

George has an MBA from the University of Western Ontario and held several positions within the business before becoming president in 1994.

The newest members to the Commission arrived in the spring of 1998. They are **Nicolette Novak** and **Glen Lutz**.



Nicolette Novak

Nicolette Novak is involved in both primary agriculture and the culinary industry. She has, until recently, been an active tender fruit producer in the Niagara Region. The farm's 100 acres of fruit trees are currently leased out while she directs her efforts to developing a new business, The Good Earth Cooking School and Food Co. Inc. Nicolette is a

past director of numerous agricultural groups including the Crop Insurance Commission and Vineland Growers' Co-operative.



Glen Lutz

Glen Lutz has a life-long background in the vegetable processing and grain industries with Robin Hood Multifoods. Retiring in 1993 as the VP of Marketing and Grains, Glen contributed numerous significant achievements that built the company's position in the marketplace. Glen was involved in maintaining Canada's milling viability when the Free Trade Agreement threatened it. Likewise, his success replacing imports with local supplies while at Bick's reflects his commitment to see Ontario's entire agri-food sector grow together.



Rod Stork

The Chair of the Commission is **Rod Stork**. As the only civil servant at the board table, the Chair functions both as a member of the Commission and as the Commission's link to the Minister as well as OMAFRA's Corporate Executive Committee.

Rod's experience in agri-business started in Saskatchewan but transferred to Ontario 30 years ago. His experience in county offices, Kemptville College and OMAFRA's head office have resulted in a life long dedication to the success of Ontario's agriculture and food economy. ■

O F P M C

Ontario Farm Products Marketing Commission
N e w s l e t t e r

October 2000 - Issue #82

OFPMC: A Commission of Your Peers

Vision: Dynamic, competitive agri-food sectors
Mission: To promote economic growth in the regulated sectors of Ontario's agri-food industry.
Composition: Nine representatives from the agri-food industry plus a Chair from the Ontario civil service.

A common interest in the success and profitability of Ontario's agri-food sector is what links the diverse backgrounds of the Ontario Farm Products Marketing Commission's ten members.

The work of these ten members is supported by eleven staff who are employees of the Ontario Ministry of Agriculture, Food and Rural Affairs.
The Commission has two Vice-Chairs: **Al Bouw** and **Bob Sinclair**.



Al Bouw

Al Bouw is a former Chair of the Flue-Cured Tobacco Growers' Marketing Board. He is currently the president of Bouw Traders International, a tobacco exporting company which buys Ontario tobacco and sells it abroad.

Al is no stranger to tumultuous times in the agriculture sector, having helped steer the tobacco industry out of a period of poor quality, poor prices and over supply that proved to be this regulated sector's wake-up call in the mid-1980s.

The result was the establishment of the Tobacco Advisory Committee which brings growers, leaf dealers and tobacco manufacturers together to strategically plan the direction of the industry and take some of the unknowns out of business decisions for all parties.



Bob Sinclair

Bob Sinclair has also invested a lifetime in Ontario's agri-food industry. Bob brings a balanced understanding of board - processor relations having spent over 40 years in the dairy industry both with the Ontario Milk Marketing Board and private industry. From 1981 to 1995, Bob was the VP of Production for Gay Lea Foods Co-operative Ltd. which is Ontario's largest, producer-owned dairy co-operative.

continued on page 2

In This Issue

OFPMC: A Commission of Your Peers	1
Ninth Annual Fall Seminar	2
OFPMC Update	3
Upcoming Annual Meetings and Conventions	4

9th Annual Fall Seminar

Winning Strategies for Increasing Profit Margins and Sales Volumes
Friday, November 10 - Ingersoll, Ontario
(Please see page 2 for more information.)

Upcoming Annual Meetings and Conventions 2000			
Date	Organization	Telephone	Location
Oct 15-17	Canadian Restaurant and Foodservice Association – Hostex/AGM	416-923-8416	Toronto
Oct 20 & 21	Ontario Sheep Marketing Agency Annual Meeting	519-836-0043	Toronto
Oct 21	Ontario Milk Transport Association Annual Meeting	416-675-0038	Toronto
Oct 22-24	Grocery Innovations Canada - Canadian Council of Grocery Distributors - Canadian Federation of Independent Grocers - Canadian Food Brokers Association - Food and Consumers Products Manufacturers of Canada	800-387-0175	Toronto
Oct 24	Ontario Tomato Seedling Growers' Marketing Board Annual Meeting	519-326-4481	Leamington
Oct 24	Ontario Greenhouse Vegetable Producers' Marketing Board Annual Meeting	519-326-2604	Leamington Ancaster
Oct 24	District One		
Oct 26	District Two		



Ninth Annual Fall Seminar

Marketing Food by Differentiation, Innovation and E-business

Winning strategies for increasing profit margins and sales volume take the spotlight at the OFPMC-sponsored seminar scheduled for November 10th at the Elm Hurst Inn in Ingersoll. If you haven't already done so, send a fax to Angela Austin at 519-826-3460 to reserve a seat. The cost is \$45 per person.

The seminar features a strong assembly of innovative marketers who are making inroads for commodities and processed foods. The innovations come all along the food chain and can create opportunities for you in your corner of the industry.

Jack Allen from the US-based Food Industry Alliance will show in detail, what strategies are successfully moving product in an otherwise flat grocery sector. Mr. Allen's intent is to show how commodity producers and processors can be part of this success.

Bob MacKalski is the Marketing VP and co-founder of North America's first and longest operating E-grocer business. His firsthand advice on how to participate in this growth area is valuable as this sector evolves.

Jo Ann Sandhu is the expert behind legislation in BC which gives the green light to producers and processors who want to legitimize unique product claims to lure customers. Ms. Sandhu will discuss the pros and cons of this legislation that may be picked up by other jurisdictions.

Justin Sherwood and Helen Prinold are unveiling a new service to producers and processors that is being developed by the Canadian Council of Grocery Distributors and OMAFRA. The goal of which is to give more new products a chance at shelf space. ■

OFPMC: A Commission of Your Peers

continued from page 1



Marjorie Donnan

Marjorie Donnan has both a domestic production and exporting perspective on Ontario agriculture. Marjorie is a partner in a large dairy farming operation

and she is involved in the exporting of dairy genetics. Marjorie's eastern Ontario base of operations also helps round out the Commission's perspective on regional marketing issues.



Bill Dover

Bill Dover literally cut his teeth in the foodservice industry. From his family's hotel business, he went on to build an impressive career in the hospitality sector.

Bill is a former president and Vice Chair of two familiar restaurant chains, Red Lobster and The Olive Garden. He is a highly regarded and busy consultant in the hospitality and agri-food industries. Bill holds an MBA from Simon Fraser University.



Jim Johnstone

Jim Johnstone is well known throughout the agriculture community both as a former director and Chair of the Ontario Egg Producers and a

founding member of the Ontario Farm Animal Council. Jim knows what it is like to be on both sides of the Commission table. He reflects this empathy when dealing with issues that boards face with their members, their buyers, national agencies and the Commission.

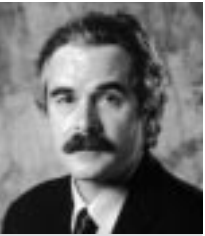
As you start to realize the diversity of backgrounds at the Commission table, it is also important to stress that it is not the intention of the Commission to seat members to act as advocates for one stakeholder group or another. When a member is appointed by the government, the person's background is to be an asset to the overall knowledge of the Commission. Commission members are charged with the responsibility of treating all stakeholders in regulated marketing with concern and respect while administering the authorities and responsibilities vested by provincial legislation.



Barbara Gillies

Commission member, **Barbara Gillies**, is actively involved in Ontario's pork industry as well as the farm machinery sector. Barbara

operates a 100 sow farrow-to-finish operation near Ayr in Waterloo County. She is a past director of the Ontario Pork Producers' Marketing Board and was involved in the Board's Task Force on Restructuring during the 1990s. Barbara is also a former OFA director. She brings a solid foundation in primary agriculture and rural issues to the Commission table.



George Leroux

George Leroux oversees an agri-food business involved in both hog and turkey production. It's poultry division is vertically integrated

to involve primary and further processing. The business is also involved in cropping and feed milling.

continued on page 4

OFPMC Update

The following is a summary of issues recently addressed by the Ontario Farm Products Marketing Commission.

Supply Managed Discussions

Chairs &/or Vice-Chairs from each of Ontario's six supply managed boards accepted an invitation from the Commission to discuss current issues facing their regulated sectors and how the Commission interacts with them over these issues.

This was a 'listening session' for the Commission. An opportunity to compare opinions and interpretations of facts, mandates, challenges and goals. The Commission will engage in similar discussions with non-supply managed boards in future months.

An immediate outcome of the meeting is the Commission's decision to discuss its draft strategic plan with boards in the spring before publishing the final plan. Other ideas are sure to follow.

The Commission appreciates the participation of the supply managed boards in this meeting.

Broiler Hatching Review

The Commission met with the Ontario Broiler Hatching Egg and Chick Commission (OBHECC) to review board operations and activities.

The outlook for the industry's future looks positive. Ontario's share of national production is projected to increase to 31.6% of the domestic market by 2003.

On the home front, OBHECC enjoys the broad support of its producer and hatchery constituents. There is little resistance to their actions and policies despite the fact that they are vigilant about their inspection and enforcement responsibilities. OBHECC's relatively small membership makes it possible for their directors to hold 'kitchen table' meetings with members to hear their thoughts on issues. This consultative style goes a long way toward keeping their industry pulling together.

Soybean Contract Renegotiation

Just before the end of September, dealers and crushers asked for a meeting with the Ontario Soybean Growers negotiating committee to discuss rising fuel costs for drying soybeans. After subsequent deliberations by the full board, the Ontario Soybean Growers agreed to adjust the maximum moisture discount table in the 2000 Marketing Agreement so long as the changes reflect only fuel costs and do not increase other elevator handling charges. The growers also did not want to see any changes that would heavily penalize producers who are harvesting beans with very high moisture levels due to the unusually wet season we've had. With these principles at the forefront, the Ontario Soybean Growers worked with their industry partners and a revised moisture discount table was

drafted. The Commission then brought into force the renegotiated contract. The advent of high fuel costs couldn't come at a more stressful time for this industry already reeling from depressed commodity prices.

Strategic Review

The Commission reviewed its own strategic initiatives. This review is scheduled quarterly to update everyone on progress and ensure that the Commission's strategic plan is top-of-mind for members and staff.

The Commission also moved to display the strategic plan in its boardroom so members, staff and visitors alike can see it and refer to it in discussions.

Apple Vote

With the apple growers' vote approaching in February, the Ontario Apple Marketing Commission is currently organizing information meetings for its members. On January 24, 2001, the Ontario Farm Products Marketing Commission will distribute complete information packages and ballots to all eligible producers.

Agreements Into Force

The Commission brought several negotiated marketing agreements into force at its September meeting. They involved seed corn, tobacco and chicken. ■