introduced and implemented over the next year.

**Bringing Good Management to Market**

Bien gérer, jusqu'au marché

FACT SHEET

Working Together  
À l'avance pour le futur

2012 Poultry and Egg Industry  
Industrie de la volaille et des oeufs



## Regulatory Affairs

### *Update on the APMA*

The FPCC initiated the Agricultural Products Marketing Act<sup>1</sup> (APMA) Administrative Review with the objective of establishing a single and consistent approach that contributes to improving the efficiency of the administration of the Act.

There are currently 84 federal delegation orders, some of which are no longer utilized and should be revoked. Other delegation orders require housekeeping amendments to reflect current practices and changes within marketing boards. Some delegations orders are subject to the requirements that subsidiary instruments be enacted through the federal regulation-making process, while others do not. Also, some provincial boards have not updated or followed the federal regulation-making process with their subsidiary instruments.

The FPCC consulted with provincial supervisory boards and provincial commodity boards which hold APMA delegation orders. All agreed with the need to modernize the delegation orders and, many of them with the removal of the requirements that subsidiary instruments be enacted through the federal regulation-making process.

A Standard Bilingual Delegation Order is being used for the drafting of all new delegation orders for provincial commodity boards. In the standard delegation order, the content and wording is consistent with APMA and is also consistent with the provincial statutes and regulations. No translation will be required for provincial commodity boards or supervisory boards.

The FPCC has already reviewed all requests for new delegation orders and their finalization and provincial final approval is expected in 2012. Review of existing delegation orders has also started with the support of both provincial commodities and supervisory boards.

For additional information on APMA please contact **Marc Chamaillard**, Director Corporate and Regulatory Affairs at 613-995-4116 or email at: [marc.chamaillard@agr.gc.ca](mailto:marc.chamaillard@agr.gc.ca)

<sup>1</sup>The *Agricultural Products Marketing Act* (APMA) was enacted in 1949 and provides that an order be made by the Governor-in-Council (GIC) for the delegation of authority to provincial boards and agencies to regulate the marketing of agricultural products in interprovincial and export trade markets, to the same extent that they regulate marketing in intraprovincial trade. In so doing, it facilitates interprovincial and export trade and helps provincial boards in coordinating activities for all producers located in their respective province.



## Industry News

### *David Fuller retires*

After leading Chicken Farmers of Canada for over thirteen years, Chairman David Fuller retired. Council recognizes and wants to thank Mr. Fuller for his contribution and dedication to the chicken supply management industry and wish him all the best in his future endeavors.



*Laurent Pellerin, Minister of Agriculture Gerry Ritz and David Fuller.*

## *National Agencies Executive Committees*

During their 2012 Annual General Meetings, the national feather agencies announced their Executive Committees for the 2012-2013 year. Congratulations to all the elected members. The Council looks forward to meeting and working with all four Executive Committees. Visit the agencies websites or contact them to get further information.

### **Turkey Farmers of Canada**

Mark Davies (NS), Chair  
Bill Mailloux (ON), Vice-Chair  
Wayne Goodsman (SK), Executive Member

### **Chicken Farmers of Canada**

Dave Janzen (BC), Chair  
Adrian Rehorst (ON), 1st Vice-Chair  
Martin Dufresne (QC), 2nd Vice-Chair  
Yvon Cyr (NB), Member at large

### **Egg Farmers of Canada**

Peter Clarke (NS), Chair  
Fred Krahn (BC), 1st Vice-Chair  
George MacLeod (NB), 2nd Vice-Chair  
Serge Lefebvre (QC), Executive Member

### **Canadian Hatching Egg Producers**

Jack Greydanus (ON), Chair  
Calvin Breukelman (BC), Vice-Chair  
Kevin Tiemstra (AB), Non-voting observer

emerging sectors and trends in the industry as well as ample opportunities for networking. SIAL Canada is an integral part of the SIAL Group — the largest international network of trade exhibitions devoted to food industry. From its beginning in Paris in 1964, SIAL exhibitions have also been organized in Asia, Middle-East and Latin America.

**Source:** [www.sialcanada.com/sial/en](http://www.sialcanada.com/sial/en)



## *Poultry supply chain recommended best practices*

After nearly three years of consultation amongst farmers, catchers, transporters, processors and academia, the “Recommended Best Practices for Bird Care in the Canadian Poultry Supply Chain from Farmer to Processor” was recently approved by the Boards of CPEPC, Chicken Farmers of Canada, Turkey Farmers of Canada, Egg Farmers of Canada and Canadian Hatching Egg Producers.

The document describes recommended care, suggested documentation and welfare related training for persons in all links of the supply chain. It is not designed to replace any existing flock care programs, but cites them within, as well as citing other poultry welfare initiatives already in place in Canada.

## *SIAL Canada – Back in Montreal*

This year SIAL Canada was held on May 9-11, 2012 at the Montreal’s Palais des Congrès. The trade show returned to its usual venue showcasing North-America’s agrifood business. This event is one of the industry’s most important meeting places, hosting around 700 exhibitors and 13,000 visitors from over 60 countries over the course of 3 days. This year the event provided many informative seminars on

Several appendices are included for use as is, or customizable, that may serve as check lists in the field or templates for a letter of agreement between parties. Each link in the supply chain has a responsibility for animal welfare as per the Health of Animals

*continued page 6*

Regulations and this document is designed to build awareness of welfare obligations and recommend best practice activities. The document is currently being widely distributed throughout the poultry supply chain. The National Poultry Group will maintain this living document and keep it current with regular reviews.

**Source:** [www.cpepc.ca](http://www.cpepc.ca)

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## *CPEPC summer convention*

The Canadian Poultry and Egg Processors Council is hosting its 2012 Convention in La Malbaie, Quebec from June 10 to 12. In connection with the convention, Council members will meet on June 11 and take this opportunity to meet with associations and national agencies executives.

To register and receive more information on CPEPC's 2012 convention please visit: [www.cpepc.ca](http://www.cpepc.ca)



*Fairmont Le Manoir Richelieu*

## *New MAPAQ newsletter*

The Quebec department of agriculture (Ministère Agriculture, Pêcheries et Alimentation du Québec – MAPAQ) has launched a new publication called *Bio@limentaire*.

This newsletter provides access to news, topics of interest and useful information on the bio-food industry to producers and stakeholders.

This bio-food industry plays an important role in the economies of Canada and Quebec which includes agriculture, fisheries, manufacturing of food, beverages and tobacco, food distribution (retail and wholesale) as well as restaurants. The title, Bio@alimentaire, was chosen because it includes all key activities of the sector. This newsletter is only offered in French and subscribers receive it electronically by Email.

**LE BIO@LIMENTAIRE**

For more information please visit:

[www.mapaq.gouv.qc.ca/fr/md/bulletins/lebioalimentaire/pages/bioalimentaire.aspx](http://www.mapaq.gouv.qc.ca/fr/md/bulletins/lebioalimentaire/pages/bioalimentaire.aspx)

*Source: Le Coopérateur agricole – April 2012*



## **Portfolio News**

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### *GoC supports safe handling of farm animals*

Canada's livestock and poultry sectors will benefit from the development of a national standard for the transport of farm animals with the support of the Government of Canada (GoC). Member of Parliament (MP) **Earl Dreeshen** (Red Deer), on behalf of Agriculture Minister **Gerry Ritz**, announced an investment of \$320,000 to the Alberta Farm Animal Care (AFAC) Association at its annual livestock care conference.

*continued page 7*

This investment will help develop a certification program that will lead to training for livestock and poultry transporters throughout Canada. The Government is supporting an industry-led initiative to develop national standards for the safe and humane transport of farm animals to help address public concerns and ensure that the sector remains competitive in both domestic and international markets.

This investment is provided under the Canadian Agricultural Adaptation Program (CAAP), a five-year (2009-14) initiative that helps the agricultural sector adapt and remain competitive in a global marketplace.

More information on CAAP is available at: [www.agr.gc.ca/caap](http://www.agr.gc.ca/caap)

## *GoC helps Atlantic poultry farmers meet changing consumer demands*

Atlantic poultry farmers will be more competitive in the market with the support of the GoC. Member of Parliament **Scott Armstrong** (Cumberland–Colchester–Musquodoboit Valley), on behalf of Agriculture Minister **Gerry Ritz**, announced an investment of more than \$600,000 to the Atlantic Poultry Research Institute (APRI) to conduct feed and health research.

The investment is being made in six different projects to further research into better nutrients and improved disease resistance for the region's poultry sector, while benefiting consumers across the country. The funding includes support for projects that will identify ways to increase omega-3 fatty acids and antioxidants in chickens and eggs, as well as assess ways to improve flock health and reduce disease.

The investment, also delivered through the Canadian Agricultural Adaptation Program (CAAP), is being provided by all four regional CAAP councils in the Atlantic region, led by Agri-Futures Nova Scotia.

For more information on CAAP, please visit: [www.agr.gc.ca/caap](http://www.agr.gc.ca/caap)

## *GoC working to secure predictable trade for consumers and farmers*

Agriculture Minister **Gerry Ritz** spoke in Vancouver at an international meeting of industry and government officials on making sure consumers have more dependable access to food and that farmers have predictable, science-based trade.

The Minister pointed out that, as the world's population grows, Canada is poised to play a key role in meeting the global demand for food and that innovation and science are evolving rapidly. Canada also needs to ensure that policies evolve as well and adhere to a science-based approach to trade.

The economy remains the Government of Canada's top priority, which is why it is working to strengthen trade partnerships around the world. This meeting builds on Minister Ritz's commitment, at the Cairns Group Ministerial Meeting in September 2011, that Canada would facilitate discussions with the international community on the effective management of unintended low-level presence (LLP) of genetically modified materials in agricultural imports. The meeting was an important first step toward developing an international solution to the global issue of managing LLP in international trade.

The meeting included Canadian and international government officials as well as industry representatives from Canada and around the world. Countries represented at this meeting included: the U.S., Mexico, Costa Rica, Chile, Uruguay, Paraguay (co-chair of Vancouver international meeting), Brazil, Argentina, South Africa, Russia, Vietnam, Indonesia, the Philippines, Australia and New Zealand.

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

## *Innovation and market development at the forefront of the next APF*

With record high farm incomes and a positive economic outlook for the Canadian agriculture industry as a backdrop, Agriculture Ministers met and launched the final stage of negotiations of the next Agriculture Policy Framework (APF) for the Canadian agriculture and agri-food sector.

Ministers agreed that the new framework will focus on investments in innovation, competitiveness, market opportunities, adaptability and sustainability. Ministers aim to sign the agreement at their next annual meeting in September and to have the new framework in place by April 2013.

Ministers called for stronger government-industry partnership to foster a culture of innovation and to ensure investments and priorities are aligned with the needs of the sector. Ministers also discussed the need to continue to engage the entire value chain including the food processing industry.

Federal-Provincial-Territorial governments will continue to work closely with industry to create new market opportunities through science, market access, and food safety. Governments will strengthen their efforts to create and maximize opportunities for Canadian farmers, producers and processors to sell their safe, quality products to consumers here at home and around the world.

Ministers also reiterated their support for advancing Canada's trade interests in free trade negotiations to benefit Canada's agricultural and agri-food sector, while maintaining support for Canada's supply management system.

The next annual meeting will be held September 12-14, 2012, in Whitehorse, Yukon.

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



*Participants at the semi-annual meeting of Federal, Provincial and Territorial Ministers of Agriculture*

*Gatineau, Québec, April 20, 2012*

*Back: (L-R) British Columbia Minister of Agriculture Don McRae, Manitoba Minister of Agriculture, Food and Rural Initiatives Ron Kostyshyn, Ontario Minister of Agriculture, Food and Rural Affairs Ted McMeekin, Quebec Minister of Agriculture, Fisheries and Food Pierre Corbeil, New Brunswick Minister of Agriculture, Aquaculture and Fisheries, Michael Olscamp, Nova Scotia Minister of Agriculture, John MacDonell and Newfoundland and Labrador Minister of Natural Resources Jerome Kennedy.*

*Front: (L-R) Federal Agriculture Minister Gerry Ritz and Saskatchewan Minister of Agriculture Bob Bjornrud.*

## *Do you know?*

### *Fun Facts about May*

According to the early Roman calendar, May was the third month. Later, the ancient Romans used January 1 for the beginning of their year, and May became the fifth month.

Several stories are passed around to show how the month of May was named. The most widely accepted explanation is that it was named for Maia, the Roman goddess of spring and growth. Her name related to a Latin word that means increase or growth. May is of the most beautiful months of the year in the North Temperate Zone. Usually the snow and ice are gone and the hot temperatures haven't arrived. The first garden begins to sprout in May.

## *Upcoming Events*

### *June*

June 7	Further Poultry Processors Association of Canada	Toronto, ON
June 10-12	Canadian Poultry and Egg Processors Council	Charlevoix, QC
June 11	Farm Products Council of Canada	Charlevoix, QC
June 27-28	Turkey Farmers of Canada	Halifax, NS

### *July*

July 8-10	Egg Farmers of Canada	Regina, SK
July 9-11	Canadian Hatching Egg Producers	Huntsville, ON
July 23-26	Chicken Farmers of Canada	Winnipeg, MB
July 17	Farm Products Council of Canada (teleconference)	Ottawa, ON

### *August*

August 14-17	Canadian Cattlemen's Association	Calgary, AB
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