

FOCUS Newsletter

COVID-19 pandemic and Initiatives

As we all know, the COVID-19 pandemic is having a direct impact on many fronts, including Canadian agriculture sectors and overall FPCC's operations.

During these challenging times, the FPCC is ensuring active communications with industry partners and stakeholders on emerging issues within respective sectors, in order to ensure issues are addressed effectively, and for the market to remain supplied as required.

It has also been reassuring for fellow Council members to realise how our various partners and stakeholders have been playing an active role in working together to ensure Canadians continue to rely on safe and continuous stock of quality poultry, eggs and beef products to consumers.

Despite the volatile market situation and associated production challenges that stakeholders are confronting, FPCC is very impressed by the numerous initiatives underway by the poultry, egg and beef sectors, of their generosity and their willingness to play an active role in assisting Canadians in these difficult times.

Chicken Farmers of Canada generously provided a \$20,000 cash donation to the *Ottawa Food Bank*. They also created a new zone on their consumer website called "Cooped Up?", a guide to keeping safe and healthy.

The Canadian Hatching Egg Producers and Egg Farmers of Canada donated \$20,000 and \$25,000 respectively to support Canada's *COVID-19 for Food Banks Fund*.

Turkey Farmers of Canada and turkey processors are launching *The Wishbone Project*, which aims to help out locally, provincially and nationally through donations of funds and food. As its first initiative, the project will be donating \$50,000 to *Kids Help Phone*, to ensure young people across Canada can reach out for help during the COVID-19 pandemic.

Finally, the Canadian Beef Check-Off Agency adjusted its marketing campaigns to the new global realities, and also created available COVID-19 resources on their website and social media accounts.

Council members are also actively engaged and doing their part in various ways, in collaboration with various sectors under their responsibility, and in their respective communities. For example, Mr. Ron Bonnett, FPCC Vice-Chairman, is actively participating in the Canadian Federation of Agriculture and the Canadian Center for Food Integrity's Advisory Committee. This committee was created to respond to arising issues and to address concerns of the agricultural sectors.

Council Members' Meetings

April 21, 2020

Council members met by videoconference on April 21, 2020, and discussed a number of files related to the national marketing agencies. They also reviewed several proposed amendments.

Chicken Farmers of Canada (CFC)

The Agency submitted a revised amendment to the *Canadian Chicken Marketing Quota Regulations* for period A-163. After reviewing the proposed amendment, Council members approved the domestic allocation of 237,903,561 kg live weight, which will result in a decrease of production versus the same period a year earlier of 9.1%. This exceptional circumstance request was necessary to meet the new market requirement due to the COVID-19 crisis.

Additionally, Council members reviewed and approved CFC's proposed Order amending the *Canadian Chicken Marketing Levies Order* which will increase the national levy by 0.02 cents/kg (live weight). The levy increase will be used for funding CFC's branding and promotion programs.

Turkey Farmers of Canada (TFC)

The Agency submitted a proposed amendment to the *Canadian Turkey Marketing Quota Regulations, 1990* to decrease by 6.6%, the national quota for the 2020-21 control period (which runs from April 26, 2020 to April 24, 2021) and set it at 170,071,480kg (eviscerated).

Council members reviewed the proposed amendment and were satisfied that this quota allocation did fulfil the object of TFC under the *Farm Products Agencies Act*, and as such, Council members found that it was necessary for the implementation of the Marketing Plan and approved the amendment.

April 9, 2020

Egg Farmers of Canada (EFC)

Council's Levy Committee met to review a proposed amendment to decrease New Brunswick's levy by \$0.025 per dozen to \$0.4350 per dozen. The Levy Committee was satisfied that the proposed amendment was necessary for the implementation of the marketing plan. The amendment will take effect on the date the Levies Order is registered and will expire on March 27, 2021.

April 6, 2020

Chicken Farmers of Canada (CFC)

Council members met by videoconference on April 6, 2020, and reconsidered the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* in light of current events with the COVID-19 outbreak and the impact on the chicken industry, as well as the information provided in CFC's rationale letter dated February 21, 2020, for the allocation periods A-163 and A-164.

After thorough consideration of the documents presented by CFC and the situation at the time of the COVID-19 outbreak, Council members were not satisfied that the proposed Regulation for allocation periods A-163 and A-164 was necessary for the implementation of the marketing plan and therefore declined to approve the proposed Regulations.

March 24, 2020

Chicken Farmers of Canada (CFC)

Council members met by teleconference on March 24, 2020, and considered the proposed amendments to the *Canadian Chicken Marketing Quota Regulations* for control periods A-163, beginning on May 10, 2020, and ending on July 4, 2020, and A-164, beginning on July 5, 2020, and ending on August 29, 2020. After thorough discussion, the Council members, being in agreement that more information should be sought, postponed their decision on the proposed Regulation to the next Council meeting.

March 16, 2020

Egg Farmers of Canada (EFC)

The Farm Products Council of Canada's Levy Committee met on March 16, 2020, and reviewed the proposed amendments to the *Canadian Egg Marketing Levies Order* for British Columbia and Alberta. For British Columbia, the levy is increasing by \$0.0077 per dozen to \$0.4626 per dozen. For Alberta, the levy decreased by \$0.0205 per dozen to \$0.4764 per dozen.

The Levy Committee was satisfied that the proposed amendments were necessary for the implementation of the marketing plan. The amendments came into effect on the date of registration and expire on March 27, 2021.

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

Other Activities

Complaint received from ÉVQ against TFC

FPCC received a complaint from the *Éleveurs de volailles du Québec (ÉVQ)* on April 20, 2020, with respect to Turkey Farmers of Canada's (TFC) 2020/2021 allocation. A notice was sent on April 27, 2020, to further inform TFC that it has until May 11, 2020, to submit its response to the complaint to FPCC. Similarly, all other stakeholders wishing to submit a request for intervenor Status, have until May 11, 2020.

Once the period to submit a response to the complaint and seek intervenor status has ended, the Chairman of the Council will make a decision on whether or not to proceed with the complaint and keep stakeholders informed as to the next steps. All documentation submitted by the parties and intervenors in relation to the complaint are posted on FPCC's [website](#).

Complaint received from CPEPC against CFC

FPCC received a complaint from the Canadian Poultry and Egg Processors Council's (CPEPC) Chicken Primary Processor sector on February 18, 2020, with respect to Chicken Farmers of Canada's A-163 and A-164 allocations.

On March 30, 2020, informal discussions were held between representatives from CPEPC, CFC and the FPCC. Following this session, the CPEPC members held a conference call to reconsider the complaint as well as to respond to the COVID-19 crisis. This crisis has dramatically impacted the markets for the Canadian chicken industry.

Due to the impact of this pandemic on the chicken sector, on April 5, 2020, the CPEPC withdrew the complaint filed. After receiving formal notice of the withdrawal, FPCC dismissed the complaint.

National Agencies Executive Committees for 2020

During their 2020 annual general meetings, the national marketing agencies announced their executive committees for the 2020-21 year. Congratulations to all the elected members. The Council looks forward to meeting and working with all the four Executive Committees. For further information on these four Executive Committees please visit the agencies' websites or contact them directly.

<p>Chicken Farmers of Canada Benoît Fontaine, Chair Derek Janzen, 1st Vice-Chair Nick de Graaf, 2nd Vice-Chair Tim Klompmaker, Executive Member</p>	<p>Turkey Farmers of Canada Darren Ference, Chair Calvin McBain, Vice Chair Brian Ricker, Executive Member</p>
<p>Egg Farmers of Canada Roger Pelissero, Chair Glen Jennings, 1st Vice Chair Emmanuel Destrijker, 2nd Vice Chair Walter Siemens, Executive Member</p>	<p>Canadian Hatching Egg Producers Brian Bilkes, Chair Gyslain Loyer, Vice-Chair Dean Penner, Second-Vice Chair</p>

Upcoming Speaking Engagements

Due to the COVID-19 pandemic, many events and speaking engagements at provincial annual general meetings were cancelled or postponed. Luckily, with the technology of teleconferencing, during the poultry and egg annual board meetings, FPCC Chairman, Brian Douglas, addressed Egg Farmers of Canada and Chicken Farmers of Canada, while Vice-Chairman, Ron Bonnett spoke at the Turkey Farmers of Canada meeting.

FPCC is currently updating its *Activities Calendar* for meetings and events that remain for this fiscal year. Every effort is being made by Council members to have a relevant and constructive presence at these meetings and events. It is always a great opportunity to meet and hear directly from the industry and sectors.

