



# FOCUS Newsletter

January  
2009



National Farm Products  
Council

Conseil national des  
produits agricoles

## *New Year's Greeting*

As 2009 begins, the members and the staff of the National Farm Products Council would like to take this opportunity to wish all of its readers, government colleagues and industry partners, their staff and families, a happy and prosperous New Year.

We have enjoyed working with you over this past year and we hope that 2009 will bring us all peace and good health. We look forward to a new dynamic and productive 2009.

**Bill Smirle**  
Chairperson

## *New and Improved NFPC Website*

The National Farm Products Council is very proud to present its new and improved Website to all stakeholders, business partners and various counterparts.

This innovative and user friendly website has been designed with the collaboration and the support of Agriculture and Agri-Food Canada and NFPC staff and also with the great assistance and expertise of our website designer **Antoni Gendron** of 123Xplore. Many thanks to all for their sustained efforts!

In addition, please be advised that all NFPC staff email addresses have been modified effective immediately. In order to facilitate the transition, please note that all email addresses will begin with the first name of the person followed by a dot then the last name and the @AGR.GC.CA remains the same. Here is an example: **Chantal.Lafontaine@AGR.GC.CA**. As well, our web email has changed to: **NationalFarm.NFPCWEB@AGR.GC.CA**.

We hope you will enjoy and continue to visit our new and improved website. As usual, we appreciate any comments or input you can provide us. Please do not hesitate to contact our Communication Officer, **Chantal Lafontaine** at **Chantal.Lafontaine@AGR.GC.CA** or at 613-995-9148.

**LINK: [www.nfpc-cnpa.gc.ca](http://www.nfpc-cnpa.gc.ca)**

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## Council Business (Decisions)

### December Council Meeting

Council had a busy schedule during its meeting of December 16 to 18, 2008. Council met with the Executives of the four national marketing agencies to discuss Agency issues and strategic directions as well as review their budgets for the coming year. Council members also met with the Canadian Poultry and Egg Processors Council and the Further Poultry Processors Association of Canada as well as with representatives of the 5 primary chicken processing enterprises in Canada.

### Canadian Turkey Marketing Agency



Council approved the Canada Turkey Marketing Producers Levy Order extending the expiry date of the Order to December 31, 2009. The CTMA levy will remain unchanged for 2009. The Agency levy

rates are a combination of the CTMA's levy of 1.6 cents/kg (live weight) and provincial levies as listed on the tables.

Council also approved CTMA's By-Law No. 8 which deals with expenses to be paid to their members for attending CTMA meetings. The changes are to the annual stipend (from \$6k to \$7.5k), per diem (from \$275 to \$350) and teleconference fee (from \$137.50 to \$175/call) for the Chairman.

Members were also presented with the 2009 budget and briefed on the Agency's 2009 business plan, priorities and challenges which include governance, policy, marketing, operations, communications and relationship development.

*see tables' next column...*

2009 CTMA LEVIES

Province	CTMA Levy	Provincial Levy	Total Levy
	Cents per Kg (live weight)		
British Columbia	1.6	2.40	4.0
Alberta	1.6	3.25	4.85
Saskatchewan	1.6	2.40	4.0
Manitoba	1.6	2.70	4.3
Ontario	1.6	1.20	2.8
Quebec	1.6	2.65	4.25
New Brunswick	1.6	1.40	3.0
Nova Scotia	1.6	2.40	4.0

### CTMA Annual Stipend

	Chair	Executive Members	Directors
CTMA	\$7.5k (\$6k)	\$3.0k	-----

### Meeting Per Diem and Incidental Allowances

	Chair per diem	Directors per diem	Allow. meal + incidental
CTMA	\$350 (\$275)	\$200	\$ 65
conf. call	½ of the above	½ of the above	

### Chicken Farmers of Canada

#### Complaint and Amendment to Chicken Quota Regulation for A-89



CPEPC, FPPAC and CRFA filed a complaint against Chicken Farmers of Canada's quota allocation decision for A-89. This complaint is similar to the complaint on A-87 and the NFPC will use the same process and approach as with the complaint for A-87.

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Therefore, having reviewed the A-89 complaint Members proceeded to consider for prior-approval the quota regulation for A-89.

Council approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 198,190,170 kilograms chicken live weight (145,929,898 eviscerated) and the market development quota of 14,186,959 kilograms of chicken live weight (10,443,110 eviscerated) for the period beginning January 4, 2009 and ending February 28, 2009.

Council approved the Canadian Chicken Marketing Levies Order extending the expiry date of the Order to December 31, 2009 with no change to the CFC levy. The Agency levy is a combination of the CFC's levy of 0.44 cents/kg (live weight) and provincial levies. The tables illustrate the 2009 CFC levies and the allocations by category and by province.

Council also approved the CFC's by-laws amending their annual stipend, per diem and incidental allowance. With this amendment the Chairman will receive a stipend of \$27,000, executive members will each receive \$7,300 and each director will collect \$3,600. As well changes to the meeting per diem are for the Chairman from \$330 to \$375 and the incidental allowances from \$60 to \$100 (see table).

2009 CFC LEVIES			
Province	CFC Levy	Provincial Levy	Total Levy
	Cents per Kg (live weight)		
British Columbia	0.44	1.16	1.60
Alberta	0.44	1.16	1.60
Saskatchewan	0.44	1.16	1.60
Manitoba	0.44	1.20	1.64
Ontario	0.44	1.25	1.69
Quebec	0.44	1.22	1.66
New Brunswick	0.44	0.56	1.00
Nova Scotia	0.44	0.95	1.39
Prince Edward Island	0.44	1.00	1.44
Newfoundland & Labrador	0.44	1.06	1.50

CFC's Executive Committee and staff presented the Agency's 2009 budget and their strategic plan outlining and identifying key areas and priority issues.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON JAN. 4, 2009 AND ENDING ON FEB. 28, 2009			
Item	Province	Column 2 Production Subject to Federal and Provincial Quotas (in live weight) (kg)	Column 3 Production Subject to Federal and Provincial Market Development Quotas (in live weight) (kg)
1.	Ont.	65,725,554	2,920,000
2.	Que.	53,105,045	5,400,000
3.	N.S.	7,014,256	0
4.	N.B.	5,716,109	0
5.	Man.	8,390,996	394,950
6.	B.C.	29,212,507	4,089,793
7.	P.E.I.	754,057	0
8.	Sask.	7,015,829	982,216
9.	Alta.	18,430,359	400,000
10.	Nfld. and Lab.	2,825,158	0
Total		198,190,170	14,186,959

CFC Annual Stipend			
	Chair	Executive Members	Directors
CFC	\$27k (\$20k)	\$7.2k (\$6k)	\$3.6k (\$2k)
Meeting Per Diem and Incidental Allowances			
	Chair per diem (\$330)	Directors per diem (\$300)	Allow. meal + incidental (\$60)
CFC conf. call	\$375 1/2 of the above	\$300 1/2 of the above	\$100 (\$60)

## Canadian Hatching Egg Producers



Council approved the Agency's 2008 Final Quota Regulations at 539,069,195 broiler hatching eggs and its Initial 2009 Quota Regulations at 544,738,536 broiler hatching eggs for 2009.

Members were presented with CHEP's 2009 Budget as well as an update on key activities and priorities for 2009 which include Agency membership, proclamation amendments,

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AI surveillance, *Health of Animals Act*, business risk management programs, standardized operating protocols and WTO.

2008 Final Allocation Compared to the 2007 Final Allocation

	2008 Final (in eggs)	2007 Final (in eggs)	Volume Change	Percentage Change
British Columbia	108,969,994	106,001,208	2,968,786	2.80%
Manitoba	32,750,389	32,466,240	284,149	0.88%
Ontario	212,376,049	207,104,187	5,271,862	2.55%
Quebec	184,972,763	181,353,321	3,619,242	2.00%
<b>Total</b>	<b>539,069,195</b>	<b>526,925,156</b>	<b>12,144,039</b>	<b>2.30%</b>

2009 Initial Allocation Compared to the 2008 Final Allocation

	2009 Initial (in eggs)	2008 Final (in eggs)	Volume Change	Percentage Change
British Columbia	110,123,958	108,969,994	1,153,964	1.06%
Manitoba	33,097,804	32,750,389	347,415	1.06%
Ontario	214,628,591	212,376,049	2,252,542	1.06%
Quebec	186,888,183	184,972,763	1,915,420	1.04%
<b>Total</b>	<b>544,738,536</b>	<b>539,069,195</b>	<b>5,669,341</b>	<b>1.05%</b>

## Egg Farmers of Canada



Council approved the Canadian Egg Marketing Levies Order for 2009 which reduced the total Agency levy by \$0.0400 per dozen to

\$0.2025 per dozen (see chart). The levy is effective on December 28, 2008 and expires on March 26, 2010.

During the October meeting Council approved the expiry date of the existing Canadian Egg Marketing Levies Order to March 26, 2009. This will allow the Agency to continue to collect levies for a ninety

day period in the event that Council does not prior-approve the 2009 levy rates prior to the existing expiry date of December 27, 2008. Council postponed consideration for the 2009 EFC Quota Regulation as well as consideration of the complaint filed by the three Saskatchewan signatories against the 2009 quota regulation.

At the request of the Saskatchewan Egg Producers, Council further examined the concept of comparative advantage as proposed by Mr. **Michael Katz**, Professor **Joel Bruneau** and Professor **Andrew Schmitz** in their paper entitled *"Identifying and Applying a Comparative Advantage Framework in Canadian Supply-Managed Agriculture"*. In order to give the paper the consideration it deserves, Council commissioned two independent reviews as well as Council staff's paper titled *Balassa Index for Egg Production – a disaggregated approach – 1947 to 2007*. Council also intends to obtain an independent assessment of Professor Doyon's paper *Discussion of Over-base Factors Using Various Indicators, 2008*.

Members were presented with the 2009 budget and updated on the Agency's activities, priorities and challenges which include name change, traceability program, successful office relocation, on-going IPP efficiencies, current three year business plan and COP survey.

## Provincial Levies for 2009 (\$ per dozen)

	Total Levy	EFC Levy	Provincial Levy
BC	\$0.3008	\$0.2025	\$0.0983
AB	\$0.2270	\$0.2025	\$0.0245
NT	\$0.2765	\$0.2025	\$0.0740
SK	\$0.2725	\$0.2025	\$0.0700
MB	\$0.2425	\$0.2025	\$0.0400
ON	\$0.2450	\$0.2025	\$0.0425
PQ	\$0.2410	\$0.2025	\$0.0385
NB	\$0.2525	\$0.2025	\$0.0500
NS	\$0.2475	\$0.2025	\$0.0450
PE	\$0.2425	\$0.2025	\$0.0400
NF	\$0.2525	\$0.2025	\$0.0500

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## CPEPC and FPPAC Meetings

Each year during Council's December meeting, Members meet with representatives of CPEPC and FPPAC to discuss issues and concerns regarding the processing industry as well as the entire industry.



fppac

## Complaint on A-87 Oversight Committee Meeting

Last fall the NFPC held a special joint meeting regarding the Canadian Poultry and Egg Processors Council's June 2008 complaint. During this session NFPC staff presented preliminary investigation findings and gave the participants the opportunity to partake in a discussion about the report and talk about next steps and deadlines.

In our November edition of Focus, it was announced that an industry oversight committee was established to ensure that coordinated actions are developed and implemented to improve CFC's allocation setting system. The first meeting of the newly established oversight committee was held on December 10, 2008. Terms of Reference were discussed as well as the working approach.

## Complaint on CFC A-90

The Canadian Poultry and Egg Processors Council and the Further Poultry Processors Association of Canada tabled a complaint on

December 3, 2008 against Chicken Farmers of Canada's quota allocation decision for A-90. The NFPC is currently reviewing the complaint.

## Update on NFPC Strategic Plan

Council staff presented Members with a first draft of the NFPC's 2009-2012 strategic plan which resulted from the discussion held during the Council's October strategic planning session. Members will provide their comments and a revised version will be presented to agencies, industry stakeholders and provincial supervisory boards for their input and comments in mid January 2009.



## Amendment to NFPC By-Law #1

In accordance with the *Farm Products Agencies Act* under section 25 (c), Agencies may make by-laws that are subject to the approval of the Council, fixing the fees to be paid to members of the agency, for attendances at meetings of the agency and the travel and living expenses to be paid to the members of the agency.

The Council has delegated its duty to review and approve proposed amendments to fees paid to members of an agency and proposed amendments to the travel and living expenses to be paid to members of an agency. To this end, a new By-Law Committee was established consisting of the Chairperson, (and in the absence of the

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Chairperson, the Vice-Chairperson) and any two of the following staff, the Executive Director, the Secretary and the Senior Advisor responsible for the agency in question.

## Council Meeting Dates for 2009

During Council's previous meeting, Members were presented with the tentative meeting schedule for 2009 for their information:

January 27-28	Ottawa
February 17-18	Ottawa
March 23	Ottawa
May 19-20	Ottawa
June 8	Moncton
July 21-22 ( <i>Tentative</i> )	Ottawa
September 29-30	Ottawa
October 27-28 ( <i>Tentative</i> )	Ottawa
Dec 15-17	Ottawa



## Department News

### McGuinty Government Selects Chair with Strong Agricultural Credentials

The Ontario government appointed Mr. **Gerald Kamenz** as the new chair of Ontario Farm Products Marketing Commission on December 11, 2008.

Mr. Kamenz is well-known in the agriculture sector in Ontario and across Canada. He is the past president of the Ontario Federation of Agriculture and has worked on behalf of agriculture in many capacities including the Canadian Federation of Agriculture's Environment and Science Committee and the Canadian Agri-Food Research Council.

## The FCC Rosemary Davis Award



The Farm Credit Canada Rosemary Davis Award or "The Rosemary" honours

women who are active leaders in Canadian agriculture. These are women who give of themselves in their communities and beyond – from the likes of producers, veterinarians, teachers, researchers and agribusiness operators or others. The prize awarded is an all-expense paid trip to the 2009 Simmons School of Management leadership conference in Boston in May.

Online applications will be accepted until midnight January 26, 2009. For more information on past winners, application process, eligibility guidelines, rules and regulations or to know more about Rosemary Davis please visit the FCC website at: [www.fcc-fac.ca/en/AboutUs/Responsibility/rosemarydavis/index.asp](http://www.fcc-fac.ca/en/AboutUs/Responsibility/rosemarydavis/index.asp)

## GOC Supports Farmers' Market across the Country

In late fall the Government of Canada proudly announced its support to a national network for farmers' markets that will not only support producers' development and growth but help improve rural economies.



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“Farmers markets are part of the heart and soul of this country, and our Government is proud to have helped establish a national network that is supporting their development and growth,” said **Guy Lauzon**, Member of Parliament. “These markets are an excellent way for farmers to grow their businesses while boosting our rural economies.”

For more information please visit:  
[www.agr.gc.ca/acaaf](http://www.agr.gc.ca/acaaf).

## Winners of the 2008 Canadian Agri-Food Awards of Excellence

In late fall a number of outstanding Canadians were honoured with the presentation of the 2008 Canadian Agri-Food Awards of Excellence. The awards ceremony was co-hosted by Dr. **Rob McLaughlin** (Ph.D.), President of the Royal Agriculture Winter Fair and **Guy Lauzon**, Member of Parliament.

This is the eighth annual Canadian Agri-Food Awards of Excellence, co-sponsored by Agriculture and Agri-Food Canada and the Royal Agricultural Winter Fair. The awards recognize outstanding achievements and leadership in various categories.

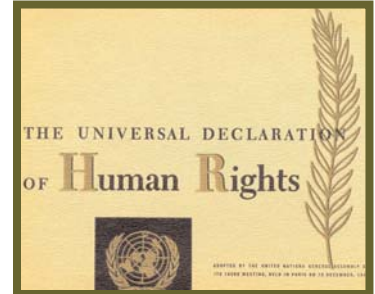
### *The 2008 award recipients are:*

- Voluntarism: *Southwest Farm Women's Network, Manitoba*
- Youth Leadership: *Carmina Halstead, Ontario*
- Innovation: *Natunola Health Inc., Ontario*
- Agri-Food Export: *Peak of the Market, MB*
- Environmental Stewardship: *Cathy and Bryan Gilvesy, Y U Ranch, Ontario*
- Agricultural Awareness and Education: *Ontario Farm Animal Council's public outreach projects*

For more info visit [www.agr.gc.ca/awards](http://www.agr.gc.ca/awards).

## 60th anniversary of the *Universal Declaration of Human Rights*

In 1948 nations of the world joined together in recognising that all people, in all nations, are free and equal in dignity and in rights, regardless of race, religion, economic status, age, gender or other personal characteristics.



The Canadian Human Rights Commission undertook several activities in 2008 to recognize this event, with the objective to raise awareness of the importance of the Declaration and the Commission's role in the human rights framework in this important document.

For more information on this monumental text please visit the following website:  
<http://www.pch.gc.ca/pgm/pdp-hrp/docs/declare-eng.cfm>



## Brazil forecasts its domination in chicken exports by 2018

Over the next 10 years, Brazil will dominate a large share of foreign trade of agricultural products, including chicken, according to a latest Brazilian Agribusiness Forecast study.

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The Brazilian forecasts published by Brazil's Ministry of Agriculture, indicate that Brazilian exports of chicken should reach 89.7% of the world's total volume in 2018 compared with 44.6% today.



## Global broiler output forecast 4% higher next year

World production of broiler meat is forecasted to rise next year by 4% to 74 million tonnes, according to the latest forecast by the USDA's Foreign Agricultural Service (FAS).

### Highlights:

- \* **US:** lower production for the first time since 1973.
- \* **EU-27:** Expanding imports will make them the second largest importer in the world.
- \* **Saudi Arabia:** Expanding imports, mainly from Brazil.
- \* **Venezuela:** imports to grow, but at a slower rate to 2008.

In its World Markets and Trade report, FAS reports the fastest growth will occur in China (+8%) and Brazil (+5%) and that the US production is expected to decrease for the first time since 1973 due to relatively high levels of feed and energy costs.

Exports from Brazil and the US account for nearly 80% of the world total exports. Brazil is forecasted to hit another record as shipments to Hong Kong, Japan, the United Arab Emirates, the EU-27, Saudi Arabia and Venezuela, continue to accelerate.

## The International Poultry Expo (IPE)

The 2009 International Poultry Expo (IPE) will be held in Atlanta Georgia from January 28 through to 30, 2009. It will once again be held in conjunction with the International Feed Expo.

This trade show is the networking centre of the world for the poultry industry. Every part of the poultry and egg industry is represented: feed milling, live production, hatchery, processing, further processing, packaging, commercial egg, marketing, and all other industry stakeholders.

This year the fair will offer free workshops and seminars and the program will address the hottest issues and challenges facing the poultry industry. Topics will include: Current Trends in Employment Law and Labor Relations, Social Responsibility in the Poultry Industry, Industry Outlook: An Executive Management Perspective and more.



This is a great place to share ideas with more than 20,000 poultry and feed industry leaders from more than 100 countries, attend educational programs and gain valuable insights from key business leaders.

For more information please visit:

<http://www.ipe09.org/>

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## What do you know about Frost Bite?

Frost bite is a potentially dangerous condition where both the skin and underlying tissue are frozen. Skin appears white and waxy and is hard to the touch. Extreme cases can result in amputation.



*In the event of frostbite one should:*



Begin the warming process only if you can ensure the area will stay warm.



Warm the affected area very gradually using body heat or moderately warm water.



Do not rub or massage the area and avoid direct heat which can burn the skin.

*Source: Environment Canada*

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## Upcoming Meetings - 2009

### January 2009

Jan. 21-22	Chicken Farmers of Canada	Ottawa
Jan. 27-28	National Farm Products Council	Ottawa

### February 2009

Feb. 5	Egg Farmers of Canada Strategic Planning	Ottawa
Feb. 17-18	National Farm Products Council	Ottawa

### March 2009

Mar. 17-20	Canadian Cattlemen's Association	Ottawa
Mar. 23	National Farm Products Council	Ottawa
Mar. 24-26	Chicken Farmers of Canada	Ottawa
Mar. 25-26	Canadian Turkey Marketing Agency	Ottawa
Mar. 25-27	Egg Farmers of Canada	Ottawa