

Upcoming Annual Meetings and Conventions 2001/2002

Date	Organization	Location	Telephone
October 26-27	Ontario Sheep Marketing Agency - Annual Meeting	(519) 836-0043	Guelph
October 27	Ontario Milk Transport Association - Annual Meeting	(416) 675-0038	Toronto
November 16	Canadian Council of Grocery Distributors - Ontario Conference	(416) 922-6228	Toronto
Nov. 19 - 21	Ontario Federation of Agriculture - Annual Meeting	(416) 485-3333	Toronto
November	Ontario Bean Producers' Marketing Board	(519) 652-3566	
27	District 1		Shetland
27	District 2		Ilderton
29	District 3		Brodhagen
29	District 4		Seaforth
December 1	Ontario Asparagus Growers' Marketing Board - Annual Meeting	(519) 246-1640	Alliston
December 4-5	Ontario Agri-Business Association	(519) 822-3004	Toronto
December 5	Ontario Potato Board - Annual Meeting	(905) 637-5609	Cambridge
December 6-7	Ontario Soybean Growers - Annual Meeting	(519) 352-7730	London
December 11	Ontario Farm Products Marketing Commission - Fall Seminar	(519) 826-3404	Ingersoll
Jan TBA	Ontario Coloured Bean Growers' Association	(519) 348-4141	Woodstock
Jan 8-10	Dairy Farmers of Ontario	(905) 821-8970	Toronto
Jan 21	Food and Consumer Products Manufacturers of Canada - Food Service Conference	(416) 510-8024	Toronto
Jan 22	Dairy Farmers of Canada - Annual Policy Conference	(613) 236-9997	Montreal
Jan 24	Ontario Canola Growers' Association	(519) 291-4811	Alliston
Feb 27	Ontario Broiler Hatching Egg and Chick Commission	(519) 837-0005	Guelph
Mar TBA	Ontario Turkey Producers' Marketing Board	(519) 748-9636	Hamilton
Mar TBA	Ontario Seed Corn Growers of Ontario Marketing Board	(519) 352-6710	Chatham
Mar 7	Ontario Fresh Grape Growers' Marketing Board	(905) 688-0990	St Catharines
Mar 13-14	Ontario Pork	(416) 621-1874	Toronto
Mar 18	Chicken Farmers of Ontario	(905) 637-0025	Mississauga
	Ontario Tender Fruit Producers' Marketing Board	(905) 688-0990	
Mar 25	District 5		Leamington
Mar 26	Districts 3 & 4		Simcoe
Mar 27	Districts 1 & 2		Vineland Station
Mar 26-27	Ontario Egg Producers	(905) 858-9790	Toronto

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

1 Stone Rd. W., 5th Floor, Guelph, Ontario, N1G 4Y2

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

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



Ontario Farm Products Marketing Commission

N e w s l e t t e r

November 2001 - Issue #92

Apple Industry to take a fresh look

Brian Coburn, Ontario Minister of Agriculture, Food and Rural Affairs, is calling on the apple industry to develop a new strategy to meet changing markets in Ontario and around the globe.

"I encourage apple growers to come forward to take a fresh look at what type of organization would best suit their needs," Minister Coburn said. "Commission and Ministry staff are willing to work with growers as the industry investigates alternatives for an organization to represent the interests of apple growers."

"In order to facilitate this process, I have accepted the recommendation of the Ontario Farm Products Marketing Commission (OFPMC) to dissolve the Ontario Apple Marketing Commission. This is not a

decision that we make lightly," said Minister Coburn. "But it is one that we believe is in the best interests of the apple industry."

Weak Producer Support

The recent review of the Apple Marketing Plan by OFPMC was a direct result of the weak producer support shown for the plan in a mail-in vote conducted by the OFPMC. Earlier this year apple growers expressed their opinion on the question: "Are you in

favour of the termination of the Ontario Apple Marketing Commission?"

The results of the vote indicated that 56.3% of producers casting a valid ballot were in favour of the termination of the Apple Commission. (For complete information on the producer vote see the April 2001 OFPMC newsletter Issue #87) These results, coupled with the fact many producers are not paying their acreage fees, clearly demonstrated that there was very weak support amongst growers for the effective continuation of the Apple Marketing Plan. The OFPMC therefore recommended, and the Minister agreed, that an independent third party be engaged to conduct an in-depth review of the Apple Marketing Plan and provide a further analysis of the reasons for grower dissatisfaction along with potential solutions.

Third Party Proposals

The OFPMC engaged the services of JRG Consulting and Jayeff Partners to conduct the third party review. Their report outlines

grower issues and includes a detailed summary of the current economics of the Ontario apple industry, as well as domestic and global issues and trends affecting the industry. The report proposals called for substantial change in the industry. The proposals include the following elements:

- 🍏 a mandatory organization representing only apple growers, with three-year director terms,



The Apple Marketing Plan Report 2001 is available on the OMAFRA website at

www.gov.on.ca/omafra/english/farmproducts/

- 🍏 transfer of ownership of apples to packing houses at time of delivery by apple growers,
- 🍏 negotiation of minimum grower prices for fresh and processing apples, to be conducted between the organization and the Apple Marketers of Ontario and the Ontario Food Processors' Association,
- 🍏 creation of an Apple Industry Advisory Committee,
- 🍏 third party contract to provide inspection and grading services,
- 🍏 collection of production and market related data,
- 🍏 provision for generic promotion, direction of research, government relations and information dissemination,

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Apple Industry to take a fresh look

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Apple organization revenue based on a levy that applies to all apples sold, with a different levy for fresh (differentiated by market segment), peeler and juice apples.

This proposal calls for a substantial change in the industry. Several major questions regarding the design, cost and implementation of the key elements can only be answered by the industry.

Report Available

A copy of the Analysis and Review of the Apple Marketing Plan Report (2001) is available on the OMAFRA web-site or by contacting the Secretary of the Commission, OFPMC, 1 Stone Road West, 5SW, Guelph, Ontario, N1G 4Y2, or by facsimile at 519-826-3400.

Change must come from the industry

The report finds that the current Apple Marketing Plan is not working and that change is needed. A further analysis of the report shows that, despite changes made as a result of the Price Waterhouse report (1997), the same areas of grower dissatisfaction remain.

At the same time, most apple growers are in support of having an organization to represent their interests.

"It is evident that major change is needed within the apple industry," explains Rod Stork, Chair of the Ontario Farm Products Marketing Commission. "Previous attempts to modify the existing structure have met with limited success and have not adequately addressed grower concerns. While the report is proposing one solution, the OFPMC believes the industry now needs to undertake their own evaluation and work cooperatively to bring about that change." ■

Fall Seminar to focus on Consolidation

Many are overwhelmed by the idea of consolidation. In response, the Educational Advisory Committee of the Ontario Farm Products Marketing Commission has decided to focus its 10th annual fall seminar on consolidation in the agri-food industry. This day-long seminar will feature speakers from throughout the 'food chain': farmers, processors, retailers, food service operators and more. Discussions will focus on the state of the industry as well as the opportunities in the changing markets. The event will also feature an open panel discussion with all of the speakers and, for the first time, a networking reception including the speakers and Commission members.

Time	Speaker	Topic
8:00 am – 9:00 am	R e g i s t r a t i o n & C o f f e e	
9:00 am	• Dr. William Stevens <i>Stevens Associates</i> • Rod Stork <i>Chair, OFPMC</i>	Welcome & Introductions
9:20 am	• Peter Twynstra <i>President, Great Canadian Bean Company</i>	Pitfalls and Opportunities in Primary Production
10:00 am	• James Jensen <i>President, CherrCo, Inc.</i>	Producer/Processor Co-ops: More than Just a Bowl of Cherries?
10:40 am – 11:00 am	B r e a k & C o f f e e	
11:00 am	• John Pigott <i>President & CEO, Morrison Lamothe Inc.</i>	Meeting the Demand of Retail Consolidation: 'Meating' and Exceeding Market Demands
11:40 am	• Steve Crawford & Joe Lusito <i>Produce Specialists, Serca Foodservice Inc.</i>	Foodservice Consolidation: Food Safety and Working Together on Customer Needs
12:20 pm	• John Scott <i>President, Canadian Federation of Independent Grocers</i>	Retail Consolidation: Fighting for a Share of the Grocery Bag - Paper or Plastic
1:00 pm– 2:00 pm	L u n c h	
2:00 pm	• Dr. William Stevens <i>(Moderator)</i> • Peter Twynstra • John Pigott • John Scott • James Jensen • Steve Crawford • Joe Lusito	Panel Discussion
2:45 pm	• Frank Ingratta <i>Deputy Minister- OMAFRA</i>	Remarks
3:15 pm – 4:15 pm	C h r i s t m a s R e c e p t i o n & N e t w o r k i n g	

The OFPMC 10th Annual Fall Seminar & 1st Christmas Reception

"Consolidation in the agri-food industry - what are the opportunities?"

Tuesday, December 11, 2001
Elmhurst Inn, Ingersoll, Ontario

Is it "eat" or "be eaten"? Consolidation is taking place over a wide range of agricultural and food industries, and has implications for all those involved. OFPMC is gathering a variety of experts to speak on the subject of consolidation from each of their points-of-view in the 'food chain'. The discussions during this one-day event will focus on the state of the industry as well as the opportunities.

► **\$50 per person** includes lunch and networking reception

Speakers and panel participants include:

- **Peter Twynstra**, *President, Great Canadian Bean Company*
- **John Pigott**, *President, Morrison Lamothe Inc.*
- **James Jensen**, *President, CherrCo Inc.*
- **Steve Crawford & Joe Lusito**, *Produce Specialists, Serca Foodservice Inc.*
- **John Scott**, *President, Canadian Federation of Independent Grocers*
- Moderated by **Dr. William Stevens**

OFPMC Fall Seminar Registration Form

Board/Association: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Contact Person: _____

E-Mail: _____

Names of Registrants

1.	5.
2.	6.
3.	7.
4.	8.

► Please make cheques payable to the Ontario Ministry of Agriculture, Food and Rural Affairs

► Forward your registration and payment no later than November 16, 2001 to:

Angela Austin, Ontario Farm Products Marketing Commission
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