

Speaking Notes
FPCC Chairman's Address at the
Turkey Farmers of Canada's AGM
Ottawa, ON - March 23, 2016

- Good morning everyone. Thank you again for your warm welcome! It is a particular pleasure for me to speak to you again at your annual meeting here in Ottawa, especially after such an eventful year for the turkey sector!
- Firstly I wish to update you on what we have been dealing with at FPCC.
- The first year of FPCC's 2015-2018 Strategic Plan is now nearing completion. And we have been busy. One priority of the Plan is to ensure that agencies and the FPCC itself properly understand our respective roles as we collaborate in maintaining and promoting an efficient and competitive agriculture industry.

- In practice, over the last year, this has meant, as usual, having FPCC participate actively at agency and sectoral meetings, such as this one.
- More important, for FPCC to make responsible decisions on quota allocations and levy amendments, as it is mandated, it seeks to ensure that allocation-setting processes are transparent and beneficial for all Canadians. Part of this involves, further to the *Farm Products Agencies Act*, fielding complaints regarding allocation-setting and various core elements of the supply-management system. And FPCC has fielded a record four complaints this year, including one from your sector. Responding to any complaint is no small task.
- When a complaint is received, as Chairman of FPCC, I meet with the parties involved, to better understand the issues. Next, I set up a complaint committee and select certain Council members to preside over it, oversee the complaint process and, typically, hold informal meetings. Complaint committees must also establish timelines for and organize the informal meetings, and establish rules for the submission of

information. For all four complaints, these tasks were completed within a month or less, as per the FPCC's Interim Complaint Guidelines.

- In the end, the chicken complaint was dismissed, while the parties to the two hatching egg complaints were granted a stay in proceedings until their mediation process was completed. As regards the TFO complaint against TFC, which was launched in early August 2015: it has been suspended until the Binding Arbitration process agreed to by the two parties is completed. The decision has just recently been brought down. Council members will be considering the judgement.
- Another strategic priority of FPCC is to work towards the creation of national promotion and research agencies or PRAs. Accordingly, we have processed an application from the pork industry for the establishment of one such PRA, and anticipate shortly a Ministerial decision on the earlier strawberry and raspberry proposals.
- I continue to encourage TFC to consider this opportunity, as set out in Part III of the FPAA, to generate additional funds

from a levy on domestic, export and import marketing of turkey and turkey products. TFC would do well to develop a proposal to establish a PRA as a means both to invest more aggressively in promotion of turkey meat in Canada, and to leverage increased funding for research into new product development or on the challenges facing the industry. FPCC is ready to assist and provide guidance to TFC as it explores this opportunity.

- So, this is just to give you an idea of some of the key activities of FPCC over the last year, and how they line up with our Strategic Plan and your sector's activities.
- FPCC continues to appreciate TFC's commitment to collaboration and constant improvement, and its openness at both the Board and staff level to work with Council members and FPCC staff on issues concerning the turkey industry.
- FPCC encourages agencies to provide thorough, accurate, and transparent reporting of industry information and performance. FPCC staff have thus engaged with employees of each agency, including TFC, to ensure that annual reports

will provide an ever clearer understanding of the agencies' activities, performance and challenges for FPCC, the Minister and Parliament. We have been pleased to work with TFC staff on determining how best to include more information in its Annual Report. I am looking forward to reviewing your 2015 Annual Report, as well as those of the other agencies, to see how it has been improved and how it meets the goals we have set.

- Let us be clear that transparency goes beyond annual reporting, though! As a public policy, supply management is necessarily exposed to public scrutiny, and the national marketing agencies are ultimately accountable to Parliament. Supply management is a privilege not a right! Not that long ago supply management faced a lot of bad press in the media; its critics are still there. Don't give them arguments; be proactive.
- In closing, I want to let you know that FPCC was very impressed by how turkey farmers and their support networks in British Columbia and then in Ontario worked to contain the

outbreaks of Avian Influenza last year. You are to be commended for coping with this emergency in such a way that production and supply were maintained and markets and consumers continued to be adequately served. This is a credit to how the supply management system is organised at the provincial and national levels. Congratulations!

Prepared by: Council Operations and Communications

March 8, 2016

\\onottavfs210\NFPC_common\Communications\Speechwriting\2016-02-15_Speaking_Notes_Chair at TFC AGM3.docx