



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

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Ontario's Goat Milk Producers to Vote on a Marketing Plan

Guelph – Goat milk producers will be able to vote between May 13 and May 21, 2004, on a proposal to establish a goat milk marketing board in Ontario, Minister of Agriculture and Food, Steve Peters, announced recently.

“The government is committed to providing industry and the people of Ontario with an opportunity to be part of their own solutions,” said Peters. “Ontario’s goat milk producers will be able to shape the future of their industry through this vote.”

Since 2002, goat milk producers have been discussing the type of organization that would best suit the industry’s needs. The proposal submitted to the Ontario Farm Products Marketing Commission reflects the input

received from producers. The Commission is conducting an “expression of opinion” vote by mail-in ballot.

Goat milk producers will be asked the following question:

“Are you in favour of the creation of a marketing board for goat milk with the powers to:

- collect a mandatory license fee of two cents/litre from the sale of all goat milk to fund the board’s activities?”
- set the price and determine terms and conditions for sale for different classes of goat milk;
- have authority over agreements between producers and persons engaged in marketing or processing goat milk;
- collect information from producers, marketers and processors; and

Only goat milk producers authorized by the Ontario Ministry of Agriculture and Food to market goat milk are eligible to vote. Ballots will be mailed by the Ontario Farm Products Marketing Commission on May 10, 2004, to all goat milk producers identified by the Food Inspection Branch of OMAF. All returned ballots must be postmarked no later than May 21, 2004.

For more information about Ontario’s goat milk industry, please refer to the *OFPMC Business File* on page 3 of this newsletter. ■

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Introducing New Commission Members

The Ontario Farm Products Marketing Commission is pleased to announce the appointment of two new Commission members: **Deborah Whale** and **Carolyn Fuerth**. Both Deborah and Carolyn are involved in commercial farms and take active roles in the broader agricultural community. Deborah’s farm is located in Wellington County while Carolyn farms in Essex County.

For more information about the members of the Ontario Farm Products Marketing Commission, please refer to page 2 of this newsletter. ■

Pictured on right: Carolyn Fuerth (top) and Deborah Whale (bottom)



Rod Stork COMMISSION CHAIR

Ontario Ministry of Agriculture and Food, Executive Staff Member



George Arnold VICE-CHAIR

Mr. Arnold is an agri-business consultant dealing with farm business and financial issues. Mr. Arnold retired from the Royal Bank of Canada after heading up their Agricultural Division with 75 account managers and 10,000 clients. In addition to his agri-business career, he is a past president of 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.

Deborah Whale VICE-CHAIR

Ms. Whale owns and operates Clovermead Farms. The dairy, veal and beef operation is located in Wellington County. Deborah is the current Chair of the Poultry Industry Council and a board member of Farm Credit Canada, as well as a past director with the Wellington Federation of Agriculture. She has served the agri-food sector in many other capacities including the Minister's Advisory Committee for the Canadian Food Inspection Agency, the Agriculture Research Institute of Ontario and the Midwestern Ontario Co-operative Board.

Norman Beal

Mr. Beal owns and operates Peninsula Ridge Estate 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.

Fred Lewis

Mr. Lewis owns and operates a cash crop and chicken operation in Denfield. Mr. Lewis served on the Board of Directors of Chicken Farmers of Ontario from 1991-1998. He was a founding director of the Ontario Corn Producers' Association. He has also held municipal office as Reeve of London Township & Warden of Middlesex County.

Don Bonter

Mr. Bonter has been the owner/manager of a 450-acre fruit & vegetable farm for over 25 years. Mr. Bonter has served on numerous boards and associations including the Ontario Apple Marketing Commission and the Canadian Horticultural Council. He is a past-president of the Ontario Fruit and Vegetable Growers' Association.

Nick Quickert

Mr. Quickert is the past President of Riverside Cheese and Butter, a company which he owned in partnership from 1976 until his retirement in 1998. He has held various executive positions with the Ontario Dairy Council including serving as Chair in 1996 and 1997. Mr. Quickert is a former research chemist. He is past-Chair of the Board of Governors of Loyalist College and the Loyalist College Foundation.

Ron Dancey

Mr. Dancey was a former President and major shareholder of Morrison's Meat Packers Limited from 1985 to 2000, and a Vice-President and major shareholder of Degroot Meat Products Ltd. from 1998 to 2000. He also held the position of President of the Ontario Independent Meat Packers and Processor's Association.

Carolyn Fuerth

Ms. Fuerth is a partner in Ewe Dell Family Farms in Essex county. The business includes a 500-head breeding flock of sheep together with a provincially-inspected abattoir and a cash crop acreage. Carolyn is an executive member of Ontario AgriFood Education Inc. and a past director with the Ontario Federation of Agriculture. Carolyn has been involved in leadership and organizational development for many years. Carolyn's background also includes dairy farming.

Aileen MacNeil

General Manager, Ontario Farm Products Marketing Commission,
Ontario Ministry of Agriculture and Food

Gloria Marco Borys

Secretary, Ontario Farm Products Marketing Commission,
Ontario Ministry of Agriculture and Food ■

OFPMC Business File

Canola Growers' Review

The Ontario Canola Growers' Association discussed its current activities and strategies for the future with the Commission during a review meeting in March.

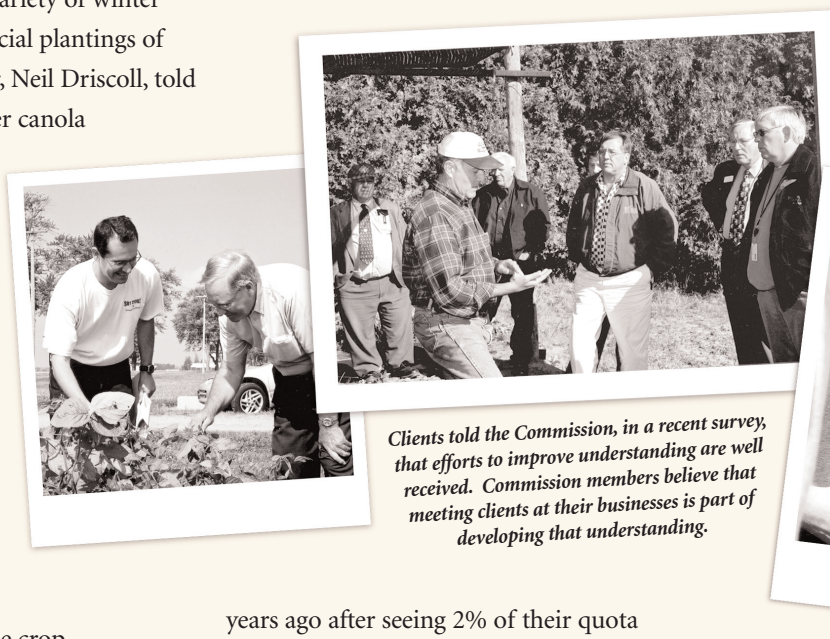
With just under 500 canola growers in the province, one of the Association's goals is to convince other producers of the benefits of planting the oilseed. The Association's field trial successes with a new variety of winter canola have led to commercial plantings of the new variety. Past Chair, Neil Driscoll, told the Commission that winter canola yields a higher oil content than spring-planted varieties. Because it comes off in July, winter canola also coincides favourably with the crushers' schedules. This development should ensure the sustained interest of Ontario's two crushing plants and may attract new producers to the crop.

In 2003, licence fees paid by producers to support the OCGA were increased. While the operating budget of the Association remains lean, the fiscally prudent Association manages to promote canola research; monitor emerging trends in other canola-growing jurisdictions; collaborate with its peers in western Canada; and lobby industry partners for necessary commitments to move the industry forward.

Dairy Quota Exchange

The "All Milk Pooling Agreement" under which producers share revenues, costs and markets in Ontario, Quebec and three Atlantic provinces comes with a proviso that also allows for the exchange of production quota between producers in the provinces. This provision of the agreement became inactive when Nova Scotia and Ontario pulled out of the exchange a few

the Ontario Farm Products Marketing Commission (OFPMC) that a quota exchange program with Nova Scotia would appear to be an equitable ebb and flow of quota back and forth. With the provision that the program be reviewed annually and come with a withdrawal clause, OFPMC passed a motion supporting DFO's plan to discuss the proposal with Ontario producers at its spring regional meetings in mid-March.



Clients told the Commission, in a recent survey, that efforts to improve understanding are well received. Commission members believe that meeting clients at their businesses is part of developing that understanding.

years ago after seeing 2% of their quota move to Quebec with the potential for even more. New Brunswick and P.E.I. never entered into the exchange at all.

Dairy Farmers of Ontario (DFO) recently brought forward a proposal to re-open a bilateral quota exchange between Ontario and Nova Scotia, as the maritime province was seeking to re-activate the quota exchange provisions of the agreement. After having reviewed quota sales in both provinces over a 2-year period, DFO told

Goat Milk Producers

A delegation of goat milk producers met with the Commission to discuss the group's interest in pursuing marketing board powers and authorities under the Farm Products Marketing Act. Known as the Ontario Goat Milk Steering Committee (Committee), the group of producers has spent the last several months looking at ways to improve

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market conditions for commercial goat milk producers. When they met with the Commission, the Committee outlined a thorough and specific plan for the operation of a price-setting marketing board for goat milk in Ontario.

Ontario has approximately 176 producers accounting for 10-million litres of goat milk. The majority of the goat milk is processed into cheese. The province has thirteen goat milk processors of which the two largest are Woolwich Dairy and Hewitt's Dairy. Ontario accounts for 58% of Canada's total goat milk production. In recent years, there has been a significant increase in the volume of imported goat milk cheese, which provides an opportunity for import replacement.

Unlike the plan for cow's milk, the Goat Milk Steering Committee does not foresee a supply management component in their proposal.

The Committee's proposal detailed the many interests it is trying to satisfy through regulated marketing. Their objectives include: improving producer access to market information; increasing marketing opportunities; and liaising with stakeholders

on behalf of producers on issues important to the industry.

Client Survey

On Friday, April 2, 2004, the Commission distributed a summary of client survey results to all the boards, associations and processor groups who participated in it. The survey was completed by twenty marketing boards, three Section 12 Representative Associations and eight processor associations.

The survey results provided two important benchmarks for the Commission. It essentially determined if the Commission is doing the right things and if the Commission is doing them well. This feedback was beneficial to the Commission's annual strategic planning session held during the winter.

Boards and associations alike told the Commission to continue with the strategy of mediating solutions to disagreements between producer boards and processors. Both groups prefer this method over formal hearings.

Both groups also said the Commission should take measures to improve the transparency and clarity of its decisions.

With reference to strategic planning, marketing boards and representative associations valued the Commission's efforts to "ensure the effectiveness of marketing boards" and "foster enhanced stakeholder relations to achieve industry solutions." Processor associations valued the latter most of all.

All respondents to the survey agreed that the Commission is accessible and provides timely responses and decisions.

Agreements into Force

The Commission brought agreements into force which were negotiated by the Seed Corn Growers of Ontario with eight seed corn companies. The negotiations resulted in agreements with all eight seed corn companies without the need for arbitration.

The Commission also brought into force a negotiated agreement between Chicken Farmers of Ontario and chicken processors for periods A-60 and A-61. ■

Upcoming Annual Meetings and Conventions 2004

Date	Organization	Location	Telephone
June 13-15	Ontario Dairy Council - Convention 2004	Gravenhurst	(905) 542-3620
June 21-22	Ontario Agri-Business Association - Grain Conference	Huntsville	(519) 822-3004
July 8	Ontario Flue-Cured Tobacco Growers' Marketing Board - Annual Meeting	Delhi	(519) 842-3661
August 31	Ontario Wheat Producers' Marketing Board - Annual Meeting	Stratford	(519) 767-6537

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

