



ONTARIO FARM PRODUCTS MARKETING COMMISSION

Annual Report

2023 - 2024

Ontario Farm Products Marketing Commission
5th Floor SW, 1 Stone Road West
Guelph, Ontario
N1G 4Y2

Tel: 519-826-4220
Toll Free: 1-888-466-2372 ext. 6-4220
Fax: 519-826-3400
Email: OFPMC@ontario.ca

Annual report for fiscal 2023–2024

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Message from the chair

As Chair of the Ontario Farm Products Marketing Commission, I am pleased to present our 2023–2024 Annual Report. It is an honor to lead an organization that plays a pivotal role in Ontario's regulated agricultural sectors. I am proud to highlight our accomplishments over the past year.

In 2023–2024, the commission maintained stability and effectively fulfilled its statutory duties. We engaged in robust decision-making through regular meetings, consistently connecting with stakeholders through various forums and events.

Our support for the regulated marketing sector included amending numerous regulations to enhance competitiveness, streamline operations, and foster industry growth. These efforts underscored the strong working relationships between commission leadership, boards and associations, the ministry, and the minister.

To bolster our oversight capabilities, we implemented an annual board/association attestation process, empowering boards and associations to self-monitor compliance with regulations, aligning with our vision of being a modern regulator.

We advanced our strategy, operations, and governance by building on the 2022 governance review. The Path to Clarity project was instrumental in further clarifying

our purpose, approach, and lines of business. We also enhanced our performance measures to better assess, monitor, and communicate the impacts of our work. These efforts lay the groundwork for developing an updated strategic plan that will guide us from 2024 through 2029.

It is with great pride that I share these achievements, reflecting our commitment to supporting Ontario's agricultural sectors and ensuring their continued prosperity.

Amy Cronin
Chair, Ontario Farm Products Marketing Commission

Context

Accountability

The [Ontario Farm Products Marketing Commission](#) (commission) is prescribed as a public body and a Commission public body in accordance with O. Reg. 146/10 under the [Public Service of Ontario Act, 2006](#).

The commission is not organizationally part of a ministry but is a Crown agency of the Ontario government. It is comprised of appointees and as an agency, it is expected to provide a high level of service to the public.

The commission reports to, and is directly accountable to, the Ontario Minister of Agriculture, Food and Agribusiness. The minister, in turn, is accountable to Cabinet and the legislature for the commission's fulfillment of its legal authority and for reporting on the commission's affairs.

As a government agency, the commission functions as a non-board-governed, regulatory agency under the [Agencies and Appointments Directive](#) (AAD), a Management Board of Cabinet directive issued under the [Management Board of Cabinet Act](#).

The AAD sets out the rules and accountability framework for all provincial agencies, including the commission. As a requirement of the AAD, an annual report must be prepared and submitted by the chair of the commission to the Minister of Agriculture, Food and Agribusiness, for the minister's approval.

This report covers fiscal year 2023-2024 and provides information to the public on how the commission met its goals and objectives, both operationally and financially.

The commission

The commission is central to Ontario's [regulated marketing system](#). Through its actions, it ensures that individual regulated commodity systems operate in an effective and responsible manner. This is done with due regard to the impact of commission decisions on the agri-food sector and consumers, while at the same time maintaining the public policy goals of the legislation.

The commission's primary stakeholders are comprised of the [marketing boards](#), [local boards](#) and [section 12 representative associations](#) which this commission is mandated to oversee. [Additional stakeholders](#) include organizations referenced in commission-made regulations.

In 2023-24, the commission comprised a chair, two vice chairs, and four members, all of whom are appointed by the Lieutenant Governor in Council, upon the recommendation of the minister.

The members hold a wealth of experience in agricultural production and processing with a variety of business, industry, and commodity experience.

The commission is supported operationally by a [secretariat](#) that is comprised of staff of the Ministry of Agriculture, Food and Agribusiness (OMAFRA). Organizationally, the secretariat is a unit within the Economic Development Policy Branch of OMAFA's Policy Division.

In performing its function as a regulatory agency, the commission typically convenes for 2 days each month to discuss sector challenges and opportunities, while also making decisions pertaining to the regulations under its authority. Commission members and secretariat staff also participate in various commodity [Industry Advisory Committees](#) (IACs) and attend other industry meetings throughout the year, often providing advice or facilitating discussions, all while gaining sector knowledge to ensure effective oversight and informed decision-making.

The commission's legal authority and mandate

The commission is continued as a body corporate without share capital pursuant to subsection 12(1) of the [Ministry of Agriculture, Food and Rural Affairs Act](#) (MAFRAA). The commission exercises powers and authority under the [Farm Products Marketing Act](#), the [Milk Act](#) and O. Reg. 68/98 under the [Commodity Boards and Marketing Agencies Act](#).

Alongside its policy functions, the commission is authorized to make independent regulatory decisions. It reports to, and is directly accountable to, the Minister of Agriculture, Food and Agribusiness. The minister, in turn, is accountable to Cabinet and the legislature for the commission's fulfillment of its legal authority and for reporting on the commission's affairs.

As a non-board governed, regulatory agency, the commission is accountable for making regulatory decisions and supervising the activities of the various farm commodity marketing boards in Ontario. However, the commission does not possess the authority to make its own operational decisions. It is the ministry that is required to provide operational, financial, and administrative support to the agency as per legislation through the secretariat.

A third-party governance review of the commission carried out during 2022 resulted in recommendations related to clarifying the role and mandate of the commission. In 2023, the minister provided a letter of direction to the commission which provided clarity on its mandate, including:

- Administering the relevant provisions of the enabling legislation ([Farm Products Marketing Act](#) and [Milk Act](#)) in Ontario to ensure it remains reliable and effective for our marketing boards, local boards, associations, producers and processors.
- Supervising regulated marketing organizations to whom power and authority has been delegated under the legislation and ensuring boards, associations, producers and processors remain in compliance with the legislation and regulations that are in place, including through robust governance training/reviews for each board.
- Addressing challenges, issues and opportunities in the regulated marketing sector by collaborating with stakeholders to find equitable, unbiased and industry-led solutions or by leveraging, where required, authorities provided to the commission. This includes reviewing the financial sustainability of

marketing boards and working with boards to identify red tape that could be reduced.

- Conducting a review of all IACs to analyze their effectiveness and how they can be best used. This review should be done under the lens of encouraging economic growth, as well as cooperation across the supply chain.
- With respect to stakeholders, measuring and communicating the priorities and performance of the agency to build trust and demonstrate alignment between the agency and our government is vital. This includes ensuring the commission has a full understanding of all stakeholder input on relevant commission business.
- Engaging regularly with the minister and the ministry to ensure regulated marketing policy efforts are collaborative and in alignment with government priorities through briefings for the Minister's Office and minister where applicable. This includes further, engaging through the ministry or Minister's Office with the appropriate ministries with respect to any issues that could impact trade or intergovernmental relationships.

Also, during 2023, the commission worked to define its purpose and in doing so developed the following statement to embody its mandate:

The Ontario Farm Products Marketing Commission is empowered by the legislature of Ontario to supervise regulated marketing boards and associations to ensure delegated authorities are exercised in a way that benefits Ontarians by fostering thriving agricultural production and processing in our regulated sectors which is a fundamental driver of Ontario's economy and rural prosperity, and ensuring stable food supply, food security and food affordability for Ontarians.

The commission is an agency that is accountable to the Minister of Agriculture, Food and Agribusiness, and is trusted to use its expertise in agri-food to navigate complex issues in an impartial manner and empower the regulated marketing sectors to find industry solutions as challenges arise.

The commission's vision and mission statements

To provide guidance in carrying out its mandate, the commission sets a multi-year strategic plan that defines its priorities and establishes the goals it wants to achieve.

The commission plans to create a new strategic plan during the 2024-2025 fiscal year. The new strategic plan will be reflected in the commission's work for the duration of the commission's 2024-2027 business plan and its 2024-2025 annual report.

The commission is guided by its strategic plan, including its vision, mission and strategic goals that are in support of the sector, OMAFA and government priorities. The commission's strategic framework, goals, and objectives, along with the initiatives and target outcomes will guide and reflect its ongoing commitment to its regulatory responsibilities that help its regulated stakeholders and the agri-food sector thrive and prosper.

The commission's current vision, mission and core values/guiding principles are described below:

Vision: prosperous, thriving, dynamic agri-food sector

The commission works to help drive the province's regulated marketing system forward, enabling the agri-food sector to be successful in the marketplace. Passionate about supporting our stakeholders and growing the sector through the regulated marketing system, the commission is focused on bringing Ontario food products to the tables of consumers, locally and globally.

As a regulator, the commission is actively listening to the diverse needs of marketing boards and section 12 representative associations, and its value chain partners. It conscientiously brokers progressive, whole-sector solutions for this dynamic and competitive industry. The commission works diligently to build respect, trust and collaboration between all commodity groups, producers, processors and their stakeholders.

Mission: supporting the growth of Ontario's agri-food value chains so they are robust, creative and adaptive to change

Working with our sector partners, the commission provides oversight and authority to Ontario's regulated marketing system in order to enable whole sector solutions that lead to a more robust sector and economy.

Core values/guiding principles:

- Lead by example

- Strive for excellence
- Build and reinforce trust
- Whole-chain perspective

The commission team

In 2023-24, the commission comprised a chair, two vice chairs, and four members, all of whom are appointed by the Lieutenant Governor in Council.

The diverse membership is made up of producers and processors with a variety of business, industry and commodity experience.

2023–2024 members

Amy Cronin, chair

First appointed to the position: May 07, 2020

Appointment expiry: May 06, 2025

Valerie Gilvesy, vice chair

First appointed to the position: August 17, 2017

Appointment revocation: March 21, 2024

Ralph Dietrich, vice chair

First appointed to the position: August 31, 2023

Appointment expiry: August 30, 2025

Robert Anderson, member

First appointed to the position: May 13, 2015

Appointment expiry: May 12, 2025

Cameron McWilliam, member

First appointed to the position: December 31, 2018

Appointment expiry: December 30, 2026

William George, member

First appointed to the position: April 7, 2022

Appointment expiry: April 6, 2027

Cheryl Firby, member

First appointed to the position: August 31, 2023

Appointment expiry: August 30, 2025

The commission is supported by the [Ontario Farm Products Marketing Commission Secretariat](#) (the secretariat) who provide the commission with administrative support, advice, information and policy analysis on issues impacting each commodity.

Agency resourcing

- The membership of the commission saw some changes during 2023–2024, with the appointment of a new commission member, Cheryl Firby, on August 31, 2023.
- On August 31, 2023, Ralph Dietrich was appointed as vice-chair.
- On March 21, 2024, Valerie Gilvesy's appointment as vice-chair was revoked after Ms. Gilvesy stepped down from the role. In June 2024, a new member is being appointed to return the commission to seven members.
- The Ontario Farm Products Marketing Commission Secretariat maintained its allocation of 10 Full-Time Equivalents (FTEs) for 2023-2024, with staff changes occurring as staff moved to new development and permanent assignments elsewhere in the OPS.
- Stemming from OMAFA's ongoing optimization efforts, in late March the leadership model for the secretariat was updated. The secretariat moved to a unit reporting within the Economic Development Policy Branch (EDPB), with the EDPB director assuming the responsibilities for secretary to the commission. A new manager role was created to provide operational oversight and lead secretariat staff, reporting to the EDPB director/secretary to the commission.

Achievements and key highlights for 2023–2024: fulfilling the commission's mandate

Sustaining stability and engagement

During 2023–2024, the commission continued to demonstrate stability, effectively carrying out its activities and fulfilling its statutory obligations without encountering any unusual challenges:

- The commission ensured that its activities were aligned with the directives outlined in the minister's letter.
- Monthly commission meetings regularly included one virtual day and one in-person day, facilitating flexibility and engagement.
- The chair and the secretary/director met in-person and virtually with their stakeholder counterparts in several leadership meetings held throughout the year, ensuring robust stakeholder communication.
- The quantity of IAC meetings was comparable with pre-pandemic levels, indicating a continued return to traditional operational rhythms.
- Commission members and secretariat staff actively participated in a variety of industry engagements, including attending annual general meetings of local boards, marketing boards, and representative associations, as well as other industry-related events.

Supporting the regulated marketing sector

Key highlights of the commission's work to support the sector include:

- Supported the evolution of numerous sectors by making regulation amendments to address issues within those sectors:
 - Following a request of Flowers Canada (Ontario) Inc., amendments to O. Reg. 316/08: Designation – Flowers Canada (Ontario) Inc. under the *Farm Products Marketing Act* were made by the Lieutenant Governor in Council. The commission supported and facilitated these amendments that provide the association with revenue to support the activities desired by the members to enhance the profitability and competitiveness of the sector.
 - Following a request from stakeholders in the processing grape industry, the commission amended Reg. 415: Grapes for Processing — Plan and Reg. 414: Grapes for Processing — Marketing under the *Farm Products Marketing Act*. The amendments update the governance of the Grape Growers of Ontario and its committees, and add flexibility to the negotiation process, providing grape processing industries with cost savings, reducing the time and effort spent in negotiations, and promoting greater stability across the supply chain.
 - Following a request of the Ontario Sheep Marketing Agency, the commission amended Regulation 430: Sheep – Plan under the *Farm Products Marketing Act*, to add director term limits, align with related legislation, and to change the board's name to Ontario Sheep Farmers.

- Following a request of dairy industry stakeholders, and as part of the Ontario government's Red Tape Reduction Plan, the commission amended Regulation 761: Milk and Milk Products under the *Milk Act*. The amendments reduce the burden placed on dairy businesses while maintaining Ontario's high food safety and quality standards. It is estimated that the proposed amendments may provide annual savings of \$46,300 for dairy processors and associations.
- Following a request of the Ontario Greenhouse Vegetable Growers, the commission amended Regulation 418: Greenhouse Vegetables – Plan under the *Farm Products Marketing Act*, to allow the board to appoint a non-voting chair who is not required to be a producer of greenhouse vegetables. To make this change, the commission also updated Regulation 400: By-Laws for Local Boards, under the *Farm Products Marketing Act*.
- Following a request of the Ontario Pork Producers' Marketing Board, the commission amended O. Reg. 403/10: Hogs – Plan under the *Farm Products Marketing Act*, update the regulation to simplify and clarify its administration for the board and provide better alignment with the approach in other board regulations.
- As part of the Ontario government's Open for Business Action Plan, the commission amended Regulation 753: Grades, Standards, Designations, Classes, Packing and Marketing under the *Milk Act*, to align milk classification in Ontario with the approach in other provinces ensuring dairy processors are not advantaged or disadvantaged in their operations in different provinces.
- Enabled the chicken sector to respond to the needs of the industry by ordering the renegotiation of both the 2023 and 2024 producer margin agreements.
- Supported the veal sector by appointing a board director to fill a vacant board position.
- Supported the processing vegetable sector by:
 - Completing a review of the regulations governing the processing vegetable sector.
 - Appointing an arbitration panel to resolve a dispute between the negotiating agency for sweet corn. The parties successfully reached agreement before the arbitration hearing was completed.
- Reviewed materials related to national agreements for supply-managed sectors.

- Provided leadership and guidance to an organization exploring the process of becoming a regulated entity under the commission's purview. The commission may, in the future, decide to hold an expression of opinion vote.
- The commission issued 38 orders to bring into force negotiated agreements for the apple, chicken, eggs (pullets), grapes for processing, potatoes, seed-corn, vegetables for processing and tomato seedlings sectors.
- The commission issued 89 licences to grape processors and 6 licences to potato processors.
- The commission made 69 appointments to IACs for the apples, asparagus, beans, berries, chicken, dairy, eggs, grain, grapes for processing, hatching eggs and chicks, pork, sheep, veal and vegetables for processing sectors.
- 12 boards participated in review meetings with the commission: Ontario Bean Growers, Egg Farmers of Ontario, Seed Corn Growers of Ontario, Dairy Farmers of Ontario, Veal Farmers of Ontario, Ontario Pork, Ontario Broiler Hatching Egg and Chick Commission, Berry Growers of Ontario, Ontario Greenhouse Vegetable Growers, Chicken Farmers of Ontario, Ontario Potato Board and Asparagus Growers of Ontario.
- To align with review meetings, the commission also met with 3 [additional stakeholders](#) that are referenced in commission-made regulations, including Ontario Dairy Council, Ontario Craft Wineries and Wine Growers of Ontario.
- Commission members and secretariat staff participated in 16 IAC meetings held in 2023–2024 for sectors including apples, dairy, chicken, greenhouse vegetables, sheep and vegetables for processing.
- The commission did not hold any hearings during 2023-2024.

Enhancing oversight

During 2023–2024, the commission implemented a [board/association attestation process](#), that includes an annual self-assessment tool developed to help initiate and support healthy relationships and open dialogue between the commission and the boards and associations it oversees, empowering them to self-monitor and evaluate their own compliance with *Farm Products Marketing Act* or *Milk Act* regulations. As part of this process, the commission is presently engaged in modernizing certain regulations under the *Farm Products Marketing Act* and *Milk Act*.

Driving strategy, operations, and governance

The commission continued to demonstrate its commitment to continuous improvements with further efforts to define its strategy, operations and governance, thereby advancing its commitment to leading by example:

- Concluded a “Path to Clarity” project to develop and document a shared description of the commission’s [lines of business](#), using common, everyday language, to be used to clarify and articulate the work the commission does, and how and why it does it.
- As a result of recommendations from the 2022 governance review of the commission, worked with a third-party to:
 - develop a series of clear, consistent, and meaningful performance measures.
 - develop a decision-making framework and process for commission decisions.
- Additionally, in response to a recommendation from the 2022 governance review, an assessment of the commission’s board/association review process was conducted. The goal was to enhance clarity for boards/associations regarding the purpose and process, while also concentrating the reviews on areas of particular interest to the commission.
- Addressed the minister’s direction through the completion of a comprehensive review of the effectiveness of IACs.
- Procured and implemented a Salesforce stakeholder and case management system to be used by the secretariat to support continuity of operations and knowledge transfer.

Ensuring agency compliance

In 2023–2024, the commission continued to focus resources on ensuring compliance with the requirements of the Management Board of Cabinet’s Agencies and Appointments Directive, as well as other corporate and legislated requirements:

- [2022-2023 annual report](#) and [2024-2027 business plan](#) were drafted, approved by the minister and published to Ontario.ca.
- [Member expenses](#) were published to Ontario.ca.
- The secretariat completed the annual Certificate of Assurance process.
- Quarterly and annual compliance and reporting activities were embedded into the operations of the secretariat to ensure adherence with the Agencies and Appointments Directive, the [Memorandum of Understanding](#) (MOU), the Travel, Meal and Hospitality Directive, the *Accessibility for Ontarians with*

The commission's performance

As the commission is expected to provide a high level of service to the public, performance measures are essential to measuring, monitoring and communicating the commission's impact to government and stakeholders while enabling sound decision-making, highlighting and tracking improvements, and fulfilling accountability requirements through reporting on results.

During 2023, the commission worked with a third-party to continue progress on developing a series of clear, consistent and meaningful performance measures. This work had been recommended through the governance review of the commission that was completed in 2022.

The commission identified four key domains within which it will measure its performance and will strive to meet the established targets. This work will be fully integrated in the 2025–2028 business plan, however due to its relevance, this framework is also reflected in this report, while also reflecting and aligning with performance measures previously established in both the 2023-2026 and 2024-2027 business plans.

These four domains align with the commission's [lines of business](#), and add an additional component related to organizational excellence.

Performance domain 1: commission regulatory oversight

Focuses on the commission's mandate to develop and implement all policies related to regulated marketing in Ontario to support an effective and efficient regulatory marketing system.

Performance measure	2023-2024 targets	2023-2024 results	2022-2023 results
The commission's regulatory decision-making process is responsive to the needs of industry	Quantity is dependent on the need for regulatory change	The commission amended 10 regulations.	The commission amended 3 regulations.

The commission carries out its oversight function through other decision-making	Quantity is dependent on regulatory requirements for: • making appointments (e.g., IAC members, arbitration panels, etc.) • issuing orders • issuing licences • reviewing/signing national agreements	The commission: • made 70 appointments • issued 40 orders • issued 95 licences • reviewed/signed 1 national agreement	The commission: • made 69 appointments • issued 57 orders • issued 32 licences • reviewed/signed 1 national agreement
The commission regularly meets with boards/associations to provide oversight	The commission meets with 100% of boards/associations within a two-year period	Over the course of two years, the commission met with all 25 boards and associations, providing oversight and engaging in discussions on organization-specific topics such as regulatory authority, financial sustainability and current issues.	

Performance domain 2: commission regulatory compliance monitoring and enforcement functions

Focuses on the commission's mandate to administer the legislation and regulation of the *Farm Products Marketing Act* and the *Milk Act*, and to supervise the exercise of board powers and authorities to support compliance with the legislative scheme.

Performance measure	2023-2024 targets	2023-2024 results	2022-2023 results
The commission supervises the use of powers and authorities exercised by boards/associations	The commission completes 100% of board/association attestations within a two-year period.	This process was introduced during 2023 during which 100% of boards/associations received/reviewed	N/A

to promote compliance		the attestation document. 88% of attestations have been completed and the balance are in progress and are expected to be completed during 2024.	
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Performance domain 3: commission sector guidance and facilitation

Focuses on the commission's mandate to provide leadership and education for boards and associations to increase the effectiveness and efficiency of the regulatory marketing system.

Performance measure	2023-2024 targets	2023-2024 results	2022-2023 results
The commission's facilitation of formal whole-sector discussion forums	Quantity depends on the willingness of sector participants to meet.	Commission members participated in 16 IAC meetings held in the apples, dairy, chicken, greenhouse vegetables, sheep and vegetables for processing sectors.	Commission members participated in 13 IAC meetings held in the apples, chicken, greenhouse vegetables, sheep, vegetables for processing, broiler hatching egg & chick and berry sectors.
The commission regularly gains the perspectives of sector stakeholders who are impacted by the commission's regulations	The commission meets with additional stakeholders (e.g., processor associations), coordinating these meetings with the	The commission met with 3 additional stakeholders whose corresponding boards had	The commission met with 1 additional stakeholder whose corresponding board had a scheduled board review meeting.

	corresponding board's review.	scheduled board review meetings.	
The commission encourages sector stakeholders to consider cyber security	The commission communicates the importance of cyber security to 100% of boards/associations.	In 2023, the commission started incorporating discussions about cybersecurity into the board review process. On January 3, 2024, through email communication, the commission reminded all boards and associations about the importance of cybersecurity.	N/A

Performance domain 4: commission organizational excellence

Focuses on the commission's government directive and requirements as set out by the AAD and a focus on agency operational efficiency and effectiveness.

Performance measure	2023-2024 targets	2023-2024 results	2022-2023 results
Progress toward government priorities	The commission completes all items within the Minister's letter of direction.	The commission completed all items.	N/A
The Agency fulfills its administrative and compliance requirements based on legislation,	Timely completion of: • annual report • annual 3-year business plan	The commission fulfilled all requirements within the specified timelines.	The commission fulfilled all requirements within the specified timelines.

directives, policies and guidelines	• quarterly expense information • MOU update, if required • annual certificate of assurance attestation • annual AODA attestation • annual FLS reporting • annual business services emergency plan • quarterly risk evaluation and reporting • data management plan • records management plan		
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Financial performance

The commission's resource requirements, including staffing and financials, are absorbed by OMAFA and are incorporated into the ministry's business plans and financial statements, which are subjected to review by Ontario's Auditor General.

During the 2023–2024 fiscal period, OMAFA allocated \$504,000 for the direct operating expenditures shared by the commission and the secretariat. Actual expenditures for the period were \$10,307 over the allocated budget.

The 28% increase in travel-related expenses reflects increased engagement with the sector, particularly through in-person meetings. Despite the increase, these costs are still nearly 50% lower than pre-pandemic levels. While in-person meetings have increased, virtual/video meetings remain common to maintain business efficiencies.

Service expenses increased by 13%, driven by several project initiatives, including the implementation of a Salesforce stakeholder and case management system. Additionally, expenses were incurred for collaboration with a third-party consultant to develop a performance measures framework and a decision-making framework, following recommendations from the 2022 governance review of the commission.

Expenses related to supplies, equipment, courier fees, etc. remained minimal as a result of the shift to leveraging technology and adapting to digital and online processes for meetings and material sharing.

Commission direct operating expenditures	2022-2023 ministry expenditures	2023-2024 ministry allocation	Actual expenditures to March 31, 2024	Variances between allocation and expenditures	Year over year change in expenditures
Transportation and communications	\$20,542	\$23,000	\$26,331	\$3,331	28%
Services	\$431,029	\$479,000	\$486,912	\$7,912	13%
Supplies and equipment	\$1,812	\$2,000	\$1,064	(\$936)	-41%
Totals	\$453,383	\$504,000	\$514,307	\$10,307	13%

Reporting of appointee remuneration

Appointee	2022-2023 total annual remuneration¹	2023-2024 total annual remuneration¹	Year over year change in remuneration	Per diem remuneration rate
Robert Anderson, member	\$15,576.00	\$17,057.10	10%	\$472
Amy Cronin, chair	\$110,099.16	\$105,943.01	-4%	\$744
Ralph Dietrich, vice chair	\$7,316.00	\$30,502.19	317%	\$583
Cheryl Firby, member	Not applicable	\$6,290.63	Not applicable	\$472
William George, member	\$12,149.93	\$15,250.48	26%	\$472
Valerie Gilvesy, vice chair	\$46,871.19	\$44,659.80	-5%	\$583

¹ Does not include expenses.

Appointee	2022–2023 total annual remuneration ¹	2023–2024 total annual remuneration ¹	Year over year change in remuneration	Per diem remuneration rate
Cameron McWilliam, member	\$23,836.01	\$26,218.78	10%	\$472
Totals	\$227,070.50	\$245,921.99	8%	Not applicable

[1] Does not include expenses.

Glossary of terms

Ontario Farm Products Marketing Commission (commission)

The commission is a provincial agency (a non-board-governed regulatory agency) under the Management Board of Cabinet's AAD.

Ontario Farm Products Marketing Commission Secretariat (secretariat)

The secretariat operates as a unit within OMAFA's Policy Division, specifically within the Economic Development Policy Branch (EDPB). The unit manager within the secretariat reports to the director of EDPB. Additionally, the director of EDPB holds the position of secretary to the commission. As such, the secretary of the commission holds a dual reporting responsibility to both the commission and the assistant deputy minister of the Policy Division.

Regulated marketing system

The *Farm Products Marketing Act*, the *Milk Act* and the *Ministry of Agriculture, Food and Rural Affairs Act* govern the regulated marketing system in Ontario. These acts, and overlapping federal legislation, enable Ontario farmers to market their commodities as a group through a compulsory marketing board system. The legislation outlines the powers and responsibilities of the participants in the regulated marketing system.

Marketing boards

Marketing boards are corporate bodies established under the *Milk Act* that represent the interests of producers of a particular regulated product in the marketplace. Marketing boards are generally producer elected, controlled and financed. Authority is delegated through the *Milk Act* to each board to allow them to regulate the production and/or marketing of their commodities.

List of marketing boards:

- Dairy Farmers of Ontario

Local boards

Local boards are corporate bodies established under the *Farm Products Marketing Act* that represent the interests of producers of a particular regulated product in the marketplace. Local boards are generally producer elected, controlled and financed. Authority is delegated through the *Farm Products Marketing Act* to each board to allow them to regulate the production and/or marketing of their commodities.

List of local boards:

- Asparagus Farmers of Ontario
- Berry Growers of Ontario
- Chicken Farmers of Ontario
- Egg Farmers of Ontario
- Grain Farmers of Ontario
- Grape Growers of Ontario
- Ontario Apple Growers
- Ontario Bean Growers
- Ontario Broiler Hatching Egg and Chick Commission
- Ontario Flue-Cured Tobacco Growers' Marketing Board
- Ontario Fresh Grape Growers' Marketing Board
- Ontario Greenhouse Vegetable Growers
- Ontario Pork Producers' Marketing Board (Ontario Pork)
- Ontario Potato Board
- Ontario Processing Vegetable Growers
- Ontario Sheep Farmers
- Ontario Tender Fruit Growers
- Ontario Tomato Seedling Growers' Marketing Board
- Seed Corn Growers of Ontario
- Turkey Farmers of Ontario
- Veal Farmers of Ontario

Section 12 representative associations

Section 12 of the *Farm Products Marketing Act* allows Cabinet to designate an existing, incorporated producer association as the representative association for all

producers of a specified farm product. The *Farm Products Marketing Act* authorizes the association to collect a licence fee from those producers. These associations are not involved in the marketing of the commodity, but conduct programs to stimulate, increase and improve the production and/or marketing of the farm product by way of research, promotion and other means.

List of Section 12 representative associations:

- Flowers Canada (Ontario) Inc.
- Ontario Canola Growers' Association
- Ontario Ginseng Growers' Association

Additional stakeholders

The following are examples of stakeholders who are referenced in commission-made regulations:

- **Ontario Milk Transporters Association** are referenced within the Negotiating Agency section of [O. Reg. 354/95: Milk and Farm-Separated Cream – Marketing](#) under the *Milk Act*
- **licenced Ontario chicken processors** are referenced within the Negotiating Agency section of [R.R.O. 1990, Regulation 402 Chickens – Marketing](#) under the *Farm Products Marketing Act*
- representatives of the **Ontario Seed-Corn Companies Association** are referenced within the Negotiating Agencies section of [R.R.O. 1990, Regulation 427: Seed-Corn – Marketing](#) under the *Farm Products Marketing Act*
- **processors and green shippers** (of vegetables) are referenced within the Negotiating Agencies section of [R.R.O. 1990, Regulation 440: Vegetables for Processing – Marketing](#) under the *Farm Products Marketing Act*
- **processors of soybeans** are referenced within the Negotiating Agency for Soybeans section of [O. Reg. 485/09: Grain – Marketing](#) under the *Farm Products Marketing Act*
- **processors of grapes** are referenced within the Licences and Negotiating Agencies sections of [R.R.O. 1990, Regulation 414: Grapes for Processing – Marketing](#) under the *Farm Products Marketing Act*

The commission's lines of business

1) Framework oversight for regulated marketing:

Implementing and administering the provisions of the *Farm Products Marketing Act* and the *Milk Act*, enabling the regulated marketing system in consultation with the minister, the ministry and stakeholders.

2) Regulatory compliance:

Supervising Ontario's boards and associations, to whom power and authority is delegated under the legislation and ensuring that the lines of accountability are maintained.

3) Guidance, facilitation and dispute resolution:

Providing formal or informal guidance pertaining to a regulated sector conflict or disputes through facilitation or direction.

Board/association attestation process

An annual self-assessment tool developed to help initiate and support healthy relationships and open dialogue between the commission and the boards and associations it oversees, empowering them to self-monitor and evaluate their own compliance with *Farm Products Marketing Act* or *Milk Act* regulations.

Industry advisory committees (IAC)

IAC are sector-specific committees established through the respective commodity's marketing regulation. These committees typically consist of a chair who is a commission member and are supported by secretariat staff.

Current list of IACs:

- Asparagus Industry Advisory Committee
- Fresh Asparagus Industry Advisory Committee
- Bean Industry Advisory Committee
- Berry Industry Advisory Committee
- Broiler Hatching Egg and Chick Industry Advisory Committee
- Chicken Industry Advisory Committee
- Dairy Industry Advisory Committee — Milk
- Dairy Industry Advisory Committee — Transportation of Milk
- Dairy Industry Advisory Committee — Processors
- Eggs Industry Advisory Committee

- Fresh Apple Industry Advisory Committee
- Juice Apple Industry Advisory Committee
- Fresh Grapes Industry Advisory Committee
- Grain Industry Advisory Committee
- Grapes for Processing Industry Advisory Committee
- Greenhouse Vegetable Industry Advisory Committee
- Hog Industry Advisory Committee
- Sheep Industry Advisory Committee
- Tender Fruit Industry Advisory Committee
- Turkey Industry Advisory Committee
- Veal Industry Advisory Committee
- Vegetables for Processing Industry Advisory Committee