



FOCUS Newsletter



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada



November
2009

FPCC Data Handbook Published

The Farm Products Council of Canada's 2009 Poultry and Egg Industry Reference Guide has been recently published. This 8th edition represents a continuing step toward enriching the quality of data available to all Canadians interested in these industries and in illustrating the importance of the poultry and egg industries in Canada.

This reference manual has been prepared with the collaboration of Agriculture and Agri-Food Canada, other government departments, the four national poultry and egg agencies and industry partners and stakeholders.

If you would like a copy of the 2009 new edition, please communicate with **Chantal Lafontaine**, Communication Officer at chantal.lafontaine@agr.gc.ca or by phone at 613-995-9148.



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COMMENTS or QUESTIONS

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Council Business (Decisions)

Council Meeting October 28 to 29

Chicken Farmers of Canada

Amendment to Chicken Quota Regulation for A-95

Council approved the amendment to the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 186,850,377 kilograms chicken live weight and establishing the market development quota at 11,542,949 kilograms of chicken live weight for the period beginning December 6, 2009 and ending on January 30, 2010.

SCHEDULE (Sections 1, 5 and 7 to 10)

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON DECEMBER 6, 2009 AND ENDING ON JANUARY 30, 2010

Item	Province	Column 1	Column 2	Column 3
		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.	62,172,159		1,875,000
2.	Que.	50,743,911		5,794,000
3.	N.S.	6,708,748		0
4.	N.B.	5,217,159		0
5.	Man.	7,811,182		406,188
6.	B.C.	26,948,486		1,935,000
7.	P.E.I.	738,804		0
8.	Sask.	6,662,578		932,761
9.	Alta.	17,210,574		600,000
10.	Nfld. and Lab.	2,636,776		0
Total		186,850,377		11,542,949

Canadian Hatching Egg Producers

Approval of Final 2009 and Initial 2010 Quota Regulations

Council approved Canadian Hatching Egg Producers' 2009 Final Quota Regulations which is set at 529,702,467 broiler hatching eggs, a decrease of

1.7% over the 2008 final allocation, and also approved their 2010 Initial Quota allocation which is set at 534,922,459 broiler hatching eggs, an increase of 1.0% over the 2009 final allocation, both are for the member provinces of British Columbia, Manitoba, Ontario and Quebec.

FINAL 2009

Effective during the period beginning on January 1, 2009 and ending on December 31, 2009

Item	Province	Number of Broiler Hatching Eggs	
		Column I	Column II
		Interprovincial and Intraprovincial Trade	Export Trade
1.	Ontario	209,150,455	0
2.	Quebec	181,076,916	0
3.	Manitoba	33,084,087	0
4.	British Columbia	106,391,009	0

INITIAL 2010

Effective during the period beginning on January 1, 2010 and ending on December 31, 2010

Item	Province	Number of Broiler Hatching Eggs	
		Column I	Column II
		Interprovincial and Intraprovincial Trade	Export Trade
1.	Ontario	211,221,240	0
2.	Quebec	182,845,182	0
3.	Manitoba	33,411,652	0
4.	British Columbia	107,444,385	0

Governance and Decision Making Process

As per its Strategic Plan 2009-2012, Council has started to explore avenues to improve its decision making process within FPCC.

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The objective is to ensure transparency and that Council decisions are credible and justifiable.

As a preliminary step, the current set of questions which were used when considering prior approval of agencies' quota and levies orders were revisited and a new set of questions were developed. The questions were circulated to all stakeholders for comments and suggestions.

The set of questions and indicators were updated with the feedback received from stakeholders. The revised questions were approved in principle by Council Members at their last meeting in October. They will now be used when considering prior approval of agencies' quota and levies orders.

As for the indicators, they will be further developed and used by Council staff in their briefing material. They will also be available to agencies and stakeholders upon request.



FPCC Workshop

Council Members and FPCC staff met on October 27 to further explore ways to improve governance and the overall decision making process, in line with FPCC's 2009-2012 Strategic Plan.

The workshop was comprised of presentations, thorough discussions and working group exercises focusing on reviewing FPCC's Guidelines for quota, levies orders and complaints, General By-Laws and Rules for Public Hearing. As a follow up, new guidelines will be updated for final approval at Council's December meeting.

Oversight Committee Update

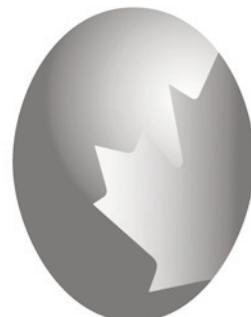
The Committee has had twelve meetings to date and two additional meetings are scheduled for November 16 and December 9.

During the Committee's October meeting, Members agreed to have a discussion on the Oversight Committee's performance in achieving its expected results and to further explore ways to move ahead in sharing ideas and approaches with the industry.



Appointment of New General Manager at CHEP

On October 30, Chairperson Gyslain Loyer of the Canadian Hatching Egg Producers, announced the appointment of Giuseppe Caminiti as their new General Manager. Mr. Caminiti's past experience with the Chicken Farmers of Canada and the Canadian Poultry and Egg Processors Council will be very valuable and an asset to their organization. Mr. Caminiti will start his new position on November 13.



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Portfolio News

Appointment at the Canadian Wheat Board

In early October, Agriculture Minister **Gerry Ritz** announced the reappointments of **Ken Motiuk**, **Bruce Johnson** and **Glen Findlay** as directors of the Canadian Wheat Board (CWB).

Mr. Motiuk, Mr. Johnson and Mr. Findlay were first appointed to the CWB 15-member Board of Directors in 2006. Ten of the Directors are elected by Prairie farmers, while the remaining five Directors are appointed by the federal government.

The President and CEO of the board, one of the five federal appointees, is appointed by the federal government following consultations with the CWB Board of Directors.

Mr. Motiuk's reappointment became effective September 15, 2009, Mr. Johnson's effective October 30, 2009 and Mr. Findlay's effective November 27, 2009. Together these members will continue to address key issues regarding the direction of the CWB and the services that it provides, to serve the best interests of Western Canadian farmers and farm families.



CFIA National Standard

In early October, the Canadian Food Inspection Agency (CFIA) launched a national standard for poultry producers to help protect animal health and safeguard the Canadian food supply.



The National Avian On-Farm Biosecurity Standard focuses on disease prevention and protection measures, collectively known as biosecurity which play an important role in keeping diseases off the farm and out of the Canadian food chain.

The standard was developed in consultation with poultry marketing boards, producers, non-supply-managed and supply-managed industry, processors, the poultry service industries, veterinary associations and academia.

To view the National Avian On-Farm Biosecurity Standard, or for more information on protecting animal health, please visit: www.inspection.gc.ca/biosecurity.

The screenshot shows the CFIA website with a navigation bar including links for Canadian Food Inspection Agency, Francais, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area features a large image of a cow and a pig, with the title "Animal Biosecurity" and the URL "www.inspection.gc.ca". Below the title, there is a brief description of the importance of preventing outbreaks of animal diseases. A sidebar on the left contains links for About the CFIA, Subjects (Food, Animals, Animal Diseases), and Proactive Disclosure. Another sidebar on the right contains links for Information we provide for the general public includes (Animal Biosecurity: The Role of the CFIA, Brochure - Animal Biosecurity: Defence against animal disease) and Information we provide for producers and the livestock sector includes (Avian Biosecurity).



Russia Export Opportunity

Agriculture Minister **Gerry Ritz**, announced that Canada and Russia are creating groundbreaking new opportunities for agricultural trade and cooperation between the two countries. Minister Ritz's mission builds on the Joint Statement on Agriculture Cooperation signed in 2007 and Minister of International Trade **Stockwell Day**'s mission to Russia in June 2009.

Russia and Canada agreed to open market access for Canadian bone-in beef from animals under 30 months of age, which stems from an agreement-in-principle negotiated during Minister Day's June mission. They also agreed to have technical officials work within this calendar year to move toward giving Russian importers access to Canadian beef offal.

To receive more detail please contact AAFC's media unit at 613-773-7972 or toll free at 1-866-345-7972 or visiting their website at www.agr.gc.ca.

Agri-Food Industry International Markets

Minister of National Revenue and Minister of State (Agriculture) **Jean-Pierre Blackburn**, as well as representatives from the Canadian agri-food industry attended the ANUGA trade show held in Cologne, Germany, from October 10 to 14. The outcome of Canada's participation is in the order of \$50 million, including the development of strong distribution networks in Europe.

ANUGA is the world's largest agri-food exposition and represents an outstanding business opportunity with 6,600 exhibitors and about 160,000 visitors from some 100 countries attending the 2009 event.

Minister Blackburn also took this opportunity to have discussions with some of his counterparts about some issues facing the industry.

Among others, he met with the German Minister of Food, Agriculture and Consumer Protection and the Vice-President of the European Commission and Commissioner for Enterprise and Industry, to both of whom the Minister reaffirmed Canada's strong political desire to reach an global economic and trade agreement with the European Union.



Canada's Smartest Kitchen

The Culinary Institute of Canada celebrated the official grand opening of Canada's Smartest Kitchen, a state-of-the-art facility that combines culinary arts with the science of food to create marketable food products.

The Canada's Smartest Kitchen is located at Holland College's Tourism and Culinary Centre in downtown Charlottetown. The new Cavendish Farms Culinary Creation Centre is also located on the lower level of the facility. This centre will solely be used for researching, developing and testing products for the company's expansive food product line.

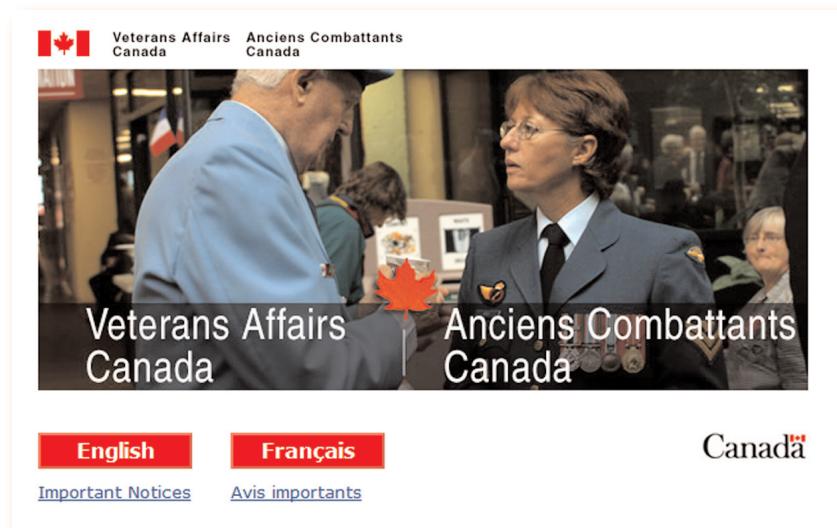
All this is made possible thanks to investments from the Government of Canada, the Province of Prince Edward Island, Cavendish Farms and Holland College.

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What do you know about Remembrance Day?

Remembrance Day, also known as Poppy Day, Armistice Day or Veterans Day, is a day to commemorate the sacrifices of members of the armed forces and of civilians in times of war, specifically since the First World War. It is observed on 11 November to recall the end of World War I in 1918 where the major hostilities formally ended at the 11th hour of the 11th day of the 11th month of 1918 with the German signing of the Armistice.

- * Every year on November 11, Canadians pause in a silent moment of remembrance for the men and women who have served, and continue to serve our country during times of war, conflict and peace.
- * We honour those who fought for Canada in the First World War (1914-1918), the Second World War (1939-1945), and the Korean War (1950-1953), as well as those who have served since then.
- * More than 1,500,000 Canadians have served our country in this way, and more than 100,000 have died. They gave their lives and their futures so that we may live in peace.



For more information and to view Veteran Affairs Canada “A Day of Remembrance” booklet please visit www.vac-acc.gc.ca and click in the menu on the left VAC last item Canada Remembers.

Upcoming Meetings - 2009

November 2009

Nov. 12-13
Nov. 17-18

Chicken Farmers of Canada
Canadian Hatching Egg Producers

Ottawa
Ottawa

December 2009

Dec. 2-3
Dec. 14-17
Dec. 16

Turkey Farmers of Canada
Farm Products Council of Canada
Chicken Farmers of Canada

Toronto
Ottawa
Ottawa