

Upcoming Annual Meetings and Conventions 2001			
Date	Organization	Location	Telephone
April 22	Baking Association of Canada - Annual Meeting	Vancouver	905 405 0288
June 11-12	Canadian Poultry and Egg Processors Council - Annual Meeting	Winnipeg	613 724 6605
June 10-12	Ontario Dairy Council - Annual Meeting	Huntsville	905 542 3620
June 15	Ontario Flour Millers Association - Annual Meeting	Alton	519 621 4060
June 18-19	Ontario Agri-Business Association - Grain Conference	Huntsville	519 822 3004
July 5	Ontario Flue-Cured Tobacco Growers' Marketing Board - Annual Meeting	Delhi	519 842 3661
July 31	Ontario Apple Marketing Commission - Annual Meeting	Mississauga	905 858 1060
Aug. 27	Ontario Wheat Producers' Marketing Board - Annual Meeting	Stratford	519 767 6537
Sept. 5 - 6	Ontario Agri-Business Association - Fertilizer Conference	Grand Bend	519 822 3004
Sept. 10	Ontario Agri-Business Association - Feed Conference	Guelph	519 822 3004
Sept. 30 - Oct. 3	National Dairy Council - Annual Meeting	New Brunswick	519 822 3004
Oct. 14	Canadian Restaurant and Foodservice Association - Hostex/AGM	Toronto	416 923 8416
Oct. 23	Ontario Greenhouse Vegetable Producers' Marketing Board District One	Leamington	519 326 2604
Oct. 25	District Two	Ancaster	
Oct. TBA	Ontario Milk Transport Association - Annual Meeting	Toronto	416 675 0038
Oct .26-27	Ontario Sheep Marketing Agency - Annual Meeting	Guelph	519 836 0043
Oct. 23	Ontario Tomato Seedling Growers' Marketing Board - Annual Meeting.	Leamington	519 326 4481
Oct. TBA	Canadian Federation of Independent Grocers - Annual Meeting	Toronto	416 492 2311
Nov. TBA	Ontario Farm Products Marketing Commission Fall Seminar	Ingersoll	519 826 3404
Nov. 16	Canadian Council of Grocery Distributers - Ontario Conference	Toronto	416 922 6228
Nov. TBA	Ontario Federation of Agriculture - Annual Meeting	Toronto	416 485 3333

This information is provided strictly for our readers' convenience. Please note that organizations may restrict attendance to some or all of their agenda items. Please contact each organization for more information on programs, agenda items open to non-members, and location. While the Commission endeavours to ensure this information is correct, readers are responsible for confirming its accuracy with individual organizations before making any plans to attend. ■

Ontario Farm Products Marketing Commission

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For more information about this newsletter please email us at ghowe@omafra.gov.on.ca

This newsletter is available on our website <www.gov.on.ca/OMAFRA/english/farmproducts/index.html>



O F P M C

Ontario Farm Products Marketing Commission

N e w s l e t t e r

April 2001 - Issue #87

Review Prompted by Weak Producer Support for Apple Commission

GUELPH - In a recent vote, eligible Ontario apple producers were asked whether they felt that the Ontario Apple Marketing Commission (OAMC) should be dissolved. That Producer Expression of Opinion Vote indicated that more than half the growers who voted favoured terminating the Commission. As a result, the Commission has been placed on notice.

"Outright termination of the Apple Commission requires the support of two-thirds of the growers. At this time, dissatisfaction with the Apple Commission is not at that level, but I am concerned by

the result of this vote," said Ontario Minister of Agriculture, Food and Rural Affairs Brian Coburn. "I can't leave the situation as it is."

Minister Coburn has asked the Ontario Farm Products Marketing Commission to oversee a review of the Ontario Apple Marketing Plan which will involve an independent third-party analysis.

"My objective is to determine if and how this marketing plan can be placed on a firm foundation for the future. If I don't see that as a possibility, then it may be dissolved," said Coburn.

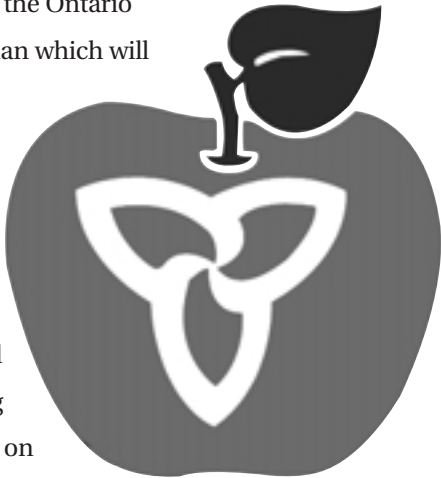
Apple producers were asked to express their opinion on the following question: *"Are you in favour of the termination of the Ontario Apple Marketing Commission?"*

Grower participation in the vote was strong. A total of 505 ballots were received representing a voter participation rate of 73.1 per cent.

The results of the producer vote revealed that 56.3 per cent of ballots were cast in favour of terminating the Ontario Apple Marketing Commission. Those ballots also represented 46.8 per cent of the orchard acreage accounted for in the vote.

Two factors were considered in determining the outcome of the vote.

The first was the percentage of producers voting for or against dissolution of the Apple Commission. The second was the acreage represented by those voting for or against. If producer and acreage totals had been 66 2/3 per cent and 50 per cent respectively, the Apple Commission would have been terminated. ■



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Ontario Ministry of Agriculture, Food and Rural Affairs

For Ontario Marketing Boards and Food Industry Associations

Looney Spoons Launch Food Line

After being turned down by eight major Canadian publishers, “Looney Spoons” was finally published with the backing of the Wealthy Barber, David Chilton. The cookbook sold 460,000 copies in Canada and 140,000 in the U.S. in its first two years.

That is a tidal wave for sales of any book in Canada, let alone a cookbook. Doesn’t everybody already own too many of them to fit on the shelf?

But this one is different. It is a joy to browse through because it’s so packed with information presented in a fun way. It has nutritional information you can understand and interesting trivia on food in addition to simple, low-fat, nutritional recipes.

Following up on their first success, the sister-in-law authors, Greta and Janet Podleski, published “Crazy Plates”.

This month they take another bold step. The Crazy Plates line of frozen family meals based on the same low-fat/high nutrition approach that was behind the books. A family meal will retail for less than \$15.

They have four meals in the frozen counter now and promise five more by fall. If you have some ideas, you might want to let them know. The Crazy Plates office is located in Waterloo. Their telephone number is (519) 880-9228. ■

Marketing Environmental Sustainability

Mark April 30th on your calendar if you are interested in the relationship between environmental sustainability and your marketing efforts.

The Ontario Food Processors Association together with the Agricultural Adaptation Council have put together an impressive list of speakers to cover all angles of the subject. The one-day conference is entitled, "Environmental Sustainability in the Agri-Food Sector — Are There Sustainable Opportunities?"

Will our best management practices become a tangible part of how we differentiate and market Ontario foods in the future? It may be niche selling now but it appears to be a trend to watch. Consumers may start bundling environmental practices together with food safety issues in the future.

You can register by faxing the Ontario Food Processors Association at (519) 826-3591. The registration fee is \$100. The location is the OMAFRA building at 1 Stone Road West, Guelph.

Here is a list of the speakers:

Laurie Demeritt, *The Hartman Group*
► This Seattle-based research group will present a study on consumer perspectives for earth-sustainable, agricultural products.

Ray Kirsh, *Mid-West Food Alliance*
► US-based program recognizes and promotes producers who produce food in environmentally and socially responsible ways. The program covers vegetables, fruit and meat.

Ian MacKenzie, *Apple Growers of Ontario*
► An in-depth review of the successes and challenges of developing an environmentally sustainable apple program.

William Pool, *Wegmans Food Markets*
► This New York-based retailer has been marketing a line of fresh and processed vegetables that employ integrated pest management practices since 1995.

Thomas Green, *IPM Institute of North America*
► Dr. Green is the co-founder of this non-profit group proposing a producer program aimed at ensuring best management practices.

Helen Prinold, *OMAFRA*
► A presentation highlighting the successes and failures of marketing earth-friendly products over the last ten years.

Michael Presley, *Agriculture and Agri-Food Canada*
► A new approach to integrated risk management, which will allow Canada to be branded as the #1 country in the world in terms of producing safe food in an environmentally responsible manner. ■

OFPMC Update

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

Ginseng Vote

Ginseng growers in Ontario have been polled on their desire to form a Representative Association with the authority to impose a mandatory licence fee. If a significant majority of growers and production support the idea, then the association will be recognized under the Farm Products Marketing Act. OFPMC co-ordinated the Producer Expression of Opinion Vote.

A Representative Association is given the right to impose a mandatory check-off to support their efforts to stimulate and improve the production and marketing of a commodity.

The deadline for ballots to be post-marked was April 6, 2001.

Greenhouse Vegetable Renamed

OFPMC supported the request to officially change the name of the Ontario Greenhouse Vegetable Producers' Marketing Board. Once gazetted, the Board's new name will be Ontario Greenhouse Vegetable Growers.

Arbitrations for Vegetables

The Commission appointed arbitrators to deal with four vegetable crops: peas; carrots; cauliflower; and sweet corn.

Milk Graders Certification

The Commission supported a request by DFO to extend the duration of certificates issued to bulk milk tank graders. Under the change, certification will increase from three years to five years.

At the same time, a fee change will take the cost of an apprentice bulk tank graders' certificate from \$5 to \$50.

Meeting with Ontario Dairy Council
The Commission met with Ontario Dairy Council (ODC) to better understand the issues and opportunities facing the province's dairy processors.

ODC has been representing dairy processors for 30 years.

Dairy Farmers of Ontario and ODC have cultivated good industry relations which enables the industry to focus on external challenges. ■

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