



FOCUS Newsletter



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

May 2010



New FPCC Chairperson Announced



Federal Agriculture Minister **Gerry Ritz** today announced the appointment of **Laurent Pellerin** as the new Chairperson of the Farm Products Council of Canada (FPCC).

"I am very pleased Mr. Pellerin has accepted this appointment to the Council," said Minister Ritz. "Over the course of many years leading producer organizations, most recently as President of the Canadian Federation of Agriculture, Mr. Pellerin has earned the

respect of farmers. I look forward to working with Mr. Pellerin in his new role."

Mr. Pellerin's appointment is for a four-year term and is effective May 31, 2010. For more biographical information on Mr. Pellerin, please visit www.agr.gc.ca or www.fpcc-cpag.gc.ca under the *What's New* section.

Membership Change at FPCC

Patrick James of Olds, Alberta completed his mandate of two years with FPCC in March 2010. Patrick is a beef cattle rancher with vast experience in rural Alberta issues. We want to thank Patrick for his excellent contribution, expertise, hard work and dedication. We wish him the best in future endeavors.

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COMMENTS or QUESTIONS

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Canada 

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Council Business (Decisions)

Chicken Farmers of Canada (CFC)

Amendment to Chicken Quota Regulation for A-98

During its March meeting, Council approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 207,731,397 kilograms chicken live weight (152,950,440 eviscerated) and a market development quota of 12,646,004 kilograms of chicken live weight (9,310,273 eviscerated) for the period beginning May 23, 2010 to July 17, 2010.



LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD
BEGINNING ON MAY 23, 2010 AND ENDING ON JULY 17, 2010

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.	69,215,723	2,700,000
2.	Que.	56,121,505	5,860,000
3.	N.S.	7,425,218	0
4.	N.B.	5,934,121	0
5.	Man.	8,767,204	453,125
6.	B.C.	30,148,209	1,990,000
7.	P.E.I.	760,586	0
8.	Sask.	7,449,131	1,042,879
9.	Alta.	19,026,986	600,000
10.	Nfld. and Lab.	2,882,714	0
Total		207,731,397	12,646,004

Canadian Hatching Egg Producers (CHEP)

Amendment Canadian Broiler Hatching Egg Marketing Levies Order



On March 22, 2010, FPCC's Levy Committee approved two amendments to the Canadian Broiler Hatching Egg Marketing Levies Order. The first amendment pertains to the increase of the levy rate for British Columbia, from \$0.01692 to \$0.0208 per broiler hatching egg. The second amendment is for the increase in the levy for marketing broiler hatching eggs from non-signatory to signatory provinces, from \$0.007155 to \$0.008125 per hatching egg. The effective date for both amendments is March 28, 2010 and the Order will expire on March 26, 2011.

Proposed British Columbia and Non-Signatory Levy Rates - dollars per broiler hatching egg:

Province	Proposed Levy	Current Levy	Change in Levy
British Columbia	\$0.02080	\$0.01692	\$0.00388
Non-signatory to a signatory province	\$0.008125	\$0.007155	\$0.00097

Source: CHEP

Chicken Farmers of Canada (CFC)

Amendment to Chicken Quota Regulation for A-99

During its May 12 meeting, Council approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 204,401,557 kilograms chicken live weight (150,497,593 eviscerated) and a market development quota of 12,999,741 kilograms of chicken live weight (9,569,627 eviscerated) for the period beginning July 18, 2010 to September 11, 2010.



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LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON JULY 18, 2010 AND ENDING ON SEPTEMBER 11, 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.	67,684,339	2,600,000
2.	Que.	55,246,374	5,660,000
3.	N.S.	7,383,028	0
4.	N.B.	5,841,586	0
5.	Man.	8,630,494	473,125
6.	B.C.	29,926,055	2,740,000
7.	P.E.I.	756,857	0
8.	Sask.	7,332,971	1,026,616
9.	Alta.	18,730,287	500,000
10.	Nfld. and Lab.	2,869,566	0
Total		204,401,557	12,999,741



Industry News

National Agencies Executive Committees

During their 2010 annual general meetings the national feather agencies announced their executive committees for the 2010-2011 year.

Turkey Farmers of Canada

Mark Davies (NS), Chair
Bill Mailloux (ON), Vice Chair
Cameron Lavallée (QC), Executive Member

Chicken Farmers of Canada

David Fuller (NS), Chair
Martin Dufresne (QC), 1st Vice-Chair
Erna Ference (AB), 2nd Vice-Chair
Dave Janzen (BC), Executive Member

Egg Farmers of Canada

Laurent Souigny (ON), Chair
Peter Clark (NS), 1st Vice-Chair
Fred Krahm (BC), 2nd Vice-Chair
Serge Lefebvre (QC), Executive Member

Canadian Hatching Egg Producers

Gyslaine Loyer (QC), Chair
Jack Greydanus (ON), Vice-Chair
Dean Penner (MB), Non-voting observer

Visit the agencies websites or contact them to get further information.

SIAL 2010

On April 21-23, 2010, at the *Palais des Congrès* in Montreal, participants experienced the finest new products under one roof. SIAL Canada 2010 was in full swing. This year the tradeshow was filled with the latest trends and never before seen products.

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Council Business (Activities)

NAASA Meeting Update

On March 23, 2010 FPCC Vice-Chair **Brent Montgomery** and staff met with NAASA members in Ottawa to discuss various issues.



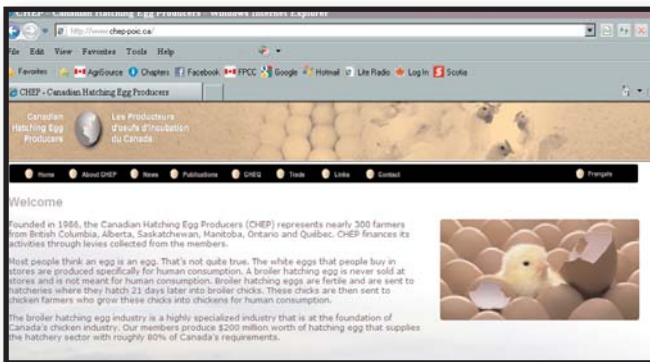
The report on the Oversight Committee was presented and next steps were discussed. Other discussions included reports on the IPM situation in Ontario, Quebec and NB and the Business Plan. It also included a presentation on the (new) website intranet page for NAASA members as a new tool to facilitate better and more efficient communications.

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There were over 530 exhibitors from 30 countries and over 12,000 visitors from over 60 countries. The event is where professionals meet to learn, buy and make new connections. The next one will be held in Toronto between May 11-13, 2011 at the Metro Convention Center. **Source:** www.sialcanada.com

CHEP Launches New Web Site

In March 2010, the Canadian Hatching Egg Producers launched their new website. The new and improved design features sections on About CHEP, News, Trade and much more. To see their new page please visit: www.chep-poic.ca.



Canadians Favorite Foods

Beef, apples, corn on the cob, potatoes, cheese and maple syrup are some of Canadians' favourite local foods, but choices differ by region, according to a survey by the Dietitians of Canada. An online survey, conducted by Ipsos Reid, polled 2,201 Canadians on their favourite foods from their regions. The survey was conducted to help mark National Nutrition Month which was in March.

About 86 per cent of those polled said they were confident that the food they eat in Canada is safe, while 96 per cent believe that the term "healthy" describes foods found in their region and about 78 per cent of those surveyed said it is important for them to know where their food is grown.

Source: www.cbc.ca



Portfolio News

Farm Credit Canada explores Canadian agriculture and the green economy

Canadian farmers and agribusiness people understand the importance of "greening" their operations. Respondents to a FCC *Vision* panel survey indicated they are considering using environmentally-friendly management practices to reduce environmental impacts. The findings suggest the environment is taking into account more and more in daily business decisions.



The latest edition of FCC's *Knowledge Insider* publication entitled "finding value in green" looks at how Canadian farmers and agribusinesses are becoming more sustainable and profitable. As the semi-annual FCC publication shows, Canada's agricultural entrepreneurs are capitalizing on green opportunities in areas ranging from finding savings through conservation and innovation to rethinking waste products.

For further details about the FCC *Vision* panel survey findings and to download FCC's *Knowledge Insider*, please visit www.fcc.ca/insider.

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Regulatory Affairs

Quebec Beef Regulatory Change

On April 14, 2010 the Quebec government entrusted the *Fédération des producteurs de bovins du Québec* the right to allow the Canadian Beef, Cattle Research, Market Development and Promotion Agency to fulfill (removed it's) functions on their behalf. This was published on May 5, 2010 in the official Quebec gazette number 18, Order No. 326-2010.



Government News

Working with Egg Producers to Strengthen Traceability

On May 5, 2010, Minister Ritz announced the investment of over \$800,000 in funding for Egg Farmers of Canada (EFC) to support the development of the Canadian Egg Industry Traceability System (CEITS). Canadian farmers produce premium eggs and this investment in traceability will build on that world-class reputation for safety and quality.

The CEITS will include processes and operating procedures for tracing the movement of eggs, pullets and eggs laying birds. The funds will also help establish database requirements for egg and bird traceability information required by government. This will help support the progressive approach taken by EFC in taking traceability beyond the livestock industry. EFC is the first organization of the poultry industry to move forward with the development of a traceability system.

This investment is provided through the Canadian Integrated Food Safety Initiative (CIFSI) which helps

the sector respond to growing consumer demands for improved on-farm food safety assurance and proactively manage risks. For more information, visit www.actionplan.gc.ca.

New Food Safety Website

On March 10, 2010, the Government of Canada launched a new website that provides Canadians with easy access to food safety information. It gives Canadians valuable tips and tools to help reduce the risk of foodborne illness and acts as a gateway to important information during foodborne illness emergencies.



The website includes information from Canadian Food Inspection Agency, Health Canada and the Public Health Agency of Canada. The food safety website offers a broad range of food safety information on food recalls and allergy alerts, safe food handling and preparation, food labels and much more.

For more information please visit the new website at www.foodsafety.gc.ca.

Investing in Beef Research

In late March, the Government of Canada announced that it will be investing in research and innovation that will help beef producers remain on the cutting edge. Agriculture Minister **Gerry Ritz** announced that the Canadian Cattlemen's Association (CCA) will receive more than \$6 million to lead a research cluster of industry experts, scientists and universities.

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The Beef Cluster will pull together the scientific expertise for research that will help Canada's beef and cattle industry address challenges the sector has faced in recent years. Research will focus on key priorities the sector has identified: reducing production costs, increasing feed efficiency and decreasing the impact of animal health issues.

It will also work to increase demand for Canadian beef, both in Canada and around the world. Industry partnership is an important element of this initiative and this investment will support the CCA's contribution of nearly \$1.2 million. Provincial government partners will also contribute nearly \$464,000.

For more information visit: www.agr.gc.ca.

Important Investment for the Future of Agriculture

The Honourable **Jean-Pierre Blackburn**, Minister of Veterans Affairs and Minister of State (Agriculture and Agri-food) announced an investment in the future of agriculture by funding the Canadian Young Farmers' Forum (CYFF). Over the next four years, a federal investment of \$1.2 million will help CYFF provide opportunities to educate and develop young and beginning farmers across the country.

The CYFF promotes the exchange of ideas and fosters collaboration among young and future farmers in Canada. The GOC's investment will help young farmers stay on the leading edge of change. The funding allocated comes from the Business Development program of Agriculture and Agri-Food Canada's Growing Forward initiative – the national agricultural policy framework aimed at building a competitive and innovative sector for all farmers across the country.

Source: www.agr.gc.ca

Investing in Food Safety for Turkey

On March 24, 2010, the GOC announced that they are supporting turkey farmers by strengthening food

safety systems on turkey farms across the country by investing more than \$50,000 for the Turkey Farmers of Canada's (TFC) on-farm food safety program.

This investment will help the TFC update their On-Farm Food Safety Program (OFFSP), including their training materials to ensure that farmers keep up to speed with new science and food safety practices. The OFFS program identifies potential on-farm food safety hazards and provides producers with best management practices to mitigate risks. It is a national program based on Hazard Analysis of Critical Control Points (HACCP) principles.

This federal *Growing Forward* investment is being funded through the Canadian Integrated Food Safety Initiative (CIFS). To find out more about this initiative, please visit www.agr.gc.ca/cifs.

Canada to host 2011 international agricultural meeting

Agriculture Minister **Gerry Ritz** announced on April 20, 2010 that Canada will be hosting the Cairns Group Ministerial Meeting in 2011.

Canadian farmers want to make their living in the marketplace and bringing the Cairns Group Ministerial Meeting to Canada to show the world what Canada has to offer. The Government of Canada is creating new opportunities for agricultural exporters while standing up for key sectors and defending supply management.

The Cairns Group is a coalition of 19 agricultural exporting countries with a commitment to strengthening agricultural trade. Canada is the world's fourth largest exporter of agriculture and food products with 2009 trade figures at just over \$35 billion.

For information visit: www.cairnsgroup.org



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Trade Mission for Minister Ritz

While in Uruguay, Agriculture Minister **Gerry Ritz** took the opportunity to hold bilateral meetings with international trade counterparts to discuss market access and outstanding trade issues.

Uruguay was the last stop of Minister Ritz' latest agriculture trade mission that concluded in historic partnerships between China and Canada.

Source: www.agr.gc.ca

How much do you know about eggs?

Here are a few egg trivia tidbits:

Celebrated since the dawn of time, the egg is a symbol of fertility, creation and new life. Though long considered a springtime food, it has now become an essential ingredient in all of our culinary traditions.

The ancient Persian and Celtic cultures celebrated the spring equinox with the gift of red-dyed eggs. The eggs were shared at a meal, and afterwards, the shells were carefully crushed, a ritual to drive away winter.

The ban on eating eggs during the 46 days of Lent, established in the 9th century, is what made the egg so popular at Easter. The eggs were collected and saved and, once the fasting was over, were distributed to the servants and children, who generally enjoyed them in a huge Easter omelet.

Another custom, which originated in Germany, is to hang red eggs in evergreen trees, a powerful ancient symbol of rebirth and renewal.

Source: www.eggs.ca

Upcoming Meetings - 2010

June 2010

June 1	Further Poultry Processors Association of Canada	Toronto
June 2	Chicken Farmers of Canada	Ottawa
June 7	Farm Products Council of Canada	Saskatoon
June 6-8	Canadian Poultry and Egg Processors Council	Saskatoon
June 9-10	Turkey Farmers of Canada	Saskatoon

July 2010

July 5-7	Egg Farmers of Canada	Winnipeg
July 12-15	Canadian Hatching Egg Producers	Gananoque
July 21-22	Chicken Farmers of Canada	PEI
July 27-28	Farm Products Council of Canada	Ottawa