



FOCUS Newsletter



Farm Products Council
of Canada

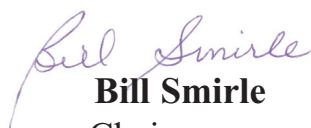
Conseil des produits agricoles
du Canada

Dec 2009
Jan 2010

New Year's Greeting

As 2010 begins, the Members and the staff of the Farm Products Council of Canada (FPCC) would like to take this opportunity to wish all National Agencies, Government Colleagues, Industry Partners and Stakeholders, their staff and families, a happy and prosperous New Year.

We hope that 2010 will bring us all peace and good health.
We look forward to a productive and exciting New Year.


Bill Smirle
Chairperson

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COMMENTS or QUESTIONS

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Council Business (Decisions)

Council Meeting December 14 to 17

Chicken Farmers of Canada (CFC)

Amendment to Chicken Quota Regulation for A-96

Council approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 197,972,008 kilograms chicken live weight (145,761,722 eviscerated) and the market development quota of 13,469,004 kilograms of chicken live weight (9,916,204 eviscerated) for the period beginning January 31 to March 27, 2010.

Council approved the Canadian Chicken Marketing Levies Order extending the expiry date of the Order to December 31, 2010 with no change to the CFC levy. The national levy is a combination of the CFC's levy of 0.44 cents/kg (live weight) and provincial levies.

The Manitoba Chicken Producers' provincial levy rate will increase from 1.2 to 1.3 cents/kg (live weight) effective January 31, 2010, to correspond with the start of the A-96 allocation period and expire on December 31, 2010. The tables illustrate the 2010 CFC levies and the A-96 allocation by category and by province.

CFC's Executive Committee and staff presented the Agency's 2010 budget and their strategic plan outlining and identifying key areas and priority issues. On their critical priority list, they will be focusing on allocation setting, WTO agriculture negotiations, antimicrobial resistance and antibiotic issues.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON JANUARY 31, 2010 AND ENDING ON MARCH 27, 2010

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.	65,072,729	2,950,000
2.	Que.	53,111,308	6,035,000
3.	N.S.	7,021,911	0
4.	N.B.	5,795,454	0
5.	Man.	8,394,575	453,125
6.	B.C.	29,562,927	1,935,000
7.	P.E.I.	761,192	0
8.	Sask.	7,113,420	995,879
9.	Alta.	18,290,989	1,100,000
10.	Nfld. and Lab.	2,847,503	0
Total		197,972,008	13,469,004

2010 CFC PROPOSED 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

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Turkey Farmers of Canada (TFC)



Council approved the Turkey Farmers of Canada Levy Order extending the expiry date of the Order to December 31, 2010. The TFC levy will remain unchanged for 2010. The levy rates are a combination of the TFC's levy of 1.6 cents/kg (live weight) and provincial levies as listed on the table below.

Members were also presented with the 2010 budget and briefed on the Agency's 2010 business plan, priorities and challenges which include governance, communications, value-chain, operations, science and on-farm programs.

2010 TFC LEVIES

Province	TFC 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	1.50	3.1
Quebec	1.6	2.65	4.25
New Brunswick	1.6	1.40	3.0
Nova Scotia	1.6	2.40	4.0

Egg Farmers of Canada (EFC)

Council approved the Canadian Egg Marketing Levies Order for 2010 to March 2011. The total EFC levy will be equal to \$0.3000 per dozen, all recoverable in EFC's cost of production.



This represents an increase of \$0.0975 per dozen or 48.1% from the current levies rate of \$0.2025 per dozen (see chart below).

This elevated rise in the levy is necessary in order for EFC to operate its Industrial Products program (IP). In 2010 the IP volumes are projected to equal 7,908,545 boxes or 118,628,175 dozens, this represents a 9.6% increase from 2009. Also, the Canadian processor price or breaker price is expected to decrease by 15.9% while the buyback price will go up by 6.1%. In addition, the processor price will decrease due to the appreciation of the Canadian dollar and the conditions on the US market.

EFC and Provincial Levies in \$ per dozen

Province	Proposed Jan. 2010 Levies Order (Revised on Dec.)	2009 Levies Order	Change in 2010 Levies Order	Provincial Portion of Jan. 2010 Levies Order
Ontario	\$0.3525	\$0.2450	\$0.1075	\$0.0525
Quebec	\$0.3385	\$0.2410	\$0.9750	\$0.0385
Nova Scotia	\$0.3450	\$0.2475	\$0.9750	\$0.0450
New Brunswick	\$0.3600	\$0.2525	\$0.1075	\$0.0600
Manitoba	\$0.3400	\$0.2425	\$0.0975	\$0.0400
British Columbia	\$0.3972	\$0.3008	\$0.0964	\$0.0972
Prince Edward Island	\$0.3355	\$0.2425	\$0.0930	\$0.0355
Saskatchewan	\$0.3700	\$0.2725	\$0.0975	\$0.0700
Alberta	\$0.3332	\$0.2270	\$0.1062	\$0.0332
Newfoundland	\$0.3500	\$0.2525	\$0.0975	\$0.0500
Northwest Territories	\$0.3740	\$0.2765	\$0.0975	\$0.0740

Council also approved amendments to the Canadian Egg Marketing Agency Quota Regulations, 1986 establishing the quota allocation for the control period beginning December 27, 2009 and ending on December 25, 2010. The quota regulations for 2010 includes the amendment made in March 2009 of 378,393 layers as well as the amendment from EFC's September meeting in Vancouver where the quota calculation was finalized and the allocation was increased by the equivalent of 7,046 layers (see chart on next page).

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Members were presented with the 2010 budget and updated on the Agency's activities, priorities and challenges which include processor agreement, corporate social responsibility, WTO, market growth and business efficiencies.

2010 Provincial Allocations in Dozens

	Federal Quota	Eggs for Processing Quota	Special Export Market Development Quota
Ontario	206,982,295	17,493,000	
Québec	101,547,319	2,499,000	
Nova Scotia	20,288,181		
New Brunswick	11,516,963		
Manitoba	59,122,208	9,996,000	12,495,000
British Columbia	67,736,019	2,499,000	
Prince Edward Island	3,359,037		
Saskatchewan	24,978,136	4,998,000	
Alberta	48,808,984	624,750	
Newfoundland & Labrador	8,996,923		
Northwest Territories	2,935,459		
Total	556,271,524	38,109,750	12,495,000

CPEPC and FPPAC Meetings

Each year during Council's December meetings Members also meet with representatives from the Canadian Poultry and Egg Processors Council (CPEPC) and the Further Poultry Processors Association of Canada (FPPAC). These meetings provide the associations an opportunity to describe issues, challenges and concerns regarding the processing industry and give Council Members the opportunity to ask questions for clarification and better understanding of the industry.



**Council
Business**
(Activities)

Canadian Hatching Egg Producers (CHEP)



Council Members were presented with CHEP's 2010 budget as well as an update on key activities accomplished in 2009 and upcoming priorities for 2010. Chair **Gyslain Loyer** provided an update on their current membership with the addition of Saskatchewan and the return of Alberta. He also announced they have completed the producer part of the Federal Provincial Agreement (FPA) and that it is currently in the hands of the legal advisors. Their hope is to circulate to all signatories in early 2010.

Furthermore, concerning the AI surveillance and health of animal compensation they will continue to partake in this program with CFIA. As for upcoming priorities they are introducing a "Going Green" initiative regarding their board meetings, eliminating hard copy binders and introducing online documents on laptops. They will also be concentrating on rectifying issues with the supplementary imports and closely following WTO negotiations.

FPCC By-Laws, Guidelines and Reporting Standards

As part on its 2009-2012 Strategic Plan, Council Members and FPCC staff, met over the fall, to further explore ways to improve governance and decision making process, focusing on reviewing FPCC's Guidelines for Quota, Levies Orders and Complaints, General By-Laws and Rules for a Public Hearing.

The updated guidelines were once again discussed during Council's December meeting. As a follow up, the updated guidelines will be translated for final approval at Council's January meeting.

New Staff at FPCC

On November 16, 2009, **Bill Edwardson** joined the Farm Products Council of Canada. In his capacity as Senior Advisor for Policy and Program Operations section, Bill will be monitoring the activities of the Egg Farmers of Canada.

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Bill moved from Scotland to Canada in 1979, when he joined Canada's International Development Research Centre (IDRC) in its Agriculture, Food and Nutrition Program. His efforts at the IDRC for almost twenty years were on the agrifood chain development throughout the developing world. He then worked as an international consultant on projects in countries such as Ecuador, Colombia, Sudan and Ghana for NGOs, private sector companies and UN agencies, principally FAO. Bill holds degrees from Strathclyde University, Scotland (chemistry) and Massey University in New Zealand (food science and technology).

Changes within FPCC Operations

Over recent months, there has been several changes within FPCC to improve its operations. Please find below the most current and up to date list of FPCC staff, with their responsibilities.

Executive Office:

Bill Smirle, Chairperson
Claude Janelle, Executive Director
Lisette Wathier, Executive Assistant
Carola McWade, Special Advisor, Council Secretary & Registrar

Policy and Programs Operations:

Christine Kwasse, Director
Marcel Huot, A/Manager, Policy Operations
Hélène Devost, Senior Analyst
Vacant, Statistical Officer
Reg Milne, Senior Advisor – Chicken/Hatching Eggs
William Edwardson, Senior Advisor – Eggs
Nancy Fournier, Advisor – Turkey

Corporate Services and Regulatory Affairs:

Marc Chamaillard, Director
Pierre Bigras, A/Manager, Regulatory Affairs
Karen Percy, Regulatory Affairs Officer
Chantal Lafontaine, Communication Officer

Lise Leduc, Team Leader
Mélanie Amyotte, Administrative Officer
Ginette Hurtubise, Administrative Support

If you have any questions or wish to get in touch with staff, please do not hesitate to call (613) 995-6752.

Council Meeting Dates for 2010

During Council's meeting, Members were presented with the tentative meeting schedule for 2010:

January 20-21	Ottawa
February 11-12	Ottawa
March 22	Ottawa
May 12-13	Ottawa
June 7	Saskatoon
July 21-22	Ottawa
September 15-16	Ottawa
October 27-28	Ottawa
December 14-17	Ottawa

Please note that the March through December meetings will be confirmed in the New Year.



Portfolio News

*The FCC's
Rosemary
Davis Award*



Farm Credit Canada is seeking nominations for the 2010 FCC Rosemary Davis Award, which honours Canadian women for their leadership and commitment to agriculture.

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They are looking for five women who deserve recognition for their achievements in the agriculture industry. They can be producers, agribusiness operators, agrologists, teachers, veterinarians, researchers, community builders, journalists, visionaries, volunteers or have another valuable connection to agriculture.

Over the past three years, FCC has honoured 15 great women. Individuals are encouraged to take the time to recognize a woman they see making a difference in the agriculture industry. Self-nominations are also encouraged. Candidates are selected based on their demonstration of leadership, giving back to their community and Canadian agriculture, their display of passion for agriculture and their vision for the future of the industry.

The winners will be announced in spring 2010. They will receive an all-expense paid trip to attend the 2010 Simmons School of Management leadership conference in Boston on April 30, 2010.

FCC Rosemary Davis winners must be 21 years of age and actively involved in Canadian agriculture. Entries will only be received online at www.fccrosemarydavisaward.ca. The deadline to apply is midnight January 18, 2010. Previous nominees who did not win in the last three years can reapply. For more information call 1-888-332-3301 or email prixrosemaryaward@fcc-fac.ca.

Appointment to Farm Credit Canada

Federal Agriculture Minister **Gerry Ritz** announced in late November the appointment of **Carl Spencer** to the Board of Directors of Farm Credit Canada (FCC) to a three year term.

Mr. Spencer has more than four decades in farming as well as experience in feeder cattle financing, farm organizations and public service, he will be an asset in helping farmers remain profitable and competitive in today's market.

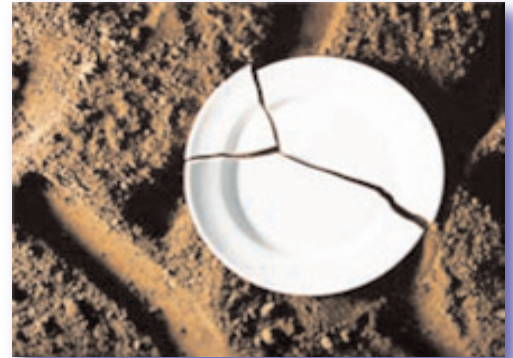
Since 1959, FCC has grown to be Canada's largest provider of business and financial services to farm businesses. Through specialized and personalized business and financial solutions delivered out of 100 offices throughout mostly rural Canada, FCC works to meet the changing needs of the sector and to ensure its prosperity.

To learn more please visit www.fcc-fac.ca.

FCC Drive Away Hunger Campaign a Success

The Government of Canada, congratulated Farm Credit Canada employees, their partners and supporters for their truly commendable effort in the organizing of their annual food drive, called *Drive Away Hunger*.

The nationwide food drive resulted in the collection of 1,627,617 pounds of food for local food banks and on top of that, the FCC also donated \$25,000 to Food Banks Canada to support their National Food Sharing System.



It started five years ago when an FCC employee in an Ontario office organized a tractor tour to raise awareness and collect donations for his local food bank. Every year this effort increased, and now, employees in every FCC office across Canada partner with local community groups, schools, food banks, and citizens to raise funds, food, and awareness of the issue of hunger.

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The annual *Drive Away Hunger* campaign has brought in more than 3.5 million pounds worth of food donations since it began in 2004. It says a great deal about their organization when employees take the initiative themselves to go beyond expectations to meet the needs of their communities, first hand.

Source: www.fcc-fac.ca.



Government News

Young Farmers Get Boost from GOC

This past December, the Government of Canada invested in the future of agriculture by funding Canada's Outstanding Young Farmers' Program (COYFP). Over the next four years a federal investment of \$120,000 which is an increase of 20 per cent over the previous funding – will help COYFP continue its 30-year tradition of celebrating progress and excellence in Canadian agriculture.

Each year, COYFP hosts seven regional Outstanding Young Farmers (OYF) competitions across the country, culminating with the national competition at which time two nominees are named as Canada's Outstanding Young Farmers.

In addition to celebrating the achievements of the winners, these events also play a major role in increasing the awareness and importance of agriculture in Canada.

The GOC's funding comes from the Business Development program under the Growing Forward initiative – the new national agricultural policy framework aimed at building a competitive

and innovative sector for all farmers across the country.

This investment in COYFP is just one way the Government of Canada has been supporting the future of the agricultural industry. Through the Economic Action Plan, changes to the *Canadian Agricultural Loans* are improving access to credit for new farmers.

During this time, a series of roundtables with farmers, agricultural students and academia on the future of agriculture and the challenges facing young farmers were wrapped up.

Government of Canada Invests in Agricultural Safety

The Government of Canada is investing more than \$5 million to improve the safety of farmers and farm workers by funding the Canadian Agricultural Safety Association (CASA).

Since its start in 1993, the CASA has played a major role in raising the awareness of the farm safety agenda. The GOC is proud to support CASA as they work to improve farm safety practices and reduce the chances of injury.

This investment will create safety exhibits, web resources and training material to help farmers spot and remedy hazards. Funding will also be used to support CASA's award-winning Progressive Agricultural Safety Days, which are held throughout the country to make rural youth aware of the hazards on the farm and in a rural environment. They plan on coordinating 75 such days in 2010.

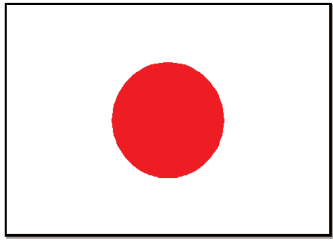
Source: www.agr.gc.ca

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Promoting Agriculture in Japan

O Agriculture Minister **Gerry Ritz** led a mission to Osaka, Japan to create new export opportunities by promoting how Canadian farmers produce the safest high-quality food in the world and also took the opportunity to kick start the Canada Brand Initiative with an initial investment of \$1 million.

Minister Ritz raised once again, Canada's long-standing request for greater access for Canadian beef in the Japanese market. Canadian beef is recognized as safe according to international scientific organizations such as the World Organization for Animal Health (OIE). Access for Canadian beef exports to Japan is currently restricted to products from animals under 21 months of age.



He also announced an initial investment of \$1 million to kick start the Canada Brand Initiative in Japan. The announcement is part of the Canada's global \$32 million

Canada Brand Initiative that will drive market research, advertising, store features and other promotional activities. This initiative is one more way Canada's Economic Action Plan is working for Canadian farmers.

Source: www.agr.gc.ca



Industry News

CPEPC Seeking Manager

The Canadian Poultry and Egg Processors Council is the national trade organization

representing commercial processors of poultry and egg products and hatchery businesses in Canada. They are currently seeking a Manager, Hatchery and Turkey Sectors, a senior, permanent, full time position based in Ottawa and reporting to the President.

For those interested and/or require additional information please visit their website at www.cpepc.ca or contact **Robin Horel** by email at: robinhorel@cpepc.ca

International Poultry Expo

This International Poultry Expo (IPE) will be held on January 27 to 29, 2010. It has been held in Atlanta, Georgia, for the past 61 years. It is the world's largest display of technology, equipment, supplies, and services used in the production and processing of poultry and eggs and for those involved in feed manufacturing.



All segments of the industry are represented: feed milling, hatchery, live production, processing, further processing, marketing, and all support activities.

This expo is the primary source of funding for the U.S. Poultry and Egg Association, the world's largest and most active poultry organization. It represents the entire industry as an "All Feather" association. Membership includes producers and processors of broilers, turkeys, ducks, eggs, and breeding stock, as well as allied companies.

For more information please visit the website at: www.internationalpoultryexposition.com

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What do you know about New Year's?

One of the oldest and most exciting customs around the world is celebrating New Year. It is celebrated in a variety of ways in various countries. The New Year is a festive season that marks the beginning of the year and it is a perfect time for a new start of making certain promises and taking resolutions. Various countries have their own beliefs of what the New Year holds in store for them. Here are a few examples:

The New Year in Canada and the United States is celebrated on January 1 by throwing parties on the eve of December 31.

The Chinese celebrate New Year between January 17 and February 19. This is during the time of the new moon. They call this time of feasting and celebrations as Yuan Tan. The most famous decorations used by the Chinese for the New Year are the lanterns

The New Year in Scotland is called Hogmanay. The people in Scotland follow a ritual that has a great significance. One can find barrels of tar set afire and gradually rolled down the streets in the villages of Scotland. This ritual symbolizes that the old year is burned up and New Year is going to begin.

The Greek celebrate on January 1 and it is an important date because it is not only the first day of the New Year but it is also St. Basil's Day. St Basil was one the forefathers of the Greek Orthodox Church. He is remembered for his kindness and generosity to the poor. He is thought to have died on this date so this is how they honor him.

Upcoming Meetings - 2010

January 2010

Jan. 20-21	Farm Products Council of Canada	Ottawa
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February 2010

Feb. 2	Egg Farmers of Canada (Strategic Planning)	Ottawa
Feb. 3-4	Chicken Farmers of Canada	Ottawa
Feb. 8-10	Canadian Poultry and Egg Processors Council	Ottawa
Feb. 10	Further Poultry Processors Association of Canada	Toronto
Feb. 11-12	Farm Products Council of Canada	Ottawa

March 2010

Mar. 22	Farm Products Council of Canada	Ottawa
Mar. 22-25	Canadian Cattlemen's Association	Ottawa
Mar. 23-25	Chicken Farmers of Canada	Ottawa
Mar. 23-25	Turkey Farmers of Canada	Ottawa
Mar. 23-25	Egg Farmers of Canada	Ottawa
Mar. 23-25	Canadian Hatching Egg Producers	Ottawa