



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

2024-2025  
**Farm Products  
Council of Canada**  
ANNUAL REPORT

Canada



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# MESSAGE FROM THE CHAIRPERSON & DEPUTY HEAD



On behalf of the Farm Products Council of Canada (FPCC), I am pleased to present our Annual Report for fiscal year 2024-2025.

This year has been momentous for FPCC and the agencies it supervises as we celebrated three significant achievements.

The first is the establishment of the Canadian Industrial Hemp Promotion-Research Agency, known as *Hemp Canada Chanvre*. The newest of FPCC's promotion-research agency was officially proclaimed by the Governor General in Council on November 8, 2024. This is a significant step for the Canadian hemp sector as hard working hemp producers will have additional resources to help them thrive on the domestic and global markets.

I would like to thank FPCC staff, as well as our federal colleagues at Agriculture and Agri-Food Canada (AAFC), Health Canada, and Justice Canada for their invaluable help throughout the establishment process in making this a reality.

The second achievement is the successful renegotiation of the *Federal-Provincial-Territorial Agreement on Guiding Principles for the Marketing of Eggs in Canada*. In 2021, Egg Farmers of Canada started in earnest the renegotiation, and in near record time, negotiated this all important agreement which was implemented in this fiscal year. The Canadian egg sector is now on a more stable footing and can forge ahead with confidence towards long-term prosperity.

For both of these two achievements, I would like to thank Minister MacAulay for his help in ensuring speedy federal approvals.

The third achievement is the 50<sup>th</sup> anniversary of the establishment of the Turkey Farmers of Canada. For half a century, Turkey Farmers of Canada has been the forum where industry stakeholders have met to discuss sector issues and ensure Canadians have an adequate supply of turkey.

Throughout the year, FPCC's activities have been guided by the five strategic directions found in our [Strategic Plan 2023-2026](#). Among our strategic directions is "to amplify the supply management story". In this context, FPCC highlighted the importance of its role in the administration of supply management for poultry and eggs, as well as on the care we take in approving agency decisions that have an impact on producer livelihood.

FPCC has also actively collaborated with our government partners through the National Association of Agricultural Supervisory Agencies (NAASA) and individual meetings with provincial supervisory boards. FPCC continued to host meetings with our government partners to discuss various topics of common interest. During NAASA meetings held in 2024-2025, for instance, we deepened our collective understanding of major components of the Canadian agriculture such as cost of production formulas and our trading relationship with the United States.

While the impact of high path avian influenza somewhat receded in most parts of the country, it still had a significant impact in British Columbia and on some imported inputs from the United States that are critical to the feather and egg sectors. Despite these challenges, the Chicken Farmers of Canada, the Canadian Hatching Egg Producers, Egg Farmers of Canada and Turkey Farmers of Canada were all able to supply the domestic market, a true testament to the benefits of supply management.

As for the two national promotion-research agencies, they have generated value for money to Canadian producers.

The last quarter of this year has seen increased tensions with the United States, most notably in regard to trade flows between the two countries. The uncertainty brought by this new state of affairs has brought legitimate concerns from the export-oriented beef and pork sectors, as well as the feather and egg sectors. FPCC is committed to defend the interests of both export-oriented sectors and those of supply management.

I would like to thank my fellow FPCC members for their support during the year. The insights brought by Bonnie den Haan and Samantha Haverkamp, appointed in April 2023, coupled with the years of experience of Maryse Dubé and Morgan Moore as FPCC members allowed for in-depth discussions and a balanced approach to all aspects of FPCC business.

In regard to staff, I wish to congratulate them on their continued professionalism in the advice and services they provide to FPCC members. Our work as members is greatly facilitated by their knowledge and enthusiasm.

FPCC's strong governance and dedicated staff is integral to our ability to support the agencies' mandates and defend the interests of Canadian agriculture.



**Chairperson & Deputy Head**

**BRIAN DOUGLAS**

# MANDATE

FPCC, created by the [Farm Products Agencies Act](#) (FPAA), is a federal public interest oversight body mandated to:

- Advise the Minister of Agriculture and Agri-Food on matters relating to the establishment and operation of agencies under the FPAA with a view to maintaining and promoting an efficient and competitive agriculture industry.
- Review the operations of marketing agencies, and promotion-research agencies with a view to ensuring that their operations are in accordance with their legislative objectives.
- Work with marketing agencies in promoting a strong, efficient and competitive marketing of farm products under the supply management system for poultry and eggs.
- Work with promotion-research agencies in promoting the competitiveness of the targeted farm products.

# VISION

A regulatory environment that supports a strong supply management system for poultry and eggs and an effective marketing of agricultural products through promotion and research.

# MISSION

Our mission is to oversee the regulatory system for the orderly marketing of poultry and eggs in Canada while working closely with [marketing agencies](#), and to promote a prosperous Canadian agriculture industry through [promotion-research agencies](#).





# ADMINISTRATION OF FEDERAL ACTS

## FPCC administers two federal acts:

The [Farm Products Agencies Act](#) (FPAA) provides for the creation of FPCC, the [marketing agencies](#) and the [promotion-research agencies](#).

The [Agricultural Products Marketing Act](#) (APMA) allows for the delegation of federal authority over interprovincial and export trade in the marketing of farm products to provincial commodity boards. FPCC administers the APMA through an agreement with AAFC.



# FPCC MEMBERS



**Chairperson & Deputy Head**  
**BRIAN DOUGLAS**

*Brian was first appointed as Chairperson and Deputy Head on June 11, 2018, and renewed for another 4 years in 2022.*

A graduate of the University of Guelph, Brian has enjoyed a public service career spanning over 41 years. His career has provided him with an appreciation and understanding of the opportunities and challenges facing Canadian producers.

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

Brian spent most of his career in the PEI Department of Agriculture, where he served as Director of the Agriculture Resource Division and Manager of the Farm Extension Services. Throughout his career, he also served as a member and representative for PEI on various provincial and national level boards and committees related to agriculture and transportation and infrastructure renewal.

**Vice-chairperson**  
**BONNIE DEN HAAN**

*Bonnie was appointed as Vice-chairperson on April 21, 2023, for a 4-year term.*

Bonnie is a dairy producer/processor in Ontario, who along with her husband John den Haan and two daughters, operate Haanview Holsteins and Sheldon Creek Dairy, while their two sons work in the dairy industry and farm with their families.

Bonnie received a Bachelor of Science in Agriculture from the University of Guelph in 1981 and is a graduate of the Advanced Agricultural Leadership Program. She has been a board member of both the Dairy Farmers of Ontario and Dairy Farmers of Canada and past Chairperson of the Farm and Food Care Ontario Board. Bonnie is very passionate about the agricultural industry and is focused on building public trust in our food and farming systems.



## Member

### MORGAN MOORE



*Morgan was appointed as a member in June 2019 and was reappointed in 2022 for 2 years. On June 19, 2024, he was reappointed for another 2 years.*

Morgan is a cow/calf and commercial sheep producer in Manitoba. He farms with his wife, Amber, and their three children. 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 is presently the Chairperson of Manitoba Sheep as well as the Founding Chairperson of a start-up called PrüfIT Technologies Inc., a company developing exciting technology to deliver full value in two-way traceability. Morgan is also the General Manager of the Canadian Cooperative Wool Growers, a century old wool marketing company and fast-growing livestock supply retailer. He is a lifelong agriculture industry promoter and advocate.

## Member

### SAMANTHA HAVERKAMP



*Samantha was appointed as a member on April 21, 2023, for a 3-year term.*

Samantha is a hatching egg producer from Ontario. She is a graduate of the University of Guelph with a Diploma in Horticulture, a Bachelor of Science Degree in Honours Agriculture, and a Certificate in Business. Prior to joining the family farm in 2019, she worked for a financial institution lending to agriculture and commercial businesses. She also

worked for an agriculture input company buying grain and selling fertilizer and other crop inputs after graduating.

Samantha is currently on the Board of the Ontario Broiler Chicken Hatching Egg Producers Association and has been the Chair since 2022. She also sits on the Board of Directors for the Poultry Industry Council.

## Member

# MARYSE DUBÉ



*Maryse was appointed as a member on April 30, 2015, and was reappointed in 2018 for another 3 years. On April 30, 2021, she was reappointed for 4 more years.*

Maryse received a Bachelor of Law from Université Laval in 1996 and was called to the Quebec Bar in 1997. She has been a partner with Sylvestre & Associés since 2004. She works as a commercial lawyer specialized in agri-food law, representing a number of agricultural producers during business transfers and acquisitions, as well as providing advice to financial institutions. Maryse represents small and medium sized businesses in the fields of securities law, commercial transaction, merger and acquisition and corporate law (manufacturing and agricultural sectors). Very active in her social and economic milieu, she has often played the role of honorary chair and has served on a number of corporate and community boards. She has also spoken at various conferences.

Maryse sat on the Board of Directors of the Association des avocats et avocates de province, then 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 new governance for the Quebec Bar, and was elected by acclamation to the Board of Directors as the representative for the Richelieu, Longueuil and Arthabasca sections.



# HIGHLIGHTS

FPCC is proud of the work accomplished over the 2024-2025 fiscal year.

FPCC would like to highlight a few achievements reached this year. The hemp industry established a promotion-research agency, FPCC revised its guideline on promotion-research agencies and Turkey Farmers of Canada celebrated 50 years.



# Establishment of the Canadian Industrial Hemp Promotion-Research Agency

FPCC led a multi-departmental team, consisting of AAFC, Health Canada and Justice Canada, on the establishment of the Canadian Industrial Hemp Promotion-Research Agency. To understand the needs of the sector and the unique regulatory framework surrounding industrial hemp products, FPCC built collaborative relationships with industry stakeholders comprised of experts including producers, processors and importers of industrial hemp.

FPCC provided the hemp industry the guidance and support required to present a strong proposal for the promotion-research agency. Throughout the regulatory process, FPCC worked with the hemp industry to ensure the requirements and steps necessary for the establishment the agency were met.

On November 8, 2024, the Canadian Industrial Hemp Promotion-Research Agency was established under Part III of the FPAA, the first promotion-research agency of non-animal origin. This new

agency has decided to operate and be known as Hemp Canada Chanvre.

Hemp Canada Chanvre has the authority to promote the production and marketing of industrial hemp products for the purposes of interprovincial and export trade and to conduct promotion and research activities for hemp products. By providing a stable funding source for its activities through the collection of levies, the agency will help hemp producers expand their markets and increase sales.

Consumers will also benefit from increased access to information on industrial hemp products.

Hemp Canada Chanvre will support the development and competitiveness of the industrial hemp sector by enabling the development and implementation of promotion and research activities.



## GUIDELINE FOR ESTABLISHING A PROMOTION AND RESEARCH AGENCY



## Revised Guideline for Establishing a Promotion and Research Agency

FPCC published the revised [Guideline for Establishing a Promotion and Research Agency](#) in 2024. The look and feel and the content of the guideline was updated substantially and highlights important information and tips when developing and submitting an application for a promotion-research agency.

## Turkey Farmers of Canada

In 2024, Turkey Farmers of Canada (TFC) celebrated its 50th anniversary. This occasion brought together former chairs, board members, industry partners, political leaders and TFC staff to celebrate.

Congratulations on 50 years leading the turkey sector!



# OVERSIGHT & ENGAGEMENT ACTIVITIES

The supply management system and the investment in promotion and research activities are viewed as a benefit to the Canadian agricultural sector serving farmers, the Canadian economy and consumers. Through comprehensive oversight and strategic initiatives, FPCC plays a part in maintaining a balanced and stable agricultural sector with due regard to the interests of producers and consumers.

FPCC works closely with stakeholders, including producers, industry groups, and government departments. FPCC supports the efforts of working together to achieve common goals through open, two-way communication. This dialogue builds trust and confidence, fosters collaboration and creates unity in supporting the common interests of each sector.



Established under the FPAA, FPCC oversees the four marketing agencies that administer the supply management system for poultry and eggs. This system balances supply and demand while ensuring a predictable supply for consumers and stable income for farmers.

FPCC also oversees the operations of three promotion-research agencies. These agencies promote a strong, efficient and competitive industry for the regulated products by promoting the marketing and production of the products and by conducting and promoting research activities.





#### FPCC Decisions:

**17**

Quota Regulations

**10**

National Levies  
Orders

**4**

Provincial Levies\*  
\*made by the Levy Committee

**7**

Other Regulations  
or Directives

#### FPCC Speaking Engagements:

**26**

Provincial Commodity  
Board Meetings

**24**

Marketing and Promotion-Research  
Agency Meetings

**11**

Other Industry Stakeholder  
Meetings

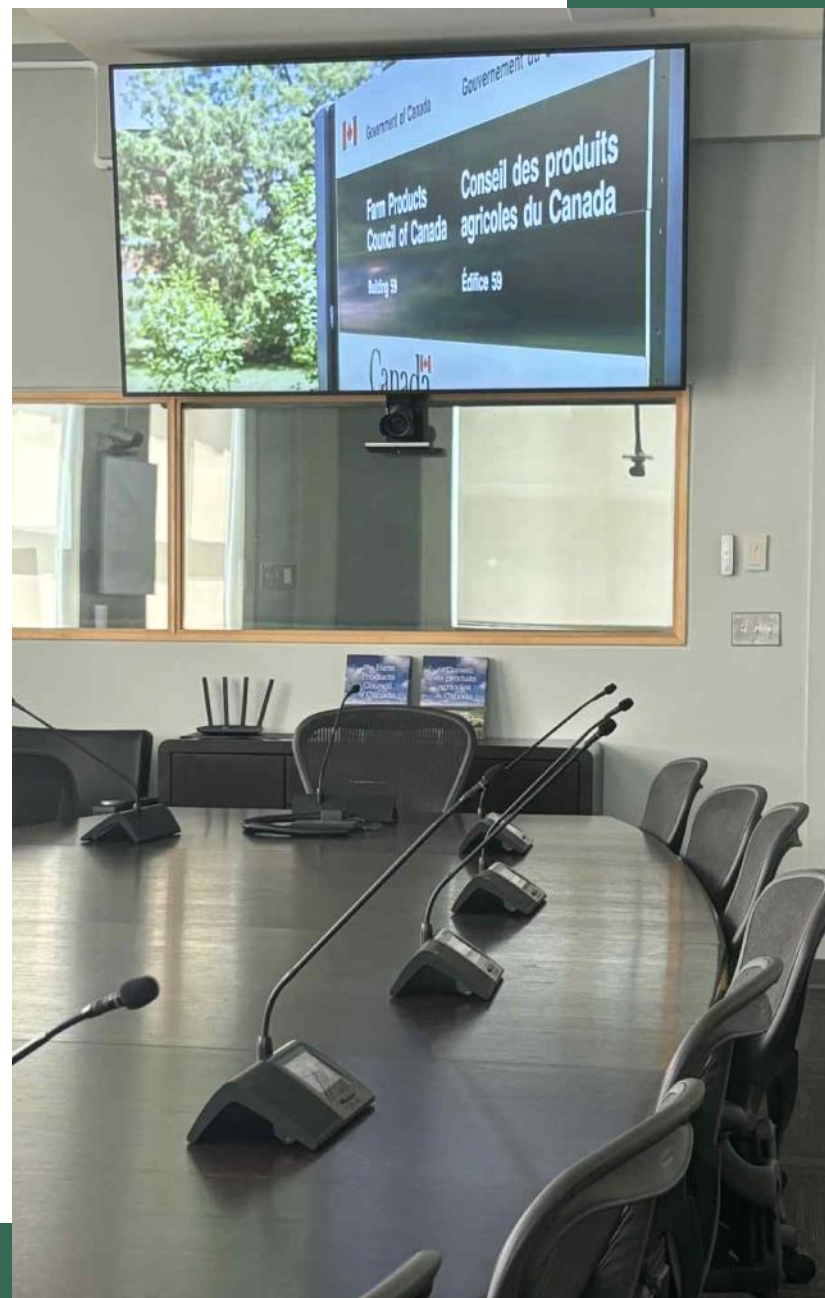
# FPCC Member Meetings and Decisions

FPCC members met 13 times to consider, review and decide on requests received from the marketing and promotion-research agencies during the 2024-2025 fiscal year on:

- National Levy Orders
- Quota Regulations
- Other regulations or directives necessary to carry out an agency's marketing plan or promotion and research plan

Decisions are based on whether the amendment is necessary for the implementation of the agency's marketing plan or promotion and research plan, and are communicated to the respective agency and posted on FPCC's website. The practice of communicating our decisions in a timely manner stems from our [strategic plan's](#) central theme of transparency and dialogue.

More information on the agencies' rationales supporting these regulatory amendments can be found on FPCC's [Decisions](#) web page.







## Poultry and Egg Sectors

FPCC continued to support the poultry and egg sectors through the review of requests received from the marketing agencies and FPCC member presence at agency and sector meetings. Updates on FPCC activities were provided at a number of Egg Farmers of Canada, Turkey Farmers of Canada, Chicken Farmers of Canada and Canadian Hatching Egg Producers Board of Directors meetings.

## Egg Farmers of Canada

FPCC members considered a total of 6 requests submitted by Egg Farmers of Canada (EFC). EFC submitted 1 request to amend their levies order to extend the levy effective dates and 5 requests to amend their quota regulations (*see tables*).

FPCC worked in collaboration with EFC on 2 major accomplishments this fiscal year:

- the signature and implementation of the *Federal-Provincial-Territorial Agreement on Guiding Principles for the Marketing of Eggs in Canada*;
- the completion and approval of the 2021 Cost of Production study. This study is a cornerstone of the egg sector's supply management system and was completed despite delays brought on by Covid-19 and Avian Influenza.

In 2024-2025, FPCC members and staff attended 19 EFC meetings, providing updates on FPCC activities and listening to industry concerns, achievements and opportunities for future initiatives.

### Canadian Egg Marketing Levies Order Amendments

Date of Decision	Status	Effective Date	Change in Levy		National Levy
					Per dozen
Dec. 2024	Approved	Dec. 29, 2024 to Mar. 27, 2026	\$0	NIL	\$0.4795

### Canadian Egg Marketing Quota Regulations, 1986 Amendments

Date of Decision	Status	Type of Quota	Effective date	Quota Amount
Dozen				
Dec. 2024	Approved	Vaccine quota		8,890,560
	Approved	Special temporary market requirement quota	Dec. 29, 2024 to Dec. 27, 2025	35,052,121
	Approved	Eggs for processing quota		0 (Repealed)
	Approved	Federal quota		931,137,001
Aug. 2024	Approved	Federal Quota	Dec. 31, 2023 to Dec. 28, 2024	839,951,471

## Turkey Farmers of Canada

Turkey Farmers of Canada (TFC) submitted, for FPCC members' consideration, 2 requests to amend their levies order and 3 requests to amend their quota regulations (*see tables*).

FPCC members supported TFC's initiative, holding a Turkey Summit, in early 2025 bringing together turkey supply chain stakeholders. The discussions and ideas from that Summit will help the sector prosper in the future.

FPCC members and staff attended all 8 meetings held by TFC in 2024-2025 and provided updates on industry activities.

### Canada Turkey Marketing Levies Order (2019) Amendments

Date of Decision	Status	Effective Date	Change in Levy Amount		National Levy Amount
					Per kg, live weight
Feb. 2025	Approved	Apr. 27, 2025 to Mar. 31, 2026	\$0.003	↑	\$0.0210 (production)
Apr. 2024	Approved	Date of registration to Dec. 31, 2028	\$0	NIL	\$0.0125 (marketing)

### Canadian Turkey Marketing Quota Regulations, 1990 Amendments

Date of Decision	Status	Type of Quota	Effective Date	Quota Amount
				kg, eviscerated weight
Nov. 2024	Approved	Federal Quota	2024-2025 Control Period	168,662,567
Aug. 2024	Approved	Federal Quota		165,809,872
Apr. 2024	Approved	Federal Quota		167,739,254



## Chicken Farmers of Canada

FPCC members considered a total of 9 requests submitted by Chicken Farmers of Canada (CFC). CFC submitted 2 requests to amend their levies order and 7 requests to amend their quota regulations (*see tables*).

FPCC members worked closely with CFC, to ensure a steady supply of chicken despite challenging chick supply issues. FPCC members continued to support CFC in its objective to increase per capita consumption of chicken for the benefit of the entire sector.

FPCC members attended all 10 meetings held by CFC in 2024-2025 to provide updates on their activities and collaborate with chicken industry stakeholders.

### Canadian Chicken Marketing Levies Order Amendments

Date of Decision	Status	Effective Date	Change in Levy Amount		National Levy Amount Per kg, live weight
Jan. 2025	Approved	Feb. 9, 2025 to Mar. 31, 2026	\$0	NIL	\$0.0061
Apr. 2024	Approved	May 5, 2024 to Mar. 31, 2025	\$0.0002	↑	\$0.0061

### Canadian Chicken Marketing Quota Regulations Amendments

Date of Decision	Status	Type of Quota	Effective Date	Quota Amount kg, live weight
Mar. 2025	Approved	A-196 (total allocation)	Jun. 1, 2025 to Jul. 26, 2025	309,720,408
Jan. 2025	Approved	A-195 (total allocation)	Apr. 6, 2025 to May 31, 2025	302,824,568
Nov. 2024	Approved	A-194 (total allocation)	Feb. 9, 2025 to Apr. 5, 2025	296,004,987
Oct. 2024	Approved	A-193 (total allocation)	Dec. 15, 2024 to Feb. 8, 2025	282,498,925
Sept. 2024	Approved	A-192 (total allocation)	Oct. 20, 2024 to Dec. 14, 2024	291,036,614
Jul. 2024	Approved	A-191 (total allocation)	Aug. 25, 2024 to Oct. 19, 2024	297,722,536
May 2024	Approved	A-190 (total allocation)	Jun. 30, 2024 to Aug. 24, 2024	303,690,219


## Canadian Hatching Egg Producers

Canadian Hatching Egg Producers (CHEP) submitted, for FPCC members' consideration, 2 requests to amend their levies order and 5 requests to amend their quota regulations (*see tables*).

FPCC supported CHEP's efforts to increase production to be able to supply the Canadian market in response to import challenges.

In 2024-2025, CHEP held 5 meetings to discuss interests common to the sector. FPCC members attended all meetings and provided updates as necessary.

### Canadian Broiler Hatching Egg Marketing Levies Order Amendments

Date of Decision	Status	Effective Date	Change in Levy Amount	National Levy Amount
				Per broiler hatching egg
Jan. 2025	Approved	Date of registration to Jul. 23, 2025	\$0.0004 	\$0.0034
May 2024	Approved	Date of registration to Jul. 23, 2025	\$0 NIL	\$0.0030

### Canadian Hatching Egg Producers Quota Regulations Amendments

Date of Decision	Status	Type of Quota	Effective Date	Quota Amount
				Broiler hatching eggs
Jan. 2025	Approved	2025 revised allocation	Jan. 1, 2025 to Dec. 31, 2025	813,858,112
Sept. 2024	Approved	2025 revised allocation	Jan. 1, 2025 to Dec. 31, 2025	820,040,531
Sept. 2024	Approved	2024 final allocation	Jan. 1, 2024 to Dec. 31, 2024	807,954,525
May 2024	Approved	2025 initial allocation	Jan. 1, 2025 to Dec. 31, 2025	832,290,624
May 2024	Approved	2024 revised allocation	Jan. 1, 2024 to Dec. 31, 2024	870,916,812





## Primary and Further Processing Sectors

FPCC members meet with representatives from the Canadian Poultry and Egg Processors (CPEP) to discuss opportunities and challenges for processors and further processors in the poultry and egg sectors under FPCC's purview.

FPCC members also met with the Further Poultry Processors Association of Canada to provide updates on FPCC's activities.

## Site Visits



FPCC members were invited to attend an industry tour of egg grading and processing facilities in Calgary, Alberta and Abbotsford, British Columbia. FPCC members were able to see first-hand the various stages of how eggs are graded, processed and packaged.

CPEP members from Ontario opened their doors to FPCC for a 2-day multi-plant tour. The first leg of the tour started with an egg processing plant, a further poultry processing facility and a primary poultry processing plant. FPCC ended the tour by visiting an egg grading facility. This opportunity allowed FPCC members to see how the poultry and egg processing sectors operate.



## A unique approach to farming

A Hutterite Colony located south of Saskatoon welcomed FPCC members to visit their thriving multi-production farm (crops and livestock) allowing FPCC members to witness first-hand the Hutterite's unique approach to farming.



## Beef Sector

### Canadian Beef Check-Off Agency

FPCC continued to engage with beef industry stakeholders through meetings and on-site visits to address sector opportunities and challenges. FPCC met with the Canadian Beef Check-Off Agency (Beef Agency) 7 times throughout the year. The Beef Agency continued to serve the sector well through its promotion and research activities.

The Beef Agency submitted, for FPCC members' consideration, 1 amendment to their levies order to extend the effective date and maintain the levy amount (*see table*).

### Site Visits

Organized by the Beef Agency, FPCC members attended an informative two-day industry tour of the beef value-chain in the Southern Alberta region. Members obtained an appreciation of the work involved in providing Canadian consumers with quality beef products. The tour highlighted the hard work and efforts of generations of ranchers, beef producers and processors in creating a resilient beef production and marketing system.

#### Beef Cattle Research, Market Development and Promotion Levies Order Amendments

Date of Decision	Status	Effective date	Change in Levy Amount		Levy Amount
					Per head
Jun. 2024	Approved	Date of registration to Jun. 30, 2025	\$0	NIL	\$1.00 - \$2.50

## Pork Sector

### Canadian Pork Promotion-Research Agency

FPCC continued to support and engage with the pork industry by working with the Canadian Pork Promotion-Research Agency (PPRA) in implementing best practices to fulfill its mandate and advance industry interests. FPCC met with the PPRA 4 times throughout the year.

The PPRA, submitted to FPCC members for consideration, 1 amendment to its levies order to extend the effective date and maintain the levy amount (*see table*).

#### Canadian Pork Promotion-Research Levies Order Amendments

Date of Decision	Status	Effective date	Change in Levy Amount		Levy Amount
					Per head
Jun. 2024	Approved	Date of registration to Jun. 30, 2025	\$0	NIL	\$0.80





## Value Chain Stakeholders

The Canadian Meat Council (CMC) met with FPCC and had a discussion on current files and challenges within the meat sector such as internal trade, labour shortages and regulatory environment. The CMC is actively involved in the beef and pork promotion-research agencies, with representatives serving on the boards of both organizations.

FPCC also met with Restaurants Canada, who provided an overview of the state of the industry, presented statistical data and main factors impacting their business.







# FPCC COLLABORATION

FPCC continued to build momentum with all its stakeholders by creating opportunities to collaborate and share information impacting the Canadian agricultural sector.

Recognizing the increase of common issues impacting the sector, FPCC led consultative meetings with provincial supervisory boards and governments.

# National Association of Agri-Food Supervisory Agencies (NAASA)

NAASA provides a forum for supervisory agencies to discuss issues of common interest and determine collective action, as appropriate. NAASA consists of 10 provincial supervisory agencies in partnership with the Canadian Dairy Commission and FPCC, as the secretariat.

Cost of production (COP) in the supply managed sectors was the topic of discussion over the course of three meetings to kick-off the 2024-2025 fiscal year. Officials from the Canadian Dairy Commission, Egg Farmers of Canada and Chicken Farmers of Ontario presented their respective COP methodologies. Each provincial representative also spoke to how COP is established in each supply managed commodity in their respective province. Excellent discussions on this topic among NAASA members resulted in a greater appreciation of the complexities in establishing COP.

The unprecedented U.S. trade policy shifts in the early months of 2025 created trepidation in the agriculture and agri-food sectors, among others. To help shed light on the situation, NAASA welcomed officials from AAFC in March 2025, to discuss Canada-U.S. trade relations. The meeting offered an excellent opportunity for NAASA members to learn about the state of affairs on trade and its impact on their industries.

Amy Cronin, Chair of the Ontario Farm Products Marketing Commission, was elected Chair of NAASA and Kerrie Hallet of the New Brunswick Farm Products Commission was elected Vice-Chair in 2024-2025. Maryse Dubé represented FPCC.





## Meetings with Provincial Supervisory Boards and Government Officials

FPCC meets with provincial supervisory boards and other key provincial government representatives annually. The purpose of these meetings is to collaborate with provinces and discuss various topics related to the agriculture sectors both in their own province and in the Canadian agri-food context.

During these meetings, both provincial representatives and FPCC members provide their perspectives on the supply management sector for poultry and eggs, as well as on the promotion-research agencies. It also provides another forum to discuss issues related to the APMA.

Some key topics discussed in 2024-2025 were the negative impacts of Avian Influenza, inflation, consumption trends and allocation issues in supply managed commodities.





# COMPLAINTS AGAINST AN AGENCY

In its quasi-judicial role and responsibilities, FPCC hears complaints from individuals or entities directly affected by an agency's operations. These complaints can relate to various issues, such as the administration of marketing plans, quota allocation, levies, or other matters.

A complaint was brought forward by Simple Path Farms against a decision taken by CFC in the previous fiscal year (2023-2024). FPCC members, upon the recommendation of the Complaints Committee, dismissed the complaint in June 2024. The [Complaint Committee Report](#) is available on our website.

For more information on the complaints process, please visit FPCC's [Complaints Against an Agency](#) webpage.

# FPCC AT A GLANCE

As of March 31, 2025

4 part time FPCC members
17 staff, including the Deputy Head
Common hybrid work model

## Organizational Profile

**Minister:** The Honourable Lawrence MacAulay (July 2023 – March 2025) and the Honourable Kody Blois (March 2025)

**Organizational head:** Brian Douglas, Deputy Head and Chairperson

**Ministerial portfolio:** Department of Agriculture and Agri-Food

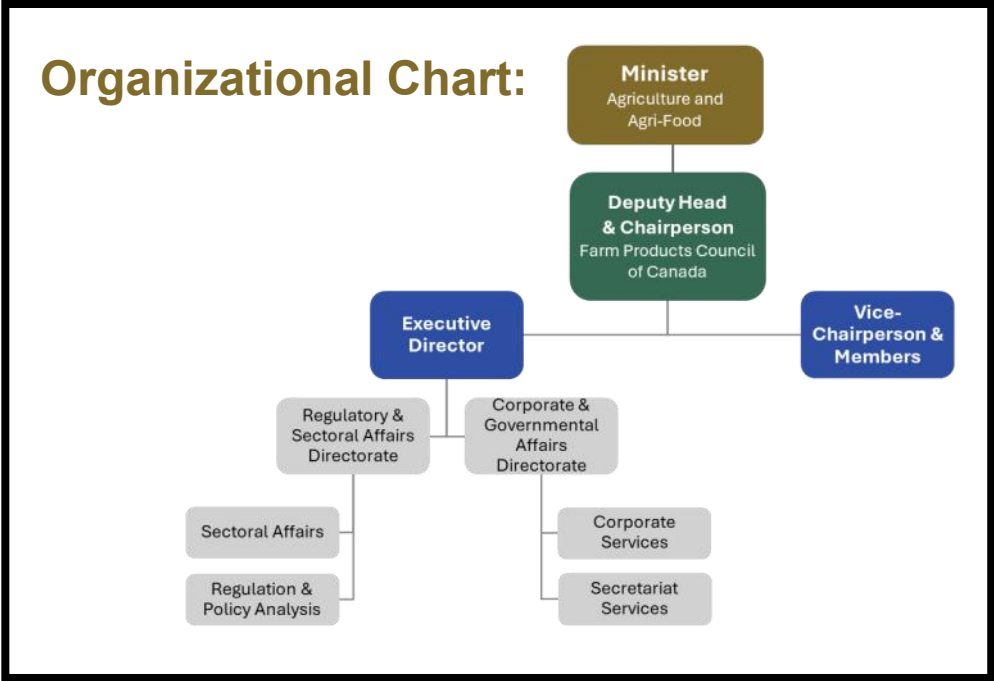
**Enabling instrument:** *Farm Products Agencies Act*

**Year of establishment:** 1972

**Legal name:** National Farm Products Council

**Operating name:** Farm Products Council of Canada

**Organizational framework:** Portfolio partner of the Department of Agriculture and Agri-Food under section IV of the *Financial Administration Act*



## Financial Operations

FPCC's financial results presented within this Annual Report are intended to serve as a general overview of the organization's operations. For financial reporting purposes, FPCC is consolidated within the Financial Statements of the Department of Agriculture and Agri-Food and received 2.8 million in overall funding.

	Actual Spending
Salary	2,109,752
Operations	690,952



# STRATEGIC PLAN 2023-2026: PERFORMANCE REPORT

The [strategic plan 2023-2026](#) guides FPCC on the implementation of its priorities over the coming years.



## Support the integrity of the supply management system

For the last fifty years, FPCC has been charged with overseeing the national supply management system for poultry and eggs in Canada. Ensuring the integrity and sustainability of this complex system while navigating an equally complex operating environment with stakeholders who have diverse interests, FPCC needs to not only be reactive to the issues of the day, but also proactive and timely in addressing the needs of its stakeholders. By continuing to support and safeguard a healthy supply management system that benefits all stakeholders, including Canadians, FPCC can continue to be a model.

Objective	2024-2025 Target	Achievement	% Complete
Continue to remain agile and responsive while providing oversight of the national marketing agencies for poultry and eggs.	10 FPCC meetings held	FPCC members met 13 times and the Levy Committee met 4 times to consider changes to provincial levies.	100%
Solidify FPCC as Canadian supply management specialists by continuing to build a knowledge base and generate expertise that supports a greater understanding of supply management and FPCC's role.	2 reports provided by FPCC at NAASA meetings	FPCC provided 2 presentations at NAASA meetings.	100%
	40 meetings of the marketing agencies attended by FPCC members and staff	FPCC members and staff attended 42 marketing agency meetings: 19 meetings of EFC 10 meetings of CFC 8 meetings of TFC 5 meetings of CHEP	100%
Develop and evolve tools that support the integrity of a healthy and stable supply management system in Canada, including identifying administrative changes in the FPAA to ensure the legislation reflects the current operating environment.	2 FPAA amendments included in the Miscellaneous Statute Law Amendment (MSLA) Program	The 2 amendments to the FPAA (removal of paragraphs 3(4) and 18(3), and changes to paragraph 22(1)(g)) included in the MSLA Program were removed in the committee review stage.	0%

## Amplify the supply management story

Identified as a success by many, the supply management system in Canada is viewed as a beneficial system that serves farmers, the Canadian economy, and consumers. While being grounded and bound by its legislative and regulatory responsibilities, FPCC has an opportunity to shine a light on the benefits that supply management brings and the role it plays in sustaining a strong Canadian economy. By amplifying our story and elevating the conversation, we can bring voice to the role supply management can play and the ways in which it strengthens food security both at home and globally. Exploring ways in which relevant stakeholders can work together to address issues and bringing a greater sense of harmony to the system will set a foundation on which to build efficiencies that could otherwise be limited by regulation.

Objective	2024-2025 Target	Achievement	% Complete
Continue to bring awareness to the important role that supply management plays in supporting a strong Canadian economy and its role in strengthening domestic and global food security, while protecting consumers' interests.	1 video developed	FPCC completed the development of an educational video on FPCC and presented it at the national and provincial annual general meetings.	100%
Continue to bring clarity and awareness to FPCC's legislative and regulatory responsibilities while it finds efficiencies that will streamline and improve the complaint process.	1 efficiency to the regulatory process implemented	FPCC implemented 1 efficiency to its regulatory submission process by removing an administrative step that is no longer required.	100%
	1 efficiency to the complaint process implemented	FPCC initiated a review of the Complaint By-law to bring more efficiencies to the complaint process.	50%
	1 awareness strategy implemented	FPCC started the process of updating its website to incorporate information on its legislative and regulatory responsibilities and on the complaint process.	50%
Continue to expand FPCC's role in their decision-making process to include providing recommendations and options for addressing issues when there are opportunities to find alternate solutions outside of a typical yes or no response.	100% of FPCC's decisions posted online	FPCC made 38 decisions that were reflected in Letters of Decisions:  27 FPCC decisions (quota, national levy, other),  4 Levy Committee decisions for provincial levy changes.	89%

## Support Promotion-Research Agencies (PRAs)

FPCC has had a continued role in supporting promotion-research agencies for farm products under the FPAA since an amendment to the Act in 1993 permitted the creation of PRAs. The amendment to the Act ensured that all those who benefit from the research and promotion of a commodity pay their fair share to support this important work.

In establishing and supporting PRAs, FPCC continues to advance more effective marketing, research, and promotion of farm products. There is still much opportunity and work to do to streamline processes and better envision the future for PRAs in Canada.

Objective	2024-2025 Target	Achievement	% Complete
Find efficiencies and establish better communication of processes and timelines that will support the PRA application process.	1 guideline updated	FPCC updated its Guideline for Establishing a Promotion and Research Agency and posted it online.	100%
Elevate communication to better facilitate and support the establishment of PRAs and work with national agencies to advance more effective marketing, research, and promotion of farm products.	1 outreach initiative started	FPCC started the process of updating its website to incorporate information and links on the benefits and establishment of PRAs.	50%



## Convene and mobilize stakeholders and grow relationships

The last 3 years have brought shifts to the way we operate and has brought greater complexities to supply, allocations, the economy, and the marketplace. We have also seen how these shifts can provide opportunities to build more frequent interactions that enhance our stakeholder relationships by accessing technology and harnessing the desire to build greater connection during times of uncertainty. FPCC will continue to grow and build momentum with all its stakeholders by creating better opportunities to facilitate a mutually positive journey towards building a stronger more unified and resilient community of stakeholders.

Objective	2024-2025 Target	Achievement	% Complete
Continue to develop relationships and engage with national agencies, PRAs, and key stakeholders to improve FPCC's understanding of their needs and their unique perspectives.	50 agency and industry meetings attended by FPCC members	FPCC members attended 62 meetings: 7 Beef PRA meetings 4 Pork PRA meetings 1 Hemp PRA meeting 19 EFC meetings 10 CFC meetings 8 TFC meetings 5 CHEP meetings 5 FPPAC meetings	100%
Actively collaborate with our government partners and provincial supervisory boards through engagement opportunities and relationship building to find ways to work together to strengthen the supply management system in Canada and elevate issues of national importance (e.g., National Association of Agri-Food Supervisory Agencies).	3 NAASA meetings organized	FPCC organized 3 NAASA meetings: September 23, 2024 December 9, 2024 March 17, 2025	100%
	1 meeting organized with each provincial supervisory board	FPCC organized 1 meeting with each provincial supervisory board.	100%
Actively grow stakeholder/industry engagement by seeking more opportunities to convene and build community within the supply management and promotion-research agency sectors that will allow for greater collaboration and communication between all stakeholders and cultivate opportunities for greater understanding of diverse perspectives.	20 provincial industry meetings attended by FPCC members	FPCC members attended 27 provincial industry meetings.	100%

# STRATEGIC DIRECTION 5

## Strengthen our organizational resilience

FPCC recognizes that its strength resides with the knowledge, expertise, and experience of its staff, leadership, and FPCC members. Ensuring there is a concerted effort in supporting its human resources and by continuing to create a healthy and fulfilling organizational culture that recognizes the importance of all contributions will ensure a sustainable, effective, and efficient system that is foundational to the stability of the organization.

Objective	2023-2024 Target	Achievement	% Complete
Create a corporate culture that supports and values the diversity and inclusion of all its people and promotes opportunities for training, professional advancement, and job satisfaction that leads to a healthy and satisfied working environment.	3 activities organized	FPCC organized 4 activities:  2 all-staff meetings,  1 holiday celebration, and;  1 egg processing plant tour.	100%
Improve organizational effectiveness by regularly finding more efficient and effective ways to improve processes and policies that serve stakeholders and safeguard the corporate knowledge, tools, and systems to ensure that FPCC remains resilient.	1 improvement to remote work	FPCC adopted a hybrid work model.	100%
Continue to find ways to embrace innovation and technology to support hybrid work and corporate excellence while seamlessly supporting FPCC's staff, FPCC members and stakeholders.	2 policies developed or updated	FPCC developed a policy on the utilization of its new audio visual equipment in its main boardroom.  FPCC updated the Per Diem Policy for FPCC Members.	100%