



Farm Products of Canada's  
50<sup>th</sup> Anniversary  
1972 - 2022

**PANEL DISCUSSION  
AND CONFERENCE  
REPORT**

November 2, 2022



# PANEL 1

## The Importance of Producer-led Promotion and Research in Canada

### PANELISTS



**Bruce Roberts**

Executive Director  
Canadian Poultry Research Council



**Chad Ross**

Past Chair  
Canadian Beef Check-off Agency



**Scott Dingwell**

Chair  
Canadian Pork Promotion-Research  
Agency

### WORD CLOUD



### SUMMARY

The first panel focused on the importance of producer-led promotion and research. From the start, the main areas of research, notably in poultry were discussed. These areas included research on sustainability, animal welfare, and growth of birds that has increased significantly in the last 50 years. The diversity of expertise in the producer-led research was also noted; from genetics to animal health to climate change, each of these components are interdependent and play an important role in research.

Through the example of the Beef and Pork Promotion and Research Agencies (PRAs), panelists, then, highlighted the importance producer-led promotion and research for those sectors. While increasing the competitiveness of the sectors, it emerged that PRAs create consensus within the sector based on stakeholders trust. Panelists added that the levies collected represent an investment with great returns which is essential to address future challenges. The importance of transparency and accountability with respect to continued levy was noted, as exemplified by the Beef PRA that implements a clear and rigorous periodical return of investment assessment available to producers and the general public.

The principle of consensus that governs PRAs was also discussed. Panelists recognized that consensus ensures coordination at the national level by optimizing actions and financial investments, while expanding the network of researchers across the country.

In view of its importance, panelists agreed it would be beneficial for Canadian agriculture for Farm Products Council Canada (FPCC) to actively support the establishment of new PRAs through increased collaboration at the national and provincial levels, giving greater visibility to stakeholders on the benefits of such agencies and seeking feedback from existing PRAs.

# PANEL 2

## The Benefits Of Supply Management in Canada

### PANELISTS



**Tim Lambert**  
Chief Executive Officer  
Egg Farmers of Canada



**Jean-Michel Laurin**  
President and CEO  
Canadian Poultry and Egg  
Processors Council



**Peter Donkers**  
Chair of British Columbia  
Farm Industry Review Board  
and Chair of National  
Association of Agri-food  
Supervisory Agencies



**Tom Rosser**  
Assistant Deputy Minister  
Market and Industry  
Services, AAFC



**Tiffany Martinka**  
Chicken Producer

### WORD CLOUD



### SUMMARY

The focus of the second panel was to identify the benefit of supply management, to discuss the importance of an open dialogue, and find opportunities to strengthen and promote this system that served the public interest well over the last 50 years.

One benefit panelists agreed on is the stability provided by the system. Over the years, supply management was able to provide a stable supply of eggs, poultry and dairy products while ensuring

a fair return for producers. The benefits of supply management are not limited to producers only, but extend throughout the supply chain from farm gate to retail stores and restaurants, providing resilience, and balance between stakeholders. Collaboration between stakeholders has allowed sectors under supply management to better respond to different challenges our country experienced recently, including COVID-19, floods in British Columbia, High Pathogen Avian Influenza. Panelists noted that the system has been successful in showing a great capacity to adapt, fostering new markets, and responding to consumers' changing expectations in regards to animal welfare, food safety and environmental sustainability.

With regard to the economic impact of supply management, panelists focused on the economic prosperity provided by the system in rural communities. The economic footprint of supply management industries is noticeable through the investments made and the creation of direct and indirect jobs, thereby contributing to vibrant communities across the country. While responding well to production and economic shocks, the current 15,000 farms under supply management generate about 13 billion dollars in farm cash receipts annually.

Based on these benefits, there was a clear agreement among panelists that supply management must not only be protected but be more widely promoted to Canadian consumers. This should start by rebranding supply management as “sustainable management” as there are a lot of good stories to tell about the sustainability, both economically and environmentally, of this unique system.

Looking forward, panelists said that supply management sectors need to stay on top of consumer demand and public trust, while facing the massive global anti animal activists that feed consumers misconceptions. How to engage the next generation also must be discussed further in order to maintain the stability of the system. Young farmers programs as well as women in farming programs are initiatives that must be developed further to ensure diversity and the next generation of producers in supply management sectors.

## Summary of Harold Froese's Presentation

Harold Froese provided an historical overview of supply management with an highlight on the main facts that have marked the history of egg marketing. .

The 60s and 70s saw a significant overproduction of poultry and eggs products due to the growth of conventional housing, leading to production and price volatility. To address the situation, producers worked together to decrease production at the provincial level. However, in the absence of processing industry, table eggs in surplus was also marketed at the interprovincial level, creating some tension between provinces and leading to what was called “the egg and chicken war”.

It is in this context that the Canadian Egg Marketing Agency (CEMA) was established to better coordinate production at a national level. However, the first years of the agency were driven by difficulties in managing egg supplies and stocks. The image of the agency was thus portrayed with the ‘rotten egg scandal’ which broke out due to poorly stored eggs. Following this experience, a new Federal Provincial Agreement including important changes was signed in 1976.

The 80s and 90s were marked by changes in the consumption habits of Canadians. The cholesterol myth and the fact that consumers were dining out more often was driving the processing market upwards, while the table egg market remained stable. As a result, the Pool Income Fund has experienced an important deficit and CEMA's Directors had to commit to additional funding.

The 2000s saw a concentration at the retail level and growth in egg products, while retailers looking for a single supply source. In response to this trend, we saw a consolidation of processing, grading and hatchery sectors. In the meantime, there were some increasing pressures from animal activists and humane societies on retailers, while environment and sustainability were factors that were increasingly taken into account in the production. During these periods, quota increased by more than 40% as result of increasing egg demand and there was a clear commitment from producers to meet the demand. Animal care programs for Enriched and Alternative Housing evolved during these years, and cooperative approach in policy review, new programs, and strategic planning emerged.

Looking forward in 2022, Harold Froese noted the importance of continuing to build relationship among industry stakeholders, while having a better understanding of other sectors. He also pointed out the necessity of encouraging and mentoring future leaders through programs such as the 'Women In the Egg Industry' and 'Young Farmers' programs.

## Summary of Jodey Nurse Presentation

Jodey Nurse provided an institutional history overview of the FPCC and the subsequent five decades which saw significant social, political, and economic change in Canada's agriculture sector. The mandates given to the FPCC and the approaches members have taken to fulfill their obligations under the legislation have shifted over time and in light of new challenges and opportunities.

The FPCC was created at a time of crisis in the egg and poultry industries. The “Chicken and Egg War” of 1970-1971, witnessed the very urgent need for national coordination and interprovincial cooperation. The passage of the *Farm Products Marketing Agencies Act* in 1972, which created the FPCC, allowed a coordinated response to manage these markets through domestic quotas, limited imports, and fair pricing to ensure stability and profitability in the industry.

In 1974, concerns about inflation had intensified, unemployment rates had grown, and the government of the day's conflicting policy initiatives to combat “stagflation” had caused considerable unrest in society. It was in this context that the “rotten egg scandal” happened. This event led to a questioning of the FPCC's powers, or lack thereof, for oversight, and the authority it had to fulfill its statutory duties. Through it all, the FPCC provided important leadership that was critical to identifying the mechanisms and practices required to ensure better management among the agencies. What became clear through this episode, was that for national supply management to be effective there had to be “mutual trust, cooperation, and accommodation on the part of all signatories.”

After the creation of Canadian Egg Marketing Act in 1972, the Canadian Turkey Marketing Agency was created in 1973; by 1976, a revised federal-provincial comprehensive agreement for the marketing of eggs was negotiated and signed; in 1978 court challenges to the *Farm Products Marketing Agencies Act* were dismissed, thus securing the system, and the Canadian Chicken Marketing Agency was created that same year. By the late 1980s, greater numbers of public hearings were held for a variety of farm products, including potatoes and tobacco, and the Canadian Broiler Hatching Egg Marketing Agency was created in 1986.

The 1980s were also an important period for the FPCC as an institution. New members and staff joined it, which helped to improve and expand its professional and technical services, and the FPCC was able to strengthen its research and monitoring capabilities.

By the 1990s, the FPCC also became responsible for administering the *Agricultural Products Marketing Act* (APMA). It continued to provide oversight of the national supply management agencies for eggs and poultry, but it was also now tasked with establishing and supervising the national promotion and research agencies for farm products.

In the 2000s, the CPAC had to help farm industries navigate significant challenges, including disease outbreaks, such as avian influenza and bovine spongiform encephalitis (BSE), which had truly devastating effects for farmers; expanding international trade pressures; disputes over country-of-origin labeling with the US; and changes in consumer choices and demands. In this context, the FPCC stressed the need for cooperation more than ever as the national agencies worked to improve

and adapt their plans and policies to meet the challenges of the era. The year 2002 saw the establishment of the Canadian Beef Cattle, Marketing Development and Promotion Agency, the first PRA.

By the 2010s, issues related to BSE and avian influenza continued, several international trade agreements that chipped away at an important pillar of supply management were negotiated, and some tumultuous periods between the FPCC and the agencies under its supervision materialized over quota allocations and outdated federal-provincial agreements.

The creation of the Canadian Pork Promotion and Research Agency in 2020 was seen as another significant achievement that promised to enhance the Canadian pork industry “by developing and expanding markets for producers and importers, and by supporting research activities that increase production, solve problems, and develop new producers for consumers”

To conclude, Jodey Nurse reminded the audience that while the history of the FPCC is a history of a particular institution, it is also a history that reflects broader changes in agriculture, particularly in the egg and poultry sectors and later the beef and now pork industries. The FPCC’s history reveals its continued efforts to ensure all the industry supply chain benefit from the national agencies under its supervision..