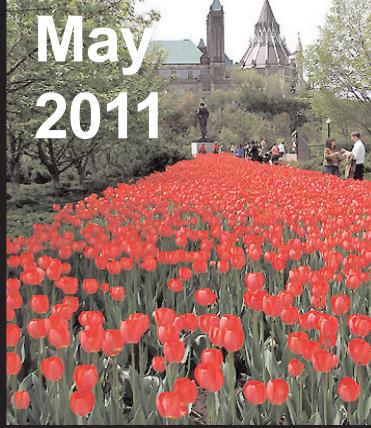




Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

FOCUS Newsletter



FPCC welcomes reappointment of agriculture minister

On May 18, Prime Minister **Stephen Harper** reappointed **Gerry Ritz** as the Minister of Agriculture and Agri-Food and appointed **Christian Paradis** as Industry Minister and Minister of State for Agriculture.

"On behalf of Council members, I would like to congratulate Minister Ritz on his reappointment, and look forward to meeting and working with him on industry issues," said **Laurent Pellerin**, Chairman. He added, "National agencies value his understanding of the sector and appreciate his recognition of their vital industry. Farmers from across Canada are eager to continue their work with Minister Ritz and we certainly feel it is positive to have him back with his vast experience as Agriculture Minister".

Mr. Pierre Lemieux of Glengarry-Prescott-Russell (Ontario) has been appointed the new Parliamentary Secretary to the Minister of Agriculture.



For bibliographical information please visit: www.parl.gc.ca

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COMMENTS or QUESTIONS

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Canada

FOCUS Newsletter



Chicken Farmers of Canada (CFC)

Amendment to Chicken Quota Regulations for A-105



During its May meeting, Council approved the Canadian Chicken Marketing Quota Regulations establishing a domestic quota allocation of 208,402,194 kilograms chicken live weight (153,462,457 eviscerated) and a market development quota of 12,001,990 kilograms of chicken live weight (8,835,461 eviscerated) for the period beginning June 19, 2011 and ending on August 13, 2011.

The domestic allocation is 1.2% above the base, and represents a 3.3% increase compared to the production for the same weeks in 2010. The Market Development allocation represents an increase of 11.8% above

chicken produced under the Market Development Policy during the same weeks in 2010.

Council agreed with CFC's A-105 proposed allocation but noted that the deteriorating market conditions, such as rising costs of feed, may have implications on the chicken sector in the coming weeks and months. They expressed the view that the CFC Board should continue to monitor these changing market conditions closely and be cautious when setting future allocations.

	Domestic		Market Development		Total Allocation	
	Kg live weight	Market Share %	Kg live weight	Market Share %	Kg live weight	Market Share %
BC	30,472,715	14.6%	2,785,000	23.2%	33,257,715	15.1%
AB	19,160,241	9.2%	750,000	6.2%	19,910,241	9.0%
SK	7,478,507	3.6%	1,046,990	8.7%	8,525,497	3.9%
MB	8,803,235	4.2%	450,000	3.7%	9,253,235	4.2%
ON	68,959,009	33.1%	2,590,000	21.6%	71,549,009	32.5%
QC	56,293,814	27.0%	4,380,000	36.5%	60,673,814	27.5%
NB	5,968,601	2.9%	-	-	5,968,601	2.7%
NS	7,571,759	3.6%	-	-	7,571,759	3.4%
PE	769,890	0.4%	-	-	769,890	0.3%
NL	2,924,423	1.4%	-	-	2,924,423	1.3%
CN	208,402,194	100.0%	12,001,990	100.0%	220,404,184	100.0%

Turkey Farmers of Canada (TFC)

During a Levy Committee meeting on May 10, Council approved amendments to the Order Amending the Canada Turkey Producers Marketing Levy Order effective on the date of registration and to expire on December 31, 2011.

The amendment was necessary to reflect the increase to the levy rate for Ontario to finance the implementation of a generic marketing program for turkey within the province. The Turkey Farmers of Ontario (TFO) has increased its provincial levy by \$0.0150 per kg of turkey (live weight); from 1.50 cents to 3.00 cents per kg. This brings the combined federal and provincial levies to 4.60 cents from 3.10 cents. In December 2010, the Council approved the total levies of the TFC. The total levy for each province, reflected in the Canada Turkey Producers Marketing Levy Order, is comprised of the TFC's levy of 1.60 cents per kilogram (live weight) and the provincial levy.



Proposed Combined Levy Rates: cents per kg of turkey (live weight):

Province	Proposed Combined Levy	Current Combined Levy	Proposed Provincial Levy	Change in Levy
Ontario	4.60	3.10	3.00	1.50

FOCUS Newsletter



Council Business (Other news)

National and provincial agencies meetings

Chairman Laurent Pellerin, Council members and FPCC staff attended national and provincial agencies meetings in the last few months. In addition, Mr. Pellerin spoke at all four feather agencies annual meetings in March in Ottawa, providing insight on FPCC's comings and goings, latest news as well as his priorities for the coming months.

NAASA meeting

On March 22, Chairman Laurent Pellerin and staff met with National Association of Agri-Food Supervisory Agencies (NAASA) members in Ottawa to discuss various issues. The session included the review of a discussion paper on Interprovincial Movement (IPM) prepared by a working committee of NAASA, an update on FPCC's work on promotion and research agencies, information on the proposal by the Pullet Growers of Canada to establish a supply management agency and a presentation from the Canadian Dairy Commission on their legal review process, its implementation (CANADA BEEF proposal).

FPCC's Strategic Plan 2012-2015

During the May 17 Council meeting, members discussed directions and processes with regard to the development of FPCC's new 2012-2015 Strategic Plan. In the coming weeks, the process will be further developed and will include an evaluation of the current plan as well as a review of current and future challenges of the industry. Consultations and face-to-face

meetings will be organized during the summer and fall with all stakeholders.



Industry News

National agencies Executive Committees

During their 2011 annual general meetings, the national feather agencies announced their executive committees for the 2011-2012 year. Congratulations to all the elected members. The Council looks forward to meeting and working with all four Executive Committees. Visit the agencies websites or contact them to get further information.

Turkey Farmers of Canada

Mark Davies (NS), Chair
Bill Mailloux (ON), Vice-Chair
Wayne Goodsman (SK), Executive Member

Chicken Farmers of Canada

David Fuller (NS), Chair
Dave Janzen (BC), 1st Vice-Chair
Martin Dufresne (QC), 2nd Vice-Chair
Adrian Rehorst (ON), Member at large

Egg Farmers of Canada

Peter Clarke (NS), Chair
Fred Krahn (BC), 1st Vice-Chair
George MacLeod (NB), 2nd Vice-Chair
Serge Lefebvre (QC), Executive Member

Canadian Hatching Egg Producers

Jack Greydanus (ON), Chair
Calvin Breukelman (BC), Vice-Chair
Kevin Tiemstra (AB), Non-voting observer

FOCUS Newsletter

Chicken Farmers of Canada Food Bank Program

CF has announced that Exceldor, a Quebec based processor, was chosen to provide frozen chicken products for 2011 to the Ottawa Food Bank via CFC's *Chicken Challenge Food Donation Program*. As part of its *Corporate Social Responsibility Program*, Under our Wing, CFC, in partnership with the Ottawa Food Bank, created a pilot project of the *Chicken Challenge in 2010*. Under the pilot project, CFC purchased chicken products from processors through a bidding process managed quarterly by CFC, and donated the product to the Ottawa Food Bank. For more details please visit CFC's website at www.chicken.ca



Laurent Souigny Retires

After leading Egg Farmers of Canada for eleven years, Chairman **Laurent Souigny**, retired. Council recognizes and wants to thank Mr. Souigny for his contribution and dedication to the egg supply management industry and wish him all the best in his future endeavors.



Canadian Poultry Research Council Scholarship Program

The CPRC promotes succession in the poultry research community with its scholarship program. The program's objectives are to encourage and support graduate students to carry out research in an aspect of poultry science, to build Canada's intellectual capacity in poultry science and to promote graduate research in poultry science at Canadian universities.

As a member of the CPRC, the Canadian Broiler Hatching Egg Producers' Association offers student programs which include the Student Exchange Program, the Young Farmers Program and the Broiler Breeder Scholarship Program. For application forms or more details please visit www.cheb-poic.ca or email them at info@cheb-poic.ca.

SIAL Canada - Toronto

There was much cause for celebration this year at SIAL Canada held May 11-13 at the Metro Toronto Convention Centre. Not only was the trade show celebrating its tenth anniversary, but it was the first time it took place in Toronto instead of Montreal. The event provided many informative seminars on emerging sectors and trends in the industry as well as ample opportunities for networking.

Source: www.sialcanada.com/sial/en/

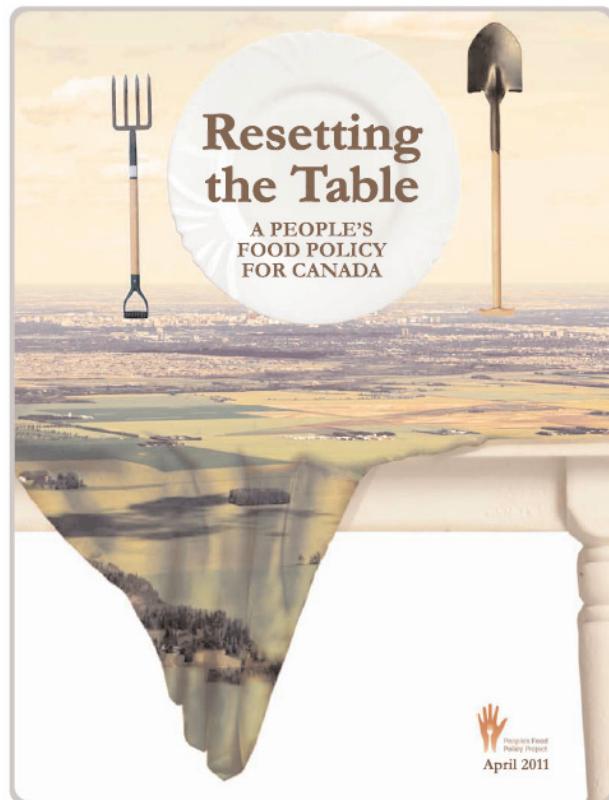


FOCUS Newsletter

Canada needs Food Policy

A first national food policy proposal – *Resetting the Table: A People's Food Policy for Canada* – has been recently tabled calling for a policy that emphasizes domestic food systems and initiatives such as school lunch programs. This project was spearheaded by Food Secure Canada, and is the culmination of two years of meetings, online discussions and national conferences held by a nationwide network of non-governmental organizations, citizens, food producers and community groups. *Resetting the Table* was put together from hundreds of position papers submitted from across the country and what came out of this is not just a statement of what's wrong and what's concerning Canadians about the food system, but their ideas on how to fix it.

For more details and a copy of the report please visit:
www.peoplesfoodpolicy.ca



What do you know about the Tulip Festival?

- The Canadian Tulip Festival, which was held in Ottawa from May 6 to 23, is now in its 59th year, has grown to become the largest Tulip Festival in the world.
- It preserves the local heritage of Canada's role in freeing the Dutch during World War II, and the symbolic tulip; a gift to the Canadian people for providing a safe harbour to the Dutch Royal Family at that time.
- The festival's mandate is to preserve this heritage and celebrate the tulip as a symbol of international friendship.
- It also engages local organizers, volunteers, artists, performers, tourists and festival-goers in what has become an annual rite of spring and one of Canada's best loved and well-known cultural events.

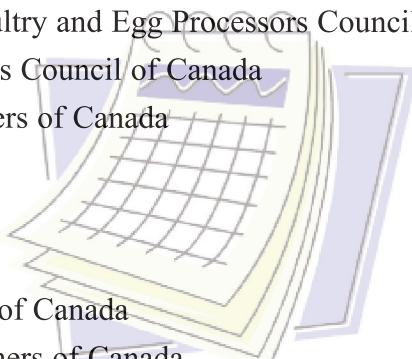
For more details please visit: www.tulipfestival.ca

FOCUS Newsletter

Upcoming Meetings - 2011

June

- | | | |
|------------|--|---------------|
| June 2 | Further Poultry Processors Association of Canada | Toronto, ON |
| June 12-14 | Canadian Poultry and Egg Processors Council | St-John's, NF |
| June 13 | Farm Products Council of Canada | St-John's, NF |
| June 22-23 | Turkey Farmers of Canada | Vancouver, BC |



July

- | | | |
|------------|---------------------------------------|----------------|
| July 3-5 | Egg Farmers of Canada | St-John's, NF |
| July 11-14 | Chicken Farmers of Canada | Charlevoix, QC |
| July 11-14 | Canadian Hatching Egg Producers | Canmore, AB |
| July 20-21 | Farm Products Council of Canada (TBC) | Ottawa, ON |

