



FOCUS

Newsletter

New Member Appointment

Federal Agriculture Minister **Gerry Ritz** announced in June the appointment of **Tim O'Connor** as the newest Council member of the Farm Products Council of Canada (FPCC).

Tim O'Connor obtained an Associate Diploma in Agriculture from the University of Guelph in 1982. He has a successful career in agriculture as a broiler chicken farmer and in real-estate, while also serving in various associations, including the Ontario County Holstein Club and the Durham West 4-H Association.

Mr. O'Connor's appointment is for a four-year term, effective from June 23, 2011.



Sad news at FPCC

It is with great sorrow that the Farm Products Council of Canada is announcing the sudden passing of **Carola McWade** on September 20, 2011. Carola was FPCC's Council Secretary and Registrar and during the last few years Special Advisor to the Chairman and Executive Director. She began her long standing career working with the National Farm Products Marketing Council in 1976.

Carola, as well as her immense knowledge and expertise acquired over her 35 years of service as a public servant will be greatly missed. We know that everyone will join us in offering our sincere condolences to her family. Our thoughts are with them.



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COMMENTS or QUESTIONS

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Chicken Farmers of Canada (CFC)

Amendment to Canadian Chicken Marketing Quota Regulations for A-107



During its September meeting, Council approved an amendment to the Canadian Chicken Marketing Quota Regulations establishing a domestic quota

allocation of 193,555,016 kilograms of chicken live weight (142,530,091 kilograms eviscerated) and a market development quota of 10,484,212 kilograms of chicken live weight (7,716,182 kilograms eviscerated) for the period beginning October 9, 2011 and ending on December 3, 2011.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON OCTOBER 9, 2011 AND ENDING ON DECEMBER 3, 2011

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.	64,317,796	1,385,000
2.	Que.	52,326,902	4,226,000
3.	N.S.	6,815,885	0
4.	N.B.	5,548,005	0
5.	Man.	8,254,062	450,000
6.	B.C.	28,469,053	2,685,000
7.	P.E.I.	737,937	0
8.	Sask.	6,951,513	973,212
9.	Alta.	17,406,745	765,000
10.	Nfld. and Lab.	2,727,118	0
	Total	193,555,016	10,484,212

The Domestic allocation is 3.0% below the base, and represents a 5.1% decrease compared to the production for the same weeks in 2010. The Market Development allocation represents a decrease of 3.1% below chicken produced under the Market Development Policy during the same weeks in 2010.

Council members felt that the allocation for A-107 was an appropriate response to the increase in live prices due to higher feed costs, storage stocks above the healthy range limit for the industry and flat wholesale price and agreed this allocation will attribute to easing the market conditions for processors. Council continues to encourage CFC to give due consideration to these market factors when setting future allocations.

Egg Farmers of Canada (EFC)

Amendment to Canadian Egg Marketing Agency Quota Regulations (Vaccine)



At its September Council meeting, members approved an amendment to the Canadian Egg Marketing Quota Regulations regarding Vaccine Eggs for the period beginning January 12, 2012 and expiring on December 29,

2012. This amendment represents no change from 2011 levels for the Vaccine Quota for Ontario of 3,688,755 dozen and for Québec of 9,647,085 dozen with a total vaccine allocation of 13,335,840 dozen.

Province	Total vaccine eggs (dozens) proposed	Layers required for proposed Quota Allocation
Ontario	3,688,755	175,655
Québec	9,647,085	459,385
Total	13,335,840	635,040

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Turkey Farmers of Canada (TFC) Amendment to the Canadian Turkey Marketing Quota Regulations



Council approved, during its September meeting, an amendment to the Canadian Turkey Marketing Quota Regulations for the 2011–2012 control period, which establishes a federal quota at 167,901,864 kg (370,160,298 lbs), a reduction of 1,478,481 kg (3,259,493 lbs) compared to the allocation originally approved by the Council in March 2011.

This reduction stems from a decrease in the whole bird allocation by 1.5 Mkg and a 21,519 kg increase in the conditional allocation of adult turkeys. TFC believes the current market situation is different from that of December 2010 and the demand for turkey meat is less than originally anticipated.

During the meeting, Council members expressed concerns about uncertainties in the turkey industry, including market conditions, increasing costs of production and new quota policy discussions. They believe that the price setting mechanisms should be discussed and maybe reviewed and efforts towards the finalization of a sound and consensual allocation policy move forward to the benefits of all stakeholders.

	Original Quotas for the 2011–2012 Control Period	New Quotas for the 2011–2012 Control Period	Variation
Whole birds	73,111,683 kg	71,611,683 kg	(1,500,000 kg)
Further processed products	66,587,970 kg	66,587,970 kg	0 kg
Multiplier breeders	5,812,382 kg	5,833,901 kg	21,519 kg
Primary breeders	2,098,080 kg	2,098,080 kg	0 kg
Exports	21,770,230 kg	21,770,230 kg	0 kg
Total	169,380,345 kg	167,901,864 kg	(1,478,481 kg)

Source: TFC



FPCC 2012-2015 Strategic Plan

As part of the next Council meeting, scheduled for November 1-3, a strategic planning session is being organized to establish the FPCC strategic priorities and directions for the next 3 years (2012-2015). In preparation for this session, Council members held consultations over the summer months with provincial commodity board representatives. The Chairman met with national agencies and associations as well as NAASA members.

In the coming weeks, all comments, concerns and suggestions collected will be analyzed and discussed by Council members.

FPCC 2011 Data Handbook

The Farm Products Council of Canada's 2011 *Poultry and Egg Industry Reference Guide* is in the final stages of development and will be published shortly. This annual publication aims to provide quality data and analysis to all Canadians and illustrates the continued importance of the poultry and egg industries in Canada.

A New Chapter in Canadian Beef Marketing

On July 1, 2011 Canada Beef Inc. became the official marketing agency for Canadian beef. The Beef Information Centre (BIC) and Canada Beef Export Federation (CBEF) joined the Canadian Beef Cattle Research, Market Development and Promotion Agency and are now operating as one organization, Canada Beef Inc.

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The new organization will focus its resources on meeting the goals set out by the Canadian Cattlemen Market Development Council (CCMDC) which include: achieving growth in traditional, existing, new and emerging markets for Canadian beef; building awareness of the Canadian beef brand, and; maximizing total value realized for Canadian beef through optimization of carcass values.



In addition, Mr. **Rob Meijer** has been hired as President and Mr. **Ron Glaser** as Vice-President, Corporate Operations and Communications. The Agency Board has also been re-structured with **Brad Wildeman**, a producer from Saskatchewan, serving as the Chair.

For more information on the newly formed Agency please visit their website at: www.canadianbeef.info

CPEPC Complaint

The FPCC received a complaint from the Canadian Poultry and Egg Processors Council (CPEPC) on August 11, 2011 against the Egg Farmers of Canada's Policy on Industrial Egg Pricing decision made on July 18, 2011. The FPCC is currently working with the Parties to explore solutions.

NAASA Meeting

On October 3 and 4, Chairman **Laurent Pellerin** and staff met with National Association of Agri-Food Supervisory Agencies (NAASA) members in Charlottetown, PEI, to discuss various issues. During this meeting **Ron Kilmury** of BC was elected as the new Chair. All NAASA members took the opportunity to thank **Bob Goggin** past Chair and wish him a good retirement.

Furthermore, the two day meeting included a session with the Pullet Growers of Canada who provided an update on the establishment of a supply management agency, a meeting with CFC on differential growth, a

presentation on the *Agricultural Products Marketing Act* (APMA) by FPCC and an update by the Canadian Dairy Commission on their legislative review initiative. In addition, discussions on handling ATIP requests, strategic planning and issues tracking document were held. Next NAASA meeting will be on March 19, 2012 in Ottawa.



Portfolio News

AAFC Food Regulatory Issues Division

The Food Regulatory Issues Division (FRID) of Agriculture and Agri-Food Canada (AAFC) leads the Health Claims, Novel Foods, and Ingredients initiative, which forms part of the Agricultural Regulatory Action Plan under the *Growing Forward* policy framework.

Their goal is to foster innovation and competitiveness along the value chain and accelerate the market entry of innovative products in various categories. They can also help stakeholders understand Canada's science-based regulatory system. This Division works closely with Health Canada and with AAFC research scientists.

For more detailed information on key services and stakeholders please visit their website at www.agr.gc.ca under the Food Regulatory Issues Division page.

125 Years of Research

For the past 125 years agricultural research conducted at AAFC has significantly contributed to the success of Canadian agriculture, the health and well-being of Canadians and the strength of our economy. It all started on June 2, 1886 when the first

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five research farms were created and received Royal Assent under the *Experimental Farm Station Act*. Research is still being conducted on all five farms located in: Agassiz (British Columbia), Indian Head (Saskatchewan), Brandon (Manitoba), Ottawa (Ontario), and Nappan (Nova Scotia).

Over the years, some of the original farms have expanded to become full research centers, and new centers, farms and stations have opened to support the diverse growing regions in Canada.

Today, Agriculture and Agri-Food Canada has 19 research centers across the country with over 500 researchers working with farmers and the agricultural sector.

Their work has and will continue to provide an invaluable contribution to a more environmentally sustainable agriculture sector in Canada, and to the production of safe and high-quality food for Canadians and the world.

For more detailed information please visit their website at www.agr.gc.ca

The screenshot shows the official website of Agriculture and Agri-Food Canada. At the top, there are links for 'Agriculture and Agri-Food Canada' in English and French, along with the Canadian flag. The main header features the text 'Agriculture and Agri-Food Canada' and the website address 'www.agr.gc.ca'. Below the header, there are navigation links for 'Français', 'Home', 'Contact Us', 'Help', 'Search', and 'canada.gc.ca'. A prominent section titled '125 Years of Research' highlights the history of the department, mentioning the creation of five research farms in 1886. It includes images of the Pacific Agri-Food Research Centre in Agassiz and the Brandon Research Centre. A sidebar on the left lists various program categories such as Producers, Agri-Industries, International Business, Science and Innovation, Agri-Environment, and Science and Innovation. The bottom of the page provides a list of five research farms: Agassiz (British Columbia), Indian Head (Saskatchewan), Brandon (Manitoba), Ottawa (Ontario), and Nappan (Nova Scotia).



Industry News

Government and Media Relations Director Appointed

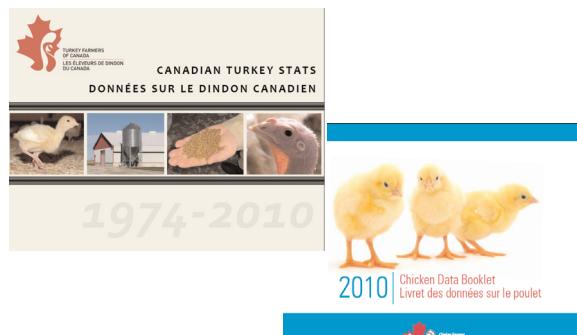
The Canadian Meat Council, Canadian Poultry and Egg Processors Council and Further Poultry Processors Association of Canada announced the appointment of **Ron Davidson** as Director, Government and Media Relations.

Previously, Mr. Davidson was Senior Liaison Officer, Government Affairs, for the Canadian Wheat Board. Prior to that, he has held senior positions in Canada and abroad with the Departments of AAFC and Foreign Affairs and International Trade in the areas of international market development, international trade policy and sanitary/phytosanitary regulations and standards.

Source: CPEPC

CFC and TFC Data Handbooks

During the summer months Chicken Farmers of Canada (CFC) and Turkey Farmers of Canada (TFC) each released their annual poultry data handbook. For copies of these publications please visit their websites at : www.chicken.ca and www.turkeyfarmersofcanada.ca



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IPE 2012 Celebrating 64 Years!

The 2012 International Poultry Expo (IPE) will be held from January 23 to 27, 2012 in Atlanta, USA at the Georgia World Congress Center.

Attendance at the 2011 Expo totaled 20,742 with 767 attendees from Canada. All segments of the industry are represented: feed milling, hatchery, live production, processing, further processing, marketing, and all support activities. The show 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.

The IPE is the primary source of funding for the U.S. Poultry & 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.

Formed in 1947, the association has affiliations in 27 states and member companies worldwide. This non-profit organization represents its poultry and egg members through research, education, communications and technical services.

For more information please visit their website at:
www.ipe11.org



Upcoming Meetings - 2011

October

- Oct. 21 Chicken Farmers of Canada
Oct. 24-28 Canadian Poultry and Egg Processors Council

Conference Call
Ottawa, ON

November

- Nov. 1-3 Farm Products Council of Canada
Nov. 8-9 Egg Farmers of Canada
Nov. 9-10 Chicken Farmers of Canada
Nov. 16-17 Canadian Hatching Egg Producers
Nov. 30 Turkey Farmers of Canada

Ottawa, ON
Ottawa, ON
Ottawa, ON
Ottawa, ON
Toronto, ON

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What do you know about Food Safety?

Mornings are busy and packing lunches takes time. So, let's take an extra few minutes to follow these tips from Canada's food safety experts!

1. Get off to a clean start!

Hand washing is one of the best ways to prevent the spread of foodborne illness. Do you wash your hands for at least 20 seconds with soap and warm water before and after handling food? Are your countertops and utensils clean and sanitized? Sanitizing kills bacteria and can prevent foodborne illness. Don't forget to clean your lunchbox!

Food safety tip: Because raw fruits and vegetables can be contaminated with bacteria, viruses and parasites wash them thoroughly with clean, safe water before you prepare and eat them. Use a brush to scrub produce with firm or rough surfaces, such as oranges, cantaloupes and carrots.

2. Keep cold food cold

Perishable food like meat, chicken, seafood, eggs, mayonnaise, dairy products and all leftovers must stay cold to stay safe. Use frozen freezer packs to keep your food at or below 4 °C (40 °F). Use an insulated lunch box. Keep it out of direct sunlight and away from radiators and other heat sources.

Food safety tip: Half an egg sandwich left over after lunch? Put it in the fridge right away—or throw it out. Freezer packs work in your insulated lunchbox for a few hours but they can't keep food cold for the whole day.

3. Keep hot food hot

To be safe, hot food like soup, chili and stew must stay hot—at or above 60 °C (140 °F). Use insulated containers and make sure the containers are closed until lunchtime. Or, if you have a microwave available, take your food cold and reheat it at lunchtime.

Food safety tip: Preheat your insulated container by filling it with boiling water and letting it stand for a couple of minutes. Pour out the water and fill the container with your hot food right away.

Food safety is the Canadian Food Inspection Agency's (CFIA) top priority. The CFIA, along with many federal, provincial and municipal organizations, is working to improve the overall health of Canadians. The CFIA develops and delivers programs and services designed to protect Canadians from preventable food safety hazards, to ensure that food safety emergencies are effectively managed and that the public is aware of and contribute to food safety.

Some of their activities include:

- Protecting consumers and the marketplace from unfair practices;
- Integrating the Hazard Analysis Critical Control Point (HACCP) approach to food safety;
- Sampling products and testing for chemical residues / microbiology;
- Timely and effective response to food safety emergencies;
- Verifying that exports of food products meet foreign requirements; and
- Verifying that imports of food products meet Canadian requirements.

For more information please visit CFIA's website at: www.inspection.gc.ca