



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

November  
2011

Lest We Forget

# FOCUS Newsletter

## FPCC Chairman is Honoured

*Gala of the Pythagoras 2011: Honouring the Excellence of Graduates of the UQTR*

**O**n October 21, 2011, the University of Quebec in Trois-Rivières (UQTR) honoured six of its graduates at the prestigious Gala of the Pythagoras. Organized by the Office of the graduates of the UQTR, this Gala is an occasion to give tribute and homage to graduates of distinction and excellence. For the fourth edition, a selection committee chose to honour six graduates for their professional recognition, the respect of their peers, their implication in the community and the links that they preserve with their alma mater.

The six winners that received the honours are: for Arts and Human Sciences, the Honourable **Pierre S. Pettigrew**; for Education, Letters and Languages, Mrs. **Christiane Piché**; for Administrative Sciences, Mr. **Daniel McMahon**; for Health and Sciences, Mr. **Serge Marchand**; for Engineering and Sciences, Mr. **Luc Vermette**; and, finally Mr. **Laurent Pellerin**, Chairman of FPCC received his honour for Social Science.

These winners will join the 18 other graduates that received, since the very first gala in 2005, this distinction. The 24 winners of this prize, including the six people for 2011, are amongst the 64,000 graduates that the UQTR has taught for more than 40 years.



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## COMMENTS or QUESTIONS

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**Canada**

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## Chicken Farmers of Canada (CFC) Amendment to Canadian Chicken Marketing Quota Regulations for A-108



During the November meeting, Council approved an amendment to the Canadian *Chicken Marketing Quota Regulations* establishing a domestic quota allocation of

187,158,333 kilograms of chicken live weight (137,818,673 kilograms eviscerated) and a market development quota of 9,241,899 kilograms of chicken live weight (6,802,753 kilograms eviscerated) for the period beginning December 4, 2011 and ending on January 28, 2012.

LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON DECEMBER 4, 2011 AND ENDING ON JANUARY 28, 2012			
	Column 1 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.	61,642,763	1,135,000
2.	Que.	50,858,394	4,476,000
3.	N.S.	6,785,496	0
4.	N.B.	5,392,306	0
5.	Man.	7,798,939	420,000
6.	B.C.	27,029,514	1,815,000
7.	P.E.I.	741,741	0
8.	Sask.	6,756,424	945,899
9.	Alta.	17,453,345	450,000
10.	Nfld. and Lab.	2,699,411	0
	Total	187,158,333	9,241,899

The Domestic allocation is 2.5% below the base, and represents a 3.3% decrease compared to the production for the same weeks in 2010/2011. The Market Development allocation represents a decrease of 7.8% below chicken produced under the Market Development Policy during the same weeks in 2010/2011.

During their deliberations, Council members noted that allocation period A-108 contains one of the chicken industry's slow consumption periods. Furthermore, Council also appreciates that the allocation decision continue to be based on the objectives of strengthening and maintaining a healthy and competitive chicken processing and further processing sector.

## Canadian Hatching Egg Producers (CHEP)

### Amendment to the Canadian Broiler Hatching Egg Marketing Agency Quota Regulations – Final 2011 Allocations and Initial 2012 Allocations

At its November Council meeting, members approved the Canadian Hatching Egg Producers' (CHEP) amendments to the *Canadian Hatching Egg Producers Quota Regulations* for Schedule 1 (final allocation for 2011) and Schedule 2 (initial allocation for 2012).

Council members understand that the proposed 2011 final allocation is reflecting the current market conditions faced by broiler hatching egg producers: a decrease in chicken allocations and productivity/genetic issues with broiler hatching egg layers.

Furthermore, members are of the opinion that the conservative approach used in setting the initial 2012 allocation is appropriate as it would minimize the financial risk to hatching egg producers given current market conditions.

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They also noted that imports of broiler hatching eggs and chicks are lower this year compared to last year and the domestic production has also decreased from last year. It is estimated that, up to September 24, 2011, 81% of the total supply in Canada of broiler hatching eggs and chicks were supplied by domestic production compared to 82% for the same period last year.

The Council encourages the Agency, provincial commodity boards and the hatcheries to work together to maximize the use of Canadian produced broiler hatching eggs and chicks.

In reviewing the quota regulation amendments the Council members found that both amendments satisfied the requirements of the Agency's Federal-Provincial Agreement and by-laws and the amendment to Schedule 1 comes into force the day it is registered and the amendment to Schedule 2 will come into force on January 1, 2012.



## CPEPC Sectoral Meeting

On October 25 to 28, Chairman Laurent Pellerin, Vice-Chairman Brent Montgomery and staff participated in the Canadian Poultry and Egg Processors Council (CPEPC) sectoral meeting held in Ottawa. During these meetings, Mr. Pellerin and Mr. Montgomery provided to the various processor groups an update on FPCC and Council business as well as gave their vantage point on issues and challenges that concern each specific sectoral groups.



## FPCC 2012-2015 Strategic Plan

As part of its November Council meeting, a strategic planning session was held to discuss the FPCC strategic priorities and directions for the next 3 years (2012-2015).

During this meeting, Council members were presented with a report on the results of the stakeholder's consultations which included all comments, concerns and suggestions collected over the last few months. Members also reviewed the industry environment and went over the accomplishments of the 2009-2012 strategic plan.

Council staff will now develop a draft document to be approved by Council members at their December meeting. Then, further consultations will be held in order to validate the direction. Council is aiming to finalize the strategic plan for publication and distribution during the national agencies annual general meeting in late March 2012.

2011 Final Allocation Compared to the 2010 Final Allocation – in eggs

	2011 Initial	2011 Final	2010 Final	Volume Change	% Change
British Columbia	103,994,018	102,855,777	102,690,332	165,445	0.2%
Manitoba	33,108,684	33,085,978	32,693,628	392,350	1.2%
Ontario	210,736,297	207,927,941	208,094,498	(166,557)	(0.1%)
Quebec	182,788,094	177,500,466	180,502,184	(3,001,718)	(1.7%)
<b>Total Regulated</b>	<b>530,627,093</b>	<b>521,370,162</b>	<b>523,980,642</b>	<b>(2,610,480)</b>	<b>(0.5%)</b>

2012 Initial Allocation Compared to the 2011 Final Allocation – in eggs

	2012 Initial	2011 Final	Volume Change	Percentage Change
British Columbia	103,963,919	102,855,777	1,108,142	1.1%
Manitoba	33,442,438	33,085,978	356,460	1.1%
Ontario	210,168,102	207,927,941	2,240,161	1.1%
Quebec	179,412,805	177,500,466	1,912,339	1.1%
<b>Total Regulated</b>	<b>526,987,264</b>	<b>521,370,162</b>	<b>5,617,102</b>	<b>1.1%</b>

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## Next Council Meeting

The Council's next meeting will be from December 12 to 15, 2011. As per tradition, Council members will meet with the four National Marketing Agency Executives to review their budget for the coming year and to discuss current issues and challenges, as well as strategic directions.



## Update on the APMA

The Agricultural Products Marketing Act (APMA) was enacted in 1949 and provides that an order be made by the Governor-in-Council (GIC) for the delegation of authority to provincial boards and designated supervisory boards to regulate the marketing of agricultural products in interprovincial and export trade markets, to the same extent that they regulate marketing in intraprovincial trade. In so doing, it facilitates interprovincial and export trade and helps provincial boards in coordinating activities for all producers located in their respective province.

Due to an increasing number of inquiries from the Standing Joint Committee for the Scrutiny of Regulations (SJC) from provincial commodity organizations, the need to modernize and improve the efficiency of the APMA administration became apparent. The Farm Products Council of Canada (FPCC) initiated the APMA Administrative Review with the objective of establishing a single and consistent approach that contributes to improving the efficiency of the administration of the Act.

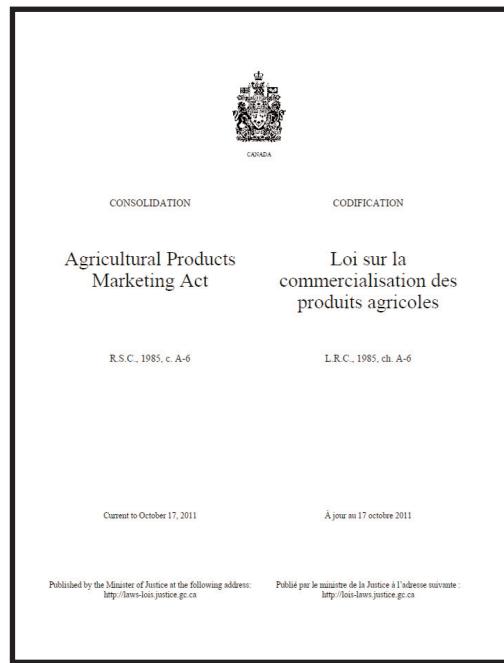
There are currently 84 federal delegation orders, some of which are no longer utilized and should be revoked. Other delegation orders require housekeeping amendments to reflect current practices and changes

within marketing boards. Some delegations orders are subject to the requirements that subsidiary instruments be enacted through the federal regulation-making process, while others do not. Also, some provincial boards have not updated or followed the federal regulation-making process with their subsidiary instruments.

The FPCC consulted with provincial supervisory boards and provincial commodity boards which hold APMA delegation orders. All agreed with the need to modernize the delegation orders and, with a few exceptions, for the removal of the requirements that subsidiary instruments be enacted through the federal regulation-making process. As a result of these consultations, additional provincial commodities boards were also encouraged by their respective supervisory boards to apply for a federal delegation order, which resulted in 8 new requests currently under review by the FPCC.

A Standard Bilingual Delegation Order is being used for the drafting of all new delegation orders for provincial commodity boards.

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In the standard delegation order, the content and wording is consistent with APMA and is also consistent with the provincial statutes and regulations. No translation will be required for provincial commodity boards or supervisory boards.

The FPCC has already reviewed all requests for new delegation orders and their finalization and provincial final approval is expected in fall 2011 to early 2012. Review of existing delegation orders has also started with the support of both provincial commodities and supervisory boards.

For additional information on APMA please contact **Marc Chamaillard**, Director, Corporate and Regulatory Affairs at 613-995-4116 or email at: [marc.chamaillard@agr.gc.ca](mailto:marc.chamaillard@agr.gc.ca).



## Portfolio News

### *Food Safety Confidence in Canada*

Canadians remain confident in Canada's food safety system, according to results from a recent survey conducted by Leger Marketing. Sixty-eight per cent of Canadians gave the system a favourable confidence rating. That is up from 65 per cent in 2010 and 60 per cent in 2008. Food safety continues to be a top priority for the Government of Canada (GOC) as indicated in the budget for 2011 with a commitment of \$100 million over five years to invest in inspector training, tools and technology, and science capacity.

The report also indicates that Canadians trust the government's ability to manage food recalls, recognizing that recalls show that the system is working.

The image shows the cover of a report titled "Food Safety: Canadians' Awareness, Attitudes, and Behaviours" by Decima Research. The cover is white with an orange border. At the top right, it says "POR 088-09". The Decima Research logo, featuring a blue circle with a white 'D' and the text "Decima Research" and "Significantly Different", is in the upper left. Below the title, there's a section for the "Executive Summary" and "Presented to CFIA". At the bottom, it lists "Contract Number: 39903-100518/001/CY", "Contract Award Date: February 16, 2010", and "Contracted amount (including GST): \$73,653.38". A small note at the bottom right says "Ce rapport est aussi disponible en français sur demande."

Over the last five years, the average number of food recall incidents has remained relatively stable. Canadians also acknowledge that everyone has a role to play in food safety, including farmers, industry, government and consumers.

The final report entitled *Food Safety: Canadians' Awareness, Attitudes and Behaviours* may be found on Canadian Food Inspection Agency's website at: [www.inspection.gc.ca](http://www.inspection.gc.ca).

### *Helping Farmers Access More Markets*

The Government of Canada (GOC) is creating new trade opportunities for the benefit of farmers, says a recent analysis of the work by the Federal Market Access Team. Agriculture and Agri-Food Canada has released a report which highlights positive results, such as Canadian beef exports to Russia which have more than tripled in value since a recent gain in market access.

The GOC's ambitious pro-trade plan includes improving market access in the agriculture and agri-food sector and creating opportunities for Canadian farmers and their families by deepening and

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strengthening Canada's trading relationships in priority markets, opposing trade-restrictive measures and defending Canadian interests.

In 2009, the Market Access Secretariat (MAS) was created to coordinate government initiatives with industry to pursue new and existing markets for the agriculture sector. The MAS is closely working with the Federal Market Access Team which gather resources from Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency and the Department of Foreign Affairs and International Trade, supported by a Senior Market Access Coordinating Committee.

The federal government, provinces and territories work with the industry to discuss market access progress and priorities for agricultural trade. The Canadian agriculture and processed food sector is a key driver of Canada's economy and growth. The potential for growth of the sector lies mainly in Canada's ability to expand its markets abroad. The report is available on AAFC website at: [www.agr.gc.ca](http://www.agr.gc.ca).

Government of Canada Gouvernement du Canada

Agriculture and Agri-Food Market Access Report 2010–2011

Re-opening – Maintaining – Expanding Markets

Canada



## Industry News

Turkey Farmers of Canada Thanksgiving Turkey Drive

Thursday, November 10, 2011

Turkey Farmers of Canada Thanksgiving Turkey Drive

In addition to year-round local contributions by Turkey Farmers of Canada (TFC) members, this Thanksgiving Turkey Farmers of Canada in partnership with Turkey Farmers of Ontario, Manitoba Turkey Producers and Turkey Farmers of New Brunswick, is donating \$62,000 to be shared with food banks across Canada to purchase turkeys during the Thanksgiving period. Help your local food bank purchase more turkeys by donating below. Approximately \$25 will purchase a turkey for a family in need. Donations will be sent to your local food bank based on your location.

Online Donation

Please complete the following form to make your secure online donation.

• Indicates required fields

Donation Type

Personal donation

Corporate donation Company Name [ ]

### Canadians Donate Turkeys Again this Thanksgiving

In September, representatives from the Food Banks Canada (FBC) attended the Turkey Farmers of Canada's (TFC) General Business Meeting to address TFC's Board of Directors and accept a cheque in the amount of \$62,000.

Since 2009, TFC has donated \$50,000 annually to FBC, which in turn identifies the rural food banks across Canada that are most in need of support at Thanksgiving. The Turkey Farmers of Ontario, the Manitoba Turkey Producers and the Turkey Farmers of New Brunswick have also contributed funds in 2011, raising the overall total donation to \$62,000.

The Food Banks Canada highlighted the initiatives taken by eight provincial turkey marketing boards throughout the year to support food banks in their local areas and province-wide. The boards are involved in fundraising events and direct donations, further assisting Canadians needing an ongoing source of essential protein.

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## TFC Continues to Tempt Canadians' Taste Buds

More and more, the most popular destination on TFC's website is their recipe section. To keep the offerings fresh and current, a collection of new recipes has been recently developed. The recipes will be gradually rolled out through the fall and winter to create excitement and anticipation.

Publicly available research shows that more and more consumers are reaching for visual learning, which has significantly increased the

popularity of how-to videos online. To meet that demand, step-by-step instructional videos for eight of the new recipes have been made to increase traffic to TFC's website, Facebook page and YouTube channel. The videos will accompany the gradual roll-out of new recipes. The first recipe was revealed on October 1 via TFC's consumer e-newsletter, TFC's website, Facebook and Twitter accounts.



## CFC New Web Portal

The Chicken Farmers of Canada announced the launch of its new farmer and industry portal which is designed for people seeking more corporate and farmer-intended information. The new portal features online publications, market data, trade positions, regulations and history pieces on CFC and supply management to name a few. The new portal can be found at: [www.chickenfarmers.ca](http://www.chickenfarmers.ca) and can also be accessed in the For Farmers and Industry section of [www.chicken.ca](http://www.chicken.ca).



## 2012 IPE Focusing on the Future of the American Egg Industry

As part of the International Poultry Expo (IPE), a special session entitled, "An Executive Conference on the Future of the American Egg Industry," will be featured as a key component of the IPE's 2012 educational program.

The session will be held in conjunction with the "Future of the American Poultry Industry" program and will analyze current economic conditions, address global competitiveness, and provide foresight into the American egg industry in the coming years. The conference is scheduled for Wednesday, January 25, 2012 from 8:00 a.m. until noon. The conference agenda can be viewed at: [www.ipeweek12.org](http://www.ipeweek12.org).

## Upcoming Meetings - 2011

### November / December

- |               |                                 |
|---------------|---------------------------------|
| Nov. 16-17    | Canadian Hatching Egg Producers |
| Nov. 30/Dec 1 | Turkey Farmers of Canada        |
| Dec. 14       | Chicken Farmers of Canada       |
| Dec. 12-15    | Farm Products Council of Canada |
| TBD           | Egg Farmers of Canada           |



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|-----------------|
| Ottawa, ON      |
| Toronto, ON     |
| Ottawa, ON      |
| Ottawa, ON      |
| Conference Call |