



# FOCUS Newsletter

February  
2006

National Farm Products Council

## *Chuck Strahl Named New Agriculture Minister*

The Right Honourable **Stephen Harper** was officially sworn in as Canada's 22nd Prime Minister at a ceremony in Rideau Hall on Monday, February 6th, 2006.

Mr. Harper named a 26-member cabinet. "The team is talented and balanced, reflecting our national diversity. The 26 Ministers are equal members of the team, ensuring equal voices from all regions of Canada. The structure is designed to promote accountable, efficient and effective government-more focus and purpose; less process and cost," said the Prime Minister.



Joining the cabinet as Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board is the Honourable **Charles (Chuck) Strahl**. Mr. Strahl was first elected to the House of Commons in 1993, and was re-elected in 1997, 2000 and 2004. During this time, he participated in the Foreign Affairs Review as a member of the House of Commons Standing Committee on Foreign Affairs and International Trade, and sat on the Standing Committee on Natural Resources, the Standing Committee on Industry and the Standing Committee on Heritage.

He has lived his entire life in the Fraser Valley where he was a partner in a successful road construction and logging contracting firm managing several operations throughout that area.

Mr. Strahl has also served as Official Opposition Whip and House Leader and spearheaded the Official Opposition's efforts to work closely with other Opposition parties to foster parliamentary reform. In 2004, Mr. Strahl was appointed Deputy Speaker of the House of Commons and Chair of Committees of the Whole. He and his wife Deb have been married since 1975, and have four children and four grandchildren.

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## COMMENTS or QUESTIONS

*National Farm Products Council*  
Canada Building, 10<sup>th</sup> Floor  
344 Slater Street  
Ottawa, Ontario K1R 7Y3  
E-mail: [nfpcweb@agr.gc.ca](mailto:nfpcweb@agr.gc.ca)  
Phone: (613) 995-6752  
Fax: (613) 995-2097  
TTY/TTD : (613) 943-3707

*Production/Designer:*  
**Chantal Lafontaine**

**Canada**

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## *Parliamentary Secretaries Named*

The Prime Minister announced on February 7th the appointment of Mr. **Jacques Gourde** of Quebec as Parliamentary Secretary to the Minister of Agriculture and Agri-food and Minister for the Canadian Wheat Board and Mr. **David Anderson** of Saskatchewan as Parliamentary Secretary (for the Canadian Wheat Board) to the Minister of Agri-food and Minister for the Canadian Wheat Board.



## **Council News**

### *Conference Call*

Council met by teleconference on January 12, 2006, approving the chicken quota allocation for period A-70 (February 5 to April 1, 2006).

### *ADR Workshop*

Council members and senior staff participated in a workshop on alternative dispute resolution methods on January 25th. The workshop provided training on the various dispute resolution techniques the Council will use when considering complaints received from stakeholders.

### *January Council Meeting*

Council met on January 26th. Council approved the 2006 levy order requested by CEMA and is continuing consideration of the 2006 quota order.

### *New Staff*

On January 16, 2006, **Clément Côté** joined the National Farm Products Council. In his capacity as Commodity advisor, Clément will follow the Chicken Farmers of Canada and the Canadian Turkey Marketing Agency's files.

He started his career with the Régie des assurances agricoles du Québec in 1979. Four years later he joined the Federal government as an Advisor to the Director of the Correctional Service of Canada's Agribusiness Program. In 1991 he joined Agriculture and Agri-food Canada where he held various domestic and international market development positions. Prior to joining the Council, Clément was the Trade Commissioner responsible for the agri-food file within the Market Support Division at International Trade Canada. Clément holds a Degree in Bio-agronomy from Laval University.

Please join the Council in welcoming Clément to our staff.



## **Agency News**

### *Canadian Egg Marketing Agency*

The Canadian Egg Marketing Agency held a Strategic Planning session on January 31st and Directors meeting on February 1st and 2nd.

At the meeting the Directors implemented the levies order which the Council had prior-approved on January 26th.



Agency staff updated the Directors on a number of issues and initiatives. These included work on improving the management of the national egg supply, a presentation on branding eggs produced in Canada, similar to what egg producers in the United Kingdom did with their Lion Brand.

Updates were also provided on the current round of trade negotiations at the WTO and an update on the Agency's pre-lay compensation program. As well

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representatives from the Canadian Border Service Agency gave a presentation on the corn countervail and anti-dumping program.



## International News

### *Brazil expects higher poultry exports*

Brazil's leading producers and exporters of poultrymeat, Sadia and Perdigao, which between them were responsible in 2005 for producing 46.6% of the 2.76 million tonnes of whole birds and cuts exported, are forecasting an increase in exports of 15% over 2005.



The increase of 400,000 tonnes the industry expects to ship in 2006 will match the increase experienced over the past five years, when an average of 380,000 tonnes more had been shipped compared with each previous year.

The Brazilian industry does not anticipate selling over 10% more on the domestic market compared with 2005, although it appears certain that



considerably more processed product containing chicken will be sold, both on the domestic and export markets.

Some 31% of all the poultry meat traded worldwide in 2005 was

Brazilian, compared with its 18% share in 2001. Brazil exported a total monthly average of about

90,000 tonnes in 2001, compared with 233,000 tonnes in 2005.

According to Perdigao, despite the fact the Brazilian currency (the Real) gained 18% against the \$US during 2005, it was able to increase the price of its products by 8-10% during last year. Production costs were lower, thanks to the abundant supply of maize, the main poultry feed ingredient and considerable gains in efficiency.



## Industry News

### *Ontario Government launches new Innovative Plan*

The Honourable **Leona Dombrowsky**, Minister of Agriculture, Food and Rural Affairs announced that the Ontario government has a new initiative that is intended to strengthen the province's agri-food industry by helping it develop innovative plans with long-term quality-of-life benefits.

A new Institute of Agri-Food



Policy Innovation, which was developed with the University of Guelph, is in charge of identifying and assessing policy issues of special significance to the agri-food industry and rural communities. It will communicate the results to agri-food and rural leaders, policy makers and the public through the media and journals.

"Ontario's economy relies on the agri-food industry. It is in our best interests to plan now for future success," said Minister Dombrowsky. "The new Institute of Agri-Food Policy Innovation will take the lead in ensuring that Ontarians can continue to enjoy the benefits of home-grown products for generations to come."

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The result will be innovative policy proposals that protect the environment and ensure safe and nutritious food.

The Institute's newly appointed Executive Director **David Sparling** said "The agri-food industry is changing at an incredible pace and policy is hard-pressed to keep up."

He will work with an eight-member board of directors, made up of industry, government and academic representatives, to tackle current issues and anticipate future policy needs.

## *Website links consumers and producers*

**A** new Canadian website directed at the Atlantic region features more than 130 searchable profiles of farmers and products, from A to Z and demonstrates the potential impact of consumer spending on this region's economy.



The site is an interactive way of connecting producers and consumers and building awareness on who produces the food that is an essential part of the Atlantic regions prosperity.



This site was created by The Co-op Atlantic which is an association of people who have joined together to provide themselves with a business that supplies them with products and services at minimal cost.

Check out the new site at: [www.atlanticproduced.coop](http://www.atlanticproduced.coop) and the Co-op's site at: [www.coopatantic.ca](http://www.coopatantic.ca)

## *Agriwebinars available*



**F**armcentre.com is a management resource for farm business owners and others in the agriculture industry.

The bilingual site was developed by the Canadian Farm Business Management Council (CFBMC), a non-government organization supported by private industry and Agriculture and Agri-Food Canada.

The Council is the only national organization in Canada devoted exclusively to the development and distribution of farm management information.

The site contains over 4,000 pages, providing fast and easy access to leading-edge information on how to successfully start, operate and grow a modern farm in today's fast-paced globally competitive environment.

It has one of the largest farm resource libraries on the Internet with over 200 free files (PDF books and software programs) and 50 priced books, CDs and videos covering a wide range of farm management issues.

The site offers free online webinars for farmers that covers today's hot topics in agriculture and features leading edge experts.

Accessible via dial-up and high speed, the series offers a unique opportunity for farm managers, agribusinesses and commodity groups to communicate directly with experts they might otherwise never be able to meet.

Visit their website and check out the speaker's lineup: [www.farmcentre.com/english/agriwebinar/webinars/index.htm](http://www.farmcentre.com/english/agriwebinar/webinars/index.htm)

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## Other News

### *May 16, 2006 is Census Day!*

Every five years Statistics Canada conducts a Census and the next one is scheduled to take place on Tuesday, May 16, 2006.



The Census provides a statistical picture of Canada and its people. It is the only reliable source of detailed data for small groups, such as lone-parent families, ethnic groups, industrial and occupational categories, immigrants and for areas as small as a city neighbourhood or as large as the country itself.

Because the data is collected every five years and the questions are similar, it is possible to compare changes that have occurred in the demographics of Canada's population over time.

Starting in 1896, a separate Census of Agriculture was taken every five years in Manitoba, Alberta and Saskatchewan and by 1956, rapid economic

growth and development created the need for both national demographic and agricultural information at more frequent intervals. In 1956, the five-year Census of Agriculture was extended to the entire country and the Census of Population became a regular enumeration every five years. That year the two started a long tradition of being conducted concurrently.

An important benefit of conducting the two together is the information from the two questionnaires can be linked to create the Census of Agriculture-Population Linkage database. This unique database started in 1971 provides users with a wide range of information relevant to social and economic characteristics of the farm population.

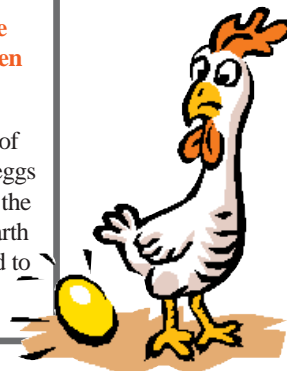
For more information please visit:  
[http://www22.statcan.ca/ccr\\_r000\\_e.htm](http://www22.statcan.ca/ccr_r000_e.htm)

### Did you Know?



**Which came first the chicken or the egg?**

In the science of evolution, both chickens and eggs came before man. Since both the birds and the eggs were on earth first, historians weren't around to record which came first.



### *Upcoming meetings - 2005*

#### *March 2006*

Mar. 21	National Farm Products Council	Ottawa
Mar. 21-22	Chicken Farmers of Canada - <i>Annual Meeting - Mar. 22</i>	Ottawa
Mar. 21-23	Canadian Broiler Hatching Egg Marketing Agency - <i>Annual Meeting - Mar. 22</i>	Ottawa
Mar. 21-23	Canadian Egg Marketing Agency - <i>Annual Meeting - Mar. 22</i>	Ottawa
Mar. 21-23	Canadian Turkey Marketing Agency - <i>Annual Meeting - Mar. 23</i>	Ottawa
Mar. 28-31	Canadian Cattlemen's Association	Ottawa

#### *April 2006*

Apr. 12-13	Chicken Farmers of Canada	Ottawa
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