

National Farm Products Council

FOCUS Newsletter

Focus has a new look

The NFPC recently completed a research project to determine how its communications products can be improved.

Across Canada, more than 80 stakeholders responded and provided good insight into several products including the Focus newsletter, the Council's Website, the Annual Review, and the Canada Poultry and Egg Industry Handbook.

Mrs. Cynthia Currie, the Council Chairperson, says, "Thank you to all who participated. We value your input and have found the results informative. It will greatly help us as we revise and implement our Communications Strategy."

Readers will notice our new look, thanks to the feedback from this audit we redesigned the layout. We want to continue to bring you interesting and current articles on what's happening in the industry and at the government level. Focus is currently being faxed out to all subscribers but we are looking into electronic distribution.

Council preparing report on Brazil mission

The Chair of the National Farm Products Council (NFPC) lead a mission of Council's producer members together with producer representatives from CTMA and CFC to Brazil September 6-19. A major objective of this mission was to learn more about the Brazilian poultry and egg industry.

Mission participants saw a modern, sophisticated agriculture industry and heard from industry leaders about Brazil's plans to expand the agricultural sector.

They also visited several regions and organizations, and attended the SIAL Mercosul/ABRAS show the largest food show in Latin America. The NFPC is finalizing its report on the mission for distribution shortly.

For more information or to arrange a presentation on this mission please contact Terry Hayward at haywardt@agr.gc.ca or (613) 995-0682.

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COMMENTS or QUESTIONS

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NFPC publishes handbook

The NFPC has published the 2003 edition of Canada's Poultry and Egg Industry Handbook. This handy all in one reference guide provides a wealth of statistical information about the poultry and egg sector.

Many industry members have noted they find the handbook a useful sector-wide source of data on production, consumption and employment. Copies of the handbook have been distributed to poultry and egg organizations across Canada.

For copies contact Chantal Lafontaine at (613) 995-9148, E-mail nfpcweb@agr.gc.ca or by mail at:

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Poultry industry market information

The NFPC and its government and industry partners are moving forward in meeting the challenge of providing all those involved with accurate and timely poultry and egg data.

A Poultry Markets Information Working Group has been formed. The group last met in mid October and has identified a number of ways to gather and distribute better data while minimizing duplication and cost.

The working group includes representatives from the four marketing agencies, CPEPC, FPPAC, AAFC and CFIA. The group will continue to explore solutions to the issues raised.

For more information on this initiative contact Laura Leckie, Statistical Analyst at leckiel@agr.gc.ca or (613) 995-1499.

FPA Update

During a meeting of federal-provincial-territorial Ministers of Agriculture in the summer of 1998, the national marketing agencies were directed to review their Federal-Provincial Agreements (FPA) to make them more current and market responsive. In some cases, the agreements had been in place for more than 25 years and did not adequately reflect the actual operations of the agencies.

The Chicken Farmers of Canada (CFC) was the first agency to begin the revision process which culminated in June 2001 with a new signed FPA. This renewed agreement incorporated the elements of a new bottom-up approach to quota allocation which had been under development for the previous five years. With the conclusion of CFC's efforts, CEMA, CTMA and CBHEMA began to draft their respective FPAs using the format which had been agreed to by all signatories.

The three agencies (CEMA, CTMA and CBHEMA) have working groups in place mandated to develop new FPAs and to recommend any necessary amendments to the Proclamations. These groups have been working over the course of the past two years toward finalizing new agreements for their respective agencies.

FPA Work Group Schedules are as follows:

CTMA: Met September 26
CEMA: October 30 and 31
CBHEMA: November 11

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Beef agency levy orders to move ahead

The new beef agency, the Canadian Beef Cattle Research Market Development and Promotion Agency, held its directors' meeting in Moose Jaw, Saskatchewan in August.

The NFPC advised agency directors that the Council looks forward to considering the agency's first national levy order.

Council Chairperson, Cynthia Currie also reported to the agency that the NFPC has engaged Gina Grosenick through the Interchange Canada Program to help complete the national levy order and service agreements. Ms. Grosenick has been actively involved with Canada's beef industry through her work with the Canadian Cattlemen's Association.

Discussions are underway with the Canada Customs and Revenue Agency to implement a mechanism to collect levies on imports of beef and beef products.

*For further information contact:
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Gearing up for Foodex Japan

Foodex Japan 2004, a major food and beverage exhibition is set for March 12-14, 2004 in Chiba, Japan. The Government of Canada has lined up 550m² of booth space at the exhibition for Canadian exporters.

The 2003 show drew more than 98,000 buyers from 75 countries. Information about the exhibition appears online at www.jma.or.jp/foodex/.

For more information, contact Angel Garcia at Agriculture and Agri-food Canada at garciaat@agr.gc.ca or (613) 759-7738.

2004 Meeting Schedule

Here are the dates and locations of Council's 2004 meetings:

<i>January 12-13</i>	<i>(Ottawa)</i>
<i>March 23</i>	<i>(Ottawa)</i>
<i>April 27-28</i>	<i>(Ottawa)</i>
<i>May 11-12</i>	<i>(Ottawa)</i>
<i>*June 7</i>	<i>(Mont Tremblant)</i>
<i>July 27-28</i>	<i>(Ottawa)</i>
<i>October 19-20</i>	<i>(Ottawa)</i>
<i>December 14-15</i>	<i>(Ottawa)</i>

Upcoming meetings

Nov. 11-13	Canadian Broiler Hatching Egg Marketing Agency	(Ottawa)
Nov. 12-13	Canadian Egg Marketing Agency	(Ottawa)
Nov. 25-26	Chicken Farmers of Canada	(Ottawa)
Nov. 25-27	Canadian Turkey Marketing Agency	(Toronto)
Dec. 16-17	National Farm Products Council	(Ottawa)