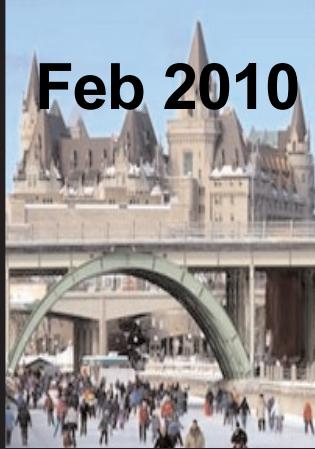




FOCUS Newsletter

Farm Products Council
of Canada

Conseil des produits agricoles
du Canada



Feb 2010

Departure of Mr. Bill Smirle



On February 12, 2010, after a two year mandate as Chairperson of the Farm Products Council of Canada (FPCC), Council Members and staff said goodbye to Mr. **Bill Smirle**.

Mr. Smirle brought a wealth of wisdom and experience to Council in developing a culture of change based on collaboration and proactivity. He will be remembered for his passion for people, his 4 Cs (Communication, Collaboration, Cooperation and Coordination) and his beliefs in constructive communication. In addition, his dedication at enhancing FPCC's interface with stakeholders and provincial governments will not be forgotten.

When asked what he gathered most as Chair of FPCC, Mr. Smirle said, "I can honestly say that it was very interesting, with many challenges and a lot of opportunities to contribute and make a difference." He added, "I have been fortunate to work with and meet a lot of dedicated people. I want to personally thank everyone for their assistance and support."

Council Members and staff were privileged to work with a leader who strongly believes in people. He will truly be missed. We wish him and his wife Nancy well and all the best in their future endeavours.

In the interim, Vice-Chairperson **Brent Montgomery** has taken over the Chair's responsibilities at FPCC and we expect that a new Chair will be appointed during the coming weeks.

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COMMENTS or QUESTIONS

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Council Business (Decisions)

Council Meetings January 20-21 and February 11-12

Chicken Farmers of Canada (CFC)

Amendment to Chicken Quota Regulation for A-97



During its January meeting, Council approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 205,131,631 kilograms chicken live weight (151,035,546 eviscerated) and a market development quota of 12,714,899 kilograms of chicken live weight (9,361,283 eviscerated) for the period beginning March 28, 2010 to May 22, 2010.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON MARCH 28, 2010 AND ENDING ON MAY 22, 2010

Item	Column 1 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.	68,024,392	3,050,000
2.	Que.	55,523,937	5,410,000
3.	N.S.	7,329,902	0
4.	N.B.	5,870,936	0
5.	Man.	8,673,854	453,125
6.	B.C.	29,822,660	1,920,000
7.	P.E.I.	760,585	0
8.	Sask.	7,369,814	1,031,774
9.	Alta.	18,900,083	850,000
10.	Nfld. and Lab.	2,855,468	0
Total		205,131,631	12,714,899

Amendment to Canadian Chicken Marketing Levies Order

On January 11, 2010 the Farm Products Council of Canada's Levy Committee prior-approved the proposed amendment to the Canadian Chicken Marketing Levies Order.

The amendment reflects a 0.1 cent per kilogram of chicken live weight increase to the New Brunswick provincial levy rate. This will increase the total levy for New Brunswick from 1.0 to 1.1 cents per kilogram of chicken live weight. The levy increase is effective on January 31, 2010 and will expire on December 31, 2010.

Turkey Farmers of Canada (TFC)



Council approved amendments to the Canadian Turkey Marketing Quota Regulations for the revised 2009-2010 control period setting the final allocation at 168,795,990 kg (372,131,506 lbs). This represents a reduction of 3,448,602 kg from the initial 2009-2010 quota allocation. Also approved was the allocation for the initial 2010-2011 control period beginning April 25, 2010 and ending on April 30, 2011 of 169,001,152 kg ((372,583,814 lbs).

CONTROL PERIOD BEGINNING ON APRIL 26, 2009 AND ENDING ON APRIL 24, 2010

Item	Column 1 Province	Column 2 Pounds of Turkey
1.	Ontario	164,702,725
2.	Quebec	76,001,595
3.	Nova Scotia	6,174,947
4.	New Brunswick	7,779,510
5.	Manitoba	26,374,127
6.	British Columbia	46,052,167
7.	Saskatchewan	12,279,280
8.	Alberta	32,767,156
TOTAL		372,131,506

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CONTROL PERIOD BEGINNING ON APRIL 25, 2010 AND
ENDING ON APRIL 30, 2011

Item	Column 1 Province	Column 2 Pounds of Turkey
1.	Ontario	161,926,382
2.	Quebec	74,681,870
3.	Nova Scotia	9,582,770
4.	New Brunswick	7,639,319
5.	Manitoba	28,684,504
6.	British Columbia	45,293,409
7.	Saskatchewan	12,168,906
8.	Alberta	32,606,654
TOTAL		372,583,814

Canadian Hatching Egg Producers (CHEP)



Council approved CHEP's levies order for 2010 to be effective from March 28, 2010 to March 26, 2011 with the national levy remaining at \$0.00265 per broiler hatching egg, as per 2009. Council also approved an increase to the levy for marketing broiler hatching eggs from an unregulated area to a regulated area to \$0.007155 per broiler hatching egg and an increase in Ontario provincial levy, by \$0.0006 per hatching egg due to a rate change in the provincial formula used for converting chick into egg.

National and Provincial Levies for Broiler Hatching Eggs in \$ per egg

	CHEP Levy	Provincial Levy	Total Levy
Ontario	\$0.00265	\$0.00560	\$0.00825
Quebec	\$0.00265	\$0.00295	\$0.00560
Manitoba	\$0.00265	\$0.00580	\$0.00845
British Columbia	\$0.00265	\$0.01427	\$0.01692

Levy on broiler hatching eggs marketed from a non-signatory to a signatory province = \$0.007155

Source: CHEP



Council Business (Activities)

By-Laws, Guidelines and Standards

As we reported in the last FOCUS issue, as part of our Strategic Plan, Council Members and FPCC staff, met over the fall, to explore ways to improve internal governance and the decision making process, focusing on reviewing FPCC's Guidelines for the approval of Quota and Levies Orders, the Complaints Guidelines and General By-Laws. The updated General By-Laws was approved during Council's January meeting and the Guidelines for the approval of Quota and Levies Orders will be circulated to stakeholders for comments.



Council Members News

W.P. Griffin Inc. TV Ad

Council Member **John Griffin** and his brother **Peter** were proud to be selected as this year's featured company in the Community Business Development Corporations (CBDC) annual TV commercial. CBDC is a local development organization that assists in the creation of small businesses and in the expansion and modernization of existing businesses by providing financial and technical services to entrepreneurs. The featured advertisement may be viewed at: www.wpgriffin.com

W.P. Griffin Inc. is a family owned and operated farming business located in Elmsdale, in the western part of Prince Edward Island. **John Griffin** is the President and also acts as General Manager in charge of administration and oversees the farming and packaging operations. Sources: www.wpgriffin.com and www.cbdc.ca

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Portfolio News

Farm Credit Canada Survey

According to a new Farm Credit Canada (FCC) national survey, optimism levels about the future of agriculture remain similar to last year. FCC Vision Panel members, over 9,000 producers and agribusiness and agri-food operators, were asked about their views on the state of agriculture.

Vision Research

Green Economy

FCC **vision.ca**

In this year's survey, respondents continue to see a variety of opportunities in agriculture, specifically an increased demand for products (11%), public demand for new products (11%) and protection of supply management (10%). This was a shift away from the 2007 top opportunities, which were commodity prices and ethanol/biofuels production.

They also commented on their top challenges. Respondents were more likely to cite making a profit (24%) as the greatest challenge compared to 2007 (17%) and less likely to cite rising input costs (26%) as the greatest challenge compared to 2007 (41%). And fewer respondents today (18%) believe that their farms or businesses will be much better off in the next five years than they reported in 2007 (22%).

In 2009, as in previous years, dairy respondents (70%) remain the most optimistic about agriculture, and poultry (26%) and crop (27%) sector respondents are less cautious, compared to 2007 (42% and 30% respectively). Beef producers (27%) are significantly more likely to state that they are more pessimistic than in 2008 (21%).

Complete survey results, including comparisons by sector and by province, are available at www.visionfcc.ca and click on the tab Your Vision in Action.

CFIA New *LIAISON* Magazine

The Canadian Food Inspection Agency (CFIA) has released the premier edition of its new magazine *LIAISON*. It is a semi-annual magazine showcasing key policies, programs and activities to safeguard the food supply, monitor animal health and protect plants and crops from pests and other environmental hazards.

LIAISON strives to strengthen communications and keep the CFIA's community of stakeholders informed of its activities. The magazine features programs and services, strategic directions of Agency planning, science-based and risk management approaches to regulation, compliance requirements and enforcement activities.

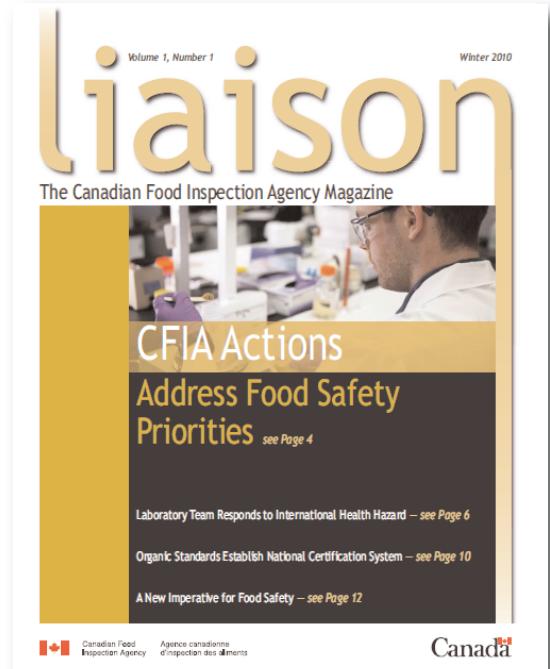
The publication is part of the Agency's outreach activities, helping meet the Agency's commitment to transparency and accountability, as stated in CFIA's

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response to the report on the Independent Investigator into the listeriosis outbreak of August 2008. It is being distributed to industry and public advocacy associations, private sector companies and registered establishments, academic institutions, other levels of government and international organizations.

To read LIAISON, visit www.inspection.gc.ca.



Help for the Poultry Industry

The Farm Biosecurity Program will provide funding to individual poultry producers to help them implement or improve biosecurity measures that are based on the National Avian On-Farm Biosecurity Standard. Strong biosecurity helps reduce the risk of disease, pests and pathogens. In addition, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) Food Safety and Traceability Education

Program will help organizations to develop and deliver educational and outreach programs to promote best practices to Ontario producers and processors.

Both programs are part of the Best Practices Suite of programs under Growing Forward, a federal-provincial-territorial initiative. These programs will give producers and processors the tools they need to produce safe healthy food. They are part of ongoing investments to encourage innovation, competitiveness and sustainability for farms and throughout the entire agri-food sector.

Source: www.inspection.gc.ca and www.omafra.gov.on.ca

Government of Canada (GOC) and Saskatchewan Partner up on Livestock Traceability

On January 19, the GOC and the province of Saskatchewan announced they will be providing over \$1 million to the Canadian Cattle Identification Agency (CCIA) to help Saskatchewan livestock producers with age verification and other traceability initiatives. This funding will help CCIA open a new satellite office in Saskatoon and employ three producer support representatives for the province. A strong traceability system will help Saskatchewan producers

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get premium prices their top quality products deserve, around the world. This investment is another step towards reaching their goal of a national traceability system for livestock by 2011.

The three producer support representatives will be stationed across Saskatchewan. They will network with producers, auction markets, industry groups and government to ensure CCIA services are available to all industry stakeholders. For more info please visit : www.canadaid.com

New Opportunities in Mexico, Colombia, Guatemala and the U.S.

On January 21, Agriculture Minister **Gerry Ritz** led an agricultural trade mission to Mexico, Colombia, Guatemala and the United States to create new market opportunities for Canadian farmers. Trade is a key priority of Canada's Economic Action Plan and that's why Canada is dedicated to providing industries the opportunity to be stable and profitable.

In Mexico, Minister Ritz announced a \$5 million investment to boost and raise consumer awareness of Canada's safe and top quality food. The Canada Brand initiative, part of Canada's Economic Action Plan, will support promotional activities in Mexico for a wide range

of Canadian products. Canadian agriculture exports to Mexico totalled \$1.6 billion in 2008. Minister Ritz also met with Mexican Secretary of Agriculture **Francisco Mayorga** and Secretary of Economy, **Gerardo Ruiz Mateos** and stressed the need for an expedited scientific process that will reopen the Mexican market to Canadian beef over-thirty-months (OTM).

Minister Ritz took the opportunity to stop in Colombia to reiterate the GOC's dedication to implementing the Canada-Colombia Free Trade Agreement (FTA). He met with Colombian Minister of Agriculture **Andres Fernandez**, Minister of Trade, Industry and Tourism **Luis Guillermo Plata** and Colombian Agriculture Institute General Manager **Luis Fernando Caicedo**. The FTA will provide preferential access to the Colombian market for Canadian agriculture and non-agriculture products.

In Guatemala, Minister Ritz met with Minister of Agriculture, **Mario Aldana** and Minister of Foreign Affairs, **Haroldo Rondas** and pressed for full beef market access and duty free access for pork, beef and other agricultural products. He stressed the importance of a mutually beneficial free trade agreement between Canada, Guatemala and other Central American countries. In 2008, Guatemala imported \$32 million of Canadian agriculture.

Minister Ritz also spoke at the State Agriculture and Rural Leaders Conference in Orlando, Florida about the GOC's clear opposition to Country-of-Origin Labelling (COOL). Minister Ritz committed to maintaining a strong partnership built on the fairest conditions for farmers on both sides of the border. Source: www.agr.gc.ca

Upcoming Meetings - 2010

March 2010

Mar. 26	Farm Products Council of Canada
Mar. 22-25	Canadian Cattlemen's Association
Mar. 23-25	Chicken Farmers of Canada
Mar. 23-25	Turkey Farmers of Canada
Mar. 23-25	Egg Farmers of Canada
Mar. 23-25	Canadian Hatching Egg Producers

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