



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

April 2005 – Issue #117

Producers Vote to Join Ontario Greenhouse Vegetable Growers

Ontario's greenhouse pepper growers have voted in favour of becoming part of the Ontario Greenhouse Vegetable Marketing Plan. Their ballots clearly conveyed this message when the Ontario Farm Products Marketing Commission tallied the results from a Producer Expression of Opinion Vote.

That's good news according to James Cornies, an elected director with the Ontario Greenhouse Vegetable Growers (OGVG). "This outcome puts everything together for our industry. Our sales agents sell three greenhouse commodities and now producers of those commodities will speak with one voice. The package is complete."

Leamington-area pepper grower, Dean Tiessen, has spent several years working with a voluntary organization for his commodity. He says the Greenhouse Pepper Growers' Association served pepper growers well when they were a cottage industry.

Now he thinks growers' needs will be better served by joining together with tomato and cucumber growers. "We've seen greenhouse peppers swell from 80 acres to 330 acres in three years. The commodity has huge growth potential. The North American market consumes a lot of greenhouse peppers imported from Holland and that's a huge import replacement opportunity for Ontario and B.C. growers."

More than seventy percent of Ontario greenhouse pepper growers participated in the Producer Expression of Opinion



Vote conducted by mail during February.

When the ballots were counted, 84 percent of participating voters were in favour of being regulated under the authority of the Ontario Greenhouse Vegetable Marketing Plan.

Those same supporters also clearly represented a majority of the pepper production that the ballots accounted for. The 84 percent of voters in favour of joining OGVG represented 77.4 percent of the acreage accounted for by the ballots.

The production consideration became a factor in Producer Expression of Opinion Votes in 1999 when the Farm Products Marketing Commission decided that it

continued on page 4

In This Issue

Producers Vote to Join Ontario Greenhouse Vegetable Growers	1
OFPMC Business File	2
Introducing New Commission Appointments	2
Leading and Interacting with the Board Workshop – Registration Form	3
Upcoming Annual Meetings and Conventions	4

OFPMC Business File

Chicken Industry Discussions

The Commission continues to support the efforts of Chicken Farmers of Ontario and chicken processors as they engage in discussions aimed at systems and protocols which may benefit their industry.

Supervisory Meetings

Commission Chair, Dave Hope, traveled to Western Canada for meetings with supervisory agencies in

British Columbia, Alberta, Saskatchewan, and Manitoba.

National Farm Products Council

The Council has indicated that it would like to review the Farm Products Agencies Act this year. Its objective is to modernize the legislation and provide the Council with more tools to address national agency issues.

Agreements into Force

Negotiated agreements for live chicken and seed corn were brought into force during March by the Commission.

The live chicken agreements cover production periods A-66 and A-67.

Seed Corn Growers of Ontario negotiated agreements with six separate seed companies on behalf of the province's growers. Contract premiums vary from company to company, but the difference is accounted for in services provided by the grower.

Dairy Advisory Committee

The dairy industry in Ontario establishes advisory committees which are described in the Milk Act. Annually, the Commission reviews the appointments brought forward by the parties involved and brings those appointments into force. The committees include: Advisory Committee for Milk; Advisory Committee on Transportation of Milk; and the Advisory Committee for Processors. ■



Three boards have hired new General Managers.

They include, from left to right: Kristen Callow, Ontario Greenhouse Vegetable Growers; Jonathan Wort, Ontario Sheep Marketing Agency; and Janet Schlitt, Ontario Turkey Producers' Marketing Board.

Introducing New Commission Appointments

Two new members will be joining the Ontario Farm Products Marketing Commission in April, 2005. Each appointment is for a three year term.

While welcoming the newest members of the Commission, it is also important to recognize the contributions made by members who recently completed their term on the Commission. The dedication of George Arnold, Nick Quickert and Ron Dancey to the advancement of Ontario's regulated marketing system was evident throughout their tenure with the Commission.



Robert Aumell joins the Commission after 33 years with Farm Credit Canada (FCC) which he retired from in 1997. During his years with FCC, Mr. Aumell specialized in providing financial services to Canadian producers.

In 1997, Mr. Aumell launched Aumell Agri-Consulting which focuses on change management in the agriculture sector. The business is based in Guelph.



Thomas Richardson of Ottawa, retired from Agriculture and Agri-Food Canada in 2004. He most recently held the position of Assistant Deputy Minister for Policy. While in that position, Mr. Richardson worked on policy development for many aspects of agriculture including safety nets and farm income. Prior to joining Agriculture and Agri-Food Canada, he worked for the Treasury Board Secretariat from 1978 to 1987.

Mr. Richardson holds a PhD from Brown University, Providence R.I. and a M.Sc. from the University of Toronto. ■

Leading and Interacting with the Board

A W O R K S H O P F O R C H A I R S , V I C E - C H A I R S A N D G M / C E O S

Tuesday, April 26, 2005

9:00 a.m. to 4:00 p.m.,
OMAF Conference Centre, 1 Stone Road West, Guelph

PRESENTED FOR Chairs, Vice-Chairs and GM/CEOs

FEE: \$600 per person

SPONSORED BY the Ontario Farm Products Marketing Commission

REGISTRATION: Eight boards have registered 18 participants so far. Two more boards can be accommodated. Please call Graham Howe for more information at (519) 826-3404.

ABOUT THE WORKSHOP:

"*Leading & Interacting with the Board*" focuses on the special and interdependent roles of the Chair, Vice-Chair and GM/CEO in a marketing board or association.

The workshop will be designed and led by **Mr. Jacques Levesque** who many of you already know through the *Governance Best Practices* workshops the Commission has delivered in recent years. Mr. Levesque has significant, first-hand experience as a Chair, Vice-Chair, President and CEO.

The workshop will address topics such as: working more effectively with your board, management and stakeholders; techniques for planning and running board meetings; skills for dealing with difficult issues; and clearly understanding your duties and responsibilities.

Ideally, a board will enroll a team consisting of its Chair, Vice-Chair and GM/CEO so the interactive skills and knowledge from the workshop are commonly understood and ready to be put into action to benefit the whole board.

Marketing Board/Association

Address

Registration Contact Person

Telephone # ()

Participant's Name	Chair	Vice-Chair	GM/CEO	Home Phone #	Home Fax #	Home E-mail
	☐	☐	☐			
	☐	☐	☐			
	☐	☐	☐			
	☐	☐	☐			
	☐	☐	☐			

Please make your cheque payable to the Minister of Finance.

Forward registration and payment to:

Graham Howe, Ontario Farm Products Marketing Commission,
1 Stone Road West, 5th Floor SE, Guelph, Ontario N1G 4Y2 Phone: (519) 826-3404 Fax: (519) 826-3400

Producers Vote to Join Ontario Greenhouse Vegetable Growers *continued from page 1*

was important to know if a majority of producers also represent a majority of production, when considering the outcome of an expression of opinion plebiscite.

Speaking after the results were made public, OGVG Chair, Glen Lutz said he is pleased with the results. He thinks it sends the message that the board is doing the right things and that is why other producers want to join in. That sentiment also captures the way Dean Tiessen looks at the future. "OGVG's food safety program is a great one. The work the board has done with a new shipper's organization is also good, because it's improving communication between sellers and buyers." According to Tiessen, 40 percent of pepper growers are already involved with OGVG because of other commodities they grow or have grown, so many growers know the organization from firsthand experience and they like what they see.

With respect to the work that preceded the vote, OGVG's Chair had high praise for the efforts of pepper committee members, Dave DeLellis, Dean Tiessen and Duffy Kniaziew

and OGVG board members, James Cornies and Tony Gaultieri who collectively worked on this issue. According to Mr. Lutz, "they resolved the basis for pepper producers joining and set up information meetings for all pepper growers to ensure complete awareness and discussion of all the pros and cons. They need to be thanked and congratulated for building a framework that was kept transparent so producers could judge for themselves."

Considering where the sector goes from here, Dean Tiessen thinks it may only be a matter of time before eggplant may be grown in sufficient volume under glass for those producers to look at the synergy of being represented by the greenhouse board. "After all, we have the same issues and moving forward efficiently is helped by being organized." A sentiment clearly conveyed by Ontario's greenhouse pepper growers in their recent vote to join the Ontario Greenhouse Vegetable Marketing Plan. ■

Upcoming Annual Meetings and Conventions 2005

Date	Organization	Location	Contact info
May 28-31	Food & Consumer Products of Canada and Canadian Council of Grocery Distributors joint National Conference	Montreal, QC	416-922-6228
June 5-7	Canadian Poultry and Egg Processors Council Convention	Calgary, AB	(613) 724-6605
June 12-14	Ontario Dairy Council - Convention 2005	Niagara Falls	(905) 542-3620
June 20-21	Ontario Agri Business Association - Grain Conference	Huntsville	(519) 822-3004
July 7	Ontario Flue-Cured Tobacco Growers' Marketing Board - Annual Meeting	Aylmer	(519) 842-3661
August 30	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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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>

