



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

# FOCUS *Newsletter*

JULY 2014



## FPCC ACTIVITIES

### Summer meetings

Once again, FPCC's Chairman, Council members and staff are taking part in various national agencies summer meetings. This is a great occasion to meet with industry stakeholders and provincial commodity and supervisory boards to go over various files, as well as discuss current issues and challenges.

Mr. Pellerin will use this opportunity to update stakeholders on FPCC's continued work and strategic objectives, stressing the importance of the Minister of Agriculture's expectations regarding Cost of Production, Comparative Advantage of Production, Industrial Product Program and Agencies Annual Reporting. It will also be a chance to reiterate the benefits of the creation of Promotion and Research Agencies in the supply-managed sectors.

### Council meeting and CPEPC Convention

The Canadian Poultry and Egg Processors Council (CPEPC) concluded its *64th Annual Convention* in Toronto, Ontario. In conjunction with the Convention, FPCC held a Council meeting on June 16, 2014. During this trip, Council members and staff attended CPEPC's business meetings and social activities, and also visited the O'Connor Land and Cattle Company in Ajax, Ontario and toured the Durham College Centre for Food in Whitby, Ontario.

### FPCC 2015-2018 Strategic Plan

Part of FPCC's mandate is to ensure that the supply management and promotion-research systems work in a flexible, transparent, accountable and efficient manner.

In this context, the FPCC is organizing a strategic planning session on October 14 and 15, to review its progress and establish its priorities and directions for the next three years (2015-2018). Council members and staff will use this session to discuss strategic directions and processes with regard to the development of FPCC's new *Strategic Plan 2015-2018*. In the coming weeks, the process will be further developed and will include an assessment of the existing plan, as well as a review of current and future challenges of Council.

Consultations with industry stakeholders and face-to-face meetings will be organized during the summer and fall.

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## COMMENTS OR QUESTIONS?

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FARM PRODUCTS COUNCIL OF CANADA

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## *Farm Products Agencies Act (FPAA) update*

The FPCC is diligently working on amending the *Canadian Beef Cattle Research, Market Development and Promotion Agency Proclamation* to reflect changes to their structure and election process.

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## INDUSTRY NEWS

### *George Morris Center (GMC) dissolving*

On June 19, 2014 the Board of Directors of the GMC announced their intent to dissolve the organization later this year and transfer the net assets as a gift to the Ontario Agricultural College (OAC) of the University of Guelph, in accordance with the wishes of the late George Morris.

The Centre has been an integral part of the agri-food landscape and has made a significant contribution to research and policy discussion over the past 15 years. Over the course of these years, FPCC took note of the various reports and discussion papers that the GMC produced on Supply Management.

In returning to the University of Guelph, the vision of the Centre is going home, as it was domiciled with OAC for its first 10 years. In the interim, a transition team remains in place to ensure the continued integrity of all obligations of the George Morris Centre.

Source: [www.georgemorris.org](http://www.georgemorris.org)



GEORGE MORRIS CENTRE

## *Dairy Farmers of Canada Executive Director Retires*



Dairy Farmers of Canada (DFC) announced on June 6, 2014 that the organization's Executive Director, Richard Doyle, has decided to retire on August 31, 2014, starting a leadership transition over the next few months. Doyle's decision to retire will bring to a close a remarkable career of 38 years of continuous service

to the organization and its stakeholders, Canadian dairy provincial organizations and dairy farmers.

There will be significant changes in senior management of the organization in the coming 18 months and the departure of Mr. Doyle leaving this coming August will permit the new CEO to build a new leadership team that should ensure DFC continues to excel in promoting dairy products as well as defend the interests of dairy farmers in Canada in years to come.

Over his career with DFC, he has shown passion and leadership in the development of the dairy industry and the defense of supply management system over the past four decades. His knowledge of the industry and his strong leadership has been recognized both domestically and internationally.

Mr. Doyle has agreed to remain an advisor to the President for the remainder of the year as DFC proceeds with the transition process in the coming months.

Source: [www.dairyfamers.ca](http://www.dairyfamers.ca)





## PORTFOLIO NEWS

### *Appointment to Farm Credit Canada*



The FPCC wants to note the appointment of Michael Hoffort as President and Chief Executive Officer (CEO) of Farm Credit Canada (FCC). Mr. Hoffort's appointment is for a five-year term effective July 1, 2014.

Mr. Hoffort replaced outgoing FCC President and CEO Greg Stewart. Mr. Stewart had been CEO since 2007, but began his career in 1988 as a

Credit Advisor in Manitoba. A strong believer in the power of relationships, Stewart's goal has been to put FCC employees in a position to make a difference in people's lives, whether it's through individual business relationships or various corporate social initiatives, such as FCC Drive Away Hunger and Habitat for Humanity. He plans to continue his participation on the national boards for Food Banks Canada and Habitat for Humanity, as well as his involvement in Habitat for Humanity's Global Village initiative.

With a portfolio of more than \$26 billion and 20 consecutive years of portfolio growth, FCC is Canada's leading agriculture lender. FCC advances the business of agriculture by providing financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations.

The FPCC would like to congratulate Mr. Hoffort on his appointment with the FCC and welcome him to Agriculture and Agri-Food Canada's Portfolio.

The FCC Board of Directors is appointed by the Government of Canada upon the recommendation of the Minister of Agriculture and Agri-Food. The Board is composed of 12 members, including the President and CEO and the Chair, and represents the breadth of Canadian agriculture.

Source: [www.fcc-fac.ca](http://www.fcc-fac.ca)

## GOVERNMENT NEWS

### *Minister Ritz and Canadian Industry Increasing Business with China*

Agriculture Minister Gerry Ritz concluded his trade mission to China, where he showcased Canada's agricultural capabilities to help build a stronger, mutually-beneficial and prosperous bilateral relationship. Minister Ritz delivered a keynote speech to the World Meat Congress, where he spoke to more than 200 meat and livestock delegates from around the globe about Canada's efforts to meet the world's growing demand for protein through our sustainable production of world-class livestock, beef and pork.

Minister Ritz was pleased to witness the signing of a Memorandum of Understanding (MOU) between the Canadian Livestock and Genetics Association and the China Cattle Farming Association. The MOU supports Canada's efforts to obtain market access for live cattle and represents the next step in Canadian technical expertise and support to China's dairy industry. This MOU follows the commitment of the Chinese Government to cooperate on market access for Canadian live cattle, which industry estimates to be worth up to \$150 million.

Minister Ritz held meetings with key Chinese government officials, reinforcing the importance of stable long-term trade, as well as science and technology partnerships between the two countries. These meetings yielded major market access achievements that will benefit a wide range of Canadian agricultural sectors.

This mission which included a delegation of more than 70 people representing over 30 agricultural groups and four provinces, was led by the Minister to bolster long-standing Canada-China agriculture trade ties and to highlight Canadian capabilities to support China's agriculture industry.

Source: [www.agr.gc.ca](http://www.agr.gc.ca)

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## UPCOMING EVENTS

### *July 2014*

28-30	Chicken Farmers of Canada	Banff, AB
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### *August 2014*

11-12	Canada Beef	Charlottetown, PEI
13	Farm Products Council of Canada	Teleconference

### *September 2014*

Sept. 11	Further Poultry Processors Association of Canada	Toronto, ON
Sept. 17-18	Turkey Farmers of Canada	Toronto, ON
Sept. 18-19	Canada Beef ( <i>Annual Forum</i> )	Toronto, ON
Sept. 22	National Association of Agri-food Supervisory Agencies	Ottawa, ON
Sept. 23	Chicken Farmers of Canada	Ottawa, ON
Sept. 23-24	Egg Farmers of Canada	Ottawa, ON
Sept. 30 – Oct. 2	Farm Products Council of Canada	Ottawa, ON

### *October 2014*

Oct. 14-15	Farm Products Council of Canada ( <i>Strategic planning session</i> )	Ottawa, ON
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