

# National Farm Products Council

## FOCUS Newsletter

### Minister Meets AAFC Portfolio Staff



Minister of Agriculture and Agri-Food **Andy Mitchell** met with AAFC portfolio staff in Ottawa on September 16, 2004.

The Minister began by saying what a pleasure it is for him to be back

at AAFC. Mr. Mitchell was Secretary of State for Rural Development from 1999 to 2003.

As a result, he has a good understanding of the agriculture portfolio and its issues. He praised his predecessors, Mr. **Bob Speller** and Mr. **Lyle Vanclief**, two wonderful Ministers whom he considers great colleagues and friends.

Mr. Mitchell views AAFC as a complex portfolio with both social and economic concerns. He made it very clear that this department cares about the people, the producers, their families and the communities who support rural Canada, saying, "Understand that we are the champions of producers – we are their voice". He then added, "For Canada to be successful we need a strong sustainable rural country and we need to make sure that we advocate on behalf of all the industry."

He then went on to congratulate AAFC staff, at headquarters and in the 40 regional offices across the country, for the amazing work they do and how they collectively achieve their goals. He concluded by saying that there are challenges ahead and that the department needs to work collaboratively with provinces and industry.



### IN THIS ISSUE

- \* Ministers Conference
- \* Council Business
- \* Agency News
- \* Industry News
- \* Upcoming Meetings

### 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

**Writer/Editor:**

Laura LeBoeuf

**Production/Designer:**

Chantal Lafontaine



## Annual Conference of Ministers of Agriculture

The challenges and opportunities facing Canada's agriculture and agri-food industry were discussed at the annual conference of federal, provincial and territorial Ministers of Agriculture, which took place in Brudenell, P.E.I. from September 20-22, 2004.

Progress was made on a number of key issues aimed at ensuring the long-term viability of the sector.

Ministers discussed advancing the "Made in Canada" strategy to reposition Canada's cattle and ruminant industry. Announced on September 10, the strategy is aimed at ensuring the long-term viability and profitability of the industry by increasing slaughter capacity in Canada, sustaining the cattle industry until capacity comes online and expanding access to export markets for both livestock and beef products.

Ministers reviewed progress to date in Canada's response to BSE and, in particular, directed officials to examine short and long-term options for the handling, alternate use, and disposal of animal waste, including specified risk materials, as Canada moves forward with changes to its feed regulations.

The ongoing World Trade Organization talks related to agriculture were also a focus of discussion. Ministers emphasized their commitment to work together in support of a level international playing field that promotes fair competition among producers and processors from all countries.

They also reaffirmed their support for producers who choose to use orderly marketing systems such as supply management and the Canadian Wheat Board.

The next Annual Conference will be held in Kananaskis, Alberta in July 2005.

## Council Business

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

On September 9, 2004, Council received a letter from Giannone Poultry Inc. of St. Cuthbert, Quebec appealing a decision of the Chicken Farmers of Canada. At a September 17, 2004 meeting, Council decided to hear the complaint.

The hearing will take place at Council's office in Ottawa on the afternoon of November 1, 2004. The Complaints Committee will be made up of Council Chair **Cynthia Currie** and Council Member **Michel Veillette**.

## Agency News

### *Chicken Farmers of Canada*

At CFC's September 15-16, 2004 meeting on improving the allocation setting process, there appeared to be a consensus that the industry needs to take a long term view of market demand and set and maintain growth targets unless market indicators say otherwise.

There was significant debate surrounding the issue of differential growth. One proposal discussed is to move forward on taking a long term view on market demand, while at the same time creating a new committee to examine the issue of differential growth. The CFC Board of Directors will review what was discussed and determine next steps.

# FOCUS *Newsletter*

---

## *Canadian Turkey Marketing Agency*

Council staff attended a CTMA Board of Directors Meeting from September 22 to 24th in Toronto, where allocation methodology, and to a lesser extent the BC complaint, dominated discussions. While no agreement on allocation policy was reached at the meeting, Directors took refined proposals back for discussion with their provincial boards.

A conference call is scheduled for early October to further examine the proposals.

## Industry News

### *Dave Hope Appointed Chair of Ontario Farm Products Marketing Commission*



Ontario Minister of Agriculture and Food **Steve Peters** recently announced the appointment of **Dave Hope** as Chair of the Ontario Farm Products Marketing Commission (OFPMC), following the retirement of **Rod Stork**.



**Dave Hope** graduated from the University of Guelph with a Masters of Science in Agricultural Economics. He joined the Ontario Ministry of Agriculture and Food (OMAF) in

1985 after two years with Alberta Agriculture. Over the years he has held positions of increasing responsibility, most recently serving as a Director in the Ministry's Policy Division.

Minister Peters said, "I have had the good fortune to work closely with Mr. Hope. He brings to his new role a wealth of experience gained over his 19 years with the Ontario Ministry of Agriculture and Food and a strong commitment to Ontario's agri-food sector." "We welcome Mr. Hope to the Commission and wish him all the best in his new role. I am certain that he will bring superior leadership to the Commission", said Council Chair, **Cynthia Currie**.

### *New Chair Appointed to BC Farm Industry Review Board*



During the summer, the British Columbia Farm Industry Review Board appointed Mr. **Richard Bullock** of Kelowna, BC as its new Chair, replacing Mr. **Ross Husdon**.

Mr. Bullock is a Kelowna orchardist and managing director of a large Okanagan orchard and agri-tourism operation. He is active in industry associations and has served as president of the BC Fruit Growers' Association, BC Tree Fruits Ltd. and Sun-Rype Processors Ltd. and as a Director of the Canadian Federation of Agriculture.

He also has extensive experience in international consulting, including the production and processing of agricultural crops.

He was appointed to the British Columbia Marketing Board as a member in 1998. His term expires in 2007.

Council congratulates Mr. Bullock on his appointment.

# FOCUS *Newsletter*

---

## *Sun Valley Foods Purchases Caravelle Foods*

**S**un Valley Foods, a division of Cargill Limited, recently announced its purchase of Caravelle Foods, a company that produces frozen beef patties for the Canadian fast-food market.



Caravelle has plants in Spruce Grove, Alberta and Brampton, Ontario and employs about 120 people.

**David Andrzejewski**, managing director for Sun Valley Foods said, "This

acquisition will allow Sun Valley Foods to dramatically increase our ability to provide

customer solutions across the country from a number of different locations and across a broader spectrum of products." He added, "We are becoming a truly trans-Canadian company."

In January 2002, Sun Valley bought Cuddy International's chicken processing plant in London, Ontario as well as a hatchery in Jarvis, Ontario.

The chicken processing plant employs approximately 900 staff and processes 80,000 chickens each day. The hatchery employs 70 staff and on average produces 150,000 chicks per day. The business is a major supplier of processed chicken to the Canadian food service industry.

---

## *Upcoming meetings - 2004*

### *October*

Oct. 13-14	National Farm Products Council	(Ottawa)
Oct. 25-26	Canadian Poultry and Egg Processors Council	(Winnipeg)
Oct. 27-28	Canadian Poultry Industry Workshop and Forum <i>Avian Influenza - Lessons Learned and Moving Forward</i>	(Abbotsford)

### *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 14-15	National Farm Products Council	(Ottawa)
-----------	--------------------------------	----------