



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

FOCUS *Newsletter*

MAY 2014



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Canadian Strawberry Promotion and Research Agency

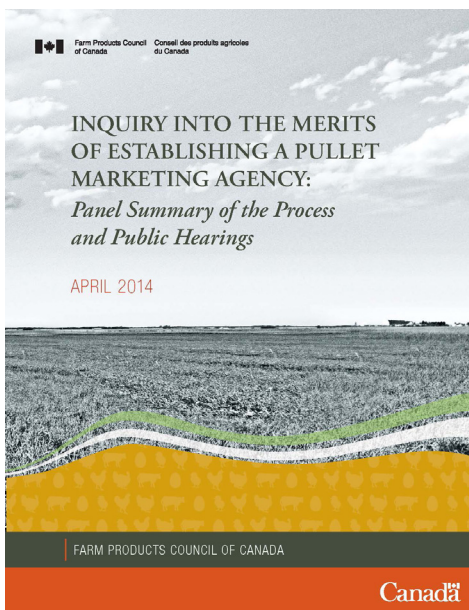
The sittings in regards to the proposal submitted by the Association des producteurs de fraises et framboises du Québec to establish a Canadian Strawberry Promotion and Research Agency are now closed. The Panel members held two public hearings. The first one in Vancouver, British Columbia on April 1, 2014 and the second hearing session on April 23, 2014 in Montreal, Quebec. As mentioned at the Montreal session, the Panel accepted further submissions of legal arguments until May 9, 2014 and these have been added to the public folder on our Web site.

The Panel heard from multiple presenters during the hearings. All comments received will help FPCC evaluate the request for the establishment of a strawberry PRA under Part III of the *Farm Products Agencies Act*. As for next steps, the Panel will make its report and recommendations to the Council which will then make recommendations to the Minister of Agriculture and Agri-Food.

Pullet Growers of Canada

Council members approved the Panel's final report at its December 2013 meeting and FPCC staff was directed to prepare Council's recommendation to the Minister for consideration. In April 2014, the Minister of Agriculture, after giving the matter due consideration, indicated that the assessment of merit was not compelling and therefore the creation of a Canadian Pullet Marketing Agency could not be supported. Following the government's decision, the *Panel Summary of the Process and Public Hearings*, was posted on our Web site.

For further details please visit our public hearings section at: www.fpcc-cpac.gc.ca.



COMMENTS OR QUESTIONS?

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FARM PRODUCTS COUNCIL OF CANADA

Canada



FPCC BUSINESS

COUNCIL MEETING OF MARCH 20-21

Chicken Farmers of Canada (CFC)

At the March 21, 2014 Council meeting, members considered the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for the A-124 quota allocation period, which spans from May 18 to July 12, 2014, with a total allocation of 223,743,912 kg live weight. The recent upward shift in wholesale prices and the decrease in storage stocks were viewed by Council members as indicators that the chicken market is doing well.

In reviewing the proposed amendments to CFC's quota regulations, Council members found that it was 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

amendment to the quota regulations is necessary for the implementation of the Agency's marketing plan and approved the amendments.

COUNCIL MEETING OF APRIL 29-30

Chicken Farmers of Canada (CFC)

Council approved CFC's proposed amendment to the *Canadian Chicken Marketing Levies Order* to reflect a decrease in Nova Scotia's levy by 0.09 cents per kg (live weight), setting the total levy at 1.39 cents per kilogram (live weight). The national levy remained unchanged. The amendment comes into effect on May 18, 2014 and expires on March 31, 2015.

Beef Cattle Research, Market Development and Promotion Levies Order

During this Council meeting, members approved the proposed amendment to the *Beef Cattle Research, Market Development and Promotion Levies Order* to extend the expiry date of the Order from June 28, 2014 to June 27, 2015. There are no changes to the current national, import or provincial levy rates.

Meeting with CHEP and TFC

Council members had the occasion to meet with the executive members and staff of the Canadian Hatching Egg Producers (CHEP) and the Turkey Farmers of Canada (TFC) on April 29 and 30, 2014. These sessions were great opportunities to have informal and frank discussions on the agencies accomplishments of 2013 as well as their strategic objectives, critical issues and challenges for 2014. Council looks forward to progress reports in the months to come.



A-124

| SCHEDULE <i>(Sections 1, 5 and 7 to 10)</i> LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON MAY 18, 2014 AND ENDING ON JULY 12, 2014 | | | |
|---|----------|---|--|
| Column 1 | | Column 2 | Column 3 |
| Item | Province | Production Subject to Federal and Provincial Quotas (in live weight) (kg) | Production Subject to Federal and Provincial Market Development Quotas (in live weight) (kg) |
| 1. | Ont. | 70,631,617 | 2,000,000 |
| 2. | Que. | 57,803,672 | 3,233,960 |
| 3. | N.S. | 7,764,602 | 0 |
| 4. | N.B. | 6,128,278 | 0 |
| 5. | Man. | 9,032,347 | 382,500 |
| 6. | B.C. | 31,168,939 | 3,165,000 |
| 7. | P.E.I. | 784,766 | 0 |
| 8. | Sask. | 7,682,971 | 1,075,616 |
| 9. | Alta. | 19,791,734 | 125,000 |
| 10. | N.L. | 2,972,910 | 0 |
| Total | | 213,761,836 | 9,982,076 |



COUNCIL MEETING OF MAY 26

Chicken Farmers of Canada (CFC)

After consultations with stakeholders, CFC's Directors approved the *Specialty Production Policy* at its November 2013 meeting. Although producers won't be placing any quota under this policy until the A-126 period (beginning on September 7, 2014), amendments to the regulations and the order must be in place prior to the Agency setting the allocation for the A-126 period, which occurred at their May 28, 2014 meeting.

Proposed amendments to the *Canadian Chicken Marketing Levies Order* and the *Canadian Chicken Marketing Quota Regulations* were reviewed and approved by Council at its May 26 meeting. The amendments to the *Canadian Chicken Licensing Regulations* will be reviewed at Council's June 16, 2014 meeting as these regulations, unless otherwise requested by the Agency, are post approved.

Canadian Hatching Egg Producers (CHEP)

Council members approved the amendments to the *Canadian Broiler Hatching Egg Marketing Levies Order*. Council was satisfied that these amendments to this Levies Order are necessary for the implementation of CHEP's marketing plan. The Order comes into force on the date of registration and

expires on June 22, 2015. The Levies Order maintains the national levy at \$0.0029 per broiler hatching egg as well as the levy for marketing broiler hatching eggs from unregulated to regulated areas at \$0.01112 per broiler hatching egg.

FPCC ACTIVITIES

Provincial commodity board meetings

Each year, Council members and staff participate and speak at provincial commodity boards' annual general meetings. It is always very helpful to hear about successes and plans for the future and is also a great opportunity for provincial stakeholders to meet Council's newest members, to raise and explain issues, and to help FPCC in its business. Furthermore, Council attended the processors and the further processors' meetings providing stakeholders updates on FPCC activities and priorities.

'Eggcellent' Parliament Hill breakfast

On April 29, 2014, FPCC Chairman, Laurent Pellerin attended the Egg Farmers of Canada's Annual Eggcellent Parliament Hill breakfast. This year Minister of Agriculture and Agri-Food, the Honorable Gerry Ritz, also attended the breakfast, sharing a few words on how this dynamic sector is such an important part of Canada's economic strength and an important presence in communities across this country.

INDUSTRY NEWS

Open House - Guelph Food Research Centre

On May 3, 2014, Agriculture and Agri-Food Canada's Guelph Food Research Centre participated in Doors Open Guelph. For this Doors Open event, public tours of its tremendously rich architectural and historical heritage site were offered for the first time.

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The Guelph Food Research Centre is one of Agriculture and Agri-Food Canada's network of 19 research centers. Located in Guelph, Ontario, the Centre specializes in food safety, quality and nutrition, and is committed to ensuring that food produced in Canada continues to be among the safest and of the highest quality in the world.

Source: www.agr.gc.ca

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, FPCC will hold a Council 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.

Egg sector to benefit from a National Quality Assurance System

Agriculture Minister Gerry Ritz announced an investment of over \$100,000 to Egg Farmers of Canada to integrate its existing assurance systems into a single system that will be known as the National Quality Code for eggs. The streamlined National Quality Code program will provide egg producers and graders with an all-in-one certification program that addresses food safety, traceability and animal care. Once implemented, the code could enhance the competitiveness of the poultry sector by strengthening its capacity to make credible and verifiable claims.

PORTFOLIO NEWS

New dairy research centre gets FCC funding

Farm Credit Canada (FCC) is making a donation to the University of Guelph's new dairy research centre. The 25 thousand dollar donation will support initiatives by the agricultural industry to enhance positive impact on the lives of Canadians. University of Guelph centre will provide

world-class research and teaching while also developing high-quality personnel for the dairy industry. The new Research and Innovation Centre, Dairy Phase, will also help spur development of new rural knowledge centres for bio-based products and green technologies.

Source: www.fcc-fac.ca

GOVERNMENT NEWS

Minister Ritz highlights the importance of NAFTA

On May 21, 2014 Agriculture Minister Gerry Ritz concluded a successful visit to Mexico, where he and his two counterparts, Mexican Agriculture Secretary Enrique Martínez, and U.S. Agriculture Secretary Tom Vilsack, gathered together for the first time.

To mark the North American Free Trade Agreement's (NAFTA) 20th anniversary, Minister Ritz joined Secretaries Vilsack and Martínez to discuss the vast benefits the Agreement has created for the North American agriculture industry at a panel discussion with the three agriculture leaders.

During the NAFTA panel, Minister Ritz stressed the importance of fair and science-based decisions to facilitate trade within the free trade region. Minister Ritz later reinforced the same message during bilateral discussions with U.S. Secretary Vilsack and Mexican Secretary Martínez.

During his meeting with Secretary Vilsack, Minister Ritz raised various issues of interest to Canada, including the importance of the U.S. ending the discrimination against Canadian cattle and hogs under mandatory Country of Origin Labeling (COOL). In his bilateral meeting with Secretary Martínez, Minister Ritz stressed the need for a resolution of market access for Canadian beef from animals over thirty months in accordance with science-based rules.

Source: www.agr.gc.ca



Governments helps build an adaptable and competitive agriculture sector

On May 26, 2014 Agriculture and Agri-Food Canada (AAFC) launched a renewed five-year Canadian Agricultural Adaptation Program (CAAP) to help the sector continue to adapt and remain competitive. FPCC staff is investigating ways to use the CAAP for stakeholder groups once Promotion and Research Agencies are in place.

Under CAAP (2014 – 2019), over \$50 million will be available for investments in industry-led projects that will help the sector seize opportunities, respond to emerging issues, and investigate and pilot approaches to deal with new and ongoing challenges.

The renewed program will enable the agricultural industry to proactively tap into opportunities and tackle unforeseen challenges, similar to the projects pursued by Pulse Canada and the Flax Council of Canada that received investments under the previous CAAP program (2009 – 2014).

Source: www.agr.gc.ca

Agricultural trade relationships in key Asian markets

On April 17, 2014 Agriculture Minister Gerry Ritz completed a successful agricultural trade mission to Korea

and Japan. They met with key Korean import interests to boost agriculture trade ties following the conclusion of the Canada-Korea Free Trade Agreement (CKFTA) negotiations. While in Korea, Canada's high-quality products were also showcased during a cooking demonstration and Exporter Café, for a large number of Korean importers. Minister Ritz and industry representatives also secured commitments to increase sales of wheat, pork and processed foods from a number of importers.

In addition, numerous meetings were held with key agricultural trade interests in Japan and held a bilateral discussion with Japanese Agriculture, Forestry and Fisheries Minister, Yoshimasa Hayashi. He used this meeting to underscore the importance of making progress in negotiations for both the Canada-Japan Economic Partnership Agreement and the Trans-Pacific Partnership.

Minister Ritz also promoted increased Japanese imports of Canadian beef and pork, and investment into Canada's agri-food sector. He assured his agricultural counterpart and importers of Canada's efforts in addressing challenges related to transportation infrastructure and timely grain export shipments.

Importers from both Japan and Korea expressed appreciation for the concrete measures the Government is taking to ensure Canada's reputation as a reliable shipper.

Source: www.agr.gc.ca

Canada



UPCOMING EVENTS

June 2014

| | | |
|-------|---|-----------------|
| 15-17 | Canadian Poultry and Egg Processors Council | Toronto, ON |
| 16 | Farm Products Council of Canada | Toronto, ON |
| 25-26 | Turkey Farmers of Canada | Fredericton, NB |

July 2014

| | | |
|-------|---------------------------------|-----------------|
| 7-9 | Egg Farmers of Canada | Charlevoix, QC |
| 14-16 | Canadian Hatching Egg Producers | Quebec City, QC |
| 28-30 | Chicken Farmers of Canada | Banff, AB |

August 2014

| | | |
|-------|---------------------------------|----------------------------|
| 11-12 | Canada Beef | Charlottetown, PEI |
| 13 | Farm Products Council of Canada | Teleconference (tentative) |