

# FOCUS Newsletter

January  
2023



Canada

Celebrating  
**50**  
YEARS  
1972-2022

## New Year's Greetings

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 2023. Wishing you a joyous and prosperous New Year!

2023

## Council Decisions and FPCC Activities Update

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. FPCC held it's thirteenth meeting on December 13<sup>th</sup> and 14<sup>th</sup>, 2022, in Ottawa, and held it's first meeting of 2023 on January 10, 2023, in hybrid mode.

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

### Council Meeting—January 10<sup>th</sup>, 2023

After a thorough review of the rationale provided by Chicken Farmers of Canada (CFC) and internal analysis, Council members were satisfied and approved the following two amendments.

The amendment to the *Canadian Chicken Marketing Quota Regulation* for the revised allocation for control period A-181 and the amendment to the *Canadian Chicken Marketing Levies Order* which extends the expiry date to March 31<sup>st</sup>, 2024, and maintains the national levy at \$0.0057/kg (live weight).

### Council Meeting—December 13<sup>th</sup> - 14<sup>th</sup>, 2022

Following a careful review of the rationale provided by Egg Farmers of Canada (EFC) and internal analysis, Council members considered and approved the following amendments.

The amendment to the *Canadian Egg Marketing Levies Order* set the effective dates of the *Levies Order* from January 29<sup>th</sup>, 2023, to March 31<sup>st</sup>, 2024, and decreased the levy to the Unrestricted Pooled Income Fund by \$0.18 per dozen. The levies collected through the Agency's other three funds (Restricted Research Fund, Restricted Risk Management Fund and Unrestricted Administration Fund) were maintained at current levels.

Council also approved four amendments to the following schedules for the Periods 1 to 13 of 2023:

- Schedule 1, Federal Quota at 791.7 million dozen eggs;
- Schedule 1.1, Special Temporary Market Requirement Quota at 0 dozen eggs;
- Schedule 1.2, Eggs for Processing Quota establishing 40.3 million dozen eggs; and,
- Schedule 2, Vaccine Quota at 13.3 million dozen eggs.

On December 13<sup>th</sup>, 2022, Council members had their annual meeting with EFC Executive members. In attendance were Roger Pelissero (Chairman), Glen Jennings (1<sup>st</sup> Vice-Chair), Emmanuel Destrijker (2<sup>nd</sup> Vice-Chair), Walter Siemens (Executive Member), Tim Lambert (Executive Director), Neil Newlands (Chief Operating Officer) and Stephanie Millar (Chief Financial Officer). Council members heard details regarding the Agency's activities for the past year which included work on the Agency's Quota Allocation and Levy Policy, the 2023 Budget and Vision 2020, as well as their Federal-Provincial-Territorial Agreement Renewal.

Council members met virtually with Turkey Farmers of Canada (TFC) on December 14<sup>th</sup>, 2022. In attendance were Darren Ference (Chair), Calvin McBain (Vice-Chair), Jelmel Wiersman (Executive member) and TFC staff Phil Boyd (Executive Director), Adriana Goldman (Manager – Corporate Services) and Sateesh Singh (Manager – Policy and Trade). TFC provided Council members with an update on the turkey market conditions, the impact of highly pathogenic avian influenza (HPAI) on the turkey industry, the Think Turkey™ marketing campaign, and the commercial allocation policy review process.

That same day, Council met with Chicken Farmers of Canada (CFC) for their annual presentation. In attendance were Tom Klompaker (Chair), Nick de Graaf (Vice-Chair), Ray Nickel (2<sup>nd</sup> Vice-Chair), Luce Bélanger (member) and staff Michael Laliberté (Executive Director). They presented CFC's 2023 Levy rate increase, 2023 Budget and an overview on their key priorities included in their new strategic plan.

### Council Meeting—November 2<sup>nd</sup>, 2022

At its November 2<sup>nd</sup>, 2022, meeting, Council members considered four proposed amendments. After a thorough review of the agencies' rationale submitted to FPCC, members approved CFC's, EFC's and CHEP's amendments and postponed TFC's to a later meeting.

#### Approved Amendments

- The *Canadian Chicken Marketing Quota Regulations* for the A-180 allocation period for a total allocation of 277,925,149 kg live weight that runs from December 18<sup>th</sup>, 2022, to February 11<sup>th</sup>, 2023.
- The amendment to the Egg Farmers of Canada's Business Expense Claim Policy amending the travel per diem and kilometer rate allotted to members of the Agency.
- The amendment to the Canadian Hatching Egg Producers' By-Law thereby increasing the Chair, Vice-Chair's and Directors' monthly stipend rates.

#### Postponed Decision

- Taking into account Turkey Farmers of Ontario and the Canadian Poultry and Egg Processors Council's complaints filed with FPCC, Council members decided to postpone their decision regarding the amendment to the *Canadian Turkey Marketing Quota Regulations, 1990*.

## FPCC Levy Committee

On December 5<sup>th</sup>, 2022, FPCC's Levy Committee met and approved three amendments to the Beef Cattle Research, Market Development and Promotion Levies Order from the Fédération des producteurs de bovins du Québec, decreasing the provincial portions of the levies:

- for bob calves by \$0.75 per head for a total levy of \$5.50 per head;
- for cull cows by \$0.85 per head for a total levy of \$16.05 per head; and,
- for fed cattle by \$0.50 per head for a total levy of \$10.05 per head.

## Other Business

### 50<sup>th</sup> Anniversary Celebrations

2022 marked 50 years since the creation of the *Farm Products Agencies Act* which established both the Farm Products Council of Canada and the supply management system for the poultry and egg industries. Special events and projects to commemorate the milestone were organized, including an evening reception to celebrate with industry stakeholders and a conference with informative panel discussions.

To further highlight this important milestone, a book retracing FPCC's first fifty years and a promotional video were prepared and launched at the reception. The book, *The Farm Products Council of Canada, 1972-2022 A History*, was written by historian Jodey Nurse, formerly a research assistant professor in the Department of History at the University of Waterloo, and now employed by McGill University. The video focuses on the role and responsibilities of the Council, as well as the historical context in which the *Farm Products Agencies Act* was created. The book and video will be available on FPCC's website shortly.

### FPCC Council members - Update

As you are no doubt aware, Ron Bonnett's term as Vice-Chair ended in early December. Ron's significant experience and immense knowledge in agriculture made him a valued Council member. Having served as President of the Canadian Federation of Agriculture, having sat on several boards of directors and having been an advocate at the international level, ensured Ron was highly regarded at the Council table. It was a pleasure working with him over the last three and a half years. We are happy to announce that Ron has accepted to work with FPCC in a new capacity, contributing to the Promotion and Research Agency file. We are happy to have him on board on a casual basis and look forward to continuing to work with him.

Given Ron Bonnett's departure, FPCC Chair, Brian Douglas, has assigned Maryse Dubé as FPCC's representative on the National Association of Agri-Food Supervisory Agencies (NAASA).

### FPCC's Strategic Plan 2023-2026

Our Strategic Plan "Together We Grow" provides FPCC's goals and objectives in support of the administration of the supply management and promotion and research agencies. It is set upon a foundation that includes FPCC's vision, mission, and mandate and is guided by its principles of transparency, dialogue and delivery, all of which are further elaborated in the plan. We encourage you to download a copy by using this [link](#).

### 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 Beef Check-Off Agency on November 3<sup>rd</sup> (Brian Douglas);
- Egg Farmers of Canada on November 9<sup>th</sup> and November 30<sup>th</sup> (Morgan Moore);
- Chicken Farmers of Canada on November 16<sup>th</sup> (Maryse Dubé);
- Canadian Hatching Egg Producers on November 17<sup>th</sup> (Brian Douglas); and,
- Turkey Farmers of Canada on November 30<sup>th</sup> (Ron Bonnett).

Additionally, members addressed the membership of the Canadian Poultry and Egg Processors Council's 2022 Fall meetings in October:

- Canadian Hatching Federation meeting on October 18<sup>th</sup> (Brian Douglas);
- Joint Egg meeting on October 18<sup>th</sup> (Morgan Moore); and
- Joint Poultry meeting on October 20<sup>th</sup> (Ron Bonnett).

### Provincial meetings

Council members and staff have been meeting with many of the provincial supervisory boards across Canada to discuss issues, share information on our respective organizations and have informal discussions:

- Saskatchewan Agrifood Council on October 4<sup>th</sup>;
- Ontario Marketing Commission on December 6<sup>th</sup>;
- Manitoba Farm Products Marketing Council on December 19<sup>th</sup>; and
- Atlantic provinces (New Brunswick, Prince-Edward-Island and Newfoundland and Labrador), on January 9, 2023.

### Turkey Farmers of Canada Complaints

FPCC has received two complaints regarding Turkey Farmers of Canada's 2022-23 allocation decision of August 25<sup>th</sup>, 2022. The Complaint Committee is working diligently to have these concluded as quickly as possible and has asked that the Parties involved do their utmost to ensure a speedy conclusion. The Hearing for the complaint received from Canadian Poultry and Egg Processors Council was held on December 20<sup>th</sup>, 2022. The Hearing for the complaint filed by the Turkey Farmers of Ontario is scheduled for January 18<sup>th</sup>, 2023.

### Turkey Farmers of Canada Rebrand!

Congratulations to Turkey Farmers of Canada on the modernization of their corporate and marketing logo! The refreshed graphic combining the turkey and the Canada flag, represents well their industry who proudly supply turkey products to Canadian consumers.



### FPCC Staff Update

After four years in the FPCC Secretariat, Council Secretary Anik Tracey has accepted a position at the Privy Council Office (PCO). During her time with FPCC, Anik demonstrated her dedication and significant contributions to supporting FPCC operations and Council meetings. The Council members and FPCC staff wish her all the best in her new undertakings. Lisa Melanson-Daigle will be Acting Secretary while a formal staffing process is completed.

On December 5<sup>th</sup>, 2022, Camille Bean joined FPCC as an Administrative Assistant to support the Regulatory and Sectoral Affairs unit. Camille was previously employed in the private sector and has experience working in the federal government.

### Government launches consultations for a Sustainable Agriculture Strategy

On December 12<sup>th</sup>, 2022, The Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, alongside her Parliamentary Secretary, Francis Drouin, the Parliamentary Secretary to the Minister of Environment and Climate Change, Terry Duguid, the President of the *Union des producteurs agricoles*, Martin Caron, and the President of the Canadian Federation of Agriculture, Mary Robinson, announced the launch of consultations to develop a *Sustainable Agriculture Strategy* in collaboration with a diverse set of partners.

The Strategy will serve as a guide to support the livelihoods of farmers while growing a sustainable sector. By identifying goals and a way forward, Canada's agriculture sector will be equipped to recover quickly from extreme events, thrive in a changing climate, contribute to world food security and Canada's overall efforts to cut emissions. Producers have already taken action on sustainability in a wide range of ways. The Government wants to amplify the work already underway and increase best practices.

### Federal support for Newfoundland and Labrador's poultry sector

On December 9<sup>th</sup>, 2022, The Honourable Marie-Claude Bibeau, the Minister of Agriculture and Agri-Food along with the Minister of Official Languages and Minister responsible for the Atlantic Canada Opportunities Agency, the Honourable Ginette Petitpas Taylor announced support for Newfoundland and Labrador's poultry sector, the second largest agricultural contributor in the province. This investment helps position Newfoundland and Labrador's poultry sector for continued success and supports the resiliency of the local food system.

### Supply-managed sectors receive compensation for impacts of CUSMA

On November 17<sup>th</sup>, 2022, Member of Parliament, Lloyd Longfield on behalf of the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, reaffirmed the Government of Canada's commitment to provide compensation to supply-managed sectors relating to the impacts of the Canada-United States-Mexico Agreement (CUSMA). The processors and producers are expected to share more than \$1.7 billion in direct payments and investment programs.

This investment will help make key savings and improve their operations to be even more productive and sustainable. The Government intends to invest up to \$105 million in the *Supply Management Processing Investment Fund*. This brings the total investment for processors up to \$497.5 million. For the Canadian poultry and egg producers, the Government intends to provide up to an additional \$112 million under the *Poultry and Egg On-Farm Investment Program*.

## Comments or questions?

**Contact us**  
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