



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

March 2005 – Issue #116

Boards Celebrate 40th Anniversary

If you are at least 45 years old, you may remember some of the milestones of the year 1965:

- Canada designed its own flag.
- Aleksei Leonov took mankind's first walk in space.
- Winston Churchill passed away.
- Movie theatres were filled with *The Sound of Music*.
- The NHL played hockey.
Montreal won the Stanley Cup.

If you were growing up on an Ontario farm in 1965, your kitchen table conversation would have included

agricultural milestones. At the time, producers of three commodities, eggs, turkey and chicken, were discussing the idea of forming marketing boards.

At the same time, dairy farmers, who were represented by three different boards, were being

urged by the Ontario Government to merge into one.

In a decade which was marked by poor commodity prices, farmers in the mid-60's were searching for remedy. One solution put forward was regulated marketing. Egg, turkey and chicken producers voted on the idea and the outcome was the creation of marketing boards for each.

An Order-in-Council would also see the Cabinet of Premier John Robarts merge three dairy producer groups into one. The Ontario Milk Marketing Board was formed by the merger of the Whole Milk League, the Cheese Producers' Board and the Concentrated Milk Producers' Board.



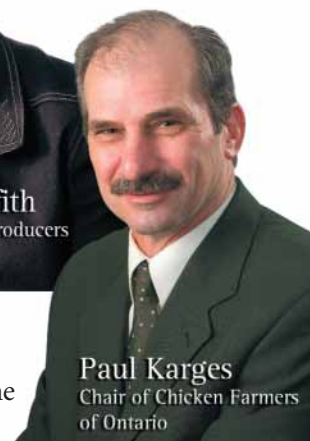
Art Roder

Chair of Ontario Turkey Producers' Marketing Board



Carolanne Griffith

Chair of Ontario Egg Producers



Paul Karges

Chair of Chicken Farmers of Ontario

Lorne Hurd, the first General

Manager of the Ontario Milk Marketing Board would later say, "For a number of years, representatives of the three former commodity milk boards tried to reach agreement on a single milk marketing plan, but finally had to concede failure. It was at this point that the Government, which recognized the weakness of fragmentation in the milk producer end of the industry, decided to establish a single milk board by appointment to replace the former three commodity boards." ¹

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OFPMC Business File

Turkey Processing

Representatives from the Ontario Poultry Processor's Association's Turkey Committee met with the Commission to provide an update on the turkey processing industry. Ontario dominates turkey processing in Canada with over 40% of the volume.

Processors are optimistic about the positive impact of new turkey products in the food service sector and subsequent consumption trends.

In April 2004 processors and the Ontario Turkey Producers' Marketing Board worked out a new live pricing formula.

Ontario Apple Growers

The board of directors from Ontario Apple Growers met with the Commission to discuss their first year of operation. The review meeting covered a number of topics important to board operations and the Ontario apple industry.

New advisory committees for juice and fresh apples are meeting regularly. The board is also engaging in a strategic planning process.

Wheat-Soy-Corn

The work toward a new organization for wheat, soybean and corn producers continues. The Commission's General Manager, Arva Machan, has been asked to be a resource to a committee of elected directors from the three organizations who are developing draft policy proposals. The committee is chaired by Rob McLaughlin from the University of Guelph.

Pork Contracting

Representatives from the Ontario Pork Producers' Marketing Board and Ontario pork processors met over two days to discuss contracting protocols for the future. The meeting was facilitated by the Ontario Farm Products Marketing Commission. At the end of the meeting, an understanding was reached which, in the short term, will see new contracts approved under the current protocols.

In the longer term, the group decided to establish two advisory committees charged with the duty of building a strong contracting infrastructure for the future. The committees will facilitate the communication and lead-time necessary to develop innovations in the industry.

An industry advisory committee will deal with the policy issues in the industry. An operational/technical group has also been created to work on protocols and procedures.

On-Demand Training

Three director training sessions have been offered so far this year by Commission staff. The workshop has been named, "On-Demand Director Training" because the Commission schedules it whenever boards request it for their new or existing directors. The workshop topics include governance, director skills, and an orientation to marketing regulations.

Negotiated Agreements

The Commission made the necessary Order to bring into force the negotiated agreements covering the price of live chicken for two periods known as A-64 and A-65.

Familiarization Tour

In mid-April, the Commission will hold its monthly meeting in the Leamington area. The location will allow Commission members and staff to tour the tomato, cucumber, pepper and tomato seedling greenhouse industries. ■

SEMINAR CALENDAR

Communications Workshop

Develop a better understanding and practical skills for effective communications with media and your members .

Friday, April 15, 2005 Guelph, ON Cost: \$95

See registration form on page 3 of the newsletter

Leading & Interacting with the Board

A workshop designed specifically for Chairs, Vice-Chairs and GM/CEOs. The session leader for this specialized, small-group seminar is Jacques Levesque from RenaudFoster.

Tuesday, April 26, 2005 Guelph, ON Cost: \$600

Contact Graham Howe at (519) 826-3404 for details ■

Communications Workshop

LEARN HOW TO PRESENT YOUR MESSAGE TO MEDIA AND YOUR MEMBERS

Friday, April 15, 2005

9:30 a.m. to 2:30 p.m.

OMAF Conference Centre, 1 Stone Road West, Guelph

REGISTRATION: Open to marketing boards and buyer/processors of regulated commodities

FEE: \$95 per person including lunch

ABOUT THE WORKSHOP:

Communicating effectively with media and your members is the focus of this hands-on workshop that is so engaging, you'll forget you're learning.

The workshop breaks the communication process into steps that any spokesperson can immediately apply with success and increased confidence.

ABOUT THE TRAINER:

With 20+ years in public relations, Graham Howe has delivered this workshop to insurance executives, the Stratford Festival, farm leaders, food scientists, Habitat for Humanity, and others. Graham will help workshop

participants through a step-by-step, self-discovery approach which is both fun and educational.

YOU WILL LEARN:

- how to negotiate with a reporter before your interview
- what preparations are essential to delivering your message
- techniques for staying on your message in any circumstance
- how a 20-minute Communications Plan can get board members speaking like a team
- how to use empathy as your ally in any message

This is not a public speaking course, but learning these communication strategies will ensure your messages will be heard the way you had intended.

Marketing Board/Association

Address

Registration Contact Person

Telephone # ()

Participant's Name	Director	Senior Staff	Committee Member	Phone #	Fax #	E-mail
1.	☐	☐	☐			
2.	☐	☐	☐			
3.	☐	☐	☐			
4.	☐	☐	☐			
5.	☐	☐	☐			
6.	☐	☐	☐			
7.	☐	☐	☐			

Please make your cheque payable to the Minister of Finance.

Forward registration and payment no later than Monday, April 11, 2005 to:

Kathi Kennedy, Ontario Farm Products Marketing Commission

1 Stone Road West, 5th Floor, Guelph, Ontario N1G 4Y2 Phone (519) 826-4463 Fax (519) 826-3400

Ontario Farm Products Marketing Commission

While the egg and poultry industry was reportedly in poor financial shape in the 1960's, the creation of Ontario marketing boards for eggs, turkey and chicken was not to be the whole tonic that was needed. There was, at this point, no supply management in place.

At the close of the decade, the so-called, *Chicken and Egg War* erupted. It saw Ontario put an embargo on chickens coming in from Quebec and Quebec retaliating with an embargo on Ontario eggs. The event drew attention to the "futility of over-producing any commodity beyond market requirements," according to then Ontario Minister of Agriculture, William



(Bill) Stewart. Mr. Stewart would go on to champion, "a national egg and poultry marketing plan... which required drafting new federal marketing legislation."² Although the ensuing Hearings on the National Marketing Act looked into including numerous commodities and heard from them all, in the end, the report to the House of Commons only supported plans for eggs, broiler chickens and turkey and quota controls were instituted. ■

¹ *Rural Roots and Beyond* by William Stewart

² *Rural Roots and Beyond* by William Stewart

Upcoming Annual Meetings and Conventions 2005

Date	Organization	Location	Contact info
March 21, 2005	Chicken Farmers of Ontario - Annual Meeting	Mississauga	(905) 637-0025
March 24, 2005	Ontario Ginseng Growers' Association - Annual Meeting	Delhi	(519) 426-7046
	Ontario Tender Fruit Producers' Marketing Board - Annual Meetings		(905) 688-0990
March 28, 2005	District: 3, 4	Ruthven	
March 29, 2005	District: 5	Simcoe	
March 30, 2005	District: 1, 2	Vineland Station	
April 2-4, 2005	Ontario Independent Meat Processors - 25th Anniversary Annual Meeting	London	(800) 263-3797
April 4, 2005	Grape Growers of Ontario - Annual Meeting	Niagara College (Glendale)	(905) 688-0990
April 10-12, 2005	Canadian Restaurant and Foodservice Association - Apex	Halifax	(416) 923-8416
April 15, 2005	Communicating with Media and Members Workshop... for Marketing Boards and Buyer/Processors of Regulated Commodities put on by Ontario Farm Products Marketing Commission	Guelph	(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/OMAF/english/farmproducts/index.html>

