



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

FOCUS *Newsletter*

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New Year's greetings

As 2015 begins, the members and staff of the Farm Products Council of Canada (FPCC) would like to take this opportunity to wish all national agencies, government colleagues, industry partners and stakeholders, their staff and families, a happy and prosperous New Year. We have enjoyed working with you over the past year and look forward to a productive and exciting 2015!

Laurent Pellerin
Chairman



FPCC Chairman honored



In celebration of its 90 years as an organization, the Union des Producteurs Agricoles (UPA) honoured the work of five former presidents by awarding them the *Laurent-Barré Award*. Included in the five was our very own Chairman, Laurent Pellerin.

Council members and FPCC staff would like to congratulate Mr. Pellerin on receiving this

prestigious Award for his dedication and leadership during his tenure with the UPA. The *Laurent-Barré Award* was created to pay tribute to a farmer who, by his or her commitment within the agricultural sector, impacted and contributed to the growth of agriculture in Quebec.

COMMENTS OR QUESTIONS?

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FARM PRODUCTS COUNCIL OF CANADA

Canada



FPCC ACTIVITIES

Council member appointments



Agriculture Minister Gerry Ritz announced on December 3, 2014 the appointment of Chantelle Donahue as a member of the Council. With her farming experience and vast agricultural knowledge she will be an asset to the FPCC's work. Ms. Donahue's appointment is for a three-year term effective November 27, 2014.

Ms. Donahue is from Biggar, Saskatchewan where she is co-owner of a family grain and oilseed farm. She is also Vice-President of Corporate Affairs for Cargill Limited. Ms. Donahue currently sits on a number of agricultural steering committees, boards and associations. She is presently Chair, Co-Chair and Vice-Chair on several grain associations and Canadian roundtables. Ms. Donahue holds a Bachelor of Commerce (Cooperative Program) from the University of Alberta.

The Minister also announced the designation of Mike Pickard as Vice-Chairman to the FPCC effective April 30, 2015.

Council meeting dates for 2015

During Council's meeting, members approved the following meeting schedule for 2015:

February 4-5	Ottawa
March 23	Ottawa
April 21-22	Ottawa
June 15	Winnipeg
August 11	Teleconference
Sept. 29-30 & Oct. 1	Ottawa
November 4	Ottawa
Dec 8-10	Ottawa

FPCC Strategic Plan for 2015-2018

In developing FPCC's Strategic Plan 2015-2018, Council members are conducting face-to-face consultations with national agencies, provincial supervisory boards as well as provincial commodity boards and other industry stakeholders seeking their input and comments.

Update on promotion and research agencies

During its November 5, 2014 meeting, the Council approved the Panel's Report on the inquiry in the establishment of a Strawberry Promotion and Research Agency, and directed FPCC staff to prepare a memo to the Minister with Council's recommendation for his consideration.

FPCC BUSINESS

MEETING OF DECEMBER 9 TO 11

[Letter of decision on Website](#)

Egg Farmers of Canada (EFC)

On December 9, 2014, Council members met with EFC's Executive Committee and staff. At this meeting EFC presented its Strategic Plan and budget for 2015. Council members also appreciated the opportunity to hear about EFC's 2015 Quota Regulations and Levies Order. Council found the presentation informative and looks forward to working with EFC on some of its critical priorities to ensure that the supply management system for eggs continues to be efficient and competitive.

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At Council's meeting of December 9-11, 2014, consideration was given to the proposed amendments to the *Canadian Egg Marketing Agency Quota Regulations, 1986* and the *Canadian Egg Marketing Levies Order*. Council members declined to approve the additional quota increase of 316,543 layers requested by the Agency and the one cent per dozen reduction of the levy for 2015.

During its deliberations, Council members thoroughly reviewed the rationale provided by EFC and determined that they had provided insufficient information for the Council to assess the merit of or substantiate the quota allocation requested.

Subsequently, Council met on December 19, 2014 by teleconference to consider EFC's revised quota and levy amendments. Following a review of EFC's proposed amendments detailed in the rationale document submitted, Council found that the amendments satisfied the requirements of the Agency's Federal-Provincial Agreement and attached schedules, as well as the Agency's by-laws, and approved the amendments, at this time, so as to ensure the regular functioning of egg production and marketing. The approved amendments cover the period of December 28, 2014 to December 26, 2015, a period of 52 weeks.

Chicken Farmers of Canada (CFC)

On December 11, 2014, Council members met with CFC's Executive Committee and staff. At this meeting CFC presented its critical priorities and budget for 2015. Council was pleased with the information presented and looks forward to further meetings and updates on the progress of CFC's 2015 priorities.

Council took this opportunity to congratulate CFC's Board and staff on arriving at a long term allocation agreement with the provincial chicken boards. It also thanked the Board for increasing the transparency of its proceedings by extending the attendance at closed board meetings to include representatives from previously excluded stakeholders.

Prior to this meeting, Council reviewed and approved the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for A-129 which spans from February 22 to April 18, 2015. The members found that the total allocation of 228,892,370 kg live weight for period A-122 satisfied the requirements of the *Farm Products Agencies Act*, the Agency's Federal-Provincial Agreement, as well as the Agency's By-laws, and as such approved the amendment.

The members further noted that the Canadian chicken market is strong and that domestic disappearance is above last years' level. Wholesale prices, although experiencing seasonal decreases are still strong relative to previous year's wholesale prices; and storage stocks, as of November 1, 2014, are still below the Agency's target range.

A-129

SCHEDULE (Sections 1, 5, 7, 8 and 8.3 to 10.1) LIMITS FOR PRODUCTION AND MARKETING OF CHICKEN FOR THE PERIOD BEGINNING ON FEBRUARY 22, 2015 AND ENDING ON APRIL 18, 2015				
Column 1		Column 2	Column 3	Column 4
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)	Production Subject to Federal and Provincial Specialty Chicken Quotas (in live weight) (kg)
1.	Ont.	72,312,302	2,630,000	558,998
2.	Que.	58,604,790	3,228,092	0
3.	N.S.	7,665,719	0	0
4.	N.B.	6,169,020	0	0
5.	Man.	9,244,820	382,500	0
6.	B.C.	31,650,876	1,865,000	1,115,718
7.	P.E.I.	810,163	0	0
8.	Sask.	7,904,872	1,106,682	0
9.	Alta.	20,470,253	100,000	0
10.	N.L.	3,072,565	0	0
Total		217,905,380	9,312,274	1,674,716



Canadian Hatching Egg Producers (CHEP)

During this meeting, the FPCC reviewed CHEP's request for amendments to the *Canadian Hatching Egg Producers Quota Regulations* for Schedule 1 (final allocation for 2014) and Schedule 2 (initial allocation for 2015).

Council members understood that the proposed 2014 final allocation reflects current market conditions faced by broiler hatching egg producers; an increase in chicken production from 2013 and chicken competitively priced versus pork and beef at the retail level. Members were of the opinion that the approach used in setting the initial 2015 allocation was appropriate given the potentially strong chicken market for 2015.

In reviewing the quota amendments, Council found that both amendments satisfied the requirements of the Agency's Federal-Provincial Agreement and schedules as well as the Agency's by-laws. Consequently, Council approved the 2014 Final allocation set at 630,760,178 and the 2015 Initial allocation at 646,724,016 broiler hatching eggs.

LEVY COMMITTEE OF DECEMBER 17

Amendments to Canadian Chicken Marketing Levies Order and the Canadian Beef Cattle Research, Market Development and Promotion Levies Order

During the December 17, 2014 Levy Committee meeting, the Chicken Farmers of Canada (CFC) amendment request to the *Canadian Chicken Marketing Levies Order* was approved.

The amendment reflects the increase in the levy that the Alberta Chicken Producers wishes to impose on chicken producers for the marketing of chicken in interprovincial and export trade. The increase is from 1.60 to 1.75 cents per kg of live weight. The proposed levies order came into force on December 28, 2014, and will expire on March 31, 2015.

In addition, the Levy Committee approved Canada Beef's amendment request to the *Canadian Beef Cattle Research, Market Development and Promotion Levies Order*. The amendment reflects the increase in the levy that the Beef Farmers of Ontario wishes to impose on residents of Ontario who sell beef cattle in interprovincial trade, from \$3.00 to \$4.00 per head. The proposed levies order comes into effect on the date of registration and expires on June 28, 2015.

REGULATORY NEWS

Agricultural Products Marketing Act (APMA) update

The FPCC continues to actively work with provincial commodity boards which hold APMA delegation orders and with its provincial supervisory board counterparts, as part of the APMA Administrative Review. We are confident that the APMA Administrative Review will show significant progress in 2015. To this day, six new APMA delegation orders have been finalized, four from Saskatchewan, one from New-Brunswick and one from Ontario.

Canada Beef Proclamation amendment 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, this should be completed in the next couple of weeks.





INDUSTRY NEWS

Strengthening agricultural trade relationships with China

November 12, 2014, Agriculture Minister Gerry Ritz completed a successful trade mission to China where he helped deepen the long-standing ties and bilateral relations that will advance the interests of Canadian agricultural producers, processors and exporters.

The Minister helped promote Canada's high-quality beef and agricultural goods by participating in a special Canada Beef branding event in Guangzhou. Building on the success of Minister Ritz's trade mission in June 2014, Canada Beef recently expanded its footprint in China. This expansion is aimed at solidifying the Canadian brand with the growing Chinese middle-class.

The delegation also attended the Canada Pavilion at the Food and Hospitality China exhibition in Shanghai to help further Canadian business interests in the world's second-largest economy and Canada's second-largest single-country trading partner. A total of forty-six Canadian companies and associations participated in the exhibition this year.

Source: www.agr.gc.ca



Avian Influenza in B.C.

The Canadian Food Inspection Agency (CFIA) is continuing its response to an outbreak of avian influenza in British Columbia's Fraser Valley. As reported on their Website, no new sites have been identified since December 19, 2014, and depopulation of the infected premises is complete.

The Agency is monitoring the progress of disposal of dead birds, and cleaning and disinfection of barns, vehicles, equipment and tools on the infected premises.

The CFIA continues to work closely with the Province of British Columbia, the owners of the infected birds, and the poultry industry to manage this outbreak.

Surveillance of domestic poultry within the primary control zone is ongoing. Movement restrictions for poultry and poultry products are still in place. Compensation for affected farmers is rolling out on schedule.

Strict surveillance will continue in the area for the next 90 days. If no additional cases of avian influenza are found within this period, the zone can be considered free of avian influenza.

The CFIA continues to urge poultry farmers to take an active role in protecting their flocks by employing strict biosecurity measures on their property, and to immediately report any suspicious symptoms.

For more information on avian influenza and measures poultry farmers can take to protect their flocks, please visit the CFIA Website at www.inspection.gc.ca.



UPCOMING EVENTS

February 2015

4	Egg Farmers of Canada	Ottawa
4-5	Farm Products Council of Canada	Ottawa
9-11	Canadian Poultry and Egg Processors Council	Ottawa
19	Further Poultry Processors Association of Canada	Toronto
20	Egg Farmers of Canada	Conf. Call

March 2015

23	Farm Products Council of Canada	Ottawa
24	Chicken Farmers of Canada – Annual meeting	Ottawa
25	Canadian Hatching Egg Producers – Annual meeting	Ottawa
25	Egg Farmers of Canada– Annual meeting	Ottawa
26	Turkey Farmers of Canada – Annual meeting	Ottawa
26-27	National Association of Agricultural Supervisory Agencies	Ottawa