



FOCUS

Newsletter

June 2005

National Farm Products Council



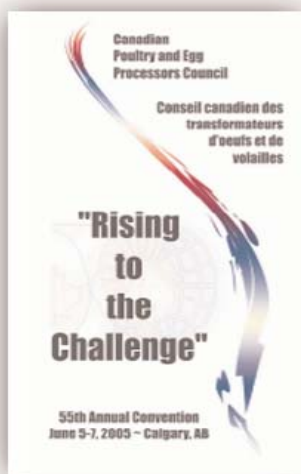
Meeting in Ottawa May 25

On May 25, Council met in Ottawa to discuss the complaint by CPEPC against CFC. The Council decided to address this complaint in two stages. As a first step, both the CPEPC and CFC Executives met with Council on May 25 to present their views on the proposed allocation for A-66.

After their departure and following a lengthy discussion, Council made the decision to prior approve the allocation for A-66 even though Council members expressed concerns regarding the considerable delay in the Agency's submission of the order and rationale to the Council.

The next step is for the Council to meet with the CFC Board of Directors in conjunction with CFC's July 10 to 13 meeting in Toronto. The purpose of this meeting will be to discuss the concerns raised by the CPEPC with respect to the allocation setting process used by the Agency.

Members Attend CPEPC 55th Annual Convention



Council members attended CPEPC's 55th Annual Convention in Calgary from June 5 to 7. During that time, Council also met with the Executive Committees of the Canadian Egg Marketing Agency and the Chicken Farmers of Canada.

The Council and CEMA Executive discussed the Agency's current and projected financial situation, the Eggs for Processing Program and the proposed Risk Management Fund. Council also met with the Executive of the Chicken Farmers of Canada. The issues discussed included

the Agency's market outlook for the fall of 2005 used in setting the allocation for period A-67.

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COMMENTS or QUESTIONS

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Meeting with Canadian Beef Cattle Research, Market Development and Promotion Agency

On June 8, Council met with representatives of the Beef Agency in Calgary. **Marlin Beaver**, Chairperson and **Kevin Boon**, Vice-Chair, outlined the current situation for the industry. **Gina Grosenick**, Executive Director, presented the business plan for the coming fiscal year.

The Agency also arranged for representatives of the Beef Information Centre, the Canada Beef Export Federation and the Beef Cattle Research Council to give presentations outlining the purpose of each organization and their goals and objectives for the coming year. The Beef Agency provides financial support for the delivery of these organizations' programs.

Council Meeting of June 16

Council met by teleconference on June 16 and prior approved CFC's allocation for Period A-67.



Minister Mitchell Announces \$6.5 Million for Innovation

The Government of Canada is providing \$6.5 million for 23 national projects designed to take advantage of new opportunities for Canadian agriculture and agri-food, and help farmers better plan for the future by focusing on current and emerging issues.

Agriculture and Agri-Food Minister **Andy Mitchell** announced the funding under the Advancing

Canadian Agriculture and Agri-Food (ACAAF) Program -- a five-year, \$240-million program launched in April 2004 to replace the Canadian Adaptation and Rural Development (CARD) Fund.

"Through the ACAA program, the Government of Canada is helping to ensure Canadian agriculture and agri-food is at the leading edge," said Minister Mitchell. "There is an ever-increasing need for creative new approaches to advance Canadian agriculture. Projects such as these, designed by the sector itself, will help guide the direction of agriculture and agri-food policy in Canada."



These 23 national projects stem from the second round of national initiatives submitted to the ACAA program. Minister Mitchell announced \$12 million for the first round of national ACAA projects in November 2004.

Innovation is emerging as an important trend in agribusiness. Council Chair **Cynthia Currie** attended the Agri-Food Innovation Forum, held in Toronto from June 19 to 21.

"Food, a Healthy Value Proposition" was this year's theme. Renowned speakers from all parts of the world discussed how innovation in agriculture and food directly impacts human health.

Featured topics included: diet and lifestyle interventions, bringing innovation to market: an international perspective and promoting nutrition to Canadians.

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National Public Service Week at Agriculture and Agri-Food Canada



National Public Service Week was created as a celebration of the collective and individual efforts of the dedicated employees making up Canada's public service. This year's events took place from June 13 to 17. Two national events were

held: a photo contest - on the theme of "Recognizing Excellence - Public Service in Action" and the creation of an online recipe collection showcasing the diversity of Canada's public service.

AAFC hosted lunchtime activities highlighting various themes: life balance, learning and development, work appreciation, living history and multicultural diversity. As Portfolio Partners, NFPC staff participated in planning for the events and attended the lunch on "Attitude of Gratitude Day".

Council Chair **Cynthia Currie**, on behalf of all Council members, expressed her appreciation and recognition of the NFPC staff for their dedicated service.



contest with Canadian Living and Coup de Pouce magazines. This year's contest winner is **Tina Lissemore**, a stay-at-home mom and day-care provider from Port Williams, Nova Scotia.

Tina's "*Taste of Summer Chicken Sandwich*" is going to amaze all chicken fans. The tantalizing combination of orange, ginger and garlic are the main ingredients in the marinade. If you're a fan of grilled red pepper and red onion - then you're also in luck in the garnish department!

Ms. Lissemore and her family have won a trip to Ottawa for Canada Day, accommodations at the Westin Hotel, tickets to the Great Canadian Chicken Barbecue, where her sandwich will be served to over 8,000 people, spending money, a Weber barbecue and much more.



To sample this year's winning sandwich, visit the "Great Canadian Chicken BBQ" on July 1st at Ottawa's Major's Hill Park.



Agency News

CFC Continues Canada Day Sponsorship

Chicken Farmers of Canada is celebrating its 13th year as a sponsor of Canada Day in the Nation's Capital and again this year held a nationwide "*Taste of Summer Chicken Sandwich*"



Industry News

B.C. Premier Announces New Cabinet

Premier Campbell unveiled his new cabinet in Victoria on June 16, with half his 46-member Liberal caucus receiving cabinet posts.

The Honourable **Pat Bell** was appointed Minister of Agriculture and Lands. He previously served as Minister of State for Mining. He has served on the

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HON. PAT BELL

Government Caucus Committee on Natural Resources and B.C. Task Force on Mining, and as chair of the Small Scale Salvage Review Committee.

Mr. Bell has also served on the Legislative Select Standing Committees on Education and Crown Corporations and

currently sits on Treasury Board. Prior to becoming a MLA, Mr. Bell owned a trucking company and co-owned a logging company. He owns two Wendy's Restaurants in Prince George.

The new Parliamentary Secretary for Agriculture Planning is **Val Roddick** from the riding of Delta South. Mrs. Roddick has been an elected official since 1999. Former agriculture minister **John van Dongen** is now the Minister of State for Intergovernmental Relations.



VAL RODDICK

11th Conference of Montréal

The International Economic Forum of the Americas/Conference of Montréal is an annual forum that brings together representatives of government and international organizations as well



as business people, academics and specialists from all over the world.

This year Council Chair **Cynthia Currie** attended the event from May 30 to June 2 and was impressed by the

well-known speakers and recognized experts the event attracted. She noted that the forum provided participants with a great deal of information and encouraged open discussion of current international issues.

The four-day conference included topics such as finance and international governance, development and management, policy and the economy. The one-day Agriculture Forum dealt with two main topics:

Agriculture and International Trade: the Challenge of Understanding and Succeeding in Emerging Markets, using China as an example, and Health and Diet: Well-being through Agri-Food Safety.



International News

Respiratory Disease in Brazil

On May 31st, Brazil announced that its chicken industry was facing a mysterious respiratory outbreak. Brazilian authorities quarantined 107 chicken farms in the state of Mato Grosso do Sul after 6,000 chickens died of this disease.

The farms affected were in the municipality of Jaraguari, 20 miles from Campo Grande, the state capital, which is about 750 miles from São Paulo. The Iagro (Agência Estadual de Defesa Animal e Vegetal - State Agency for Animal and Vegetal Defense), fearing AI, also ordered the slaughter of 17,000 chickens.



Information issued on June 6th by the USA Poultry and Egg Export Council (USAPEEC) revealed that authorities have ruled out AI and Newcastle disease and are now speculating that the source of

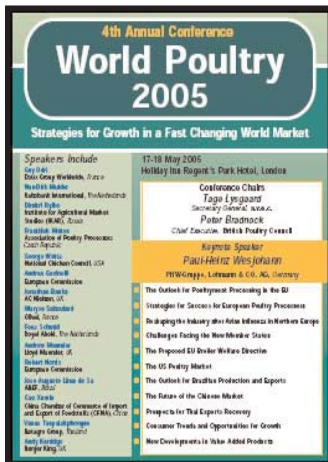
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the illness may have been an infectious bronchitis. Continued analysis of samples at Brazil's national laboratory is being conducted.

Brazil is now the world's largest chicken exporter and an important exporter to Canada. If an animal health issue is confirmed, the impact on Canada could be anything from an outright ban to a regional ban to a change in the way chicken products may be allowed into Canada.

Brazil's exports for the first four months of the year were up 27.7% from the same period last year due to stronger demand from Russia, China, Japan, Venezuela, the EU, South Africa and a number of smaller countries (*Source: World Poultrymeat*).

Animal Health a Key Issue for Brazil



During this year's World Poultry 2005 conference in London, UK, **Jose Augusto Lima de Sà**, vice president of ABEF, Brazil's producers' and exporters' association, said that animal health is a key issue for Brazil's poultry meat industry.

As Brazil is the only major exporter remaining free of bird flu in the past few years, their industry is taking extensive measures to keep out the risk of disease on a plant-by-plant basis. "We are following up every OIE (World Organization for Animal Health) recommendation," said Lima de Sà.

The country is still considering the potential for regionalization or "compartmentalization".

Mr. Lima de Sà said, "We could have 100% control of each 'circuit' so that if one state gets avian influenza, other states cannot get it."

Mexico Plans Export Role

Mexico is planning to become an important exporter of poultry, thanks to a new initiative, the *Aviexporta programme*, to increase production and expand its access to international markets.



The program was launched by the National Union of Poultry Producers (UNA) with the support of the Mexican agriculture department. Agriculture Secretary **Javier Usabiaga Arroyo** said the government would work with the UNA to identify potential importers of Mexican poultry products and to take the measures needed to gain access to these markets.

Mexico is presently the world's fourth largest poultry meat producer and sixth largest egg producer. The Mexican poultry industry could be in a position to export 25% of total output within the next 10 years. (*Source: World Poultrymeat*)

New Zealand's Ambassador to WTO to Resign



Tim Groser, New Zealand's leading trade negotiator, will be leaving his position as ambassador to the World Trade Organization. Mr. Groser chaired the committee which reached a consensus on cuts to

farm export subsidies, which helped keep the WTO's Doha Round of world trade negotiations from breaking down.

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CPEPC Board of Directors 2005-06

Congratulations to the newly elected board:

Canadian Hatchery Federation, Ernie Silveri and Gerry Kennie as Treasurer. Egg Grading, Hank Lammers and Bert Harman. Egg Further Processing, Shelly

Mandell as Chair and Mike Vanderpol. Chicken Processing, Jack Vanderlaan and Bruce Arabsky. Turkey Processing, Paul Borg as Vice-Chair and Wayne Morrison. Poultry Further Processing, Brian Reesor as Secretary and Paul Ouellette. Tony Tavares Past Chair.

Did you Know?



A cow stands up and sits down about 14 times a day and spends 6 hours eating and 8 hours chewing cud.



A healthy organization is always confident in its mission but never satisfied with its progress.

Alex Himelfarb
Clerk to the Privy
Council and
Secretary of
the Cabinet



Upcoming meetings - 2005

June

June 21-23	Canadian Turkey Marketing Agency	Mont Tremblant
June 27-30	Canadian Broiler Hatching Egg Marketing Agency	Ottawa

July

July 4-6	Canadian Egg Marketing Agency	Vancouver
July 5-8	Federal/Provincial/Territorial Ministers of Agriculture	Kananaskis
July 10-13	Chicken Farmers of Canada	Toronto
July 10-13	Canadian Federation of Agriculture	Winnipeg
July 11	National Farm Products Council	Toronto



August

Aug. 15-19	Canadian Cattlemen's Association	Kamloops
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