

FOCUS Newsletter

FPCC February meeting

Council members met on February 12 and 13, 2020, and discussed a number of files related to the national marketing as well as promotion and research agencies, and upcoming 2020 activities and commitments.

During the meeting, senior staff presented updates on activities related to Promotion and Research Agencies and updates on the *Agricultural Products Marketing Act* (APMA).

In addition, members met with Mr. Michel-Antoine Renaud, Director of Parliamentary Affairs, and Mr. Jérémy Gauthier, Director of Policy from the Minister's Office for a meet and greet. They also met with Mr. Pierre Charlebois, Agricultural Market Economist who presented information on his work on the United States egg price projections.

On February 13, 2020, members met the Executive Committee and staff of the Chicken Farmers of Canada (CFC). The session was a great opportunity to have informal discussions and open dialogue on the Agency's accomplishments of 2019. Mr. Benoît Fontaine, CFC Chair, also presented CFC's 2020 strategic initiatives and critical priorities that includes food safety and animal care, branding as well as import control and trade. Council is looking forward to progress reports in the months to come.

Council meeting decisions

On February 13, 2020, Council members reviewed and approved the following:

Egg Farmers of Canada

The Egg Farmers of Canada (EFC) is required to seek FPCC's approval for the formula to be used to determine the Rate-of-Lay for converting dozens of eggs into the number of laying hens for allocation purposes. The rate of lay that was derived from data collected during the 2015 cost of production survey was used by EFC in calculating the 2020 allocation, approved by the Council during its December 2019 meeting.

As such, EFC sought to increase the Rate-of-Lay of 26.54 dozen per layer per year, a 1.1 dozen increase from 2009. Council members reviewed and approved the revised formula.

Turkey Farmers of Canada

The *Canada Turkey Marketing Levy Order* amendment was reviewed and approved by Council members. There will be no change to the national producer levy of 1.80 cents per kg (live weight). The amendment will take effect on the date of registration and expire on March 31, 2021. In addition Council members also approved an amendment to Turkey Farmers of Canada's *By-Law No. 4*, related to travel expenses for members, effective January 1, 2020.

Chicken Farmers of Canada

Council members also reviewed and approved Chicken Farmers of Canada's amendment to its *Canadian Chicken Marketing Levies Order* which maintains the national levy at 0.55 cents/kg (live weight). The amendment comes into force on April 1, 2020, and expires on March 31, 2021.

Canadian Hatching Egg Producers

The Agency sought approval to amend the Schedule 1 to the *Canadian Hatching Egg Producers Quota Regulations*. They proposed a 2020 allocation of 759.3 million broiler hatching eggs, 2.0% above the 2019 allocation for the six signatory provinces. After a thorough review, Council members approved the amendment to the quota allocation.

Council members also reviewed and approved *Canadian Hatching Egg Marketing Levies Order*, keeping its levy rate unchanged at \$0.0030 per broiler hatching egg. Since Manitoba increased its provincial levy rate by \$0.00067, this change caused the levy rate for eggs marketed from a *non-signatory to a signatory province to increase to \$0.013221 per broiler hatching egg. The amendment will take effect upon registration and will expire on June 23, 2021.

*The non-signatory levy is a simple average of the six-member provinces' total levy rate.

The letters on Council's decisions are available on FPCC's Web site by following this [link](#).

Other Activities

FPCC's Annual Report

We are proud to announce that we have published our *2018-2019 Annual Report*. This document presents details on the activities and work of the Council over the last fiscal year. These efforts certainly helped foster strong relationships with our partners and stakeholders within the supply management and promotion and research sectors. We encourage you to visit [FPCC's website](#) to download a copy.

Update on FPCC's Strategic Plan

As part of next steps in our Strategic Plan process, the Management Team has been busy prioritizing files and FPCC staff have been identified as Project Coordinators and Team Leads. They will be assisting in upcoming projects and initiatives. Further information will be communicated as the Plan evolves.

FPCC's 50th Anniversary

We have good news to share: Farm Products Council of Canada (FPCC) will be celebrating a milestone in 2022! 50 years overseeing and working with national agencies. A steering committee, comprised of FPCC staff and Council members, was created to prepare for this historic event.

Industry Sectoral Profiles

We are happy to announce a new initiative on the horizon! FPCC staff have been working on Sectoral Profiles for each of the poultry and egg sectors, as well as the beef sector. These sectoral briefs will include statistical information on total and regional production, producer prices, exports and more. They will be made available on FPCC's website soon.

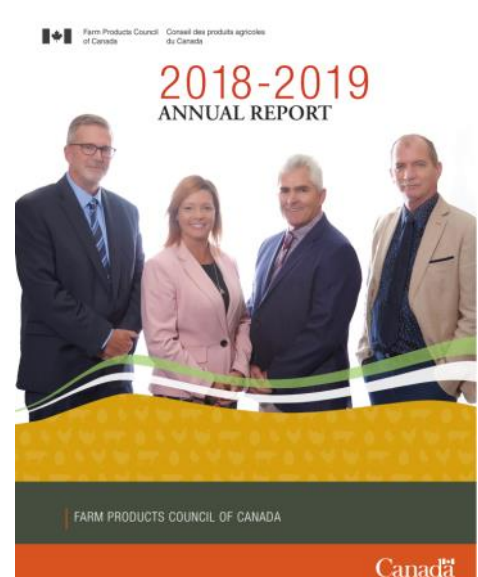
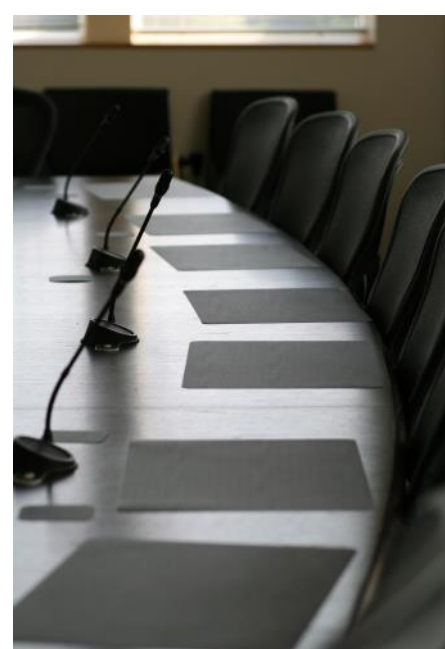
Provincial Commodity Boards AGMs

As we do every year, members and FPCC staff will travel across Canada to participate and speak at annual general meetings hosted by provincial commodity boards, from the end of February to the end of April. These events are important for us so that we hear directly from the provincial stakeholders about their successes and their concerns.

CPEPC Sectoral Meetings and Canada's Agriculture Day

The Canadian Poultry and Egg Processors Council (CPEPC) hosted its 2020 Winter sectoral meeting at the Delta Hotel, in Ottawa, from February 10 to 13. FPCC Chairman, Brian Douglas, spoke at the Joint Egg meeting; Vice-Chair, Ron Bonnett presented at the Joint Poultry meeting; and Council member Morgan Moore spoke at the Canadian Hatchery Federation meeting.

On February 11, 2020, [Canada's Agriculture Day](#), was held in Ottawa. This special day was presented by Farm Credit Canada as part of its "Ag More Than Ever" campaign. The event brought together people involved in Canadian agriculture, food and agribusiness. The day was spent with advocates, industry leaders and youth from across Canada who discussed and shared ideas about the future of food. FPCC staff also attended this meeting.



Upcoming Meetings—2020

February

25-26 Canadian Beef Check-Off Agency Calgary, AB

March

23 National Association of Agri-Food Supervisory Agencies Ottawa, ON

24 Farm Products Council of Canada Ottawa, ON

24-26 National Agencies "March Madness" Ottawa, ON

24 Chicken Farmers of Canada – AGM Ottawa, ON

25 Canadian Hatching Egg Producers – AGM Ottawa, ON

25 Egg Farmers of Canada – AGM

26 Turkey Farmers of Canada – AGM Ottawa, ON

Comments or questions?

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