



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

September 2004 - Issue #112

New Chair of the Ontario Farm Products Marketing Commission

On September 7th, Dave Hope became the new Chair of the Ontario Farm Products Marketing Commission. The following is an open letter to industry stakeholders from Dave.

While I'm new to the Commission, it has been a pleasure for me to work with many of you during my 20 years with OMAF. I look forward to building on these and new relationships through my responsibility with the Commission.

The Commission holds an important public trust. I think it is equally important to hold your trust.

Open consultation, participation and co-operation are guiding principles for

“The Commission's interactions with you should always be seen to possess integrity, transparency and open-mindedness.”

the Commission. The Commission's interactions with you should always be seen to possess integrity, transparency and open-mindedness.

With my agriculture and food policy background, it should be no surprise that I support the Commission's focus on strategic planning.

I also believe that industry solutions are better than imposed solutions. I see the Commission making an important contribution to the stakeholders in regulated marketing through facilitation and consultation. The role of the Commission, as a regulator and supervisor, has broadened over the years



Dave Hope,
Chair of the Ontario Farm
Products Marketing Commission

to see increased emphasis placed on things like industry advisory committees and industry visioning sessions. Whatever can make a contribution to the strengthening of our regulated industries deserves our collective consideration.

continued on page 2

In This Issue

New Chair of the Ontario Farm Products Marketing Commission	1
Sharing Regulated Marketing News with Producers	2
OFPMC Business File	3
Upcoming Annual Meetings and Conventions	4

Sharing Regulated Marketing News with Producers

Understanding the structure and workings of regulated marketing can be especially challenging for producers who haven't spent time on the board of directors of their marketing board.

At the same time, a survey of marketing boards revealed that 85 percent of boards think it is important that members understand how the system works.

To supplement each board's own information services to members, the Ontario Farm Products Marketing Commission will gladly add members to the electronic mailing list for this newsletter. Boards can choose to forward it themselves to interested members or members can get it directly from the Commission.



“85% of boards say it's important for producers to understand the relationship between their marketing board and the Ontario Farm Products Marketing Commission.”

Source: 2003/04 Marketing Board Survey

As long as the producer has an e-mail address, we can get it to them in a cost efficient manner. That address is treated as confidential and will never be released for any other purpose.

The file size of the Commission's monthly newsletter has been pared down to around 163K. That means it will download readily while supplying graphics and photographs in colour.

For more information, contact newsletter editor, Graham Howe at <graham.howe@omaf.gov.on.ca> ■

New Chair of the Ontario Farm Products Marketing Commission *continued from page 1*

My work with the Ontario Ministry of Agriculture and Food has most recently involved the leadership of a policy branch tasked with the provision of policy analysis and advice to OMAF senior management and industry stakeholders covering a wide range of agriculture and food policy issues. It has also involved the development and delivery of several agricultural programs and the negotiation of federal-provincial agreements.

I began my OMAF career at Ridgetown College in the early 1980's. Following a stint overseas and two years in Alberta, I rejoined the Ministry in 1985. At that time I was involved in farm business education and research in New Liskeard. Later I managed a unit

providing economic research and analysis to both industry and government.

In closing, I know I have staff both you and I can depend on. I also know the men and women who serve as

Commission members want to ensure Ontario's agri-food sector is ready for the future and capitalizing on its collective strengths. We look forward to working with you. ■



Dave Hope with the Commission's General Manager, Aileen MacNeil

Draft Fed-Prov Eggs Agreement

The national marketing plan for eggs is currently being revised. Also known as a Federal-Provincial Agreement, the plan deals with policy issues which include setting the national supply level and allocating the supply among the provinces in the form of quota.

Under the proposed draft agreement, the process for fine-tuning operational issues would be simplified. Parties are discussing the need for an operating agreement separate from the FPA which could be amended without requiring ministerial approval, so long as provincial supervisory boards and commodity boards were in agreement. Various provinces still have particular concerns to address.

Greenhouse Vegetables Chair

George Leroux resigned as Chair of the Ontario Greenhouse Vegetable Growers during the summer. As an interim step, the Commission appointed Mr. Glen Lutz to assume the role until October 31, 2004.

Vegetable Processing Definition

The Commission has made changes to the regulatory definition of what constitutes a vegetable processor.

Legal Counsel for the Commission reviewed a recent development and provided the opinion that a person who purchases vegetables from growers and contracts with another processing company for the processing of those vegetables, may not have fit the previous definition of a processor under the vegetables for processing marketing plan.

Apple Marketing

In early summer, a Commission member was appointed to chair the Apple Advisory Committees for both fresh apples and juice apples.

Mrs. Carolyn Feurth has taken on both roles. The move to have active advisory committees in Ontario's apple industry is seen as a positive step for the newly formed Ontario Apple Growers.

By late August, Ontario Apple Growers and their juice processor partners had negotiated their first juice apple agreement, which the Commission subsequently brought into force.



Grape Growers of Ontario director, Steve Fernick, with Commission Vice-Chair, Deborah Whale, during September tour of grape and wine industry.

Grape Industry Advisory Committee

The Commission's vice-chairs, Deborah Whale and George Arnold, have been appointed co-chairs of the Grape industry Advisory Committee.

Annual Report

The Commission's 2003/04 Annual Report has been tabled in the Ontario Legislature and is now a public document. The report is 21 pages in length and can be accessed from the Commission's website at the following address:

www.gov.on.ca/OMAF/english/farmproducts/index ■

Upcoming Annual Meetings and Conventions 2004-2005

Date	Organization	Location	Telephone
October 12-14	Dairy Farmers of Ontario – Fall Policy Conference	Alliston	(905) 821-8970
	Ontario Greenhouse Vegetable Growers		(519) 326-2604
October 26	District 1	Leamington	
October 27	District 2	Flamborough	
October 26	Ontario Tomato Seedling Growers' Marketing Board - Annual Meeting	Leamington	(519) 326-4481
October 29-30	Ontario Sheep Marketing Agency - Annual Meeting	Waterloo	(519) 836-0043
	Ontario Bean Producers' Marketing Board		(519) 652-3566
November 25	District 1	Shetland	
November 25	District 2	Coldstream	
December 2	District 3	Mitchell	
December 2	District 4	Seaforth	
	Ontario Processing Vegetable Growers - Annual District Meetings		(519) 681-1875
December 6	District 1	TBA	
November 30	District 2	London	
November 29	District 3	Simcoe	
December 1	Ontario Potato Board - Annual Meeting	Cambridge	(519) 846-5553
December 7	Ontario Farm Products Marketing Commission – 13th Annual Industry Seminar	Ingersoll	(519) 826-3404
December 11	Ontario Asparagus Growers' Marketing Board - Annual Meeting	Woodstock	(519) 426-7529
January 11-13	Dairy Farmers of Ontario – Annual Meeting	Toronto	(905) 821-8970
January 25-27	Ontario Processing Vegetable Industry Conference	London	(519) 681-1875
March 16-17	Ontario Pork Producers' Marketing Board - Annual Meeting	Toronto	(519) 767-4600

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 Tel: (519) 826-3404

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/OMAF/english/farmproducts/index.html>

