



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

Fall 2003 – Issue #105

Someone Told OFPMC to Hit the Road ... And We Did!

Who needs a better excuse than harvest time to get out of the office?

If the Commission did need a better reason, they had one. Commission members never get as much time with clients as they'd like... especially in the field rather than the boardroom.

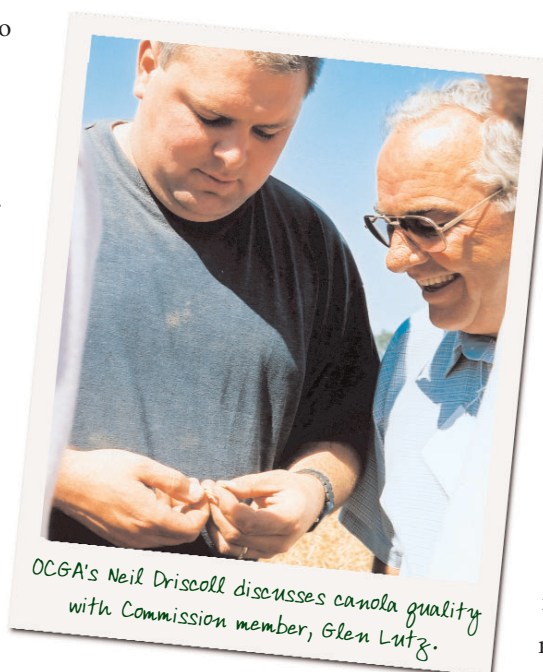
This fall's road trip broadly focused on the grains and oilseeds industry. We couldn't cover it all, but with five meetings in a day and a half, the Commission talked with producers, researchers, crushers, seed dealers and elevator operators.

Neil Driscoll of the Ontario Canola Growers' Association and Jim Gowland of Ontario Soybean Growers both toured the Commission around their farms.

Neil is having a great year in 2003 with canola yields about 40 percent above normal. He pointed out that while, "yields vary annually, the quality never does. The crop is never down graded to feed grade."

At the same time, a new variety of winter canola, originally sponsored for trials by the Association, has proven to be a winner for growers. "It yields a higher oil content and

comes off in July which coincides well with crushers' schedules," according to Neil.



With this news, you might assume that the number of producers growing canola is on the rise. Not so, according to Neil. As Chair of the Ontario Canola Growers' Association, Neil thinks, "that's because growers are not familiar with the management of canola. The Ontario

industry has 471 producers and about 50 grow 42 percent of the crop." Neil also told the Commission that canola uses so much nitrogen that the crop is an excellent

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12th Annual Industry Seminar

Crisis Management and Risk Mitigation is the focus of discussion for food industry partners at OFPMC's 12th annual industry seminar scheduled for Tuesday, December 9th at the Elm Hurst Inn, Ingersoll. **Refer to page 3 for details.**

Someone Told OFPMC to Hit the Road ... And We Did!

companion to any poultry or pork operation. One of Neil's fields is located on the chicken farm of Alfred Rumph. Neil also grows wheat, corn, barley and beans in his rotation with canola to control disease.

Jim Gowland's operation near Teeswater is entirely cash crop. He and his wife, Judy, are running about 1600 acres of soybeans and corn. Their target markets are food-grade and seed-grade soybeans.

As a director with the Ontario Soybean Growers and the Chair of the Canadian Soybean Export Association, Jim feels that Ontario soybean producers have hit a production plateau at 2-million acres. Reflecting on market conditions, Jim told the Commission that he is optimistic for, "those growers who are willing to produce and segregate soybeans with specific quality traits. It will be increasingly difficult for Ontario producers to compete in a strictly commodity-priced marketplace."

Jim also shared current plans by the Canadian Soybean Export Association and the Canadian Grain Commission to launch a national "Canadian Identity Preserved Standard" for soybeans which will adopt ISO management standards reaching from grower to exporter.

Dr. Rajcan told the Commission that it takes 6 to 7 years to develop a new variety of soybeans. That speed relies on sending seed to Costa Rica each winter where two crops are grown in succession. The next

generation of seed is returned to Ontario where it is again planted to continue the breeding and selection of superior strains.

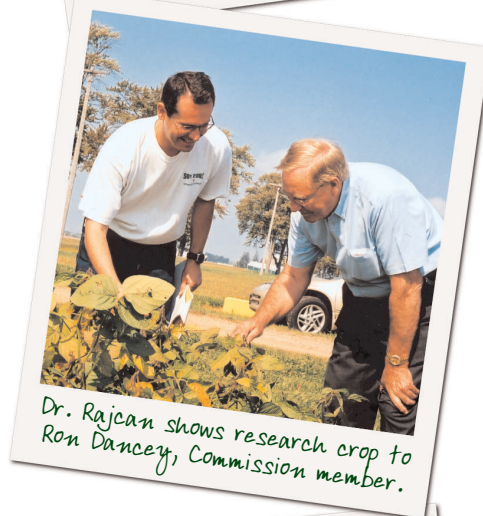
The most recent variety to be registered through this program is OAC Wallace™ which has the distinction of developing as many as four seeds per pod and shows great promise for Ontario soybean producers. Like other varieties, OAC Wallace™ will be available to commercial seed companies in exchange for royalty payments that return to the breeding program.

C&M Seeds, near Palmerston, is also reliant on research. With hosts John and Joe McLaughlin and Jeff Reid, the Commission toured Eastern Canada's leading supplier of wheat seed. With a large investment in research, the second generation, family-owned business has made significant inroads developing improved hard wheat varieties for Ontario as well as fusarium-tolerant red wheat.

C&M has recently made significant moves to expand into the U.S. because, as Jeff Reid explained, "Ontario is five to ten years ahead of neighbouring states in hard wheat genetics." Efforts in 2002 have resulted in C&M working with four multi-national milling companies in the U.S. including Nabisco and ADM. Back home, John McLaughlin feels, "Ontario has a terrific advantage growing hard wheat because of our proximity to the end users. By comparison, America's commercial bakers rely on hard red wheat coming in from Kansas."



Commission members & staff with OSG's Jim Gowland.



Dr. Rajcan shows research crop to Ron Dancey, Commission member.



Jeff Reid, C&M Seeds marketing manager

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OFPMC's 12th Annual Industry Seminar and Reception

Crisis Management and Risk Mitigation Seminar

Tuesday, December 9, 2003
9:30 a.m. to 3:30 p.m.
Elm Hurst Inn, Ingersoll, Ontario

About the Industry Seminar:

SARS, BSE, West Nile and a power blackout have combined to overload our comprehension of risk and exposure to crises in 2003.

At the 12th Annual Industry Seminar, co-ordinated by OFPMC, we'll discuss the fallout of these crises with people who are at the centre of the events and those who are preparing for how the food industry may react to the next crisis that could hit our markets and our lives.

About Registration:

Registration fee is \$95 per person for the seminar which includes breakfast, lunch and reception.

- Please make cheques payable to the Elm Hurst Inn
- Please forward your registration and payment no later than **December 1st to Doreen Bonthron:**
Ontario Farm Products Marketing Commission
One Stone Road West, 5th Floor
Guelph, Ontario N1G 4Y2
Phone (519) 826-3437 Fax (519) 826-3400

About the Speakers:

- **Roy Maxwell**, *Chicken Farmers of Ontario*
Mr. Maxwell will discuss why CFO decided to prepare their emergency plan in-house and what advice he feels is imperative to any board or business that is developing an emergency plan.
- **Dr. Jim Young**, *Ontario's Commissioner for Public Safety*
Dr. Young has dealt with SARS and a massive power outage in 2003. He'll talk about what we've learned from the crises that have hit Ontario and what we might expect in the future.
- **Ron Judge**, *Maple Leaf Foods*
Mr. Judge is Maple Leaf Foods' point man in the event of a crisis and he works with the organization to test its readiness and mitigate risks that are identified in the process. He'll take us through a readiness test.
- **Mike McMorris**, *Ontario Cattlemen's Association*
Mr. McMorris is in the thick of the BSE crisis that has rocked Canada's beef industry. He will take us to the eye-of-the-storm with a firsthand account of the crisis.

OFPMC Industry 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.

Someone Told OFPMC to Hit the Road... And We Did! *continued from page 2*

From their perspective, the future of Ontario's

strong presence in the hard wheat market depends on quality and trait guarantees that can only come from a system that uses certified seed. As John McLaughlin explained, "Seventy percent of the wheat produced in Ontario is indistinguishable by appearance. It's too easy for an elevator to unknowingly buy and sell wheat that doesn't fit the end user's specifications when there is no certification of the seed. In the long

run, this will hurt our producers' competitive position with millers who want to be guaranteed the milling and baking performance of particular wheat classes." McLaughlin concedes that this opinion isn't shared by those producers who like being able to go to their own seed bin, but he feels the trade-off is necessary to avoid damaging Ontario's position with its domestic and export wheat.



The Commission capped off its tour in discussion with Bruce Spears from CanAmara Bunge. Their Hamilton plant normally crushes 1-million tons of soybeans and canola, although this year their commitment to canola seemed in jeopardy and producers lobbied the company to continue crushing the oilseed crop.

Bunge is the second-largest soy processor in the U.S. and the largest oilseed processor in Canada. The company is a leading producer of bio-diesel in France, Italy, Germany and Austria. In 1998, the Hamilton plant's crush consisted of only two percent Round-up Ready™ soybeans while that has escalated to sixty-five percent this year.

The members and staff of the Ontario Farm Products Marketing Commission heard varying perspectives over a day and a half. We appreciate all the hosts who took time to help the Commission better understand the grains and oilseeds industry from various perspectives. The frank discussions at every stop were valuable. ■

Upcoming Annual Meetings and Conventions 2003

Date	Organization	Location	Telephone
Nov. 22	Ontario Asparagus Growers' Marketing Board - Annual Meeting	Simcoe	(519) 426-7529
	Ontario Bean Producers' Marketing Board - Annual Meetings		(519) 652-3566
Nov. 26	District 3	Mitchell	
Nov. 26	District 4	Seaforth	
Nov. 27	District 1	Shetland	
Nov. 27	District 2	Coldstream Community Centre	
Dec. 3	Ontario Potato Board - Annual Meeting	Cambridge	(519) 846-5553
Dec. 9	Ontario Farm Products Marketing Commission - Industry Seminar and Reception	Ingersoll	(519) 826-3404

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 graham.howe@omaf.gov.on.ca

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

