

*National Farm Products Council*  
**FOCUS** *Newsletter*

## Council Welcomes New Director of Domestic Policy and Programs



Council's Executive Director, **Terry Hayward** is pleased to announce the appointment of **Christine Kwasse** as Director, Domestic Policy and Programs, effective October 12, 2004.

Ms. Kwasse studied in Belgium, where she acquired a Masters Degree in Economics and Social Sciences focusing on agricultural development and at the University of Ottawa where she received an International Masters in Business Administration.

As a result of the broad scope, as well as the practical aspects, of her academic background, Ms. Kwasse has worked at the International Development Research Center (IDRC) and the Bank of Canada. At the Bank of Canada, she was involved in projects such as the launch of new banknotes series and other research initiatives in the Department of Banking Operations. She subsequently moved to the position of economist in the Developing Countries and International Financial Institutions Division, where she conducted research and briefings on international relations and trade issues in emerging economies.

Ms. Kwasse replaces **Keith Wilkinson**, a 25-year Council veteran, who is on a pre-retirement assignment at the Council, working with the Agencies and signatories on the renewal of their federal-provincial-territorial agreements.

Chairperson **Cynthia Currie** noted, "I am happy that the Council has been able to attract Christine to work with us. She shows a keen interest in our agricultural marketing system and I am sure she will be a definite asset as part of the staff team."

Please join the Council in welcoming Christine to our staff.

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### COMMENTS or QUESTIONS

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## Council Business

### *October 13 and 14, 2004 Council Meeting*

Council met in Ottawa on October 13 and 14, 2004. A full agenda included a briefing on the Canadian Agricultural Income Stabilization Program (CAIS), prior approval of an amendment to the Canadian Chicken Marketing Quota Regulations (Period A-62), prior approval of amendments to the Canadian Broiler Hatching Egg Marketing Agency Quota Regulations (Final 2004 and Preliminary 2005), a meeting with representatives of the Canadian Beef Cattle Promotion and Research Agency and discussions regarding ongoing complaints before Council.

In light of a complaint by Giannone Poultry Inc. against the Chicken Farmers of Canada, Council deferred consideration of an amendment to the Canadian Chicken Marketing Levies Order.

### *Complaint by Giannone Poultry Inc. Against Chicken Farmers of Canada*

As mentioned above, Council has received a complaint from Giannone Poultry Inc. of St. Cuthbert, Quebec against a decision of the Chicken Farmers of Canada relating to the assessment of a market development levy.

A complaint hearing took place at Council's office (10th Floor, 344 Slater Street, Ottawa) on November 1, 2004. The Complaint Committee members are Council Chair **Cynthia Currie** and Council Member **Michel Veillette**.

For additional information, please contact **Carola McWade**, Registrar, at (613) 995-9697 or by e-mail at [mcwadec@agr.gc.ca](mailto:mcwadec@agr.gc.ca).

### *BC Turkey Signatories' Complaint Against the CTMA*

In December 2003, Council received a complaint from the BC signatories against the Canadian Turkey Marketing Agency for failure to provide a market responsive allocation process that complies with the provisions of the Proclamation establishing the Agency. Council has worked with the parties to the complaint throughout the last ten months to encourage a resolution to the issue.

The BC signatories have now requested that Council move forward with a hearing. The hearing has been scheduled for 9:00 a.m. on December 1, 2004, and will take place at the office of the Canadian International Trade Tribunal, 18th Floor, 333 Laurier Avenue, Ottawa, Ontario.

Any person or party wishing to intervene at the hearing will have until November 12, 2004 to provide the Council with a written intervention. Complaint Committee members will be **Ron O'Connor**, Council Vice Chair and **Michel Veillette**, Council Member.

For additional information, please contact **Carola McWade**, Registrar, at (613) 995-9697 or by e-mail at [mcwadec@agr.gc.ca](mailto:mcwadec@agr.gc.ca).

### *SIAL Paris*

SIAL Paris is the world's largest food and food products



showcase, where buyers and sellers from around the world meet to conduct business. "SIAL 2004, held in Paris, France from October 17th to 21st, was another great success for its organisers", reports Council Chair **Cynthia Currie**.

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The NFPC attended this year's event to observe and evaluate the show as a marketing venue for the world's poultry and beef exporters.



Canada had a colourful and much-visited national booth. As well, Canada Pork International (CPI) was well represented at a stand-alone booth, in a separate salon focusing on meat products. **Jacques Pomerleau**, CPI Executive Director, reported that this was CPI's first foray into SIAL.



CPI has already booked space for next year, given the positive response from world buyers looking for Canadian pork. Mr. Pomerleau also noted having received many requests from buyers looking for Canadian beef and poultry

products. For more information on SIAL 2004 and future SIAL events, please visit the official website [www.sial.fr](http://www.sial.fr) or contact **Terry Hayward**, Executive Director at (613) 995-0682 or by email at [haywardt@agr.gc.ca](mailto:haywardt@agr.gc.ca).

## *Meeting with Agencies on Modern Comptrollership*

**O**n September 10, 2004, Council staff met with the General Managers and Chief Financial Officers of the four national marketing agencies. The purpose of the meeting was to update them on the implementation of modern comptrollership practices by both the federal government at large and the Council. **Gilles Vezina**, a senior director at the Treasury Board Secretariat, gave a presentation on modern comptrollership.

Agency representatives were informed of initiatives being undertaken to implement modern comptrollership practices at the Council and how this may impact Council's day to day business. Further discussions with the Executives of the agencies will take place in the near future.

## **Agency News**

### *Chicken Farmers of Canada*

**T**he CFC Board of Directors has set the allocation for Period A-63 (January 9 to March 5, 2005) at 209,367,778 kilograms live weight (154,146,848 kg. eviscerated). This consists of a domestic allocation of 197,283,639 kilograms live weight (145,251,958 kg. eviscerated) and a market development allocation of 12,084,139 kilograms (8,894,890 kg. eviscerated).

The national domestic allocation represents a 7.9% increase over the base allocation, and a 2.3% increase over domestic production for the same period last year.

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## Industry News

### *Changes in NAASA Membership and Executive*

The National Association of Agri-Food Supervisory Agencies (NAASA) has elected its new executive members: Mr. **George Burris** of Nova Scotia, Chair and Mr. **Brent McEwan** of Alberta, Vice Chair.

Mr. **Ross Husdon** has retired from the British Columbia public service and therefore from NAASA. Addressing NAASA, Mr. Burris said, "We thank Ross for his leadership to the industry and this organization."

NAASA is comprised of the NFPC and eleven provincial and territorial supervisory boards. These supervisory boards have regulatory responsibility for marketing boards and agencies for supply-managed and other products within their jurisdictions. 

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## 2005 Schedules

### *2005 Council Meeting Schedule*

During Council's October meeting, members approved the meeting schedule for **2005**:

January 12-13	Ottawa
March 21	Ottawa
May 3-4	Ottawa
June 6 (½ day)	Calgary
July 20-21	Ottawa
October 19-20	Ottawa
December 13-14	Ottawa

Thank you to those who provided feedback concerning our newsletter. Council will continue to inform our readers on Council and industry happenings through this newsletter, available by e-mail, by fax or on our website.

*The publication dates for 2005 are:*

<b>January 26</b>	<b>March 30</b>
<b>May 18</b>	<b>June 22</b>
<b>August 3</b>	<b>September 28</b>
<b>November 2</b>	<b>December 21</b>

### *2005 FOCUS Publication Schedule*

Here is the **2005** publication schedule for FOCUS.

If you have any comments, ideas or suggestions for improvement, please contact our Communications Coordinator, **Chantal Lafontaine** at [lafontaine@agr.gc.ca](mailto:lafontaine@agr.gc.ca), or by phone at (613) 995-9148. Your input is always welcome.

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## *Upcoming meetings - 2004*

### *November*

Nov. 1	National Farm Products Council Complaint Hearing	(Ottawa)
Nov. 9-10	Canadian Egg Marketing Agency	(Ottawa)
Nov. 23-25	Canadian Broiler Hatching Egg Marketing Agency	(Ottawa)
Nov. 23-24	Chicken Farmers of Canada	(Ottawa)
Nov. 23-25	Canadian Turkey Marketing Agency	(Toronto)

### *December*

Dec 1	National Farm Products Council Complaint Hearing	(Ottawa)
Dec. 14-15	National Farm Products Council Meeting	(Ottawa)

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