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FOCUS

Message from the Chair

Mid-way through our recent work on the Forum on Global Awareness, I was struck by a thought expressed by one of our speakers. Among the challenges facing the Canadian poultry and egg industry, he said, is the question of our legacy to the farmers of tomorrow.

I agree. And I am delighted to see the 4-H Council of Canada celebrating its 90th anniversary this year. Since 1913, more than one million young Canadians have participated in 4-H. And today the organization is still leading the way in youth development.

The National Farm Products Council is a corporate member of the **Canadian 4-H Council** and a proud sponsor. I wish to congratulate this excellent organization for improving the quality of Canadian life, and I encourage you to visit them at www.4-h-canada.ca.

- Cynthia Currie

Council News

The Cabinet has reappointed **Michel Veillette** to the National Farm Products Council. Mr. Veillette joined the Council in 1998. His term will run until 2008. The Chairperson, Mrs. Cynthia Currie, says, "Mr. Veillette is a great contributor. I am very

pleased with his re-appointment."

Council member **David Coburn**, who joined the Council in 1998, has resigned in order to manage his expanding business interests.

Feather Caucus Co-Chair Named Parliamentary Secretary

Mr. **Murray Calder**, MP for Dufferin-Peel-Wellington-Grey, has been appointed Parliamentary Secretary to the Minister of International Trade. As a chicken producer, Mr. Calder is well-acquainted with poultry industry issues. He also co-chaired a group of government MPs whose ridings include significant poultry operations.

In addition to Mr. Calder's appointment, the Prime Minister named Mr. **Claude Duplain** Parliamentary Secretary to the Minister of Agriculture and Agri-Food. An entrepreneur, Mr. Duplain has been deeply involved in the economic development of Portneuf, the area he represents in Parliament.

Council Publishes Industry Reference Guide

The NFPC has published the inaugural edition of Canada's Poultry and Egg Industry, a handy reference guide. The publication will help Canadians to understand the

story of supply management in the poultry and egg industry, and its significant contribution to Canadian agriculture and agri-food.

The guide illustrates the size and scope of the industry and its contribution to every region of the country.

You may download it from www.nfpc-cnpa.gc.ca or contact us at (613) 995-6752 to order copies.

Poultry: Positioned for Growth

A recent Agriculture and Agri-Food Canada presentation on consumer trends notes that poultry-based products and value-added foods containing poultry ingredients continue to be favourably positioned for growth.

Sales of value-added products containing chicken, such as dinners and entrées, are growing 30% a year, and private label value-added poultry products are very prominent.

See the presentation at www.agr.gc.ca/food/presentations/consumertrends_e.html.

New Canadians, New Products

Food diversification is a growing trend. As the Canadian population grows more diverse through immigration, so the marketplace changes, and we are seeing new cuisines

emerge. Ethnic restaurants and grocery stores are multiplying, and grocery store chains are offering more ethnic products than ever before.

A new report from Agriculture and Agri-Food Canada, *Influence of Immigration on the Ethnic Food Market in Canada*, provides useful information for producers, processors and further processors about the changing marketplace. Find it at www.agr.gc.ca/food/consumer/mrkreports/ethnic/summary_e.html.

SIAL Montreal 2003: Global Gateway

Organizers expect 15,000 visitors to attend the SIAL Montreal exhibition April 2-4, 2003. SIAL is the premier exhibition for professionals in the North American food, beverage, wine and spirits sectors, and organizers anticipate the participation of 800 exhibitors from 50 countries.

The event will also offer Canadian participants an excellent opportunity to network with more than 50 Canadian Trade Commissioners from around the world. They will attend the event to make Canadian companies aware of export opportunities. An Export Café has been set up for Thursday, April 3, 2003.

For more information, contact infocafeexport@agr.gc.ca or call (514) 283-3815 ext. 513. Also visit www.sialmontreal.com for more information about the exhibition.

Team Canada Inc. Update

Looking for good advice on how to pursue foreign market opportunities? Several reports and guides from Team Canada Inc. are available.

Check out the *Step-by-Step Guide to Exporting* at www.exportsource.ca. This guide provides solid, practical information on how

to assess export capabilities, and how to plan and execute the first exporting venture.

There is also useful advice on how to do business in 60 countries at www.getcustoms.com/omnibus.html. This site helps exporters to know what to say and how to behave in order to make the right impression on business partners. Want a quick tip? Don't flash a "thumbs up" in Nigeria! Visit the site to find out why.

Russia Caps Meat Imports

Russia will limit poultry imports this year to 1.05 million tonnes, rather than the 750,000 tonnes originally proposed by its agriculture department. Russia has also capped beef imports at 420,000 tonnes and pork at 450,000 tonnes. The moves follow anti-dumping probes that found excessive imports from the European Union, and an European plan to limit grain imports from Russia and Ukraine.

EVENT CALENDAR

Feb. 5-6	Canadian Egg Marketing Agency Meeting (Ottawa)
Feb. 25-28	Canadian Federation of Agriculture Annual Meeting (Vancouver)
Mar. 17-22	Canadian Cattlemen's Association Meeting (Ottawa)
Mar. 25-26	National Farm Products Council Meeting (Ottawa)
Mar. 25-27	Canadian Egg Marketing Agency Meeting (Ottawa)
Mar. 25-27	Canadian Broiler Hatching Egg Marketing Agency Meeting (Ottawa)
Mar. 25-27	Chicken Farmers of Canada Meeting (Ottawa)
Mar. 25-27	Canadian Turkey Marketing Agency Meeting (Ottawa)
Apr. 29-30	National Farm Products Council Meeting (Ottawa)
June 8-10	CPEPC Convention (Halifax)
June 9	National Farm Products Council Meeting (Halifax)