

FOCUS Newsletter



Fall
2024

New Year's Greetings—2025

Happy New Year from Council members and staff at the Farm Products Council of Canada! The team at FPCC wants to thank national agencies, industry stakeholders and partners for their continued collaboration and we look forward to working with you in 2025. Wishing you a joyous and prosperous New Year!



Council Decisions

The Farm Products Council of Canada (FPCC) conducts its business by holding Council meetings to review proposed regulatory amendments and to discuss files related to the national marketing and promotion and research agencies.

The letters of decisions resulting from these meetings are available on FPCC's website by following [this link](#).

FPCC Meetings

October 18, 2024 – Council Meeting

Council Decisions:

Council members reviewed and approved the following proposed amendments:

- *Canadian Chicken Marketing Quota Regulations* for the A-193 allocation period, which begins on December 15, 2024, and ends on February 8, 2024.
- *Canadian Chicken Marketing Levies Order*, effective November 12, 2024.
- *Canadian Chicken Licensing Regulations*, to add the additional product category 'boneless breast with drumette' with a coefficient of 350%.
- Egg Farmers of Canada's (EFC) Per Diem Rates for directors.

November 19, 2024 – Council Meeting

Council Decisions:

Council members reviewed and approved the following proposed amendments:

- *Canadian Turkey Marketing Quota Regulations, 1990* for the 2024-25 control period, which begins on April 28, 2024, and ends on April 26, 2025. FPCC recognizes that these amendments are required to finalize the 2023-24 control period reconciliation and apply the Export Policy carry-forward to the current 2024-25 control period.
- Canadian Chicken Licensing Regulations: It was agreed to remove the footnote in Schedule 4 since it contravened the regulatory drafting convention and to incorporate it into the body of the Regulations.

Special Guests:

Council members met with Restaurant Canada and hosted Turkey Farmers of Canada (TFC) for their annual meeting with FPCC.

Restaurant Canada

Council members met with Kelly Higginson, President and CEO, Richard Alexander, Executive Vice President, Maximilien Roy, Vice President and Chris Elliott, Chief Economist and Vice President. They provided an overview of the state of the industry, presented several statistical data and the main factors currently impacting their business.



**Restaurants
Canada**

Turkey Farmers of Canada

Council members had their annual meeting with TFC Executive members. In attendance was Darren Ference (Chair), Calvin McBain (Vice Chair), Jelmer Wiersma (Executive Member), Phil Boyd (Executive Director), Adriana Goldman (Director of Corporate Services) and Erik Ben-Tchavtchavadze (Director of Economic Affairs and International Trade). TFC's Executive Committee and staff presented the Strategic Plan, the National Marketing Campaign, the On-Farm Program – Animal Health, a brief update on avian influenza, and, their new Innovation Policy.



December 11-12, 2024 – Council Meeting

Council Decisions:

Council members reviewed and approved the following proposed amendments:

- *Canadian Chicken Marketing Quota Regulations* for the A-194 allocation period, which begins on February 9, 2025, and ends on April 5, 2025.
- *Canadian Egg Marketing Levies Order*, which will come into effect on December 29, 2024, and expire on March 27, 2026.
- *Canadian Egg Marketing Agency Quota Regulations, 1986* (Quota Regulations). The proposed amendments to the Federal Quota (Schedule 1), Special Temporary Market Requirement Quota (Schedule 1.1), and Vaccine Quota (Schedule 2 and the repeal of the Egg for Processing Quota (Schedule 1.2). The amendments to the Quota Regulations come into effect on December 29, 2024, and expire on December, 27, 2025.
- Canadian Hatching Egg Producers (CHEP)'s Chair and Directors Per Diem rates.

Special Guests

Council members hosted EFC, CFC and CHEP for their annual meeting with FPCC.

Chicken Farmers of Canada

On December 12, 2024, Council members had their annual meeting with Chicken Farmers of Canada (CFC) Executive members. In attendance were Tim Klompmaker (Chair), Nick de Graaf (1st Chair), Ray Nickel (2nd Chair), Luce Bélanger (Executive Member) and Michael Laliberté (Chief Executive Officer). Council members were presented the Agency's budget, audit report and Strategic Priorities for 2025 which included Sustainability, Growth and Telling our Story.

Canadian Hatching Egg Producers

Also on December 11, Council members met the CHEP Executive members. In attendance were CHEP's Brian Bilkes (Chair), Gyslain Loyer (Vice-Chair), Calvin Breukelman (2nd Vice-Chair) and Teddy Markey (Executive Director). Council members were presented the Agency's budget and priorities for 2025 which included the Temporary Allocation Adjustment Mechanism, Avian Influenza and the Levy increase.

Egg Farmers of Canada

On December 12, 2024, Council members had their annual meeting with EFC Executive members. In attendance were Roger Pelissiero (Chair), Glen Jennings (1st Vice-Chair), Emmanuel Destrijker (2nd Vice-Chair), Walter Siemens (Executive Member), Drew Black (Executive Director), Neil Newlands (Chief Operating Officer) and Stephanie Millar (Chief Financial Officer). Council members were briefed on the Agency's activities over the past year which included work on the EFC's 2025 Quota Allocation, Budget, and Marketing Campaign, as well as the Federal-Provincial-Territorial Agreement. There was also a good discussion on current issues, including the impact of the Highly Pathogenic Avian Influenza Virus on the egg industry.



FPCC Activities

Creation of the Canadian Industrial Hemp Promotion-Research Agency

As a result of great collaboration between the industrial hemp stakeholders, FPCC, Agriculture and Agri-Food Canada, and Health Canada, the industrial hemp sector has achieved an important milestone. On November 8, 2024, the Canadian Industrial Hemp Promotion-Research Agency (PRA) was officially proclaimed. This is FPCC's first PRA with an agriculture product of non-animal origin, placing hemp on the same footing as other more established industries such as beef and pork.



The Canadian Industrial Hemp PRA will support the development and competitiveness of the industrial hemp sector by enabling the development and implementation of promotion and research activities. Visit FPCC's website to access information on the new Agency and its *Proclamation*.

Congratulations to all those involved in achieving this milestone!

FPCC's Annual Report

We are proud to announce that our *2023-2024 Annual Report* is now published. This report presents details on the activities and work of the Council over the last fiscal year. We encourage you to visit FPCC's [website](#) to download a copy.



Agricultural Products Marketing Act Update

As previously reported, Bill S-6: *An Act respecting regulatory modernization* proposes administrative amendments to the *Agricultural Products Marketing Act*. The Bill, which was first introduced in the Senate, completed Second reading in the House of Commons on June 19, 2024, and is now with the Standing Committee on Industry and Technology for consideration. You can follow the Bill's progress on the [LEGISinfo](#) website.

National Association of Agri-Food Supervisory Agencies meetings

The National Association of Agri-Food Supervisory Agencies (NAASA) met virtually on **December 9, 2024**. The topic of the meeting was Cost of Production (COP). NAASA members heard presentations from Walter Siemens and Colby Ludwig of EFC as well as Denise Hockaday and Murray Opsteen of [Chicken Farmers of Ontario](#).

The next NAASA meeting will be held in Ottawa on **March 17, 2025**. The meeting will continue the discussions from the December meeting on COP and will be a great opportunity for members to share their respective provincial views. The meeting will also include a provincial roundtable discussion on their top issues of 2025 and foreseeable in 2026.

Stakeholder Engagement

Provincial Meetings

During the year, Council members and FPCC staff met with representatives of provincial supervisory boards from across Canada. These sessions are always a great opportunity to share information and discuss various topics related to provincial agri-food sectors in the Canadian context. Here are the latest meetings:

- Manitoba Farm Products Marketing Council on October 22nd;
- Saskatchewan Agri-Food Council on November 7th; and
- Ontario Farm Products Marketing Council on November 21st.

Council Members' Speaking Opportunities

Over the last few months, Council members have attended and provided updates on FPCC's latest activities at the following meetings:

- Canadian Pork Promotion-Research Agency on October 31st (Samantha Haverkamp);
- Chicken Farmers of Canada on November 6th (Maryse Dubé);
- Canadian Industrial Hemp Promotion-Research Agency on November 11th (Brian Douglas);
- Egg Farmers of Canada on November 14th (Bonnie den Haan);
- Canadian Beef Check-Off Agency on November 19th (Samantha Haverkamp);
- Canadian Hatching Egg Producers on November 21st (Brian Douglas);
- Turkey Farmers of Canada on December 4th (Brian Douglas); and
- Chicken Farmers of Canada on December 10th (Maryse Dubé).



Additionally, Council members addressed the members of the Canadian Poultry and Egg Processors' (CPEP) 2024 Fall meetings in October:

- Canadian Hatching Federation meeting on October 1st (Morgan Moore);
- Joint Egg meeting on October 2nd (Bonnie den Haan); and
- Joint Poultry meeting on October 2nd (Brian Douglas).

Canadian Poultry and Egg Processors Plant Tours

On November 27 and 28, 2024, Chairperson, Brian Douglas and FPCC staff traveled to southern Ontario to visit CPEP members' industry plants. This was a great opportunity to see firsthand how the poultry and processing sectors operate.



On the first day, they visited the following plants, Global Egg (egg processing) hosted by Darryl Voin, Vice President Operations, TNT Foods International (further poultry processing) hosted by Kristi Cachia, President and Maple Leaf Foods (primary poultry processing) hosted by Ben Brooks, Senior Vice President and General Manager, Poultry division.

On the second day, they toured Trillium Hatchery, hosted by Adam Zurbrigg, Hatchery Manager and L.H. Gray & Son (egg grading), hosted by: Lorna Nieuwenhuizen, Director Food Safety.

Upcoming Council Meetings 2025

Meeting Dates	Meeting Types
January 23, 2025	Virtual
February 18, 2025	Virtual
March 20, 2025	In-Person
April 23, 2025	Virtual
May 13 - 14, 2025	In-Person

Comments or questions?

Contact us

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Cat. No. A99-3/2E-PDF