



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

December 2003 – Issue #106

Crisis Management and Risk Mitigation

The year 2003 may well be remembered as the year where crisis after crisis hit our shores, our businesses and our lives.

As recently as November 15, an infectious disease expert added bad news to the end of 2003 with a warning that, “Canada is probably on the top of the list of countries that will be the first to be hit by SARS again because nothing has really changed in China to stop SARS from re-emerging.”

Fortunately Canadian authorities learned valuable lessons on how to contain the spread of the virus. They’ve also developed a reliable diagnostic test to detect severe acute respiratory syndrome and work is continuing on a promising treatment. Even

if we can’t prevent it from reoccurring, we know our emergency preparedness is better and we have more tools to mitigate the risks that are associated with an outbreak.

Being ready for a crisis is essential learning for today’s food

sector. Since reducing risks is an important strategy for Ontario’s food industry, this theme will take centre stage on December 9, 2003, at the Ontario Farm Products Marketing Commission’s 12th Annual Industry Seminar. (see page 3 for details)

With Canada’s beef industry in the unrelenting grip of a BSE-instigated trade crisis, the world’s third largest beef exporter is reeling from the attention.

Mike McMorris from the Ontario Cattlemen’s Association is on the December 9th agenda to speak about what it’s really like to be at the eye-of-the-storm when it hits you from out-of-the-blue.

“Space Shuttle explodes”

February 2003

War declared on Iraq

March 2003

“SARS claiming lives”

April 2003

BSE closes US markets

May 2003

“Fires consume B.C.”

June 2003

Power blackout massive

August 2003

Free trade collapse

September 2003

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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.**

Food Trivia

Questions just in time for Christmas Party Chatter

As the title implies, the Christmas season's festivities usually involve lots of conversations at family get togethers and other social functions. Just for fun, we'd like to arm you with some agriculture and food trivia for those get togethers. Good luck with your guesses. If anyone, honestly, gets more than 5 correct answers, we'd be interested in knowing. Please e-mail the news of your conquest to graham.howe@omaf.gov.on.ca. From all of us at OFPMC, have a happy holiday.

(ANSWERS: The answers are hidden in the Upcoming Annual Meetings Chart on page 4. Look for "December 25th" in the chart.)

1. When the winner of the Indianapolis 500 is in the winner's circle, they toast with buttermilk. This tradition started in 1936 when Louis Meyer won the race and requested his favorite dairy beverage for the toast.

☐ True ☐ False

2. If you are going to eat a green vegetable and you are deciding between green peas and green beans, there is a lot more nutrition in a green pea. Peas have three times more fibre, 40 percent more iron, and 25 percent more vitamin A and C. (Please note that OFPMC members and staff enjoy all vegetables ... no favorites here)

☐ True ☐ False

3. You're not getting older, you're getting better. Apart from how we look and feel, it is estimated that 120,000 Canadian farmers will turn age 65 in the next decade.

☐ True ☐ False

4. Since we are talking about producers reaching age 65, a recent survey estimated that \$50 billion of farm assets are expected to change hands in Canada in the next decade.

☐ True ☐ False

5. When Canadians ate out in 2002, they spent almost \$7.5 billion. When that total is divided between expenditures at full-service restaurant versus limited-service restaurants, the full-service restaurants captured more of the loot. We spent \$4.1 billion at full-service restaurants.

☐ True ☐ False

6. Speaking of eating, McCain produces one out of every three french fries consumed in the entire world?

☐ True ☐ False

7. The very last day that milk cans were accepted at dairies is the same day that kids holler, "Trick or Treat." The year was 1977.

☐ True ☐ False

8. When Ontario's egg producers voted in 1972 to bring in a marketing plan for their commodity they were selling eggs at 21 cents/dozen while those same eggs were costing them around 34 cents to produce.

☐ True ☐ False

9. Popsicles were originally called "Epsicles" after 11-year-old Frank Epperson accidentally invented them by leaving flavoured water and a stir stick outside on a chilly night in 1905.

☐ True ☐ False

10. Industry analysts have concluded that if Chinese people decided to eat just one more egg per person per day, we would need almost the entire grain production of Canada to feed the chickens.

☐ True ☐ False

11. Exercise and diet...we make so many promises around these two goals. Would you expect that 72% of us who make a New Year's resolution to this effect will break that resolution by January 31st?

☐ True ☐ False

12. Many of you might know that Mr. Gail Borden (yes he spelled it G-A-I-L) invented condensed milk after seeing the nutritional problems children experienced during trans-Atlantic travel on ships. Did you also know that Mr. Borden is responsible for the often-quoted, phrase: "Don't cry over spilled milk"

☐ True ☐ False

13. Germany continues to be the world's largest NET importer of food.

☐ True ☐ False

14. In the 1930's several Commonwealth countries established legislation to allow for the creation of marketing boards. Since that time Canada has had marketing plans to cover many commodities that are not covered today, including dry salt herring, burley tobacco, honey and red cedar shingles.

☐ True ☐ False

15. If you are concerned about the aeration of your soil, here are two facts you should know about tunneling critters. A mole can dig over 250 feet of tunnel in a single night and Australia has a species of earthworm that grows TEN FEET in length.

☐ True ☐ False

16. A rat can last longer without water than a camel.

☐ True ☐ False

17. Coca-Cola was originally coloured green.

☐ True ☐ False

18. A serving of spinach pasta does not count as a serving of spinach. It contains only a small fraction of the vitamin A and none of the fibre.

☐ True ☐ False

19. Four companies control 44% of global restaurant sales. The companies are McDonald's, Wendy's, Burger King and Tricon Global Restaurants which owns Pizza Hut, KFC and Taco Bell.

☐ True ☐ False

20. Finally, in the category of laws that really have little relevance to reality, legislators in North Carolina have imposed a restriction on ploughing in their agriculture belt. Be warned if you are considering relocating to this area, it is illegal to plow a field using an elephant. We'll give this one to you as a freebee just for completing the quiz. It's true.

☒ True ☐ False

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.

Crisis Management and Risk Mitigation *continued from page 1*

preparedness and crisis communications. A recent media study revealed that during the SARS' peak, leading Canadian and American newspapers ran as many as 25 articles a day on it. The report also found that the sheer volume of coverage actually depressed the quality and balance of information in circulation.

The Industry Seminar turns to Roy Maxwell of Chicken Farmers of Ontario and Ron Judge of Maple Leaf Foods to discuss the experience of preparing a meaningful emergency plan and then testing it to ensure it works. Mr. Maxwell worked with two CFO colleagues to put a "made in-house" stamp on their emergency plan, a decision which ensures staff know what's in the plan. Mr. Judge is responsible for ensuring Maple Leaf is ready for an emergency and he has the commitment of company president, Michael McCain, who promotes the idea that food safety is key to developing global brand identity for Canadian food products.

Risk mitigation and crisis management also have a legal liability context that we all must recognize. In his article, "The Lawyers Are Coming...The Lawyers Are Coming", former Canadian Food Inspection Agency president, Ronald Doering, warns that, "the most significant development in food law has been

the emergence of major claims for damages for food borne illness. Most industry people do not fully appreciate what is already happening and that far worse looms on the horizon." Mr. Doering, who now practices food law, says, "many processors know little about many of the ingredients they use and yet their brands may have the most to lose" from a food crisis.

In the same article, Doering asks: "Are producers ready?" For the answer he

turned to Steve Osselton, Senior vice-president of Marsh Risk Consulting who was working with 17 commodity boards to implement risk management strategies under the Canadian On-Farm Food Safety program. Mr. Osselton believes that "farmers are not aware that their liability has increased drastically." The same traceability systems that have made it easier to handle product recalls and mitigate risks have also increased everybody's liability. ■

Grocery Innovations Tour



Grocery Innovations Tour: (L to R) OFVGA's Art Smith and John Kikkert from the Ontario Turkey Producers Marketing Board joke with Tyron Goss and Alexandra Knowles of the Whole Foods Market in downtown Toronto. Six boards and associations took part in the October 25th tour of innovative grocery stores which was organized by the Canadian Federation of Independent Grocers and co-sponsored by the Ontario Farm Products Marketing Commission.

Upcoming Annual Meetings and Conventions 2003

Date	Organization	Location	Telephone
Dec. 9	Ontario Farm Products Marketing Commission - Industry Seminar and Reception	Ingersoll	(519) 826-3404
Dec. 25	Most of the answers are TRUE except for questions 11, 12 and 13. Gail Borden actually coined the phrase, "Remember the Alamo!" Japan is the largest net importer of food and only 36% of us will give up watching our diet and exercising by the end of January.	OFPMC	(519) 826-3404

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 graham.howe@omaf.gov.on.ca

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

