



Farm Products Council of Canada

Conseil des produits agricoles du Canada

Season's Greetings

Council members and staff of the Farm Products Council of Canada, are wishing all national agencies and industry stakeholders, their staff and families, a Happy Holiday Season and a Healthy and Safe New Year!

Living through these difficult and uncertain times has truly put into perspective the importance of collaboration and open dialogue among stakeholders and partners.

We are happy that we were able to work together to support the industry over the past year and look forward to a promising 2021!



New Canadian Pork Promotion and Research Agency

On November 5, 2020, the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced the creation of the *Canadian Pork Promotion and Research Agency*. This announcement is the result of continuous efforts and hard work over the last few years that have finally borne fruit.

This new Agency will support the competitiveness and sustainability of the pork sector. It will also help promote the marketing and production of pork, develop new markets for producers and importers, and support research activities.

As part of our oversight role, FPCC is looking forward to supporting the *Canadian Pork and Promotion Research Agency's* operations in the development of the pork sector as they move forward. To view details of the announcement please use this [link](#) to the official News Release.



FPCC meeting with the Canadian Pork Council

On November 17, 2020, Chairman, Brian Douglas, FPCC staff, Carole Gendron, Bill Edwardson and Mark Kotipelto met virtually with directors and staff of the Canadian Pork Council which is responsible for the application for the establishment of the *Canadian Pork Promotion and Research Agency*. This introductory session was a great opportunity for key stakeholders to come together as a first step in the establishment process.



Council Members' Meetings

October 15, 2020

FPCC members had the pleasure of meeting virtually with the Turkey Farmers of Canada's (TFC) Chair, Darren Ference, Executive members and staff for the TFC annual meeting with Council. TFC presented an update on market conditions and current priorities as well as their 2020 Strategic Plan which is in the initial phase of implementation with a 3 year vision in mind. They also provided information on the work being undertaken regarding their allocation policy review.



October 27, 2020

Council members met virtually with Egg Farmers of Canada's (EFC) Chair, Roger Pelissero and staff, to discuss the *Natural Overrun Program*. EFC also briefed members on the state of the industry relative to the COVID-19 pandemic. Council members were encouraged that a national consensus on EFC's *Natural Overrun Program* has been achieved.



November 13 and 19, 2020

Council members met on November 13 and discussed a number of files related to national agencies, promotion and research agencies and other FPCC activities.

As part of this meeting, Council members met with Mr. Todd Hunter, Executive Director, and his team from Global Affairs Canada's Supply-Managed Trade Controls Division. Their presentation included updates on Tariff Rate Quota fill rates for poultry and eggs, the new allocation policies for chicken and turkey, as well as policy updates related to COVID-19, and trade agreements.



Council members also reviewed the amendment to the *Canadian Chicken Marketing Quota Regulations* for Chicken Farmers of Canada's (CFC) control period A-167, on both November 13 and 19. At the first meeting, Council postponed its decision to provide CFC time to revise and update its rationale for A-167 and for the Canadian Poultry and Egg Processors Council to supply more information. After a thorough review of all the information provided, Council approved the A-167 allocation at its November 19, 2020, meeting. In marking these decisions, FPCC was mindful of its role to ensure that the governance and regulatory framework were followed in order to promote a strong, efficient and competitive production and marketing industry.



December 15 and 16, 2020

On December 15, 2020, members met the EFC Chair, Roger Pelissero, other members of the Executive Committee and staff for the EFC annual meeting with Council. The session was an opportunity to have informal discussions on the Agency's accomplishments and the egg industry's critical issues during these uncertain times.

On December 16, 2020, members considered and approved the following:

The amendments to the *Canadian Egg Marketing Levies Order* set the effective dates of the Levies Order from February 21, 2021, to March 26, 2022, and increased the levy to the Unrestricted Pooled Income Fund by \$0.05 per dozen. The levies collected through the Agency's other three funds (Restricted Research, Unrestricted Administration, and Restricted Risk Management) were maintained at current levels.

The proposed amendments to the four schedules of the *Canadian Egg Marketing Agency Quota Regulations, 1986* (Federal Quota, Eggs for Processing Quota, Special Temporary Market Requirement Quota and the Vaccine Quota) to extend their expiry dates from December 27, 2020, to December 25, 2021. There were no other changes proposed in these quotas regulations.

Changes to the fees, travel and living expenses to be paid to members of EFC. After discussion, Council members approved the proposed increases of an additional one day per month per diem for meeting preparation for Directors, the increase in the Chair's honorarium, a full per diem for virtual meetings and conference calls and the increase in mobile device reimbursement.

The letters of decisions are available on FPCC's website at the following [link](#).

Upcoming Meetings in 2021

FPCC's next meeting will be held virtually on January 12, 2021. Council members will host FPCC's Executive Committee and staff for this annual meeting. This is an occasion for the Chicken Agency to update members on market conditions, current challenges and upcoming Strategic Plan priorities.



To view Council's 2021 Calendar of Events please visit FPCC's [Website](#).

Other Business

Launch Event of FPCC's 2019-2020 Annual Report

On December 16, 2020, FPCC hosted a special event to unveil its *2019-2020 Annual Report*. The launch was attended by members from the Pork Council of Canada who are working to put in place the very first *Pork Promotion and Research Agency*. We had the privilege to have with us all 5 Chairs and staff from the national agencies as well as industry stakeholders representatives.

This was a good occasion for Council members to provide summaries of Council's activities and accomplishments related in support of the national poultry and egg supply management agencies as well as promotion and research agencies over the last year.

The annual report is now available on our website. We encourage you to download the electronic version at the following [link](#).



APMA Update

On December 4, 2020, the Governor General approved the Order in Council amending the *British Columbia Vegetable Order* under the *Agricultural Products Marketing Act* (APMA). This is the first of 90 delegation orders to have completed the regulatory process under the APMA Modernization Project in which FPCC is collaborating with Agriculture and Agri-Food Canada.

The principal change is that future amendments to levies orders under this Delegation Order (for example, to change levy amounts) can be made at the provincial level, since the requirement to undertake the federal regulatory process has been removed as part of the new *British Columbia Vegetable Order*.

Sectoral Profiles Available

The FPCC staff would like to remind stakeholders and partners of the availability of the new **Sectoral Profiles**, which compile information and statistics related to the beef, poultry and egg sectors. Do not hesitate to [contact us](#), if you would like copies of these reports.

Turkey Industry Profile		Number of Turkey Producers	
Region	2019	2018	2019 Change
Atlantic	10	10	0%
Quebec	10	10	0%
Ontario	10	10	0%
Manitoba	10	10	0%
Saskatchewan	10	10	0%
Alberta	10	10	0%
British Columbia	10	10	0%
All of Canada	10	10	0%

FPCC Staff Update

After being with the FPCC for over 10 years, Mélanie Pruneau, Manager, Financial Services in the Corporate and Governmental Affairs Directorate, has accepted a new position with the Public Prosecution Service of Canada. She began in 2008 as a student and was then hired permanently in 2012.

Mélanie was a great asset to FPCC staff and Council members with her high standard for client service and in-depth knowledge of finances. The Council members, Management Team and FPCC staff thank her for being a great contributor to the organization and wish her all the best in her new endeavor.

Canadian Poultry and Egg Processors Council Sectoral meetings

The Canadian Poultry and Egg Processors Council (CPEPC) will host its 2021 Winter **sectoral meetings** via teleconference and videoconference on January 27 and 28, 2021, and between February 1 to 5, 2021.



At these meetings, Council members will provide updates on FPCC's latest activities at the following sessions: Joint Egg and Poultry, Canadian Hatching Federation and Further Poultry Processors Association of Canada.

Comments or questions?

Contact us:

General: aafc.fpcc-cpac.aac@canada.ca

Public Hearings: aafc.fpcchearings-audiencescpac.aac@canada.ca

Complaints: aafc.fpccecomplaints-plaintescpac.aac@canada.ca