



FOCUS

Newsletter

August 2005

National Farm Products Council



Council News

Meeting July 11

At Council's business meeting July 11, 2005 the CTMA Executive and Executive Director met Council members to brief them on the development of the Agency's allocation policy. The meeting provided an opportunity for Council members to discuss outstanding issues regarding the Agency's allocation policies and the implications of not having a quota order in place for the past 15 months.

Council members attended the CFC Board of Directors meeting July 12 & 13 to observe the allocation setting process for A-68. Council then met with the CFC Board of Directors to discuss the CPEPC's concerns on the allocation process. A follow-up letter has been sent to both CFC and CPEPC.

Council Handbook in the works

A new and improved bilingual format of the 4th edition of the Poultry and Egg Data Handbook will be issued this fall.



Agency News

CFC Summer Meeting (July 12-13 Toronto)

The Chicken Farmers of Canada (CFC) met in Toronto July 12 & 13. At this meeting the Board set a domestic allocation of 136.8 millions kilograms for Period A-68 (October 16 - December 10, 2005). A very thorough discussion of market conditions took place following which Directors agreed unanimously on the level of production required to supply the period.

The Council met on July 13 with the CFC Board of Directors to discuss issues contained in the Canadian Poultry and Egg Processors Council (CPEPC) complaint with regard to the Agency's allocation setting process.

IN THIS ISSUE

- * Council News
- * Agency News
- * Portfolio News
- * International News
- * Industry News
- * Did You Know?
- * Upcoming Meetings

COMMENTS or QUESTIONS

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FOCUS *Newsletter*

The meeting provided a forum for all parties to voice their concerns and more importantly an opportunity to share and discuss ways of improving the process. The Council was encouraged by the willingness of the CFC Board of Directors to openly discuss improvement.

Cynthia Currie, Council Chairperson encouraged the CFC Board of Directors to continue to work together to address issues raised at their meeting in order to improve the allocation setting system.

CTMA 2005 Summer Meeting

Discussion at the Committee Meeting was centered on the development of a new allocation system. The meeting provided more time for the allocation committee to work out the issues surrounding the criteria in the Marketing Plan and how they would apply to a new allocation system. As a result, the agenda for the General Meeting of the Board was postponed to July 11th & 12th in Toronto.

At the July meeting, CTMA directors passed a number of key motions. The first was to accept the recommendation of the allocation committee. This eventually resulted in the Board of Directors establishing a quota allocation for the 2005-06 control period. This order has been received by Council for prior approval at its next meeting in October.

The British Columbia Turkey Marketing Board has filed a complaint with the Council against the Agency's allocation policy and the proposed quota regulation for 2005-06.

CBHEMA June 2005 Meeting

The Canadian Broiler Hatching Egg Marketing Agency met on June 27th in Ottawa where the Agency's Advisory Committee recommendation on chicken demand for 2005 and 2006 was adopted by Directors in a closed meeting. In the open meeting,

the agency set their final allocation for 2005 at 537,164,431 eggs and revised their initial allocation for 2006 to 545,284,551 eggs. When comparing the same regulated areas, the 2006 revised allocation represents a 1.5% increase over the 2004 final allocation.

The CBHEMA Federal-Provincial Agreement (FPA) Working Group met to review the draft FPA, Schedule A of the Proclamation and Schedule B of the Operating Agreement.

Discussion on the written description of the Agency's Quota Methodology, Schedule C, was rescheduled. Once Schedule C is completed the draft documents will be circulated to signatories for comment.

CEMA July 2005 Meeting

The Canadian Egg Marketing Agency had their annual Producer Conference and Board meetings in Vancouver from July 4th through to July 6th.

The theme of the Producer Conference was "Biosecurity". The Agency's Manager of Communication, **Bernadette Cox**, discussed the role of communication in a biosecurity crisis. Dr. **Mark Bland** from California outlined the importance of biosecurity on the farm.

The final speaker, of the day Dr. **Victoria Bowes** from British Columbia's Ministry of Agriculture & Lands, presented the province's poultry industries enhanced biosecurity initiative.

At the Agency's open meeting on July 5th, Directors reviewed the projected financial position of the Pooled Income Fund for the remainder of the year. As a result, Directors voted to increase the agency's levy to 29 cents per dozen, a 2 cent increase to be effective late August 2005.

A request for the levy increase has been received by Council for prior-approval.



Portfolio News

Annual Ministers of Agriculture Conference

In early July, federal, provincial and territorial ministers of agriculture met in Kananaskis, Alberta where they agreed that tackling the long-term future of the agriculture industry is a priority.



As a result, they decided to meet later this year to consider options in the context of a national approach.

Ministers agreed to maintain

Canada's position at the World Trade Organization (WTO) agriculture negotiations. They emphasized their commitment to work in support of a level international playing field that promotes fair competition among producers and processors from all countries.

They also reiterated their support for the right of producers to choose the orderly marketing systems of their choice, such as supply management.

Ministers also received a progress report from the National Association of Agricultural Supervisory Agencies (NAASA) on efforts to improve multilateral agreements governing national supply management for turkeys, table eggs and broiler hatching eggs. A report is due back to ministers in the fall.

It was agreed that the next annual meeting will be held in St. John's, Newfoundland and Labrador, June 26-29, 2006.

To learn more about the annual conference please visit: <http://www.agr.gc.ca>

AAFC invites Request for Proposal for National Initiative

The Honourable **Andy Mitchell**, Minister of Agriculture and Agri-Food invited national agriculture and agri-food organizations and commodity groups to submit proposals for initiatives under the Advancing Canadian Agriculture and Agri-Food (ACAAF) Program.

Minister Mitchell is very supportive of such initiatives. Minister Mitchell said. "Such value-added projects will add to the sector's profitability and help diversify the agricultural and agri-food industry."

Usually, the ACAA program provided two opportunities to apply per year to applicants. AAFC has changed the application submissions procedure to an open application process for ACAA funding for all future applications.

The five-year program intent is to assist the Canadian agriculture and agri-food sector to work more cooperatively and to determine innovative solutions that will help the sector move forward and flourish. To date, 63 projects have been approved for over \$18.5 million in federal funding since its launch in April 2004.



For further details visit ACAA's Web site at: www.agr.gc.ca/acaaf



International News

Brazil insists it's not bird flu

Brazil's poultry industry was trying to reassure its customers in over 130 countries that the disease that killed 6,000 birds on a farm in Mato Grosso state is neither avian flu nor Newcastle disease and is not a threat to exports.



The Association of Poultry Producers and Exporters (ABEF) and the Brazilian Poultry Union (UBA)

used laboratory reports to back their efforts to reassure their global clientele.

They said initial reports from the Lanagro laboratory in Campinas and a laboratory in the state of Mato Grosso do Sul both found the symptoms of the dead birds were not compatible with those linked to AI or Newcastle disease.

Although traces of the virus that causes Newcastle disease were present in the bodies of some of the birds, a spokesperson from the ministry of agriculture said, the level that was present was not sufficient to have caused their death. Infectious bronchitis seems to be the likely cause.

This form of infectious bronchitis, is not a notifiable disease and is fairly common in Brazil at this time of the year, which is early winter. Scientists are trying to identify which one of a possible 17 types of infectious bronchitis might have caused the outbreak.

SIAL Mercosur 2005

The 5th edition of SIAL Mercosur 2005 will be held from August 23rd to 25th in Buenos Aires, Argentina.



This is one of the most important regional markets in Latin America, with the greatest growth in the last decade. SIAL Mercosur is one of the most renowned and acknowledged international food and beverage exhibitions in the industry. Exhibitors will include the who's who of industry from Latin America and from around the world.

Argentina Invests in projects

A group of Argentine businessmen invested \$20 million U.S. in the building of one of the largest integrated poultry plants in the country. This project will include the building of a feed mill and slaughterhouse with the capacity of 120,000 chickens a day representing approximately 8% of Argentina's current broiler production.

According to a report in the daily El Cronista, a site has been selected for the plant in the province of Cordoba - a major corn-producing region.



Industry News

New Online Farm Info Centre

The website Farmissues.com has a new and improved gateway of information about farming and food.

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This site provides visitors with information on food and farming and now offers a new Media Centre that has easy-to-understand definitions and explanations, facts and figures, hot topics, resourceful links, an Ask the Expert section and access to the Ontario Agriculture Photo and Video Library.

The original Farmissues.com site, funded in 2003, by Ontario Pork's Farm to Fork program was mainly used as an educational resource site for high school students and teachers. **Crystal Mackay**, Ontario Farm Animal Council's executive director is thrilled with the hands-on, professional approach of the site.

"Farmissues.com is already popular with students and teachers on the existing issues section of the site, with over 8,000 unique visitors each month. The Media Centre will add tremendous value for our visitors."



Funding for the Media Centre was provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdapt Small Project Initiative. Development of the site was coordinated by the Ontario Farm Animal Council, in partnership with AGCare (Agricultural Groups Concerned Resources and the Environment) and OFAC's Founding Members: Dairy Farmers of Ontario, Ontario Pork, Ontario Egg Producers, Ontario Veal Association, Ontario Turkey Producers' Marketing Board, and the Ontario Institute of Agrologists.

Jackie Fraser, Executive Director of AGCare stated: "Consumers think about food, not commodities. Agriculture needs to work together on communications projects like this to further our

reach and relevance to consumers. I would encourage as many food and farm web sites to link to Farmissues.com and help promote the good news of agriculture."

CEMA Attends 2005 Agri-Food Innovation Forum

Ms. Bonnie Cohen, Marketing and Nutrition Manager for the Canadian Egg Marketing Agency, attended the first Agri-Food Innovation Forum which was held June 19-21 in Toronto.

This Forum provided valuable information for scientists, researchers, agricultural producers and business innovators who focus on the agriculture and food sector and its impact on human health. Topics discussed at the two day event included: diet, lifestyle and chronic disease, innovation from local and international perspectives, promoting nutrition to Canadians and applying science to obesity.

Council staff met with Ms. Cohen to get her comments and overall feelings about this conference. Of these topics, what Ms. Cohen found most informative was new emerging trends, exciting new products through innovation and how the agriculture industry is bringing the farm to urban centers.



Innovation seems to be an up and coming trend in the world today. Producers, industry stakeholders and organizations are always looking to increase their visibility and credibility with the consumer and CEMA is no different.

FOCUS *Newsletter*

According to Ms. Cohen, innovation is what grows the business. She said, "it's a way to strengthen, develop and improve products."

CEMA believes research is a big part of innovation and they are involved in funding several projects. Dr. **Steve Leeson** at the University of Guelph is conducting research on the effectiveness of Lutein in eggs. Lutein is created by adding marigold to the feed and has been known to reduce the risk of age-related macular degeneration, the leading cause of blindness in Canadians over 65.

Another important project is the work of Dr. **Jim House** at the University of Manitoba who is working on ways of increasing folic acid in eggs which is an essential nutrient, especially for women in their child bearing years.

Overall Ms. Cohen felt the Forum offered high quality presentations, excellent international speakers and attracted a wide array of delegates ranging from farmers to consumers. She did say that for future agri-food conferences she hopes to see even more agricultural involvement as she believes that all commodity groups would benefit from this type of forum.

Did you Know?



Known as the second fastest animal in the world, the ostrich can run 64 km per hour and can maintain this speed for 30 minutes!



Upcoming meetings - 2005

August

Aug. 15-19 Canadian Cattlemen's Association Kamloops

September

Sept. 20-22 Canadian Turkey Marketing Agency Toronto

Sept. 28-29 Canadian Egg Marketing Agency Ottawa

October

Oct. 12-13 National Farm Products Council
(Strategic Planning Session) Ottawa

Oct. 14 National Farm Products Council Ottawa

