

Ontario Farm Products Marketing Commission

N e w s l e t t e r

July 2002 - Issue #96

OFPMC Introduces New Members

The Ontario Farm Products Marketing Commission has many new members who should be introduced to you.

Over the past 12 months, succession has been responsible for the replacement of six Commission members. In their place, new appointments to the Commission have been made.

All but one of the retiring members served two, three-year terms. They all agree it went by fast. They also agree that it was challenging.

The four newest members who joined the Commission in 2002 are Nick Quickert, George Arnold, Ron Dancey

and Norman Beal. Six months earlier, Fred Lewis and Don Bonter were named to the Commission.

These new members join Barbara Gillies, Nicolette Novak and Glen Lutz who have served on the Commission since 1997-98. Rod Stork has been Chair since 2000.

Each member comes from a distinctly different background, which contributes to the overall strength of the debate and knowledge at the Commission board table.

While diversity is sought after, it should be noted that the Ontario Legislature does not appoint members to be advocates for particular commodities or segments of an industry. It is not the intention of the Legislature to direct appointments into one-dimensional roles.

A common interest in the success of Ontario's regulated, agricultural commodity sectors is what links the diverse backgrounds of the members to the strategic direction of the

Ontario Farm Products Marketing Commission and regulated marketing in this province.

A common interest in the success of Ontario's regulated, agricultural commodity sectors is what links the diverse backgrounds of the members to the strategic direction of OFPMC.



George Arnold

George Arnold has taken up the role of Commission Vice-Chair.

Mr. Arnold has a lifetime of experience with

financial management and agri-business. In his most recent position with the Royal Bank of Canada, he was their Senior Agricultural Advisor responsible for 75 account managers and a loan portfolio in excess of \$1 billion.

In addition to his agri-business career, he is a past president of both the Canadian 4-H Council and the Ontario Institute of Agrologists. He is also on the Board of Country Heritage Park, which is managing the former Ontario Agricultural Museum in Milton.

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Electronic Newsletter Available

Commission Revamps Newsletter Service

Can we share information with you electronically?

This newsletter can be e-mailed to you. The electronic version can do things that we can't offer you in the print edition.

Things such as:

- Full **colour** photographs
- **Faster** delivery!

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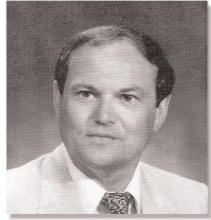
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OFPMC Introduces New Members



Nick Quickert

Nick Quickert brings a strong, working familiarity with Canada's supply management system to the Commission as

well as doctoral training in scientific research.

Nick was Chair of the Ontario Dairy Council in 1996 and 1997. He co-owned and ran Riverside Cheese and Butter in Trenton from 1976 to 1998.

Prior to entering business, Mr. Quickert was a research chemist with Environment Canada. He holds a doctorate degree in Physical Chemistry from the University of Toronto and was a National Research Council Fellow at the University of Goettingen in Germany.



Ron Dancey

Ron Dancey joined OFPMC in February. Ron is the President and CEO of Morrison's Meat Packers Ltd of Cambridge. He

simultaneously held the position of Vice-President of Degroot Meat Products Ltd. of Brampton from 1998 to 2000.

His business experience also led to his involvement in the Pork Industry Task Force in the mid-90's and current work on a new National Meat Code. He is a former President of the Ontario Independent Meat Packers and Processors' Association.

Ron was recently elected as a councillor for the County of Brant. He has also been involved in municipal government as Deputy Mayor of Markham in the early 1980's.



Norman Beal

The Commission's newest member is **Norman Beal** who owns and operates Peninsula Ridge Estates Winery in Beamsville. He

joined the Commission in June, 2002.

In addition to operating the vineyard and winery, Norman is actively involved with the Wine Council of Ontario and the Canadian Vintners Association.

Norman's background also includes extensive experience as an international commodity trader specializing in petroleum.

In the latter part of 2001, OFPMC welcomed Fred Lewis and Don Bonter.



Fred Lewis

Fred Lewis farms north of London, Ontario. He is involved with both poultry and cash crops.

Mr. Lewis is very familiar with regulated marketing and producer organizations. He was a founding director of the Ontario Corn Producers' Association and likewise, served as a director of Chicken Farmers of Ontario for almost all of the 1990's. Fred has also held numerous elected positions in county politics.

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Strategic Plan 2002-03

STRATEGIC FOCUS

VISION

- Dynamic, competitive agri-food sectors.

MISSION

- To lead, supervise and direct Ontario's regulated marketing system to effectively adapt to change.

Ensure the effectiveness of marketing boards.

Foster enhanced stakeholder relations to achieve industry solutions.

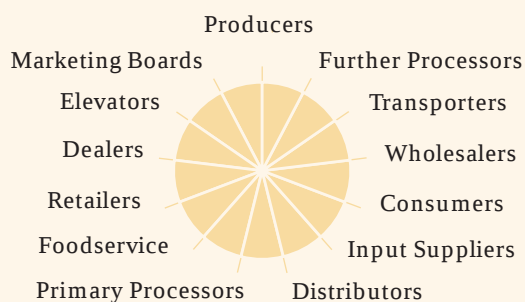
Promote industry-focused leadership.

Operating Principles

- The Commission will provide leadership and direction to Ontario's regulated marketing sectors.
- Commission activities shall be characterized by integrity and open-mindedness.
- Open consultation, participation and cooperation with all industry stakeholders are essential to resolving issues and developing opportunities.

Sector Stakeholders

20 Regulated Sectors



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Don Bonter

Don Bonter also has a strong, producer background. He owned a fruit and vegetable farm in eastern Ontario for a quarter century.

Don's background includes work on numerous boards and associations. He is a former President of the Ontario Fruit and Vegetable Growers' Association. Don is also a past director of the Ontario Apple Marketing Commission. He was also active within the Canadian Horticultural Council.

The Commission's longest serving, current members are Nicolette Novak, Glen Lutz, Barbara Gillies and Rod Stork.



Glen Lutz

Glen Lutz has been on the Commission since 1998. Glen has a background in the vegetable processing and

grain industries with Robin Hood Multifoods where he retired as VP of Marketing and Grains.

Glen was involved in maintaining Canada's milling viability during implementation of the Free Trade Agreement. Likewise, his success replacing imports with local supplies while at Bick's reflects his commitment to see Ontario's agri-food sector grow.

Nicolette Novak also joined the Commission in 1998. Nicolette's background includes both primary agriculture and the culinary industry. She has been an active tender fruit



Nicolette Novak

producer and she currently operates a culinary school integrated into the farm.

Nicolette is a past director of

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



Barbara Gillies

Barbara Gillies is the longest serving, current member of the Commission.

Until last year, she was actively involved in

Ontario's pork industry as well as a barn equipment dealership. Barbara and her husband have passed the active running of the farrow-to-finish operation near Ayr to one of their sons.

Barbara is a past director of the Ontario Pork Producers' Marketing Board and was involved in the Board's Task Force on Restructuring during the 1990's. Barbara is a former OFA director and a graduate of the Advanced Agricultural Leadership Program.



Rod Stork

The Chair of the Commission is **Rod Stork**. As the only civil servant at the board table, Rod functions both as a member of the Commission and

as the Commission's link to the Minister as well as OMAF's Corporate Executive Committee.

Rod has served the Commission for just under three years and he has a long history of working with agriculture and agri-business in the province of Ontario. ■

Upcoming Annual Meetings and Conventions 2002

Date	Organization	Location	Telephone
Aug 27	Ontario Wheat Producers' Marketing Board - Annual Meeting	Stratford	(519) 767-6537
Sept 4-5	Ontario Agri-Business Association - Fertilizer Conference	Grand Bend	(519) 822-3004
Sept 10	Ontario Agri-Business Association - Feed Conference	Guelph	(519) 822-3004
Oct 27-29	Grocery Innovations Canada	Toronto	1-800-387-0175

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. ■

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