



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

# FOCUS *Newsletter*

MAY 2013



## Council Latest News

In March 2013, Phil Klassen of Herbert Saskatchewan, completed his mandate as member with the Farm Products Council of Canada. During his 4 years at the Council table, his feedback and perspective of the agri-food sector was a great asset to the FPCC. Council members would like to thank Mr. Klassen for being such a valuable contributor to the Council's work and helping make a difference.



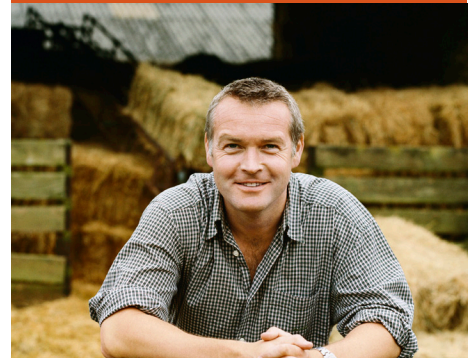
On April 26, the minister of agriculture Gerry Ritz appointed Mike Pickard as Council member. Mr. Pickard has owned a chicken farm in Wynyard, Saskatchewan for over 25 years. In 2004, his farm received the Saskatchewan Broiler Producer of the Year award. He acquired his passion for farming by spending the summers on his uncle's potato farm in New Brunswick, as well as getting his agriculture experience from his father, a third-generation farmer. Formerly, he served as Director with the Canadian Federation of Agriculture (2011-12), as Director with the Chicken Farmers of Saskatchewan (2007-13) and with the Chicken Farmers of Canada

(2008-13). Mike and his wife, Jana, have three children. His passion for agriculture and experience in the sector will be an asset to Council's work. His appointment is for a term of three years.

The Atlantic Business, which is Atlantic Canada's leading business magazine, announced its 2013 top 50 CEO awards. Among the nominees was FPCC member John Griffin, of Elmsdale PEI. Mr. Griffin is the President and General Manager of W.P. Griffin Inc. These awards, started 15 years ago, aim to recognize leading corporate citizens who successfully grow their companies, advance their industries and enhance their communities. Congratulations to Mr. Griffin.

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## COMMENTS OR QUESTIONS?

### Farm Products Council of Canada

Central Experimental Farm  
960 Carling Avenue, Building 59  
Ottawa, Ontario K1A 0C6

Phone: 613-759-1555

Fax: 613-759-1566

Teletypewriter/TDD: 613-759-1737

[fpcc-cpac.gc.ca](http://fpcc-cpac.gc.ca)



FARM PRODUCTS COUNCIL OF CANADA

Canada



## COUNCIL BUSINESS

COUNCIL MEETING OF MARCH 11, 2013

### TURKEY FARMERS OF CANADA

During that meeting, consideration was given to Turkey Farmers of Canada's request for amendments to the *Canadian Turkey Marketing Quota Regulations, 1990* for the 2013-2014 control period which runs from May 1, 2013 to April 30, 2014.

In reviewing the quota regulation amendments, members found that the proposed quota allocation of 178,779,009 kg eviscerated weight satisfied the requirements of the Agency's Federal-Provincial Agreement as well as the Agency's By-Laws, and therefore approved the amendment. Furthermore, the Council was satisfied that the volumes requested will meet market requirements for all categories of quotas and result in reasonable prices for consumers.

They also expect TFC to continue to work with its stakeholders towards improving the efficiency and competitiveness of the turkey industry, and in particular on promotion of increased turkey consumption.

### CHICKEN FARMERS OF CANADA

Council members also considered the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for the A-117 allocation period, which runs from April 21 to June 15, 2013.

In reviewing the proposed quota regulation amendments, Council found that the total allocation of 226,616,156 kg live weight for period A-117 satisfied the requirements of the *Farm Products Agencies Act*, the Agency's Federal Provincial Agreement, as well as the Agency's By-laws, and as such approved the amendment.

They noted that the market factors used by the Agency in evaluating the chicken market, during the time that the allocation was set by CFC and during the time Council's reviewed of the proposed quota regulations, were favorable. The live producer price, although still high versus previous year's producer prices, decreased during period A-116 in Ontario, reflecting lower feed costs.



Wholesale prices have remained strong, allowing the processing sector to recover some of the cost of the producer prices. As well, storage stocks have increased but remain slightly below the minimum as defined by the CFC and the Canadian Poultry and Egg Processors Council. Also noted was that Mother's Day and Victoria Day occur during the A-117 period and both are considered events where chicken is the primary protein served.

As with previous allocations, it was the view of Council that CFC did not fully consider the principle of comparative advantage of production when setting the allocation. It is also Council's understanding that the different options under consideration by CFC with regard to comparative advantage are weighted heavily on historical market shares and provincial population shares as a distribution mechanism for allocating growth in the chicken sector. This is a concern, as there are other criteria and elements that relate to the costs and factors involved in bringing chicken from the farm to the consumer table which should be taken into consideration to evaluate comparative advantage.

During the December 2012 Council meeting, a document titled "*Guidelines for the Consideration of Comparative Advantage of Production*" was adopted. Council is looking forward to analyzing CFC's proposed combination of criteria and weighting using FPCC's Guidelines, to develop an allocation methodology for the chicken sector. Council continues to encourage CFC to work on developing these criteria for measuring and applying comparative advantage when setting future allocations.

*table continued page 3*



## A-117

SCHEDULE (Sections 1, 5 and 7 to 10)			
LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON APRIL 21, 2013 AND ENDING ON JUNE 15, 2013			
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.	71,949,012	1,650,000
2.	Que.	58,802,972	4,155,388
3.	N.S.	7,901,793	0
4.	N.B.	6,234,230	0
5.	Man.	9,204,789	460,000
6.	B.C.	31,363,981	1,850,000
7.	P.E.I.	788,909	0
8.	Sask.	7,828,297	1,095,962
9.	Alta.	19,970,752	350,000
10.	Nfld. and Lab.	3,010,071	0
Total		217,054,806	9,561,350

## A-118

SCHEDULE (Sections 1, 5 and 7 to 10)			
LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON JUNE 16, 2013 AND ENDING ON AUGUST 10, 2013			
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.	70,301,860	1,915,000
2.	Que.	57,456,776	3,631,605
3.	N.S.	7,817,860	0
4.	N.B.	6,091,507	0
5.	Man.	8,995,959	460,000
6.	B.C.	31,213,893	1,900,000
7.	P.E.I.	785,041	0
8.	Sask.	7,772,037	1,088,086
9.	Alta.	19,571,916	300,000
10.	N.L.	2,969,444	0
Total		212,976,293	9,294,691

## COUNCIL MEETING OF MAY 9-10, 2013

### CHICKEN FARMERS OF CANADA

During that meeting, consideration was given to the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for the A-118 allocation period, which runs from June 16, 2013 to August 10, 2013.

In reviewing the proposed quota regulation amendments, the Council found that the total allocation of 222,270,984 kg live weight for allocation period A-118 satisfied the requirements of the *Farm Products Agencies Act*, the Agency's Federal Provincial Agreement, as well as the Agency's By-laws, and as such approved the amendment.

Council members noted that the A-118 allocation period falls within the peak barbeque season, where fresh chicken is one of the primary proteins used. It was also noted that storage stocks on April 1, 2013 were almost equal to the revised target value set by the Agency. Wholesale prices, except for the price for wings which did not follow the traditional seasonal pattern of decreasing during the summer months in 2012, have remained at levels above prices seen in previous years. Council is also

encouraged with the progress made by CFC's Policy Committee on the development of a Speciality Policy and it looks forward to seeing this policy finalized and adopted by CFC Directors later this year.

### CANADIAN HATCHING EGG PRODUCERS

Council members also approved the amendments to the *Canadian Broiler Hatching Egg Marketing Levies Order*. Although the proposed levy rate will result in a deficit equal to 5.2% of budgeted levy revenue, given the Agency's reserves in short-term investments, the Council was satisfied that the amendments are necessary for the implementation of CHEP's marketing plan. The Levies Order comes into effect on June 24, 2013 and expires on June 22, 2014.

The Levies Order maintains the national levy at \$0.0029 per broiler hatching egg. There were also changes to the provincial levy in all four member provinces and, as a result, the levy for marketing broiler hatching eggs from unregulated to regulated areas will increase by \$0.0001175 to \$0.010955 per broiler hatching egg.



## BEEF CATTLE RESEARCH, MARKET DEVELOPMENT AND PROMOTION LEVIES ORDER

The Beef Promotion-Research Agency was established in 2002 under Part III of the *Farm Products Agencies Act* (Act). The Agency was formed to collect levy on Canadian beef and beef products, marketed domestically or imported.

During this Council meeting, consideration was also given to the proposed amendments to the *Beef Cattle Research, Market Development and Promotion Levies Order* to include an import levy component. In reviewing the Levies Order, the Council found it satisfied the requirements of the *Farm Products Agencies Act*. The Levies Order becomes effective the date it is registered and expires on June 28, 2014.

Canada Beef Inc. is currently amending the Agency's Proclamation to reflect the changes the Agency went through over the last two years. Council is aware that work has begun on this process and the staff will continue to assist Canada Beef Inc. as the amendments to the Proclamation go through the federal regulatory process.

## COUNCIL ACTIVITIES

### *FPCC Public Hearings*

Public Hearings for the Pullet Growers of Canada were held on April 23 in Ottawa and on May 22 in Winnipeg. The Panel heard from multiple presenters during the hearings. As for next steps, the Panel will evaluate all material submitted and presented. There are a number of options in terms of the final recommendations: support or not the proposal in total or in part. The Panel could recommend that certain powers be included or excluded, as set out in section 7 of the Act, or recommend changes as the Panel sees them as being suggested through the hearing process.

The Panel will make its report and recommendations to the Council which will then make recommendations to the Minister of Agriculture and Agri-Food. It will then be up to the Minister to decide whether or not to proceed with negotiations towards an agreement to proclaim a Pullet agency. If an agreement is reached with the provinces, then the Minister will take that to Cabinet for approval of the Proclamation of the Agency.

As for the British Columbia Raspberry Industry Development Council, the period for receiving submissions for the establishment a Red Raspberry Research, Market Development Promotion Agency was extended until April 30, 2013. Public Hearing dates are now being scheduled. The period to file a reply or request to appear is still open.

All comments received will help the FPCC evaluate requests for the establishment of agencies under Part II and Part III of the FPAA. To view hearing transcripts or access other pertinent information please visit FPCC's website at: [www.fpcc-cpac.gc.ca](http://www.fpcc-cpac.gc.ca)

### *SIAL Canada*

This year SIAL Canada was held on April 30 to May 2, 2013 at the Direct Energy Centre in Toronto. FPCC Chairman Laurent Pellerin participated at this year event which represents and showcases North-America's agrifood business. This event is one of the industry's most important meeting places, hosting around 700 exhibitors and 14,000 visitors from over 61 countries over the course of 3 days. This year the event hosted a «La Cuisine by SIAL» contest, with world class corporate chefs showcasing their talents and creativity. The event also provided many informative seminars on 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 the 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/)





## REGULATORY NEWS

FPCC is continuing its *Agricultural Products Marketing Act* (APMA) administrative review with the objective of establishing a single and consistent approach that contributes to improving the efficiency of the administration of the APMA.

To that end, FPCC is awaiting comments on six delegation orders pertaining to main agencies that have been published in the *Canada Gazette*, Part I, under the APMA.

The proposed amendment to the *Canadian Hatching Egg Producers Proclamation* was published in the *Canada Gazette*, Part I, on February 23, 2012, for a period of 30 days. No comments were received. The Minister of AAFC has signed the necessary documents to proceed to publication in the *Canada Gazette*, Part II.

In addition, a request to amend the provincial levies for the Éleveurs de poulet du Québec and the Chicken Farmers of Ontario, as well as for the Éleveurs de dindons du Québec, is currently being processed.

## PORTFOLIO NEWS

### *Increased innovation, market opportunities and competitiveness in Canada*

April 1, 2013 marked the official launch of the *Growing Forward 2* (GF2) policy framework for Canada's agricultural and agri-food sector. GF2 is a \$3 billion dollar investment by federal, provincial and territorial (FPT) governments and the foundation for government agricultural programs and services over the next five years.

The Government remains focused on jobs, growth and long-term prosperity. They are working with Canadian farmers to move the agriculture and agri-food industry forward to adapt, innovate and compete in markets at home and abroad. *Growing Forward 2* will deliver what the sector needs to position Canadian farmers, producers and processors for growth and prosperity in the years ahead. GF2 programs will focus on innovation, competitiveness and market development to ensure Canadian producers and processors have the tools and resources

they need to continue to innovate and capitalize on emerging market opportunities.

The Government recently announced details of its three GF2 federal programs: AgriInnovation, AgriMarketing and AgriCompetitiveness. Together, these programs aim to accelerate the pace of innovation, improve competitiveness in domestic and international markets, and help the sector adapt to emerging global and domestic opportunities, as well as enhance business and entrepreneurial capacity.

For more information on federal programs or links to provincial and territorial government websites, please visit: [www.agr.gc.ca/growingforward2](http://www.agr.gc.ca/growingforward2)

### *The Farm Credit Canada's Drive Away Hunger*

The Farm Credit Canada and its partners throughout the country will strive to collect a record five million pounds of food for Canada's food banks this year to mark the 10th anniversary of the FCC Drive Away Hunger program.

FCC's Drive Away Hunger program involves driving a tractor and trailer through various communities to collect food and cash donations for food banks across the country. One hundred per cent of donations go to Canadian food banks, and anyone can visit [www.fccdriveawayhunger.ca](http://www.fccdriveawayhunger.ca) to make a cash donation.

At the launch on May 7, the FCC donated \$100,000 to Food Banks Canada. Half of this amount will be used by Food Banks Canada to support all individuals and families who use food bank services, while the remainder will be equally split between Hunger Awareness Week and the Rural Support Program, which provides additional support and resources to food banks based in rural communities.

This year, FCC's Drive Away Hunger program tours will take place the week of October 14 in Alberta, Ontario, Quebec, Prince Edward Island and Saskatchewan, including the FCC's corporate office in Regina. FCC will also be collecting food and cash donations in field offices across Canada from May 7 to October 18.



## INDUSTRY NEWS

### *The CFC commitment to food safety*

Agriculture Minister Gerry Ritz presented the Chicken Farmers of Canada (CFC) with the first ever Letter of Recognition under the On-Farm Food Safety Recognition Program (OFFSRP). The CFC is the first national agency to receive this recognition. This achievement and the program itself demonstrate CFC's commitment to meeting the expectations of consumers for safe and quality Canadian chicken.

The OFFSRP promotes the production of safe, high-quality food at the farm level and encourages national industry organizations to develop food safety systems in line with Hazard Analysis Critical Control Points (HACCP) principles. The On-Farm Food Safety Recognition Program is a federal/provincial/territorial government initiative developed in collaboration with industry and funded by Agriculture and Agri-Food Canada under the Growing Forward program.



### *National agencies executive committees*

During their 2013 Annual General Meeting, the national marketing agencies elected their Executive Committees for the 2013-2014 year. Congratulations to all the new and re-elected members. Council looks forward to meeting and working with all four Executive Committees.

#### 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  
Roger Pelissero (ON), Executive Member

#### Canadian Hatching Egg Producers

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

### *CPEPC summer convention*

The Canadian Poultry and Egg Processors Council is hosting its 2013 Convention in Banff, Alberta from June 16 to 18. In connection with the convention, the FPCC will hold a meeting on June 17 to discuss various topics, as well as take this opportunity to meet the Alberta Supervisory board and participate in an industry tour. To register or receive more information on CPEPC's 2013 convention please visit: [www.cpepc.ca](http://www.cpepc.ca)





## UPCOMING EVENTS

### *June*

June 6	Further Poultry Processors Association of Canada	Toronto, ON
June 16-18	Canadian Poultry and Egg Processors Council	Banff, AB
June 17	Farm Products Council of Canada	Banff, AB
June 26-27	Turkey Farmers of Canada	Winnipeg, MB

### *July*

July 8-10	Egg Farmers of Canada	Halifax, NS
July 8-11	Chicken Farmers of Canada	St-John's, Newfoundland
July 15-17	Canadian Hatching Egg Producers	Waskesiu, Saskatchewan

### *August*

Aug. 27	Farm Products Council of Canada	Teleconference
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### *September*

Sept.	Farm Products Council of Canada Council Retreat	Date and Location TBC
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