



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

FOCUS *Newsletter*

NOVEMBER 2013



COUNCIL NEWS

Minister Ritz Announces the Reappointment of FPCC Chairperson

On November 8, 2013, Agriculture Minister Gerry Ritz announced the reappointment of Laurent Pellerin as Chairman of the Farm Products Council of Canada. The Minister is pleased that Mr. Pellerin has accepted this reappointment to the Council. During the past three years, Mr. Pellerin has demonstrated his leadership and understanding of the system and has shown that he is dedicated to seeing Canadian producers succeed. Mr. Pellerin's reappointment is for a three-year term and is effective May 31, 2014.

Minister Ritz Announces Appointment to the FPCC

On October 2, 2013, Agriculture Minister Gerry Ritz announced the appointment of Debbie Etsell as a member of the FPCC. Ms. Etsell has been in the agriculture industry for approximately 25 years. She is a director of the Coligny Hill Farms Ltd., an Abbotsford, British Columbia farm where along with her husband and two sons, they currently produce turkeys, hay and wine grapes.

Ms. Etsell's passion for agriculture has also led to working with various farm organizations. Since 2007, she has been with the B.C. Blueberry Council and is currently its Executive Director. Ms. Etsell has also worked for the B.C. Agriculture Council as well as the B.C. Raspberry Industry Development Council. The FPCC is glad to have Ms. Etsell as its newest Council member. With her hands-on farming experience and vast agricultural knowledge she will be an asset to the FPCC's work. Ms. Etsell's appointment is for a term of three years.

In addition, the FPCC would like to inform you that newly appointed Council member Mike Pickard, has been assigned to the turkey file and will be attending agency and stakeholder meetings on behalf of the Council.

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COMMENTS OR QUESTIONS?

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FARM PRODUCTS COUNCIL OF CANADA

Canada



FPCC BUSINESS

COUNCIL MEETING OF SEPTEMBER 24, 2013

Chicken Farmers of Canada (CFC)

The Council met on September 24, 2013 where consideration was given to the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for the A-121 allocation period, which runs from December 1, 2013 to January 25, 2014. The Council reviewed the market conditions for chicken as well as the statutory requirements of the Chicken Farmers of Canada when setting allocations.

Given the positive market conditions (as briefly outlined below) and the increase in the domestic allocation for the A-121 period versus domestic production from a year earlier, the Council was of the view that the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* are necessary for the implementation of the Agency's marketing plan. As such, the Council approved the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for A-121 for a total allocation of 210,795,162 kg for period A-121, which comprises a provincial allocation of 200,832,901 kg and a market development allocation of 9,962,261 kg, all in live weight.

It was noted that storage stocks, less chicken quarters and miscellaneous chicken parts as of September 1, 2013, increased by 5.2% versus August 1, 2013 and have been within the Agency's healthy ranges since October 2012. Also noted was that wholesale prices have generally remained at levels above those seen in previous years, except for the price for wings. If fully produced, the domestic allocation would be approximately 148.0 million kg eviscerated, almost 1.0 million kg above chicken produced for the domestic market during the same weeks a year earlier. The market development allocation, if fully produced, would equal 7.3 million kg eviscerated; this is approximately 850 thousand kg eviscerated above the volume produced last year. The volume of unused tariff rate quota is a concern, yet the Council is of the view that the market conditions are sufficiently strong to bear this increase in imports during the coming months.

A-121

(Sections 1, 5 and 7 to 10)			
LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON DECEMBER 1, 2013 AND ENDING ON JANUARY 25, 2014			
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.	66,453,537	1,900,000
2.	Que.	54,270,884	4,227,750
3.	N.S.	7,179,365	0
4.	N.B.	5,747,091	0
5.	Man.	8,490,800	342,500
6.	B.C.	29,319,189	2,155,000
7.	P.E.I.	754,872	0
8.	Sask.	7,228,653	1,012,011
9.	Alta.	18,570,321	325,000
10.	N.L.	2,818,189	0
Total		200,832,901	9,962,261

Turkey Farmers of Canada (TFC)

The Council met on September 24, 2013 where consideration was given to Turkey Farmers of Canada's request for approval of the proposed amendments to the *Canadian Turkey Marketing Quota Regulations, 1990*, for the 2013-2014 control period as submitted to the Council on July 30, 2013 and with corrections on September 19, 2013.

In reviewing the quota regulation amendments, the Council found that the amendments satisfied the requirements of the Agency's Federal-Provincial Agreement and schedule as well as the Agency's by-laws. Furthermore, the Council is satisfied that the volumes requested will meet market requirements for all categories of quotas and result in reasonable prices to consumers. The Council approved the proposal for amending the quota allocation to 179,579,282 kg eviscerated weight. This amendment will come into effect on the date of registration.



Egg Farmers of Canada (EFC)

The Council met on September 24, 2013 where consideration was given to EFC's request for approval of the amendment to Schedule 2 (Vaccine Eggs) of the *Canadian Egg Marketing Agency Quota Regulations, 1986*, which provides vaccine egg quota to producers in Ontario and Quebec.

Following a thorough review of the rationale provided by EFC to justify the level of production of vaccine eggs requested, the Council was satisfied that there were sufficient grounds and information to conclude that the amendment to the quota regulations is necessary for the implementation of the Agency's marketing plan. The Council approved this amendment. The amendment covers the period that runs from December 29, 2013 to December 27, 2014 and will come into effect on the date of registration.

LEVY COMMITTEE MEETING OF OCTOBER 2, 2013

Canadian Beef Cattle Research, Market Development and Promotion Agency

During its October 2, 2013 meeting, the FPCC's Levy Committee approved the proposed amendments to the *Canadian Beef Cattle Research, Market Development and Promotion Levies Order*. The first amendment changes the name of the Ontario Cattlemen's Association to the Beef Farmers of Ontario. The second amendment reflects an increase of \$1.00 per head to Nova Scotia's provincial levy rate. This will increase the total levy for Nova Scotia from \$2.00 to \$3.00 per head. Both amendments will come into effect on the day on which the Levies Order is registered.

FPCC ACTIVITIES

Raspberry Agency hearings update

The public hearings for the establishment of a Red Raspberry Research, Market Development and Promotion Agency were held on October 22, 2013 in Abbotsford, BC and in Ottawa, Ontario on November 5, 2013. Panel members heard presentations from the applicants, the BC Raspberry Industry Development Council, as well as several stakeholders during the hearings.

The next step is for the Panel to make its report and recommendations to the Council which will then make recommendations to the Minister of Agriculture and Agri-Food.

INDUSTRY NEWS

CFC Website

CFC is very pleased to announce the launch of their newly redesigned www.chicken.ca. The new site still has all the same great recipes and articles as before, but with a fresh new look. They've also introduced a new section called Chicken School that has everything consumers want to know about chicken, from cooking times to chicken safety tips.

Source: www.chicken.ca

EFC official nutritional partners of CIBC Run for the Cure

Egg Farmers of Canada is proud again this year to be the Official Nutritional Partner of Canadian Breast Cancer Foundation CIBC Run for the Cure. The CIBC Run for the Cure is a volunteer-led fundraising event dedicated to raising funds for breast cancer research, education and awareness programs. Each year, thousands of Canadians of all ages take part in the Run. This year in Ottawa, more than 5,800 participants gathered to help raise \$1.2 million for this cause.

Since 2010, EFC has been the Official Nutritional Sponsor of the Canadian Breast Cancer Foundation CIBC Run for the Cure and the presenting sponsor of the *Get Cracking®* Run day warm-up. EFC is proud to join Canadians across the country in Canada's largest single day, volunteer-led fundraising event.

Source: www.eggfarmers.ca





New Innov'Action Agri-Food Program

Senator Jean Guy Dagenais, on behalf of the Honourable Gerry Ritz, Federal Minister of Agriculture and Agri-Food, the Honourable François Gendron, Deputy Premier of Quebec and Minister of Agriculture, Fisheries and Food, and the member for Labelle and Minister Responsible for the Laurentides region, Sylvain Pagé, announced the launch of the Innov'Action Agri-Food Program. The purpose of this financial assistance program, which has a budget of over \$31 million, is to enhance the competitiveness of Quebec's agriculture and food processing companies by supporting research and innovation. It is funded by the governments of Canada and Quebec under the Canada-Quebec *Growing Forward 2* agreement.

Innovation remains central to the competitiveness and profitability of agriculture and agri-food companies and *Growing Forward 2* and the Innov'Action Program will enable industries to find solutions to challenges and take advantage of market opportunities.

The Innov'Action Agri-Food Program will replace five research and innovation support programs that ended on March 31, 2013. By consolidating all of the financial assistance, Innov'Action will be positioned to address issues related to developing the economic potential of the agricultural production and food processing sectors and will be more responsive to the expectations of Quebec society. Through its four components, the program will support initiatives involving applied research, business adaptation and technology transfer.

Source: www.agr.gc.ca



GOVERNMENT NEWS

Canada and EU reach historic trade agreement

Prime Minister Stephen Harper announced that Canada and the European Union (EU) have reached an agreement in principle on a comprehensive trade agreement that will significantly boost trade and investment ties between the two partners, and create jobs and opportunities for Canadians.

This is the biggest, most ambitious trade agreement that Canada has ever reached. It covers most aspects of the Canada-EU bilateral economic relationship, including trade in goods and services, investment, and government procurement. It also grants the flexibility to include areas of mutual interest beyond those that have traditionally been included in Canada's trade agreements, such as regulatory cooperation.

The Agreement will provide Canada with preferential market access to the European Union's more than 500 million consumers. Canadian workers in every region of the country - including in sectors such as fish and seafood; chemicals and plastics; metal and mineral products; technology; forestry and value-added wood products; automotive; advanced manufacturing; and agriculture and agri-food - stand to benefit significantly from increased access to this lucrative 28 country market which currently generates \$17 trillion in annual economic activity.

Now that an agreement in principle has been reached, both parties will seek to conclude the formal agreement and undertake a legal review of the document. Once the final agreement is signed, it will then need to be ratified by respective parliaments.

Source: www.actionplan.gc.ca/en/content/ceta-aecg/canada-eu-trade-agreement



UPCOMING EVENTS

November

Nov. 20-21	Canadian Hatching Egg Producers	Ottawa, ON
Nov. 25-26	Canada Beef	Calgary, AB
Nov. 26-27	Chicken Farmers of Canada	Ottawa, ON
Nov. 27-28	Turkey Farmers of Canada	Toronto, ON

December

Dec. 10-12	Farm Products Council of Canada	Ottawa, ON
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