



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

FOCUS *Newsletter*

MARCH 2014



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Change in Senior Management at the FPCC



We are very pleased to announce the appointment of Nathalie Vanasse to the position of Director, Council Operations and Communications.

Nathalie brings over 20 years of experience in the public service. She began her career with the Department of Agriculture and Agri-Food where she worked for more than 10 years in market development and communications. Before joining FPCC in 2010, Nathalie held a variety of senior positions in government departments, including Public Works and Government Services Canada and Environment Canada where

her responsibilities included providing leadership and strategic communication advice to the Minister's Office. Nathalie holds a Bachelor of Sciences in Agriculture from McGill University.

Since her arrival, Nathalie has taken on the role of Senior Advisor to the Chairman and acted as Council Secretary. She has also been assuming the duties of Director on an acting basis for over a year. Nathalie has demonstrated strong leadership and has been actively engaged in all policy, communication and management aspects of the FPCC. Please join us in congratulating Nathalie on her appointment as we wish her the very best in her new functions.

Strawberry PRA proposal

On December 20, 2013, the FPCC received a proposal from the Association des producteurs de fraises et framboises du Québec to establish a *Canadian Strawberry Promotion and Research Agency*, to be funded by levies. FPCC's Chairman, Laurent Pellerin, appointed Tim O'Connor and Mike Pickard as Panel members. During a March 4, 2014 pre-hearing conference, the Panel announced they will be holding two public hearings: one in Vancouver, BC on April 1st and one in Montreal, QC on April 23. Further details will be posted on FPCC Website as they become available.



COMMENTS OR QUESTIONS?

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FARM PRODUCTS COUNCIL OF CANADA

Canada

Turkey Farmers of Canada (TFC)

Furthermore, they 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. The proposed levy rate is also sufficient to defray TFC's proposed administrative and marketing expenses and costs. Council approved the amendment requested, which will come into force on the day of its registration and expire on March 31, 2015.

	Column 1	Column 2
Item	Province	Pounds of Turkey
1.	Ontario	172,829,731
2.	Quebec	81,218,446
3.	Nova Scotia	10,283,132
4.	New Brunswick	8,136,757
5.	Manitoba	32,370,357
6.	British Columbia	47,289,186
7.	Saskatchewan	12,831,527
8.	Alberta	34,810,711
TOTAL		399,769,847

A close-up profile photograph of a turkey's head, facing right. The image highlights the bird's large, dark eye, its long, pale beak, and the prominent, fleshy, reddish-pink wattle and snood hanging from its face. The skin on the neck is covered in small, raised, scaly bumps. The background is a soft, out-of-focus yellow.



Chicken Farmers of Canada (CFC)

Council members also considered the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for the A-123 quota allocation, with a total allocation of 226,528,301kg live weight, which runs from March 23 to May 17, 2014. Members were concerned about the recent downturn in wholesale prices. However, they believe the allocation for A-123 will provide sufficient fresh chicken for processors and further processors to fulfill consumer demand without putting undue pressure on wholesale prices.

Council also reviewed the proposed amendment of the *Canadian Chicken Marketing Levies Order* to increase the levy from \$0.44 cents per kg (live) to \$0.53 cents per kg (live), with and implementation date of May 18, 2014 and an expiry date of March 31, 2015. It was noted that this is the first increase in the national levy since 1998.

In reviewing the proposed amendments to CFC's quota regulations and levies order, Council members found that they were consistent with the requirements of the FPAA, the Agency's Proclamation and By-Laws. Overall there were sufficient grounds and information for Council to conclude that the amendments to the levies order and quota regulations are necessary for the implementation of the Agency's marketing plan and approved the amendments.



A-123

SCHEDULE (Sections 1, 5 and 7 to 10) LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON MARCH 23, 2014 AND ENDING ON MAY 17, 2014		
Column 1		Column 2
Item	Province	Production Subject to Federal and Provincial Quotas (in live weight) (kg)
1.	Ont.	71,321,344
2.	Que.	58,254,180
3.	N.S.	7,706,305
4.	N.B.	6,168,909
5.	Man.	9,113,995
6.	B.C.	31,471,116
7.	P.E.I.	810,278
8.	Sask.	7,759,212
9.	Alta.	19,933,318
10.	N.L.	3,025,034
Total		215,563,691
		10,964,610

Canadian Hatching Egg Producers (CHEP)

Also during this meeting the Council reviewed and approved the *Canadian Broiler Hatching Egg and Chick Licensing Regulations* amendments that had been enacted by the Agency during their December 13, 2013 conference call. The *Canadian Hatching Egg Producers Grant of Authority* is the last of CHEP's statutory instruments that requires amending.

The Grant of Authority requires that an Order in Council be issued by the Governor in Council to approve the amendments, pursuant to the Section 22(3) of the FPAA. This process is underway and once completed, FPCC will notify the Agency.

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Pursuant to the FPAA and as a result of the amendments to the *Canadian Hatching Egg Producers Proclamation*, approved by Order in Council P.C. 2013-670 of June 6, 2013, amendments were also made to CHEP's quota regulations, levies order, licensing regulations, orderly marketing regulations and pricing regulations and were published in the Canada Gazette Part II on January 15, 2014.

FPCC ACTIVITIES

Regulatory Update

The FPCC continues to actively work with provincial commodity boards which hold *Agricultural Products Marketing Act* (APMA) delegation orders and with provincial supervisory board counterparts, as part of the APMA Administrative Review efforts. To this day, six new APMA delegation orders were finalized and published in Part II of the Canada Gazette on January 1st, 2014; the *New Brunswick Blueberry Order*, the *Ontario Grain Order*, the *Saskatchewan Mustard Order*, the *Saskatchewan Forage Seed Order*, the *Saskatchewan Canaryseed Order* and the *Saskatchewan Winter Cereal Order*.

INDUSTRY NEWS

CFC Specialty Production Policy

At its November 2013 Board meeting, the Chicken Farmers of Canada (CFC) approved a Specialty Production Policy. The Agency intends to set a specialty production allocation at its May 2014 meeting for the A-126 allocation period (September 7 to November 1st, 2014). The intent of the policy, is to provide a national framework administered

by CFC within which Provincial Commodity Boards can develop and manage their provincial specialty chicken program to facilitate the growth of specialty chicken production and processing. Furthermore, it will facilitate the planned production and marketing of specialty breeds of chicken which do not directly compete with mainstream chicken production and marketing". The policy is based on breeds that differ significantly from mainstream chicken, such as silkie or birds sold with head and feet attached.

CPEPC summer convention

The Canadian Poultry and Egg Processors Council (CPEPC) will host its 2014 Convention in Toronto, Ontario from June 15 to 17. In connection with the convention, the FPCC will hold a meeting on June 16 to discuss various topics, as well as take this opportunity to meet with various industry representatives. To register or receive more information on CPEPC's 2014 convention please visit: www.cpepc.ca.



GOVERNMENT NEWS

More Export Opportunities in Asia for Canadian Beef Producers

Taiwan and Canada have signed an agreement to expand market access to include Canadian bone-in beef and other specified beef products from animals under 30 months of age. The arrangement will level the playing field for Canadian beef producers and generate export opportunities to the lucrative Taiwanese market.

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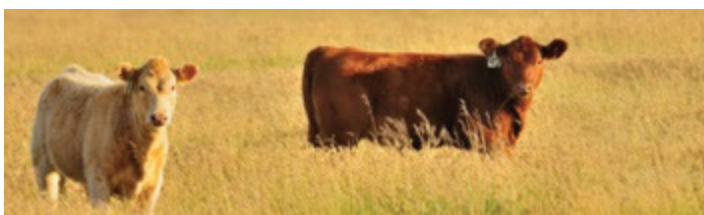




This arrangement, signed on January 3, 2014, will help Canadian beef exporters expand their sales into this market, while also benefiting Taiwanese consumers who will have greater access to Canada's safe, high-quality beef.

Since the bovine spongiform encephalopathy (BSE) outbreak in 2003, government and industry have been working hard to reopen markets and gain full access for Canadian beef, based on science and guidelines established by the World Organization for Animal Health. In June 2007, Canada regained access to Taiwan for boneless beef derived from UTM animals.

Source: www.agr.gc.ca



New Price Insurance Program for Western Livestock Producers

An innovative new livestock price insurance program will be available this spring to help cattle and hog producers in Western provinces manage price risks faced by the industry. Federal Agriculture Minister Gerry Ritz, Saskatchewan Agriculture Minister, Lyle Stewart, Alberta Agriculture Minister, Verlyn Olson, and MLA Donna Barnett (Cariboo-Chilcotin), on behalf of British Columbia Agriculture Minister, Pat Pimm, unveiled the new price insurance program at the Canadian Bull Congress in Camrose, on January 24, 2014.

The four-year Western Livestock Price Insurance Program (WLPIP) pilot is a unique collaborative agreement between the federal government and the Western provinces to enhance risk management options available to the livestock industry. The pilot will help livestock producers protect themselves against unexpected price declines by allowing

them to purchase insurance on an insured price selected by the producer from the available coverage levels. Premiums are fully funded by producers.

Source: www.agr.gc.ca

Strengthening Canadian Poultry Research

On February 18, 2014, Agriculture Minister Gerry Ritz announced an investment of \$4 million to the Canadian Poultry Research Council (CPRC) to further strengthen the poultry industry's role within the Canadian agri-food sector.

The research will focus on helping the poultry processing industry remain competitive, while addressing consumer concerns about poultry welfare and environmental preservation. This will include developing new vaccines, reducing the environmental footprint of poultry farms and providing poultry farmers access to high-calibre training opportunities.

While industry leadership and investment are key to the success of this cluster, AAFC researchers will collaborate in priority areas, including developing viable alternatives to the use of dietary antibiotics in chicken production.

This investment builds on research funding previously received through AAFC's *Canadian Agri-Science Clusters Initiative* as part of *Growing Forward* and is made through the industry-led research and development stream of AAFC's *AgriInnovation Program*, a five-year, up to \$698-million initiative under *Growing Forward 2*.

Source: www.agr.gc.ca





UPCOMING EVENTS

March 2014

17	National Association of Agricultural Supervisory Agencies	Ottawa
18-19	Canadian Hatching Egg Producers	Ottawa
18-20	Egg Farmers of Canada	Ottawa
18-20	Chicken Farmers of Canada	Ottawa
18-20	Turkey Farmers of Canada	Ottawa
21	Farm Products Council of Canada	Ottawa

April 2014

28-30	Egg Farmers of Canada (<i>Strategic Planning Session</i>)	Ottawa
29-30	Farm Products Council of Canada	Ottawa

May 2014

14-15	Turkey Farmers of Canada (<i>Strategic Planning Session</i>)	Toronto
22	Further Poultry Processors Association of Canada	Toronto
27-28	Canada Beef	Calgary (TBC)
28	Chicken Farmers of Canada	Ottawa

