Farm Products Council of Canada | Conseil des produits agricoles du Canada

Canada

FOCUS Newsletter

June
2022

Celebrating 50 years 1972-2022

Council Decisions and FPCC Activities Update

The Farm Products Council of Canada (FPCC or Council) conducts its business by holding regular Council meetings in a hybrid structure. FPCC held its eighth meeting of 2022 on June 7th and discussed a number of files related to the national marketing and promotion and research agencies.

The letters of decision resulting from these meetings are available on FPCC's website by following this link.

FPCC Meetings

Council Meeting of April 22, 2022

At its April 22, 2022, meeting, Council members reviewed two proposed amendments:

The *Canadian Turkey Marketing Quota Regulations, 1990*, as submitted in the letters of March 16, 2022, and April 6, 2022, for the 2022-23 control period. Following a thorough review of the rationale provided by the Agency and taking into account the Turkey Farmers of Ontario's complaint filed with FPCC on March 22, 2022, Council members decided to postpone their decision until the Complaint process is complete.

The *Canadian Egg Marketing Agency Quota Regulations*, as requested in the letter of March 25, 2022. Following a careful review of the rationale provided by Egg Farmers of Canada and internal analysis, Council members were satisfied that there were sufficient grounds and information to conclude that the revised allocation to the *Special Temporary Market Requirement Quota* was necessary to implement the marketing plan of the Agency (Schedule 1.1) and approved the amendment.

Council Meeting of May 10 and 11, 2022

At its May 10 and 11, 2022 meeting, Council members reviewed two proposed amendments:

The *Canadian Hatching Egg Producers Quota Regulations* as requested in the Agency letter of March 31, 2022. Following a review of the rationale provided by the Canadian Hatching Egg Producers (CHEP) and internal analysis, Council members approved the amendment.

The *Canadian Chicken Marketing Quota Regulations* for control period A-177, which runs from July 3, 2022 to August 27, 2022. Council members examined the rationale provided by Chicken Farmers of Canada (CFC) and approved the proposed total allocation (domestic, market development and specialty) of 293,587,092 kg live weight.

During the May Council meeting, FPCC hosted CHEP, and the Canadian Beef Check-Off Agency for their respective annual meeting with Council members. Council also met with CFC's executive board members.

Canadian Hatching Egg Producers

FPCC appreciated being updated on the activities of the Canadian Hatching Egg Producers. Representing CHEP were, Brian Bilkes, Chair, Gyslain Loyer, Vice-Chair, Calvin Breukelman, Second Vice-Chair and Drew Black, Executive Director. The presentations and ensuing discussion were very useful and led to a better understanding of CHEP's challenges, particularly the impact of Avian Influenza in Canada, and how the U.S. broiler hatching egg supply concerns impact production in Canada.

Canadian Beef Check-Off Agency

Council members met with the Canadian Beef Check-Off Agency for their annual meeting. Attending in person were: Jeff Smith, Vice-Chair, and Melinda German, General Manager. President, Chad Ross participated virtually. They presented the Agency's 2022-23 Business Plan as well as their 5 year Work Plan.

Council also heard from the Agency's service providers, Andrea Brocklebank, Executive Director of the Beef Cattle Research Council and Annie Peck, Manager of the Public Stakeholder Engagement group. Both presented current issues and planned activities to benefit the beef industry in Canada. Council was impressed by the scope of work carried out by these organizations. Additionally, Mark Klassen, Vice President of Canada Beef, updated members on Canada Beef's budget and investment plan for 2022-23 as well as market trends and strategic priorities.

Chicken Farmers of Canada

FPCC had the opportunity to meet the new Executive Committee of Chicken Farmers of Canada, as well as its Executive Director, Michael Laliberté. Council appreciated the opportunity to hear about the CFC's priorities for the year from the newly elected Chair, Tim Klompmaker, 1st Vice-Chair, Nick de Graff and the new members, 2nd Vice-Chair, Ray Nickel, and Executive Member, Luce Bélanger. This meeting was informative and allowed Council members to have in-depth discussions on the challenges the poultry industry is facing.

Council Meeting of June 7, 2022

At its June 7, 2022, meeting, Council members reviewed three proposed amendments:

The *Canadian Turkey Marketing Quota Regulations, 1990*, as submitted in the letters of March 16, 2022, and April 6, 2022, for the 2022-23 control period was brought back for decision after the April postponement. As the complaint process is still ongoing, Council members again decided to postpone their decision.

The *Canadian Beef Research, Market Development and Promotion Agency Levies Order*, as requested in the letter of April 25, 2022. After consideration of the documents and rationale provided, Council members approved the amendment to extend the date of cessation to June 30, 2023.

The *Canadian Broiler Hatching Egg Marketing Levies Order*, as requested in the letter of June 3, 2022. Council members approved CHEPs' proposed amendment and found that the 2022 draft budget provided sufficient justification to determine that the Levies Order amendment is necessary for the implementation of CHEP's Marketing Plan.

FPCC Levy Committee

On May 24, 2022, FPCC's Levy Committee approved the request to amend four Levies Orders to the *Canadian Egg Marketing Levies*. New Brunswick is increasing its provincial component of the levy whereas Ontario, British Columbia and Alberta are decreasing theirs. These amendments will take effect on the date the Levies Order is registered and will expire on March 31, 2023.

Other Meetings

Every year, Council members meet with provincial supervisory boards and other key provincial governmental representatives as a way to foster collaboration among our partners. The objective of these meetings is to share information and discuss various subjects and issues of the provincial agri-food sector in the Canadian context.

On April 22, 2022, FPCC Chair Brian Douglas, Vice-Chair Ron Bonnett, Council member Maryse Dubé, and FPCC staff met with the Quebec Ministry of Agriculture, Fisheries and Food (MAPAQ) and the Régie des marchés agricoles et alimentaires du Québec. The FPCC Chair and Vice-Chair, along with Council member Morgan Moore met, with the Alberta Agricultural Products Marketing Council on May 16, 2022 and with BC Farm Industries Review Board and BC Government officials on June 13, 2022.

Other Business

Council member Update

As many of you are aware, Council member Yvon Cyr's term ended on April 30, 2022. Yvon was a valued member of Council, bringing his significant experience and deep knowledge of supply management to the Council table. It was a pleasure working with him over the last four years and Council members and FPCC staff wish him all the best in his future endeavors.

On June 17, 2022, the Minister of Agriculture and Agri-Food, Marie-Claude Bibeau, announced three reappointments to FPCC. Brian Douglas, Chairperson for a four-year term, Ron Bonnett, Vice-Chair until December 2022 and Morgan Moore, member, for a two-year term. To see the full news release follow this link.

FPCC Staff Update

It is with mixed emotions that we announce that Reg Milne, Commodity Advisor at FPCC for 19 years, retired in mid-June. Reg's experience with supply management began at the Egg Farmers of Canada in 1985. Reg was a valuable asset with his strong knowledge of supply management and of the beef sector. He will be greatly missed at FPCC, notably for his humour and wit! Please join us in wishing Reg a long and happy retirement.

Furthermore, FPCC is welcoming Guillaume Pasquier who is joining us as a Senior Commodity Advisor. With a degree in agro-economics, Guillaume worked in Europe in the poultry import sector as an international buyer and economic and market policy analyst. He has had the opportunity to visit numerous poultry slaughterhouses and processing plants around the world, which has given him a good technical and operational understanding of the sector. His most recent work in Canada was in an agricultural cooperative as the Director of the Innovation & Development division. We are happy to welcome him in our team!

Given these recent changes, files have been reassigned. Mark Kotipelto is responsible for the egg, turkey and pork files, Guillaume Pasquier is responsible for the chicken and hatching egg files and Jean-François Lefler will handle the beef file.

FPCC Complaint

On March 22, 2022, FPCC received a complaint from Turkey Farmers of Ontario (TFO) against Turkey Farmers of Canada (TFC) regarding TFC's allocation decision for the 2022-2023 Control Period. FPCC Chair, Brian Douglas, established a Complaint Committee and appointed Council member Maryse Dubé to proceed with a Hearing which took place June 3, 2022. The documents related to the complaint are accessible via this link. The *Complaint By-Law* and *Guidelines* can be accessed on the Publications page.

Agricultural Products Marketing Act (APMA) Modernization Initiative

In early May, FPCC and AAFC co-hosted information sessions on the proposed changes to the APMA according to Bill S-6 – *An Act respecting regulatory modernization* which was tabled in the Senate on March 31, 2022. We are very pleased with the level of stakeholder participation and engagement these information sessions generated. FPCC will continue to monitor the Bill's progress as it goes through the legislative process and will inform stakeholders as soon as it receives Royal Assent. In the meantime, you can follow the process step by step on the LEGISInfo website.

National Association of Agri-Food Supervisory Agencies (NAASA) May 2022 meeting

On May 31, 2022, FPCC hosted Part 2 of the NAASA meeting pertaining to Strategic Planning. Supervisory boards from the ten provinces, as well as the Canadian Dairy Commission were in attendance, virtually. The next NAASA meeting will be held on September 12, 2022.

FPCC's 50th Anniversary Celebration

Preparation of the 50th Anniversary plans continue and are on track. FPCC staff have been actively working on finalizing details for the evening reception and morning conference that will take place on November 1 and 2, 2022, in Ottawa.

CAP Program funding to support Canadian beef and veal

Agriculture and Agri-Food Canada Minister Marie-Claude Bibeau recently announced an investment of up to $3.6 million to ensure the beef industry has the necessary resources to seize new export opportunities to remain competitive and to continue to be a sustainable driver of economic growth. Canada Beef will utilize the eligible funds from the AgriMarketing Program, under the Canadian Agricultural Partnership, to promote Canadian beef and veal exports globally and to enhance awareness of the value proposition within the beef and cattle supply chain.

The two-year, non-refundable contribution will fund the development and deployment of global resources and activities to support market development programs for Canadian beef in international markets. To view the news release visit this link.

Special mention of La Semaine Verte celebrating its 50th anniversary

Radio Canada's Agriculture news show, *La semaine Verte*, celebrates its 50th anniversary this year. Produced in Quebec, *La Semaine verte* benefits from collaborators scattered throughout Quebec and Canada and has been instrumental in reporting on key agricultural issues to Canadians.

Comments or questions?
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