

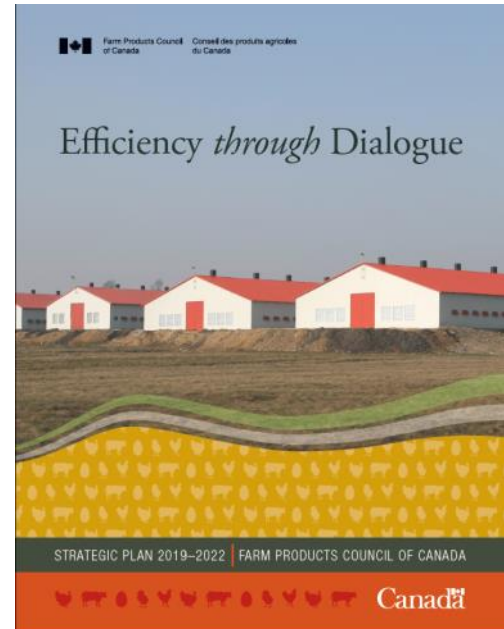
FOCUS Newsletter

Strategic Plan 2019-2022 Launch Event

On September 10, 2019, the FPCC unveiled its latest three-year Strategic Plan. This event was held on the beautiful grounds of the Central Experimental Farm and was attended by national agencies, industry stakeholders, Agriculture and Agri-Food Canada (AAFC) senior officials and other key partners.

At the event, AAFC's Deputy Minister, Mr. Chris Forbes, addressed the guests and thanked everyone for all their hard work in developing this important document. He added: "The plan is a forward-looking, visionary roadmap for the Council, and also contributes to the Government of Canada's objectives in the agricultural sectors."

Concluding the presentations, FPCC Chairman, Mr. Brian Douglas, read greetings from the Minister of AAFC, who could not be present that day. He then officially presented the Strategic Plan document entitled "Efficiency through Dialogue" and outlined the goals and objectives for the next three years.



FPCC September meeting

Council decisions

On September 10 and 11, 2019, in Ottawa, members reviewed and approved the following proposed amendments.

First, the Turkey Farmers of Canada's (TFC) proposed amendment to the *Canadian Turkey Marketing Quota Regulations* to increase by 0.1% the national quota for the 2019-20 control period (April 28, 2019 to April 25, 2020) to 180,439,157kg (eviscerated).

Secondly, the Canadian Hatching Egg Producers' (CHEP) amendment to the *Canadian Hatching Egg Producers Quota Regulations*, which included the 2019 final allocation of 744.5 million broiler hatching eggs, a 1.8% above production in 2018, and the 2020 initial allocation of 823.6 million broiler hatching eggs, a 2.3% increase over the final 2019 allocation.

Lastly, the Chicken Farmers of Canada's (CFC) amendment to the *Canadian Chicken Quota Regulations* for period A-159, which runs from September 29, 2019 to November 23, 2019, and period A-160, which runs from November 23, 2019 to January 18, 2020. The total allocation of 273,070,934 kg live weight for A-159 and 262,905,368 kg live weight for A-160, will result in production increases versus a year earlier of 1.4% and 1.7%, respectively.

The decision letters to the agencies are available on **FPCC's Web site** by following this [link](#).

Other meeting activities

On September 11, Council members were pleased to meet with TFC's Executive Committee and Executive Director. This was a great opportunity to have informal and open discussions on the Agency's accomplishments and challenges. Included in the presentation, was an updated TFC's new marketing campaign *Think Turkey*, which is progressing well.

Later during the meeting, FPCC Chairman, Mr. Brian Douglas, announced the following sector assignments for each of the Council members. Mr. Ron Bonnett is assigned the turkey file; while Ms. Maryse Dubé and Mr. Yvon Cyr remain with the chicken and egg sectors respectively; Mr. Morgan Moore will work with the hatching egg sector, and Mr. Douglas has kept the beef file.

Although each sector is assigned a member, Council members support a fluid and flexible approach. Therefore, it is important that each member be familiar and develop a good understanding of all the files which could result in members attending each other's sectoral meetings.

Finally, members were briefed by Mr. Tom Rosser, the Assistant Deputy Minister of the Strategic Policy Branch, from AAFC on various policy and trade issues. They also heard a presentation from Ms. Amy Grumberg, Compliance Officer of the Office of the Conflict of Interest and Ethics Commissioner.

Other Business

NAASA meeting

On October 2, 2019, the National Association of Agri-Food Supervisory Agencies (NAASA) members will meet in Ottawa to discuss various files. The topics include the Agricultural Products Marketing Act Administration Review, as well as provincial roundtable reports. The members will be discussing Egg Farmers of Canada's Federal Provincial Agreement renewal process and Chicken Farmers of Canada's Operating Agreement (Atlantic Canada Safeguard Agreement). In addition, Dairy Farmers of Canada will be presenting an update on strategic initiatives and the Dairy Direct Payment Program.

CPEPC Sector meetings

The Canadian Poultry and Egg Processors Council (CPEPC) will host its 2019 Fall sectoral meeting at the Westin Calgary in Alberta, from October 21 to 24. To register or receive more information on CPEPC's 2019 convention, please visit their Website at www.cpepc.ca.



Upcoming Meetings—2019

October

1	Chicken Farmers of Canada	Ottawa, ON
2	National Association of Agri-Food Supervisory Agencies	Ottawa, ON
21-23	Canadian Poultry and Egg Processors Council	Calgary, AB

November

5	Farm Products Council of Canada (teleconference)	Ottawa, ON
6-7	Egg Farmers of Canada	Ottawa, ON
19-21	Canadian Hatching Egg Producers	Ottawa, ON
26-28	Turkey Farmers of Canada	Winnipeg, MB
27-28	Canadian Beef Check-off Agency	Regina, SK

December

4-5	Chicken Farmers of Canada	Ottawa, ON
17-18	Farm Products Council of Canada	Ottawa, ON

Comments or questions?

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