

National Farm Products Council Strategic Plan

Mission

Monitor the national supply management agencies for poultry and eggs and the national check-off agency for beef to ensure they work in the balanced interests of all stakeholders, and to promote the strength of the agri-food sectors.

Vision

To be a results-driven organization serving the best interest of industry, consumer and government stakeholders through our leadership role, our commitment to excellence and our capacity to stimulate innovative thinking.

Mandate

- Advise the Minister of Agriculture and Agri-Food Canada on all matters relating to the establishment and operations of national agencies to maintain and promote an efficient and competitive agriculture industry.
- Review the operations of national agencies to ensure that they carry out their operations in accordance with objectives set out in Sections 21 and 41 of the Farm Products Agencies Act.
- Work with national agencies to promote more effective marketing of farm products in inter-provincial and export trade; and in the case of promotion-research agencies, promote marketing in import trade and in connection with research and promotion activities relating to farm products.
- Consult on a continuing basis with governments of all provinces having an interest in the establishment or the exercise of the powers of national agencies under the Farm Products Agencies Act.

Strategic Priorities

- Monitor supply management and national check-off agency operations.
- Work in promoting effective marketing of farm products.
- Share information/knowledge regarding supply management.
- Facilitate the resolution of disputes.
- Pursue opportunities for the establishment of new promotion-research agencies.
- Provide efficient, transparent and responsible management.