



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

# FOCUS Newsletter

December  
2010  
January  
2011

*Happy Holidays*



## A New Year's Greeting

**A**s 2011 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 have enjoyed working with you over this past year and we hope that 2011 will bring us all peace and good health. We look forward to a dynamic, productive and exciting New Year.

Laurent Pellerin  
Chairman

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## COMMENTS or QUESTIONS

*Farm Products Council of Canada*  
Canada Building, 10<sup>th</sup> Floor  
344 Slater Street  
Ottawa, Ontario K1R 7Y3  
Email: [fpcc-epac@agr.gc.ca](mailto:fpcc-epac@agr.gc.ca)  
Web: [www.fpcc-epac.gc.ca](http://www.fpcc-epac.gc.ca)  
Phone: (613) 995-6752  
Fax: (613) 995-2097  
Teletypewriter/TDD: (613) 943-3707

**Editor/Designer:**  
**Chantal Lafontaine**

**Canada**

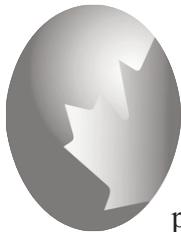
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## Council Meeting December 14 to 17

Council had a busy schedule during its December 14 to 17, 2010 meeting. Council Members met with the four National Marketing Agency Executives and some of their staff members, to discuss current issues and strategic directions as well as to review their budgets for the coming year.

## Canadian Hatching Egg Producers (CHEP)



Council Members were presented with CHEP's 2011 budget, as well as an update on key activities accomplished and the status of the review of their FPA. CHEP's strategic priorities for 2011-2015 include the following: system performance, government support, framework relationships and memberships, product safety and quality, animal care, as well as public communications.

## Chicken Farmers of Canada (CFC)



Council approved the Canadian Chicken Marketing Levies Order extending the expiry date of the Order to December 31, 2011. The levy rates are a combination of the CFC levy rate of 0.44 cents/kg (live weight) and the provincial levies. CFC's levy rate has not changed since 1998 while the provincial portion varies from province to province.

In reviewing the Agency's 2011 budget, Council Members found that the proposed levies are consistent with the requirements of the *Farm Products Agencies Act* and other legal instruments and will not unduly affect chicken producers' profitability and economic interests or the opportunity for consumers to access chicken and chicken products at a reasonable price. In addition, the proposed levy rate is sufficient to defray CFC's administrative and marketing expenses and costs.

### 2011 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	1.30	1.74
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 budget and their strategic plan outlining and identifying key results areas and priority issues for 2011. In their critical list, CFC will be focusing on the allocation setting process, the integrity of the chicken import pillar (one of the three pillars of supply management) and dealing with anti-microbial resistance and antibiotics issues. High priorities issues include WTO negotiations, consumer relations and government relations strategies, food safety and animal care.

## Turkey Farmers of Canada (TFC)



Council approved the Turkey Farmers of Canada Levy Order extending the expiry date of the Order to December 31, 2011. The levy rates are a combination of the TFC's levy of 1.6 cents/kg (live weight) and provincial levies. TFC's levy rate has been unchanged since 2003 while the provincial portion varies from province to province.

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In reviewing the Agency's 2011 budget, Council Members found that the proposed levies are consistent with the requirements of the *Farm Products Agencies Act* and other legal instruments and will not unduly affect turkey producers' profitability and economic interests or the opportunity for consumers to access turkey and turkey products at a reasonable price and that the proposed levy rate is sufficient to defray TFC's administrative and marketing expenses and costs.

## 2011 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	2.75	4.35
New Brunswick	1.6	1.40	3.0
Nova Scotia	1.6	2.40	4.0

TFC also provided an overview of its governance, mission and vision, focus and business planning. As well, their presentation consisted of a summary of the turkey market for the past 10 years and their current priorities which include: trade and import rules, allocation policy and 'Report Card', on-farm programs development and delivery, financial management and communications.

In addition, Council also approved the amendment to the Canadian Turkey Marketing Quota Regulations for 2010-2011, which establishes a federal quota of 169,316,885 kg (373,279,884 lb), an increase of 1,324,441 kg (2,919,892 lb) compared to the allocation approved in February 2010 by the Council.

The initial allocation for the 2010-2011 was modified by the Agency for the first time last July 2010, when it was reduced from 169,001,152 kg to

167,992,444 kg. The second amendment stems from an increase in allocation for British Columbia, an adjustment for over marketing in Nova Scotia, and the quota reconciliation for the 2009-2010 to 2010-2011 control period under the Export Policy.

In reviewing the quota regulation amendments, Members found that with the proposed 2010-2011 revised allocation slightly above the initial allocation set in February 2010, the Agency is ensuring the turkey industry will end the current control period with desirable inventory and production levels. Council is also of the view that this revision takes into account the interests of British Columbia's processors, further processors and consumers in providing them with sufficient volumes to meet consumer demand for organic turkey.

## Egg Farmers of Canada (EFC)



Following a review of EFC's Quota regulation submission, Council Members approved the amendments to Schedule 1 (Federal, Eggs for Processing and Export Market Development quotas) to the Canadian Egg Marketing Agency Quota Regulations, 1986. The approved amendment covers the period December 26, 2010 to December 31, 2011, a period of 53 weeks. In reviewing the quota regulation amendments the Council found that the amendment satisfied the requirements of the *Farm Products Agencies Act* and other legal instruments.

Council Members also approved, after lengthy deliberations, the amendment to the Levies Order that increases the rate by \$0.0275 bringing the EFC total levies to 32.75 cents per dozen. In reviewing EFC's Budget for 2011, the forecasts for expenditures, fund balances as well as the industrial product program, Council Members were concerned by the potential impact of the proposed levy

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increase on the viability of the ever increasing cost of the current Industrial Products Program (IPP) and the financial sustainability of the egg system. Other means than relying on levies need to be found to supply the increasing demand from the processed egg market.

## 2011 Quota Allocation in Dozens

EGG QUOTA ALLOCATION			
	Effective Date December 26, 2010 – December 31, 2011 (prorated for 53 weeks)		
	Limits to Federal Quotas (dozens)	Limits to Eggs for Processing Quotas (dozens)	Limits to Export Development Quotas (dozens)
BC	71,818,998	2,592,923	
AB	52,744,155	648,231	
NT	3,086,331		
SK	26,570,961	5,185,846	
MB	62,089,558	10,371,692	12,964,615
ON	218,359,971	18,150,462	
QC	109,893,495	2,592,923	
NB	12,166,006		
NS	21,301,174		
PE	3,528,252		
NL	9,457,642		
<b>TOTAL</b>	<b>591,016,543</b>	<b>39,542,077</b>	<b>12,964,615</b>

## 2011 EFC LEVIES

Fund	2010 Levy	2011 Proposed Levy	Change
	Per dozen	Per dozen	%
PIF Unrestricted	\$0.2550	0.2850	11.8
Risk Management	\$0.0100	0.0100	0
Total PIF	\$0.2650	0.2950	11.1
Administration	\$0.0325	0.0300	-7.7
Unrestricted Restricted Research	\$0.0025	0.0025	0
Total Administration	\$0.0350	0.0325	-7.1
<b>Total EFC Levy</b>	<b>\$0.3000</b>	<b>0.3275</b>	<b>9.2</b>

In addition, Council Members were updated on the Agency's activities and priorities which include responding to changing consumer demand and sustainability of the industry, social responsibility, stakeholder collaboration, innovation and research and trade. Challenges for EFC in 2011 include contract negotiations with egg processors, the sustainability of industrial product program, identifying ways to supply the growing processing

market at a competitive price, food safety issues and insurance and animal care issues.



## Council Complaint Guidelines

During Council's December meeting, Members were presented with the amended *Complaints Guidelines* for their consideration and adopted the revised guidelines in principle effective December 17, 2010.

 Farm Products Council of Canada / Conseil des produits agricoles du Canada	 Council of Egg Processors / Conseil des producteurs d'œufs	 Farm Products Council of Canada / Conseil des produits agricoles du Canada
<a href="#">Interim<sup>1</sup> Complaint Guidelines</a>		
<a href="#">Lignes directrices sur les plaintes (intérimaires)<sup>2</sup></a>		
<small>Process and information requirements for the submission of complaints to the Farm Products Council of Canada (FPCC) under section 7(1)(f) of the Farm Products Agencies Act</small>		
<small>Processus et renseignements requis pour le dépôt de plaintes devant le Conseil des produits agricoles du Canada (CPAC) en vertu de l'alinéa 7(1)f) de la Loi sur les offices des produits agricoles</small>		
<small>Approved in principle on December 17, 2010</small>		
<small>Approuvé en principe le 17 décembre 2010</small>		

The *Complaint Guidelines* have been distributed and circulated to all Agencies and stakeholders for comments by the end of January 2011. Council Members will be finalizing the guidelines during the February 2-3, 2011 meeting. The adopted guidelines will be implemented on an interim basis and will be revisited or adjusted if necessary.

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## Council Meeting Dates for 2011

**D**uring Council's meeting, Members were presented and approved the meeting schedule for 2011:

<b>February 2-3</b>	<b>Ottawa</b>
<b>March 9-10</b>	<b>Ottawa</b>
<b>May 17-18</b>	<b>Ottawa</b>
<b>June 13</b>	<b>St-John's</b>
<b>July 20-21</b>	<b>Ottawa</b>
<b>September 13-14</b>	<b>Ottawa (1 day retreat)</b>
<b>November 1-2</b>	<b>Ottawa</b>
<b>Dec 13-16</b>	<b>Ottawa</b>



## Portfolio News

### Festive season makes turkey sales fly

As reported in the Farm Credit Canada's FCC

Express Newsletter:

**I**t's beginning to look a lot like Christmas – and that's got Canadian turkey producers feeling festive over an anticipated jump in seasonal sales.

"A lot of retailers use turkeys as loss leaders at this time of year," says **Phil Boyd**, executive director of the Turkey Farmers of Canada, the group that has represented the country's 550 registered producers since the 1970s. "That always creates a good bump in unit sales."

According to Boyd, around 4.5 million birds will be bought for traditional Christmas feasts across Canada this month. Another three million turkeys were bought during the September to October Thanksgiving period. Together, the two holidays account for about 70 per cent of annual whole bird sales in Canada.

Though the final numbers aren't yet known, Boyd says his organization expects overall sales to be higher this year than in 2009. Last year, total quota-controlled turkey production (fresh and frozen) was 165.3 million kilograms, with a total farm gate value of \$359.1 million.

But this year Boyd says "domestic disappearance" has reached a record level. Domestic disappearance is the number of birds estimated to have moved out of the system, mostly to grocery stores and food service outlets like the Subway chain, by subtracting exports and end stocks from total supply.

But he adds the increase in sales won't translate into a big boost for farm gate revenues due to the relatively low retail price of around \$2.18 per kilogram. According to Boyd, some producers are still feeling the effects of steep feed price increases in 2008. The recession also slowed demand from delis and the food service industry.

Boyd is confident, however, that producers' bottom lines will improve in 2011.

"Everything indicates that we're going to see a healthier price and a stronger market for turkey in 2011," he says. "Most consumers now know that turkey is a great source of protein."

### FCC again salutes exceptional women in agriculture

**F**arm Credit Canada (FCC) is accepting nominations for the upcoming *FCC Rosemary Davis Award* to celebrate women who show leadership and commitment to agriculture. Women involved in agriculture are a benefit to the industry and their communities.

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With this in mind, FCC is seeking five women who deserve recognition for their achievements. Past nominees have ranged from producers and educators to agrologists and veterinarians, to name a few.

Since 2006, FCC has honoured 20 outstanding women with the *Rosemary Davis Award*. By nominating a worthy candidate, people can 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 - through giving back to their community and the agriculture industry - as well as their vision and passion for the industry.

FCC Rosemary Davis winners must be 21 years of age and actively involved in Canadian agriculture. Entries will only be received online ([www.fcc-fac.gc.ca](http://www.fcc-fac.gc.ca)). The deadline to apply is midnight on January 17, 2011. Nominees who applied but did not win in previous years are encouraged to reapply. For more information, call 1-888-332-3301 or e-mail [prixrosemaryaward@fcc-fac.ca](mailto:prixrosemaryaward@fcc-fac.ca).



## *Appointments to the Canadian Grain Commission*

Agriculture Minister **Gerry Ritz** announced in early December 2010 the appointment of **Murdoch MacKay** as Commissioner, and the reappointment of **Jim Smolik** as Assistant Chief Commissioner, of the Canadian Grain Commission (CGC).

Following a long and distinguished career as a senior executive in Canada's grain industry, Mr. MacKay is

well positioned to serve farmers in this role and with Mr. Smolik's reappointment grain farmers will continue to benefit from his valuable expertise accumulated over three decades in the industry.

The CGC is the federal agency responsible for establishing and maintaining Canada's grain quality standards. The organization's programs result in shipments of grain that consistently meet contract specifications for quality, safety and quantity. The CGC regulates the grain industry to protect producers' rights and ensure the integrity of grain transactions.

Mr. Smolik's reappointment, which came into effect on November 25, 2010, is for a term of three years. Mr. MacKay's appointment is for a three-year term and is effective December 6, 2010. For biographical notes and to learn more about the CGC please visit: [www.grainscanada.gc.ca](http://www.grainscanada.gc.ca)

## *GOC cracks down on livestock transport violators*

The Government of Canada is cracking down on those who mistreat and improperly transport livestock by more than doubling current fines - the first increase in over 10 years. The CFIA will now be able to impose fines up to a maximum of \$10,000 instead of \$4,000. The CFIA will retain the ability to increase fines by up to 50% of the maximum fine for repeated offenders.

The CFIA will have the ability to look back into the past five years, instead of three years, of the offender's history. For example, if an offender commits his second very serious violation within five years, the CFIA will now have the ability to impose a fine of up to \$15,000, instead of the previous maximum of \$6,000.

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

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## Industry News

### CFC New and Improved Web Site

**C**hicken Farmers of Canada has responded to the high expectations of Canadian consumers by creating a new web site, featuring a revamped, searchable recipe data base, shareable content, social media options and other special features.

The new [www.chicken.ca](http://www.chicken.ca) moves away from its old corporate feel, with a highly stylized new look

and feel. Now consumers can easily access recipes, videos and nutritional information, as well as factsheets and other information. CFC has responded to consumer demand with a more robust and rich new website that will meet their needs. The public wanted something that spoke to them and CFC has delivered.

In addition, the public will be able to engage in conversations and search for recipes and information more easily than ever. The timing of the launch was just in time for Christmas party planning and to help busy consumers put healthy meals on their tables, the new site is primed for success.

Visit the new site at [www.chicken.ca](http://www.chicken.ca).

The screenshot shows the homepage of chicken.ca. At the top, there's a navigation bar with links for File, Edit, View, Favorites, Tools, Help, and various bookmarks. The main header features the "CHICKEN FARMERS of CANADA" logo with "Chicken.ca!" below it. A "Français" link is on the left, and "Sign Up / Log In" is on the right. Below the header, there's a search bar with "Search chicken.ca" and "Entire Site" dropdown, followed by a "GO" button. To the right of the search bar are links to "FACEBOOK", "YOUTUBE", and "TWITTER". A green navigation bar below the search bar includes links for "RECIPES", "COOKING TIPS", "HEALTH & NUTRITION", and "ON THE FARM", along with "Subscribe" and social media links. The main content area features a large image of a dish with bread and dill, and a blue "HOW-TO" section with the text: "Looking for a helping hand in the kitchen? Our how-to videos will help jumpstart your culinary confidence." A blue button labeled "View the Videos!" points to a video player. The bottom of the page shows a toolbar with various icons and the status bar indicating "Done", "Internet", "100%", "13:56", and file names like "QuarkXPress (R) - ...", "Focus Dec-Jan 201...", "Deleted Items - Mic...", "iTunes", and "chicken.ca - Wind...".

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## *What do you know about Growing Forward?*

Agriculture and Agri-Food Canada's *Growing Forward* is a commitment to Canada's agriculture sector that's focused on achieving results, reflects input from across the sector, and delivers programs that are simple, more effective and tailored to local needs.

Governments are investing \$1.3 billion over five years into *Growing Forward* programs. The funding represents \$330 million more than the Agricultural Policy Framework (APF) and is cost-shared on a 60:40 basis between the Government of Canada and the provincial and territorial governments.

To find out more on *Growing Forward*, its three strategic outcomes and more, please visit AAFC's Web Site: [www.agr.gc.ca](http://www.agr.gc.ca).

## *Upcoming Meetings - 2011*

### *February 2011*

Feb. 1-2	Egg Farmers of Canada	Ottawa
Feb. 2-3	Farm Products Council of Canada	Ottawa
Feb. 7-9	Canadian Poultry and Egg Processors Council	Ottawa
Feb. 28	Egg Farmers of Canada (conference call)	Ottawa

### *March 2011*

Mar. 7-11	Canadian Cattlemen's Association	Ottawa
Mar. 9-10	Farm Products Council of Canada	Ottawa
Mar. 22-23	Canadian Hatching Egg Producers	Ottawa
Mar. 22-24	Chicken Farmers of Canada	Ottawa
Mar. 22-24	Turkey Farmers of Canada	Ottawa
Mar. 22-24	Egg Farmers of Canada	Ottawa