



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada



2019-2020

ANNUAL REPORT

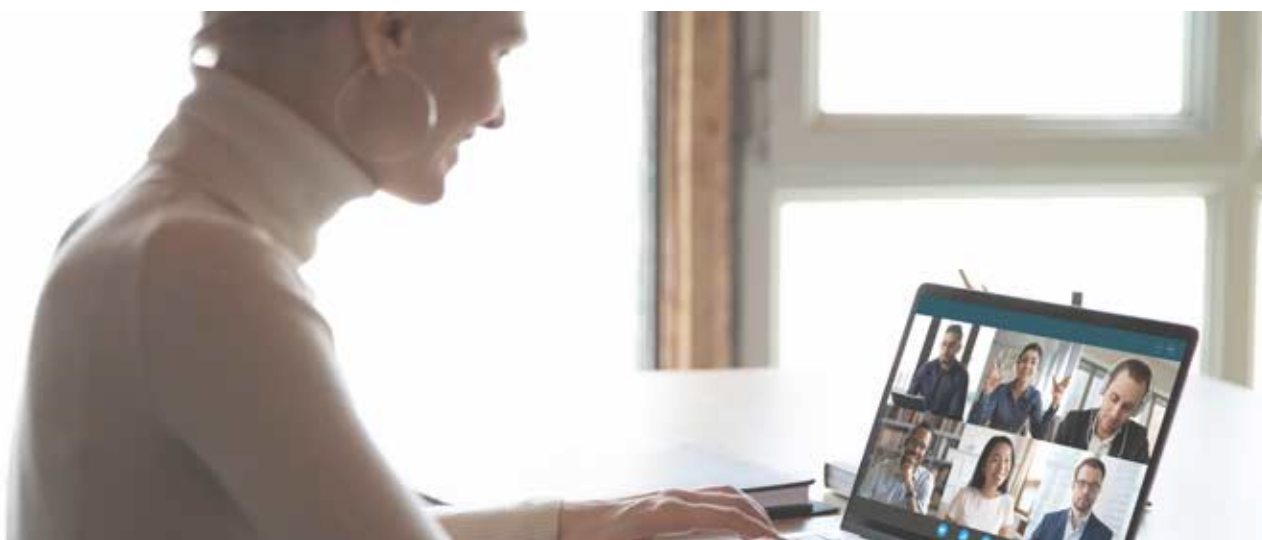
FARM PRODUCTS COUNCIL OF CANADA

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Message from the Chairman



On behalf of the Farm Products Council of Canada (FPCC) members and staff, I am pleased to present our annual report for the fiscal year 2019–20. This was a year of growth, accomplishment and challenge.

As I review my second year at FPCC, I have a deeper appreciation of the range of responsibilities required of the Chairman and Deputy Head positions. Since my appointment, my knowledge and understanding have deepened. I now feel better equipped to support Council members, staff, agencies and stakeholders. I recognize that our need

to grow and improve as an organization is ongoing. We must never be complacent about our duty to provide leadership and to strive for efficiency in our business and the industries we oversee.

In June 2019, two individuals joined the Council, Ron Bonnett as Vice-Chair and Morgan Moore as Member. Their extensive experience helped them integrate effortlessly within FPCC as they naturally shared FPCC's mission, vision and values. This fiscal year, Council would not have been as successful without my fellow Council members: Ron Bonnett, Yvon Cyr, Maryse Dubé and Morgan Moore, and I wish to thank them for their exceptional teamwork and for being great advocates of the FPCC 2019–22 Strategic Plan, *Efficiency through Dialogue*, which was launched during the year.

The plan's title perfectly describes our mandate. It highlights how, in addition to overseeing agencies' operations and regulations, FPCC's role and responsibilities extend to creating efficiency through open and constructive dialogue. Council members recognize the importance that dialogue has in enhancing our relationships and engaging with the agencies and stakeholders. For instance, Agriculture and Agri-Food Canada (AAFC) Deputy Minister Chris Forbes highlighted the relevance of dialogue as a key component of our collaborations in his speech during the launch of the Strategic Plan. As well, Council members and I were invited to speak at meetings of various agencies and provincial boards; and FPCC was involved in several conversations with agencies to address their concerns and provide solutions to resolve their issues.

Throughout the fiscal year, we witnessed progress on the Strategic Plan's goals. The agencies and stakeholders began using the plan as a reference document and a tool for improving the way

we work together. The result was that FPCC advanced in a number of areas: we ensured regular collaboration among FPCC, AAFC and Justice Canada staff for the advancement of the *Agricultural Products Marketing Act* Modernization Project; we hosted meetings of the National Association of Agri-Food Supervisory Agencies, and helped supervisory boards deal with matters at the national and provincial levels. We enhanced our involvement and collaboration with the supply management agencies, Justice Canada, AAFC and Global Affairs; and, ensured that agencies and stakeholders continue to acquire a better understanding of FPCC's role not only for oversight, but also as a facilitator and conciliator.

During the fiscal year, we grew, learned, innovated and overcame challenges as an organization. We could not have done this without the dedication and cooperation of FPCC staff. They worked together to organize the official launch of the Council's Strategic Plan. They participated in the implementation of the plan and in achieving its goals, operational structure and activities. In line with FPCC's mission and vision, staff committed to work as a united team, and to being open and collaborative when addressing the needs of agencies and stakeholders.

I greatly value the work done by FPCC staff. Their commitment allows the organization to overcome challenging situations, such as the impact of the global coronavirus pandemic. Like the rest of the world, at the end of the fiscal year, we transformed our way of working in response to the pandemic. We were able to prioritize staff health and safety, while finding smart and innovative ways to be accessible and flexible. This approach further enabled us to respond when agencies made urgent

requests to adjust their production quotas as market demands changed rapidly. FPCC, being an essential component of the Canadian agricultural management systems, is committed to always being alert and responsive when faced with unforeseen circumstances, and to ensure the functioning of the industries and the supply of their products for the well-being of Canadians.

In 2020–21, we need to continue striving to work better together, evolve, assist the agencies and collaborate with our stakeholders. I look forward to continuing our great work and to another year of achievement.

Brian Douglas
Chairman



Members



Brian Douglas (Chairman)

is a graduate of the University of Guelph. Mr. Douglas has enjoyed a public service career spanning over 37 years. This has provided him with an

appreciation and understanding of the opportunities and challenges facing Canadian producers.

From 2015 to 2016, Mr. Douglas was Clerk of the Executive Council and Secretary to Cabinet for the Government of Prince Edward Island. Previously, he held other senior-level positions in the Prince Edward Island government, including Deputy Minister of Transportation and Infrastructure Renewal and Deputy Minister of Agriculture.

Mr. Douglas spent many years at the province's Department of Agriculture, where he served as Director of the Agriculture Resource Division and Manager of the Farm Extension Services.

He also served as a member and representative for Prince Edward Island on various boards and committees related to agriculture, transportation and infrastructure at the provincial and national levels. Mr. Douglas remains active in the agricultural community as the General Manager of the World Potato Congress Inc.



Ron Bonnett (Vice-Chair)

has had a long and varied career in agriculture. He was the President of the Canadian Federation of Agriculture (CFA). In the mid-1980s, Ron became

the founding president of the Algoma Federation of Agriculture, where he helped combat high interest rates. He also was engaged in municipal politics during this time. He served as councillor and reeve of the Township of Plummer where he advocated for rural economic development, inter-municipal

cooperation and a strong agriculture sector. In 1997, Ron sat on the provincial board of directors for the Ontario Federation of Agriculture (OFA) and OFA executive. He was the OFA Vice-President for two years, and also served as the OFA President for four years. During his time with OFA, Ron sat on the CFA National Council and CFA executive, before becoming 2nd Vice-President in February 2007.

As an advocate of agriculture at the international level, Ron sat on the Board of Directors for the World Farmers' Organization as the North American representative and played a lead role in the development of the organization, acting as interim President. In addition to his work at CFA, he was also the President of Beef Improvement Ontario and planning committee chair for Ontario's Agricultural Management Institute. In 1975, Ron and his wife, Cathy, bought a dairy farm in Bruce Mines, located in Northern Ontario, which they operated until 1995. Since 1995, they have operated a cow/calf farm.



Maryse Dubé (member)

received a Bachelor of Law degree from Université Laval in 1996 and was called to the Quebec Bar in 1997. She has been a partner with Sylvestre & Associés since

2004. As a commercial lawyer, she has specialized in agri-food law, representing a number of agricultural producers in business transfers and acquisitions, as well as providing advice to financial institutions.

She represents small- and medium-sized businesses in the fields of securities law, bankruptcy law, commercial litigation and corporate law (manufacturing and agricultural sectors). Ms. Dubé is very active in her social and economic milieu and often has played the role of honorary chair on a number of corporate and community boards. She has also spoken at various conferences and still teaches securities law at the Quebec Bar, in the Montréal sector.

Ms. Dubé sat on the Board of Directors of the Québec Association des avocats et avocates, and served as President of the Richelieu section in 2014. Until May 2016, she served on the Executive Committee of the Quebec Bar. She actively took part in the General Council's work, which led to a new governance structure for the Quebec Bar and was elected by acclamation to the Board of Directors as the representative for the Richelieu, Longueuil and Athabasca sections.

She is known for her dynamic personality and her passion for singing with her band Rock in Time, whose members come from the Maskoutain business community and volunteer their time to perform benefit shows for charities in the Maskoutain region of southwestern Quebec.



Yvon Cyr (member) has a strong background in agriculture. A poultry producer from Saint-Francois-de-Madawaska, New Brunswick, Mr. Cyr is a manager and founding

shareholder with the Groupe Westco Inc., one of the largest poultry businesses in Atlantic Canada. He is

also very active in his community and the poultry industry, where he served on the boards of both the Chicken Farmers of New Brunswick and the Chicken Farmers of Canada. He is also a past chair of the local chamber of commerce.



Morgan Moore (member) farms with his wife Amber and their three children near Brandon, Manitoba in a mixed background beef, cow/calf and commercial sheep production. Morgan

holds a Professional Agrologist designation with the Manitoba Institute of Agrologists and is an alumnus of the University of Guelph where he received his Bachelor of Sciences in Agriculture. He has been previously employed as a Livestock Specialist with Manitoba Agriculture. Morgan is currently the Vice-Chairman of the Canadian Sheep Federation and the Chairman of the Manitoba Sheep Association. Morgan is a lifelong Agriculture Industry promoter and advocate and is looking forward to his new role with the FPCC.



About the FPCC

Governance

The Council is formed of three to seven members, including the Chairperson. At least half of the members must be primary producers at the time of their appointment. All members are appointed by the Governor in Council and serve terms of varying length.

Efficiency through Dialogue

The Farm Products Council of Canada (FPCC or Council) is a public interest oversight body that reports to the Parliament of Canada through the Minister of Agriculture and Agri-Food. It oversees the national marketing systems for poultry and eggs, and supervises the activities of national promotion and research agencies for farm products. FPCC provides the Minister with advice and recommendations, collaborates with provincial supervisory boards, and works with other federal organizations.

FPCC administers two federal laws:

The [*Farm Products Agencies Act*](#) provides for the creation and oversight of national marketing agencies as well as promotion and research agencies.

The [*Agricultural Products Marketing Act*](#) allows for the delegation of federal authority over interprovincial and export trade in the marketing of farm products to provincial commodity boards. FPCC administers this legislation through an agreement with Agriculture and Agri-Food Canada.

Farm Products Agencies Act

The *Farm Products Agencies Act* (FPAA) is the federal law that created the Farm Products Council of Canada (FPCC or Council) and that authorizes the establishment of marketing agencies as well as promotion and research agencies (PRAs) for farm products. The Council's duties and powers include supervising the operations of the agencies, holding public hearings, inquiring into the merits of creating new agencies, and hearing complaints lodged by parties that deem themselves unfairly affected by the operations of an agency.

An agency can be established under the FPAA by proclamation of the Governor in Council if a majority of producers of a particular farm product in Canada favour such action. If applicable, the support of importers of the farm product could also be required for the establishment of a PRA. The proclamation establishing an agency is a federal regulation that outlines how the agency is to be constituted – for example, the number of members it can have and how they are appointed. The proclamation authorizes the agency to carry out a plan, which typically describes how to implement the quota, licensing and levy system in the case of a marketing agency. In the case of a PRA, the plan authorizes only the implementation of a levy system. The proclamation also includes provisions for reviewing the plan and other items specific to the regulated commodity.

Marketing agencies and promotion and research agencies differ in two respects. First, national marketing agencies operate under supply management policy, but promotion and research agencies do not have the authority to establish quotas to regulate production. Second, both types of agencies can collect levies on interprovincial trade and exports, but only promotion and research agencies have the authority to collect a levy on imports of the regulated farm product.

Under the FPAA, the Minister of Agriculture and Agri-Food, with approval of the Governor in Council, can enter into an accord with any provincial or territorial government, enabling an agency to perform functions on behalf of that government. The accord is known as a federal-provincial agreement (FPA). The FPCC is a signatory to many of these agreements. In most provinces, such an agreement is required by statute to delegate authority from a national agency to a provincial commodity board.

As of the end of the fiscal year 2019–20, there were four marketing agencies established under the FPAA: the Egg Farmers of Canada, the Turkey Farmers of Canada, the Chicken Farmers of Canada and the Canadian Hatching Egg Producers. In addition, there is one PRA: the Canadian Beef Check-Off Agency. FPCC's approval is required for all amendments to the quotas and levies of marketing agencies, as well as amendments to the levies of promotion and research agencies.

Two other farm products organizations have submitted applications for the establishment of a promotion and research agency. The application from hemp producers is in the review process. The application from pork producers is in the regulatory process.

Agricultural Products Marketing Act

The *Agricultural Products Marketing Act* (APMA) provides for the Governor in Council to delegate federal authority to provincial organizations, allowing them to regulate the marketing of agricultural products in interprovincial and export trade markets to the same extent that they regulate marketing within the province where they operate.

In addition, the delegation allows provincial organizations to fix and collect levies and charges for interprovincial and export sales of agricultural products. Levies collected by a provincial organization are to be used for its promotion and research activities.

FPCC and Agriculture and Agri-Food Canada (AAFC) share responsibility for the APMA. FPCC administers the APMA and prepares the required regulatory documentation for review and approval by the Treasury Board and the Department of Justice Canada. AAFC is responsible for obtaining ministerial approval for new Delegation Orders and provides policy oversight of the APMA.

FPCC works closely with provincial supervisory boards and provincial commodity boards for the processing of new Delegation Orders at the provincial level, as well as amendments to existing orders. FPCC reports on its activities and discusses issues on these files at the biannual meetings of the National Association of Agri-Food Supervisory Agencies, held at FPCC's office in Ottawa.

A review of the APMA regulatory framework led to the implementation of the Modernization Project. In this project, FPCC and AAFC are making progress on updating 90 Delegation Orders and 75 associated Orders to address drafting inconsistencies and other issues. During the fiscal year 2019–20, FPCC continued to work with AAFC on the administration of the APMA and the Modernization Project. It also provided guidance to provincial supervisory and commodity boards as they worked on updating regulations.

During the year, FPCC's work in the Modernization Project focused on advancing the amendments to three Delegation Orders in British Columbia, Quebec and Prince Edward Island. Work also advanced on amendments for other priority Levies Orders.

THE EGG SECTOR



The Egg Farmers of Canada

The Egg Farmers of Canada (EFC) is the agency responsible for the orderly marketing of eggs in Canada. EFC was established as the Canadian Egg Marketing Agency in 1972, further to the conclusion of the federal-provincial agreement for eggs (FPA) – an agreement between the federal government, provincial agriculture ministers, FPCC, provincial supervisory boards and table egg producers in member provinces.

FPCC's Work with EFC

During the fiscal year 2019–20, Chairman, Brian Douglas, Council member, Yvon Cyr and FPCC staff attended EFC's open Board of Directors meetings. Mr. Cyr also attended meetings and teleconferences of EFC's Cost of Production Committee, the Federal-Provincial Agreement Committee (FPA) and the Natural Overrun Project Team.

Levies Order

In June 2019, the Council approved an amendment to the *Canadian Egg Marketing Levies Order* to increase the national levy from \$0.2695 to \$0.3695 per dozen eggs until the expiration date of March 27, 2020. EFC justified the increase in the levy in view of the significant decrease in the reference price of eggs in the United States in early 2019, which caused a drop in the planned revenue of the Agency.

In December 2019, the Council approved an amendment of the Levies Order to extend the expiration date to March 27, 2021, and to maintain the national levy at \$0.3695 per dozen eggs.

During the fiscal year 2019–20, the provincial commodity boards of Newfoundland and Labrador, New Brunswick, Ontario, Alberta and British Columbia amended their respective levy rates which were approved by the Council via its Levy Committee.

Quota Allocation

Under the *Canadian Egg Marketing Agency Quota Regulations, 1986*, EFC allocates production quotas for a 12-month control period. EFC administers four quota categories:

- The Federal Allocation sets quotas for shell eggs to be produced for the table market. During the fiscal year, the Council approved a 4.5 percent increase.
- The Eggs for Processing Allocation sets quotas for shell eggs to be produced for the egg processing market at the provincial level. During the fiscal year, the Council approved a 4.3 percent increase.

- The Vaccine Egg Allocation sets quotas for fertilized eggs to be produced and sold to pharmaceutical companies for the purpose of producing vaccines, such as the annual flu vaccine. During the fiscal year, the Council approved the quota, which has remained at 13,335,840 dozen eggs since 2011.
- The Special Temporary Market Requirement Quota was introduced by EFC to help Canadian egg processors cope with higher import prices caused by the 2015 avian influenza crisis in the United States. This quota has remained at zero since September 2017.

Redrafting the Federal-Provincial Agreement

During the fiscal year 2019–20, EFC continued to work on a draft of a principles-based federal-provincial-territorial agreement. There were several meetings during the fiscal year and progress has been made on a final version. In due course, this will be presented to the 38 parties that will need to sign the new agreement.

For details of attendance by Council members and staff at meetings and events of this agency, see Annex A.

For details of FPCC decisions on Quota and Levy Amendments concerning this agency in 2019–20, see Annex B.

Meeting with EFC Executive Committee and staff

Left to right: John Penner, Glen Jennings, Ron Bonnett, Neil Newlands, Emmanuel Destrijker, Maryse Dubé, Brian Douglas, Yvon Cyr, Roger Pelissero, Stephanie Millar and Morgan Moore.



THE TURKEY SECTOR



The Turkey Farmers of Canada

The Turkey Farmers of Canada (TFC) is the agency responsible for the orderly marketing of turkeys and turkey meat in Canada. TFC was established as the Canadian Turkey Marketing Agency in 1974, further to the conclusion of the federal-provincial agreement for turkeys (FPA) – an agreement between the Government of Canada, provincial agriculture ministers, FPCC, provincial supervisory boards and turkey producers in member provinces.

FPCC's Work with TFC

During the fiscal year 2019–20, Chairman, Brian Douglas, Vice-Chairman, Ron Bonnett and FPCC staff attended several TFC Board of Directors meetings, as well as meetings of directors, alternates and managers. During the fiscal year, the agency had many discussions to adjust its allocation to the lower

market demand for turkey. At its Board of Directors meeting in Winnipeg on November 27–28, 2019, TFC mandated its Allocation Committee to develop a new allocation policy for the 2020–21 control period.

Levies Order

In February 2020, the Council approved an amendment to the *Canada Turkey Marketing Levies Order 2019* to extend the expiration date of the national levy amount to March 31, 2021, and to maintain its level at \$0.018 per kilogram (live weight) of turkey. The purpose of the amendment was to support the Agency's projected 2020 budget.

During the fiscal year 2019–20, the provincial commodity boards of New Brunswick and Ontario amended their respective levy rates which were approved by the Council via its Levy Committee.

Quota Allocation

Under the *Canadian Turkey Marketing Quota Regulations, 1990*, TFC allocated new production quotas for a 12-month control period from April 28, 2019, to April 25, 2020. TFC administers four quota policies, which make up the global turkey quota reviewed and approved by the Council:

- Under the National Commercial Allocation Policy, TFC allocates a quota for the production of whole birds, and another quota for birds produced for cuts or further processing. During the fiscal year, this quota category decreased by 1.9 percent.
- Under the Export Policy, TFC allocates quotas to replace birds that are exported and to allow for sufficient production for the planned exports of processed, further processed or live turkey. During the fiscal year, this quota category increased by 18.0 percent.

- Under the Multiplier Breeder Policy, TFC allocates quotas for birds that are used to produce turkey eggs and poults. During the fiscal year, this quota category increased by 6.3 percent.
- Under the Primary Breeder Policy, TFC allocates quotas for birds to be used as primary breeding stock. During the fiscal year, this quota category remained at 2 million kilograms, the same level as in the previous period.

The Council approved several allocations throughout the fiscal year 2019–20, resulting in a cumulative allocation growth of 1 percent over the year.

For details of attendance by Council members and staff at meetings and events of this agency, see Annex A.

For details of FPCC decisions on Quota and Levy Amendments concerning this agency in 2019–20, see Annex B.

Meeting with TFC Executive Committee and staff

Left to right: Darren Ference, Morgan Moore, Maryse Dubé, Yvon Cyr, Brian Douglas, Ron Bonnett, Brian Ricker and Phil Boyd.



THE CHICKEN SECTOR



The Chicken Farmers of Canada

The Chicken Farmers of Canada (CFC) is the agency responsible for the orderly marketing of chicken in Canada. CFC was established as the Canadian Chicken Marketing Agency in 1978, further to the conclusion of the federal-provincial agreement for chicken (FPA) – an agreement between the federal government, provincial agriculture ministers, provincial supervisory boards and chicken producers in member provinces. The FPA was updated and signed in July 2001.

FPCC's Work with CFC

During the fiscal year 2019–20, Chairman, Brian Douglas, Council member, Maryse Dubé along with FPCC staff attended CFC's Board of Directors allocation and industry meetings. FPCC continued to endorse CFC's work to include the Atlantic Canada Safeguard Agreement in Schedule B of the FPA (also known as the Operating Agreement).

Complaint

On February 18, 2020, FPCC received a complaint from the Chicken Primary Processing sector of the Canadian Poultry and Egg Processors Council (CPEPC). The complaint concerned the Chicken Farmers of Canada's allocation periods A-163 (May 10 to July 4, 2020) and A-164 (July 5 to August 29, 2020).

On March 30, 2020, an informal discussion was held between representatives from CPEPC, CFC and FPCC to discuss the complaint. On April 5, 2020, as a result of the impact of the coronavirus pandemic on the chicken sector, CPEPC withdrew the complaint. After receiving formal notice of the withdrawal, FPCC's Chairman dismissed the complaint.

Levies Order

In May 2019, the Council approved an amendment to the *Canadian Chicken Marketing Levies Order* to increase the national levy from \$0.0053 to \$0.0055 per kilogram (live weight) of chicken until the expiration date of March 31, 2020.

In February 2020, the Council approved amendment of the Levies Order to extend the expiration date to March 31, 2021, and to maintain the national levy at \$0.0055 per kilogram (live weight) of chicken.

During the fiscal year 2019–20, the provincial commodity boards of Newfoundland and Labrador, Quebec and Manitoba each amended their respective levy rates which were approved by the Council via its Levy Committee.

Quota Allocation

Under the *Canadian Chicken Marketing Quota Regulations*, CFC allocates the quota for chicken production for successive eight-week periods. This time frame represents the growing cycle of the bird and allows CFC to quickly adjust the quota in

response to market changes. CFC administers three quota categories:

- The Domestic Allocation covers broiler chickens produced for the domestic chicken market. During the fiscal year, the allocation in this category increased by 1.6 percent.
- The Market Development Allocation aims to expand the use of Canadian chicken and chicken products, while balancing the domestic consumption of white and dark meat. During the fiscal year, the allocation in this category increased by 26.7 percent.
- The Specialty Production Allocation is intended to facilitate the planned production and

marketing of specialty chicken breeds that do not compete directly with mainstream chicken production and marketing. During the fiscal year, the allocation in this category increased by 16.9 percent.

The Council approved several allocations throughout the fiscal year 2019–20, resulting in a cumulative allocation growth of 2.2 percent over the year.

For details of attendance by Council members and staff at meetings and events of this agency, see Annex A.

For details of FPCC decisions on Quota and Levy Amendments concerning this agency in 2019–20, see Annex B.

Meeting with CFC Executive Committee and staff

Left to right: Ron Bonnett, Tim Klompaker, Nick de Graaf, Morgan Moore, Benoît Fontaine, Brian Douglas, Maryse Dubé, Derek Janzen and Michael Laliberté.



THE HATCHING EGG SECTOR



The Canadian Hatching Egg Producers

The Canadian Hatching Egg Producers (CHEP) is the agency responsible for the orderly marketing of broiler hatching eggs in Canada. CHEP was established as the Canadian Broiler Hatching Egg Marketing Agency in 1986, further to the conclusion of the federal-provincial agreement for broiler hatching eggs (FPA) – an agreement between the federal government, provincial agriculture ministers, provincial supervisory boards and broiler hatching egg producers in member provinces.

FPCC's Work with CHEP

During the fiscal year 2019–20, Chairman, Brian Douglas, Council members, Morgan Moore and Yvon Cyr, and FPCC staff attended CHEP's Board of Directors meetings.

The meetings allowed Council members and staff to follow the Board's discussions and decision making.

Levies Order

In February 2020, the Council approved amendments of the *Canadian Broiler Hatching Egg Marketing Levies Order*. The amendments increased the levy rate for eggs marketed from a non-signatory to a signatory province to \$0.013221 per broiler hatching egg. The amendments also maintained the national levy at \$0.003 per broiler hatching egg until the expiration date of June 23, 2021.

During the fiscal year 2019–20, the Quebec commodity board amended its levy rate which was approved by the Council via its Levy Committee.

Quota Allocation

Under the *Canadian Hatching Egg Producers Quota Regulations*, CHEP allocates production quotas for the calendar year. CHEP administers two quota categories:

- the Interprovincial and Intraprovincial Trade Quota, which is used to supply the domestic market; and
- the Export Trade Quota, which is not currently used.

During the year 2019–20, the Council approved an increase of 0.4 percent of the 2018 final allocation for the production of broiler hatching eggs. The Council also approved an increase of 2.3 percent of the 2019 final allocation.

For details of attendance by Council members and staff at meetings and events of this agency, see Annex A.

For details of FPCC decisions on Quota and Levy Amendments concerning this agency in 2019–20, see Annex B.

Brian Bilkes, Chair of CHEP with Brian Douglas



THE BEEF SECTOR



Brian Douglas and Heinz Reimer, Chair of the Beef Check-Off Agency

The Canadian Beef Check-Off Agency

The Canadian Beef Check-Off Agency was established as the Canadian Beef Cattle Research, Market Development and Promotion Agency in 2002.

The Agency has authority to promote the marketing and production of beef cattle, beef and beef products for the purposes of interprovincial, export and import trade. The Agency is also authorized to conduct and promote research activities related to beef and beef products. It uses the funds collected through levies for marketing and research activities to help beef producers expand their markets and increase sales. For consumers, it also provides better access to information on beef products, such as beef product quality and nutritional profiles.

Provincial commodity boards collect levies on both intra-provincial and interprovincial trade. Every seller of beef cattle in interprovincial trade must pay the Agency a levy on each head of beef cattle sold. Similarly, importers must pay the Agency the same levy on each head of beef cattle imported, or the equivalent of the per-head levy for imported beef and beef products.

FPCC's Work with the Canadian Beef Check-Off Agency

During the fiscal year 2019–20, Chairman, Brian Douglas, Council member, Morgan Moore and FPCC staff attended the Agency's Board of Directors meetings. These provided opportunities for Council members and staff to follow the Board's discussions and decision making.

Levies Order

In June 2019, the Council approved an amendment to the *Beef Cattle Research Market Development and Promotion Levies Order* to extend the expiration date of the national levy amount to June 30, 2020. As of March 31, 2020, all provinces except Ontario had agreed to increase the federal levy to \$2.50 per head of beef cattle. Once all provinces increase the federal levy to \$2.50 per head of beef cattle, the Agency will be able to submit to the Council its request to increase the levy on imported cattle to \$2.50 per head, and the levy on beef and beef products to the equivalent of \$2.50 per head. The Council will then review and decide whether to approve the request.

For details of attendance by Council members and staff at meetings and events of this agency, see Annex A.

For details of FPCC decisions on Levy Amendments concerning this agency in 2019–20, see Annex B.

REQUESTS FOR AGENCY STATUS



Pork Promotion and Research Agency

During the fiscal year 2019–20, FPCC obtained authorization from the Minister of Agriculture and Agri-Food to present the regulatory documentation for the proposed Canadian Pork Promotion and Research Agency (Pork PRA) to the Treasury Board for approval. This led to the March 2020 publication of the draft Pork PRA Proclamation in Part I of the *Canada Gazette*. This provided the public with a 30-day period to comment on the proposed proclamation and the establishment of the proposed agency.

Information about the proposed Canadian Pork PRA is available on FPCC's [website](#).

Hemp Promotion and Research Agency

The two-member panel, inquiring into the merits of establishing a Canadian Industrial Hemp Promotion and Research Agency (Hemp PRA), composed of

Mike Pickard and Yvon Cyr, held a public hearing in January 2019 in Winnipeg, Manitoba. Subsequently, as Vice-Chairman, Mike Pickard's term with FPCC ended, Council member, Maryse Dubé was appointed to replace him on the panel. Therefore, panellists Yvon Cyr and Maryse Dubé, along with staff, completed the panel report and presented their findings to Council members on February 13, 2020.

The report was based on a detailed review of the proposal provided by the Producer Industrial Hemp PRA Committee and findings from the public hearing. It was also based on research and analysis conducted by FPCC staff in collaboration with other federal government departments, including AAFC, Statistics Canada, Health Canada and the Canadian Food Inspection Agency.

The Council will refer to the panel report and additional information from the Producer Industrial Hemp PRA Committee as it prepares its recommendation regarding the establishment of the Hemp PRA for the attention of the Minister of Agriculture and Agri-Food.

Information about the application and public hearing on the Hemp PRA is available on FPCC's [website](#).



Other Activities

Trade Agreements

On May 10, 2019, Global Affairs Canada launched its first round of consultations on the allocation and administration of tariff rate quotas for dairy, poultry and egg products. The purpose of the consultations was to identify efficient and effective methods to allocate all tariff rate quotas for the dairy, poultry and egg sectors. FPCC staff members were consulted about the poultry and egg sectors.

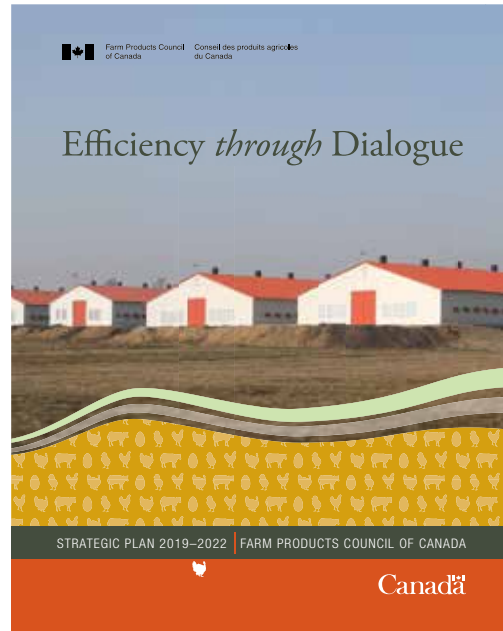
Strategic Plan 2019–22: Efficiency through Dialogue

On September 10, 2019, at an event on the grounds of the Central Experimental Farm in Ottawa, FPCC launched its new three-year Strategic Plan. Attending the launch were many officials and staff members of national agencies; industry stakeholders; senior officials from the departments of Agriculture and Agri-Food, Justice, and Global Affairs; and other key partners.

The fiscal year 2019–20 saw a major collaborative effort across FPCC to initiate activities to achieve the plan's three goals:

- promote awareness of FPCC's roles and responsibilities;
- strengthen stakeholder relationships; and
- foster organizational sustainability.

As a result, FPCC staff identified 15 initiatives to be implemented. Progress has already been made with respect to: dynamic communications of FPCC's mandate and regular updates by Council members to its partners; proactive engagement and enhanced relationships with stakeholders; development of Sectoral Profile papers; and fostering of teamwork.



Left to right: Darren Ference, Benoît Fontaine, Brian Douglas, Brian Bilkes and Chad Ross.

Strategic Plan 2019–22 Launch Event



Chris Forbes, Deputy Minister of Agriculture and Agri-Food Canada.



Left to right: Mélanie Pruneau, Palmira Lutoto, Marc Chamaillard, Lise Turcotte, Reg Milne, Yvon Cyr, Maryse Dubé, Brian Douglas, Ron Bonnett, Nancy Fournier, Carole Gendron, Anik Tracey, Constantina Vaicoussis and Chantal Lafontaine. *Back left to right:* Joanne Forget, Morgan Moore, Bill Edwardson and Mike Iwaskow. *Back row:* Meating Barbecue Catering staff. *Absent:* Lise Leduc, Nicky Nash and Steve Welsh.

Annex A: Attendance by Council members and staff at meetings and events in 2019-20

Egg Industry

Date	Meetings and Events	Location	Participants
April 2–3, 2019	Assemblée générale annuelle de la Fédération des producteurs d'œufs du Québec	Saint-Hyacinthe, QC	Brian Douglas, Mike Pickard, Maryse Dubé
April 10, 2019	Assemblée générale annuelle – Éleveurs de volailles du Québec	Mont-Saint-Hilaire, QC	Brian Douglas, Maryse Dubé, Yvon Cyr
April 15, 2019	Cost of Production (COP) Committee Face-to-Face Meeting	Ottawa, ON	Mike Pickard
April 28–30, 2019	Urner Barry Executive Conference	Las Vegas, USA	Brian Douglas
May 29, 2019	EFC Board Meeting	Ottawa, ON	Brian Douglas, Yvon Cyr
June 18, 2019	COP Committee Face-to-Face Meeting	Ottawa, ON	Yvon Cyr
August 12–14, 2019	Producer Conference and EFC Board Meeting	Yellowknife, NT	Brian Douglas, Yvon Cyr
September 18, 2019	COP Committee Face-to-Face Meeting	Ottawa, ON	Yvon Cyr
October 23, 2019	Natural Overrun Project Team Meeting	Ottawa, ON	Ron Bonnett
October 24, 2019	COP Committee Face-to-Face Meeting	Ottawa, ON	Ron Bonnett
November 7, 2019	EFC Board Meeting	Ottawa, ON	Brian Douglas, Yvon Cyr
November 27, 2019	Natural Overrun Project Team Meeting	Ottawa, ON	Yvon Cyr
January 21, 2020	COP Committee Face-to-Face Meeting	Ottawa, ON	Yvon Cyr
January 22, 2020	Natural Overrun Project Team Meeting	Ottawa, ON	Yvon Cyr

Egg Industry

Date	Meetings and Events	Location	Participants
February 5, 2020	EFC Open Board Meeting	Ottawa, ON	Yvon Cyr
February 24–25, 2020	Egg Farmers of Alberta AGM	Red Deer, AB	Brian Douglas, Morgan Moore
March 2, 2020	COP Committee Face-to-Face Meeting	Ottawa, ON	Yvon Cyr
March 3, 2020	Egg Farmers of Nova Scotia AGM	Truro, NS	Brian Douglas, Yvon Cyr
March 4, 2020	Egg Farmers of Prince Edward Island AGM	Summerside, PE	Brian Douglas, Yvon Cyr
March 4, 2020	Manitoba Egg Farmers AGM	Winnipeg, MB	Ron Bonnett
March 6, 2020	British Columbia Egg Marketing Board AGM	Vancouver, BC	Brian Douglas, Ron Bonnett
March 10, 2020	Egg Farmers of Newfoundland and Labrador AGM	St. John's, NL	Brian Douglas
March 12, 2020	Saskatchewan Egg Producers AGM	Saskatoon, SK	Brian Douglas, Ron Bonnett

Turkey Industry

Date	Meetings and Events	Location	Participants
April 2, 2019	Turkey Farmers of Ontario AGM	London, ON	Brian Douglas, Mike Pickard
June 25–27, 2019	TFC June Meetings	Vancouver, BC	Brian Douglas, Maryse Dubé
July 18, 2019	TFC Directors, Alternates and Managers Meeting	Teleconference	Maryse Dubé
August 8, 2019	TFC Board Meeting	Teleconference	Brian Douglas, Maryse Dubé
September 24–26, 2019	TFC September Meetings	Toronto, ON	Brian Douglas, Ron Bonnett
November 26–28, 2019	TFC November Meetings	Winnipeg, MB	Brian Douglas, Ron Bonnett

Turkey Industry

Date	Meetings and Events	Location	Participants
February 24–25, 2020	Alberta Turkey Producers AGM	Red Deer, AB	Brian Douglas, Morgan Moore
March 4, 2020	Turkey Farmers of Nova Scotia AGM	Wolfville, NS	Maryse Dubé
March 5, 2020	BC Turkey Marketing Board Annual Meeting	Vancouver, BC	Brian Douglas, Ron Bonnett
March 10, 2020	Manitoba Turkey Producers AGM	Winnipeg, MB	Ron Bonnett, Morgan Moore
March 11, 2020	Turkey Farmers of Saskatchewan AGM	Saskatoon, SK	Brian Douglas, Ron Bonnett

Chicken Industry

Date	Meetings and Events	Location	Participants
April 9, 2019	Manitoba Chicken Producers AGM	Winnipeg, MB	Brian Douglas
April 16–17, 2019	Assemblée générale annuelle – Éleveurs de volailles du Québec	Saint-Hyacinthe, QC	Brian Douglas, Maryse Dubé, Yvon Cyr
April 23, 2019	Chicken Farmers of Newfoundland AGM	St. John's, NL	Brian Douglas
April 24–25, 2019	Chicken and Turkey Farmers of New Brunswick AGM	Fredericton, NB	Yvon Cyr
June 26–27, 2019	CFC Board of Directors Meeting	Ottawa, ON	Yvon Cyr
August 11–14, 2019	CFC Summer Meeting and Board of Directors Meeting	Saskatoon, SK	Ron Bonnett, Maryse Dubé
October 1, 2019	CFC Board of Directors Meeting	Ottawa, ON	Ron Bonnett
December 3, 2019	CFC Governance Workshop	Ottawa, ON	Brian Douglas, Maryse Dubé
December 4–5, 2019	CFC Board of Directors Meeting	Ottawa, ON	Maryse Dubé
December 11, 2019	FPA Committee Meeting	Ottawa, ON	Yvon Cyr

Chicken Industry

Date	Meetings and Events	Location	Participants
February 5, 2020	CFC Board of Directors Meeting	Ottawa, ON	Maryse Dubé
February 24–25, 2020	Alberta Chicken Producers AGM	Red Deer, AB	Brian Douglas, Morgan Moore
March 4, 2020	Chicken Producers Association of Nova Scotia AGM	Wolfville, NS	Maryse Dubé
March 5, 2020	British Columbia Chicken Marketing Board AGM	Vancouver, BC	Brian Douglas, Ron Bonnett
March 11–12, 2020	Chicken Farmers of Saskatchewan AGM	Saskatoon, SK	Brian Douglas, Ron Bonnett
March 24–25 2020	CFC Meeting and AGM	Téléconference	Brian Douglas, Maryse Dubé

Hatching Egg Industry

Date	Meetings and Events	Location	Participants
April 10, 2019	Assemblée générale annuelle – Les Producteurs d’œufs d’incubation du Québec	Mont-Saint-Hilaire, QC	Maryse Dubé, Yvon Cyr, Brian Douglas
July 16–18, 2019	CHEP July Meetings	Niagara-on-the-Lake, ON	Brian Douglas, Yvon Cyr
February 24–25, 2020	Alberta Hatching Egg Producers AGM	Red Deer, AB	Brian Douglas, Morgan Moore
March 4, 2020	Ontario Broiler Hatching Egg & Chick Commission AGM	Guelph, ON	Morgan Moore
March 6, 2020	British Columbia Broiler Hatching Egg Commission AGM	Vancouver, BC	Brian Douglas, Ron Bonnett
March 12, 2020	Saskatchewan Broiler Hatching Egg Producers AGM	Saskatoon, SK	Brian Douglas, Ron Bonnett

Beef Industry

Date	Meetings and Events	Location	Participants
August 12–13, 2019	Beef PRA / Board Meeting and AGM during Canadian Beef Industry Conference	Calgary, AB	FPCC staff

Beef Industry

Date	Meetings and Events	Location	Participants
November 27–28, 2019	Beef PRA Meeting	Regina, SK	Brian Douglas
February 25–26, 2020	Beef PRA Meeting	Calgary, AB	Brian Douglas, Morgan Moore

Other

Date	Meetings and Events	Location	Participants
May 16, 2019	Further Poultry Processors Association of Canada (FPPAC) Annual Meeting	Toronto, ON	Brian Douglas
June 9–11, 2019	CPEPC Summer Meeting	Victoria, BC	Brian Douglas, Maryse Dubé, Yvon Cyr
September 10, 2019	FPCC Strategic Plan Launch	Ottawa, ON	Brian Douglas, Ron Bonnett, Maryse Dubé, Yvon Cyr, Morgan Moore
September 19, 2019	FPPAC General Meeting	Toronto, ON	Brian Douglas
October 6–8, 2019	Urner Barry Executive Conference and Global Protein Summit	Chicago, USA	Brian Douglas

Annex B: FPCC Decisions on Quota and Levy Amendments in 2019-20

Decisions on Quota Amendments

Agency	Date of Decision	Status	Type of Quota	Applicable Time Frame	New Quota Amount
EFC	November 2019	Approved	Vaccine Quota	December 29, 2019, to December 26, 2020	13,335,840 (dozen)
	December 2019	Approved	Federal Quota	December 29, 2019, to December 26, 2020	762,316,007 (dozen)
		Approved	Special Temporary Market Requirement Quota	December 29, 2019, to December 26, 2020	—
		Approved	Eggs for Processing Quota	December 29, 2019, to December 26, 2020	40,273,176 (dozen)
TFC	April 2019	Approved	Amendment to Federal Quota	2019–20 Control Period	180,207,168 (kg, evis. weight)
	September 2019	Approved	Amendment to Federal Quota	2019–20 Control Period	180,439,157 (kg, evis. weight)
	November 2019	Approved	Amendment to Federal Quota	2019–20 Control Period	182,083,336 (kg, evis. weight)
CFC	April 2019	Approved	A-157 (Total Allocation)	June 9, 2019, to August 3, 2019	275,778,494 (kg, live weight)
		Approved	A-158 (Total Allocation)	August 4, 2019, to September 28, 2019	274,599,633 (kg, live weight)
	September 2019	Approved	A-159 (Total Allocation)	September 29, 2019, to November 23, 2019	273,070,934 (kg, live weight)
		Approved	A-160 (Total Allocation)	November 24, 2019, to January 18, 2020	262,905,368 (kg, live weight)
	December 2019	Approved	A-161 (Total Allocation)	January 19, 2020 to March 14, 2020	273,813,156 (kg, live weight)
		Approved	A-162 (Total Allocation)	March 15, 2020, to May 9, 2020	277,628,567 (kg, live weight)
CHEP	September 2019	Approved	2019 Final Allocation	January 1, 2019, to December 31, 2019	804,982,701 (broiler hatching eggs)
		Approved	2020 Initial Allocation	January 1, 2020, to December 31, 2020	823,616,561 (broiler hatching eggs)
	February 2020	Approved	2020 Revised Allocation	January 1, 2020, to December 31, 2020	820,736,510 (broiler hatching eggs)

Decisions on Levy Amendments

Agency	Date of Decision	Status	Applicable Time Frame	Change in Levy Amount	New National Levy Amount	Comments/Details
EFC	June 2019	Approved	Date of Registration to March 27, 2020	\$0.10/dozen	\$0.3695/dozen	Increase in levy for Pooled Income Fund
	December 2019	Approved	December 29, 2019, to March 27, 2021	—	\$0.3695/dozen	Amendment to the expiry date
TFC	February 2020	Approved	Date of Registration to March 31, 2021	—	\$0.018/kg, live weight	Amendment to the expiry date
CFC	May 2019	Approved	June 9, 2019, to March 31, 2020	\$0.0002/kg, live weight	\$0.0055/kg, live weight	Increase in national levy
	February 2020	Approved	April 1, 2020, to March 31, 2021	—	\$0.0055/kg, live weight	Amendment to the expiry date
CHEP	February 2020	Approved	February 23, 2020, to June 23, 2021	—	\$0.003/broiler hatching egg	National levy unchanged
Beef Agency	June 2019	Approved	Date of Registration to June 30, 2020	—	Ontario and imports: \$1.00/head. All other provinces: \$2.50/head	Amendment to the expiry date