

OMAFRA Ag Business Update

ISSUE # 78 – March 2012

This update is designed to provide you with concise, up to date agricultural business information with links to where you can find the details.

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- [Publications and Online Resources](#)
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- [Statistics and Market Information](#)
- [Conferences, Workshops and Seminars](#)

Announcements

AGRICULTURAL INNOVATION PROGRAM (AIP)

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- 1) The Knowledge Creation and Transfer stream, which has two components, is intended to speed up the transfer of knowledge, technologies and science-based research to the sector and to foster new market opportunities. Both not-for-profit and for-profit organizations can apply for up to \$4 million per project of non-repayable funding.
- 2) The Commercialization stream supports the successful commercialization of agriculture, agri-food and agri-based innovations. Interest-free, repayable funding of up to 50 per cent of eligible project costs to a maximum of \$10 million per project is available. For-profit companies, co-operatives and Aboriginal groups can apply. Potential applicants are encouraged to review the application process, the program checklist and to fill out their applications as soon as possible, since all eligible projects must be completed by March 31, 2013.

Further details on the Agricultural Innovation Program are available online.

Agricultural Innovation Program:

<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1320767853009&lang=eng>

Application process:

<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1320779284716&lang=eng>

Program Checklist:

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Call for Nominations for the Position of Director Farm Management Canada (formerly the Canadian Farm Business Management Council)

Notice is hereby given that nominations for the position of Director of Farm Management Canada (formerly the Canadian Farm Business Management Council) are officially open. Members in good standing, motivated to contribute to the governance of Canada's only national organization dedicated to promoting farm business management best practices, are invited to stand for election to the Board of Directors.

**Nominations will close at 17:00 hrs. Eastern Time, Friday April 13, 2012.
After this time, no further nominations will be accepted.**

Please fax your completed nomination forms to the FMC Head Office at: 1-800-270-8301. Or email admin@fmc-gac.com.

For additional information:

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- [Nominations Form](#)
- [Nominations Biography Template](#)
- [Frequently Asked Questions](#)
- [Director Duties and Obligations](#)

Should you require further information regarding the nomination and election process, please contact FMC Head Office at 1-888-232-3262, or by email at admin@fmc-gac.com.

[Broader Public Sector Investment Fund: 3rd Round Grant Announcement](#)

New Approach Means More Ontario Food for Hospital Patients

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Ontario's top exports include: Grain products, Vegetables and Red Meats.

Ontario's top imports are Fruit and Nuts, Beverages and Red Meats.

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In 2011, Ontario's major export partner is US at 77% of total exports, followed by Asia (excl. Japan) at 8% and EU-27 at 6%.

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Ontario exported 1.2 million of live pigs in 2011, a decline from 1.3 million in 2010. Live cattle exports declined by 25% since 2010 to 97 thousand in 2011.

Exports of pork are 182 thousand tonnes in 2011 a decline from 202 thousand in 2010. Exports of beef are 57 thousand tonnes in 2011, a decline from 68 thousand tonnes in 2010.

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Ontario live cattle exports main destination is US at 97.5% of total live cattle exports. Cows and heifers for immediate slaughter constitute of 39% and 30% respectively.

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With respect to supply, the world has experienced a number of supply interruptions in the last two months, including production drops in South Sudan, Syria, Yemen, and the North Sea. Both the United States and the European Union (EU) have acted to tighten sanctions against Iran, including measures with both immediate and future effective dates.

[More>>](#)

Medium Term Outlook for Canadian Agriculture 2011-2021 - International and Domestic Markets

Agriculture and Agri-Food Canada

Excerpts:

International Outlook

- Recovery from the recent recession is being led by key emerging economies, with OECD countries generally recovering more slowly than expected. High crude oil prices and a relatively weak U.S. dollar support a stronger Canadian dollar.
- World prices for many agricultural commodities reached record highs in 2011. In the absence of unfavourable weather events, a strong global supply response is expected to moderate cereals and oilseeds prices in 2012. However, the higher price plateau is expected to stay, as a result of: declining yield growth in world cereals; strong global demand; high energy prices; a relatively weak U.S. dollar; and growing demand for cereals and oilseeds from relatively new sources including biofuels and aquaculture.
- World red meat markets will remain segmented based on internationally recognized animal disease status. Cattle and hog prices are expected to increase, but high feed prices will limit sector expansion. Changes in livestock feeding practices are expected to improve productivity and partially mitigate higher feed costs.

Canadian Outlook

- The outlook is underpinned by a strong and stable Canadian dollar averaging \$1.01 U.S. over the projection period. Canadian Gross Domestic Product (GDP) is projected to grow annually by 2.6% and inflation is expected to remain relatively low, averaging 1.9% over the outlook period.
- For the medium term, prices of grains, oilseeds and special crops are expected to decline from the recent price peaks, but remain well above historical levels. In response to these higher prices, total harvested area is projected to increase by 4% in 2021 compared to historical average (2006-2010). The largest area increases are expected for canola in Western Canada, and corn and soybeans in Eastern Canada. Summer fallow area in the west will continue to decline, despite its temporary increase due to excess moisture in 2010-2011.
- After several years of high feed prices and declining breeding herds, the projected increase in cattle prices is expected to stimulate rebuilding of Canadian cattle breeding herds.
- Hog prices are expected to increase but the relatively high feed prices will continue to put pressure on hog producers.

[More>>](#)

Agricultural Market Information System (AMIS)

Introducing the newly released Agricultural Market Information System (AMIS) website.

AMIS is a G20 initiative. It is a global agricultural market information system that concerns itself with matters relating to wheat, maize (corn), rice and soybeans. It aims to enhance food market outlook information, by strengthening collaboration and dialogue among main producing, exporting and importing countries, commercial enterprises and international organizations.

AMIS aims to:

- improve agricultural market information, analyses and forecasts at both national and international levels;
- report on abnormal international market conditions, including structural weaknesses, as appropriate and strengthen global early warning capacity on these movements;
- collect and analyse policy information, promote dialogue and responses, and international policy coordination; and
- build data collection capacity in participating countries.

Visit the new website and check for updates at: www.amis-outlook.org

Conferences, Workshops and Seminars

Avoiding Farm Succession Planning Minefields

A workshop for any farm business owner or manager

St. Thomas, March 22, 2012

Elgin Business Resource Centre

300 South Edgeware Road

9 am - 4 pm

Fee: \$50 per person (includes lunch)

Hosted by the Elgin Business Resource Centre

To register, contact Debra at the Elgin Business Resource Centre, 519-633-7597 ext 326, dwebster@elgincfdc.ca or fax 519.633.5070.

Farm Business Growth Camp

Donald Cooper will be presenting a Farm Business Growth Camp (aka Boot Camp) in Kettleby on March 22.

Donald is an award winning retailer and innovator. It is not very often we have the opportunity to hear someone with this kind of experience speak to on-farm marketers. The goal for the day is to have specific tools that will help you proactively sell more, manage smarter and grow your bottom line.

Reg fee: \$99 + HST per person

[More>>](#)

Contact Cathy @ Ontario Farm Fresh for additional information, 905-841-9278,
cathy@ontariofarmfresh.com

“A Time For Change”, — 2012 London Swine Conference

When: Wednesday, March 28 and Thursday, March 29, 2012

Where: London Convention Centre, 300 York St London, ON

Registration: Conference fees are \$200 for both days, and \$135 for a one day registration. The fee includes one copy of the proceedings, continental breakfasts, lunches, evening receptions and all coffee breaks. Registration deadline is March 23, 2011.

For more information, or to register: Visit www.londonswineconference.ca or contact Linda Dillon, Ontario Ministry of Agriculture, Food and Rural Affairs, phone 519-482-3333 or e-mail linda.dillon@ontario.ca.

ONTRACEABILITY 2012 presents Cross Country Check-up on National Traceability

OnTrace Agri-Food Traceability (OnTrace) announced the details today for *OnTraceability 2012*, their annual event on the state of Canadian agriculture and food traceability. This year's conference takes place on **Thursday, March 29, 2012 at the Kitchener-Waterloo Delta**.

OnTraceability 2012 speakers will include:

- *Dr. David Acheson, Managing Director, Food Safety, Leavitt Partners* returns to provide an update one year later on of the US “Food Safety Modernization Act”, as well as what the effect of the Harper/Obama meeting on cross border security and regulatory reconciliation means for both US and Canadian agriculture and food business.
- Insights into how traceability affects consumers in the retail environment will be presented by *David Smith, Vice President, Retail and Sustainability* at Sobeys.
- The day's final keynote speaker, *Dr. David Sparling - Professor and Chair of Agri-Food Innovation and Regulation, Richard Ivey School of Business* will provide his unique perspective in “Overcoming the Final Hurdles to Traceability”. Dr. Sparling will explore the prospects for a national traceability system, its effect on public health and sustainability and policy issues within Canada and our U.S. trading partner.

To register for OnTraceability 2012 and for the complete agenda and speaker details visit
<http://www.ontrace.ca/ontraceability2012.htm>.

Growing Our Future: Making sense of national food strategies April 5, 2012

National agri-food policies and policy-makers shape the economic health of Canada. **Growing Our Future: Making sense of national food strategies** will examine which current agricultural policies work in favour of building a strong economic environment and which ones lack effectiveness.

If you're a policy maker, food industry leader, commodity group representative or producer, you won't want to miss this discussion of crucial national food policy issues.

This one-day event features keynote speaker **Joseph Glauber, Chief Economist at the United States Department of Agriculture (USDA)** presenting on United States Farm Policy and the World Trade Organization.

As Chief Economist, Dr. Glauber is responsible for the USDA's agricultural forecasts and projections and for advising the Secretary of Agriculture on economic implications of alternative programs, regulations, and legislative proposals. He's also responsible for the Office of the Chief Economist, the

World Agricultural Outlook Board, the Office of Risk Assessment and Cost-Benefit analysis, the Global Change Program Office, and the Office of Energy Policy and New Uses.

In addition to Dr. Glauber's presentation, other topics and speakers at the **Growing Our Future** conference include:

- Biofuels and agricultural policy - **Bruno Larue**, Professor and Canada Research Chair in International Agri-food Trade, Laval University; and Director of the Center for Research on the Economics of the Environment, Agri-food, Transports and Energy (CREATE)
- Public investment in agri-food research and development - **John Cranfield**, Professor, Department of Food, Agricultural and Resource Economics, University of Guelph and President, Canadian Agricultural Economics Society (CAES)
- Canadian direct payment programs from 1981 – 2010 - **James Vercammen**, Professor, Food and Resource Economics, Strategy and Business Economics, University of British Columbia; and Past President, CAES
- Food security - **Murray Fulton**, Professor, Johnson-Shoyama Graduate School of Public Policy; and Associate Member, Department of Bioresource Policy, Business and Economics, University of Saskatchewan
- Agricultural policy in the 21st century - **Murray Fulton**
- The role of agri-food policy in shaping health - **John Cranfield**
- Environmental beneficial management practices policies and outcomes - **James Vercammen**
- Current issues in supply-managed commodities - **Bruno Larue**

Growing Our Future is presented by the Institute for the Advanced Study of Food and Agricultural Policy, based in the Department of Food, Agricultural and Resource Economics at the University of Guelph.

[Click here to view the agenda](http://fare.uoguelph.ca/institute/conference.html)

<http://fare.uoguelph.ca/institute/conference.html>

Thanks for reading the OMAFRA Ag Business Update.

Questions or Comments: contact the editor, John Molenhuis at john.molenhuis@ontario.ca.

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Unsubscribe to the Ag Business Update: send an email to AgBusinessUpdate@ontario.ca or go to our [webpage](#) and change subscribe in the subject line to unsubscribe or indicate in the body of the email that you would like to be removed from the list.

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[OMAFRA website](#)

[Business Management website](#)

From: Noble, Kathie (OMAFRA)

Sent: March 20, 2012 9:47 AM

To: Beaudrie, Amber (OMAFRA)

Subject: RE: AgBusiness Update - March 2012

You may need to change the margins on that section.

See what happens if you try to PDF it.

Kathie Noble

(519) 826-3132 or Toll Free: 1 888 466-2372 ext 63132

kathie.noble@ontario.ca

From: Beaudrie, Amber (OMAFRA)
Sent: Tuesday, March 20, 2012 9:46 AM
To: Noble, Kathie (OMAFRA)
Subject: RE: AgBusiness Update - March 2012

Ok, I will see if I can try and fix it on my end but it doesn't seem to do it until it's sent out.

From: Noble, Kathie (OMAFRA)
Sent: March 20, 2012 9:45 AM
To: Beaudrie, Amber (OMAFRA)
Subject: RE: AgBusiness Update - March 2012

Amber,

If I go into edit message it lets me manipulate the formatting.

I will do that to PDF for the Library and my saved copy.

Thanks.

Kathie Noble
(519) 826-3132 or Toll Free: 1 888 466-2372 ext 63132
kathie.noble@ontario.ca

From: Beaudrie, Amber (OMAFRA)
Sent: Tuesday, March 20, 2012 9:43 AM
To: Noble, Kathie (OMAFRA)
Subject: AgBusiness Update - March 2012

Ministry of Agriculture,
Food and Rural Affairs



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The outlook is underpinned by a strong and stable Canadian dollar averaging \$1.01 U.S. over the projection period. Canadian Gross Domestic Product (GDP) is projected to grow annually by 2.6% and inflation is expected to remain relatively low, averaging 1.9% over the outlook period.

For the medium term, prices of grains, oilseeds and special crops are expected to decline from the recent price peaks, but remain well above historical levels. In response to these higher prices, total planted area is projected to increase by 4% in 2021 compared to historical average (2006-2010). The largest area increases are expected for canola in Western Canada, and corn and soybeans in Eastern Canada. Summer fallow area in the west will continue to decline, despite its temporary increase due to less moisture in 2010-2011.

After several years of high feed prices and declining breeding herds, the projected increase in cattle prices is expected to stimulate rebuilding of Canadian cattle breeding herds.

Hog prices are expected to increase but the relatively high feed prices will continue to put pressure on hog producers.

[More>>](#)

Agricultural Market Information System (AMIS)

Introducing the newly released Agricultural Market Information System (AMIS) website.

AMIS is a G20 initiative. It is a global agricultural market information system that concerns itself with matters relating to wheat, maize (corn), rice and soybeans. It aims to enhance food market outlook information, by strengthening collaboration and dialogue among main producing, exporting and importing countries, commercial enterprises and international organizations.

AMIS aims to:

- improve agricultural market information, analyses and forecasts at both national and international levels;
- report on abnormal international market conditions, including structural weaknesses, as appropriate and strengthen global early warning capacity on these movements;
- collect and analyse policy information, promote dialogue and responses, and international policy coordination; and
- build data collection capacity in participating countries.

Visit the new website and check for updates at: www.amis-outlook.org

Conferences, Workshops and Seminars

Avoiding Farm Succession Planning Minefields

A workshop for any farm business owner or manager

St. Thomas, March 22, 2012
Elgin Business Resource Centre
300 South Edgeware Road
9 am - 4 pm
Fee: \$50 per person (includes lunch)
Hosted by the Elgin Business Resource Centre

To register, contact Debra at the Elgin Business Resource Centre, 519-633-7597 ext 326, dwebster@elgincfdc.ca or fax 519.633.5070.

Farm Business Growth Camp

Donald Cooper will be presenting a Farm Business Growth Camp (aka Boot Camp) in Kettleby on March 22.

Donald is an award winning retailer and innovator. It is not very often we have the opportunity to hear someone with this kind of experience speak to on-farm marketers. The goal for the day is to have specific tools that will help you proactively sell more, manage smarter and grow your bottom line.

Reg fee: \$99 + HST per person

[More>>](#)

Contact Cathy @ Ontario Farm Fresh for additional information, 905-841-9278, cathy@ontariofarmfresh.com

"A Time For Change", — 2012 London Swine Conference

When: Wednesday, March 28 and Thursday, March 29, 2012

Where: London Convention Centre, 300 York St London, ON

Registration: Conference fees are \$200 for both days, and \$135 for a one day registration. The fee includes one copy of the proceedings, continental breakfasts, lunches, evening receptions and all coffee breaks. Registration deadline is March 23, 2011.

For more information, or to register: Visit www.londonswineconference.ca or contact Linda Dillon, Ontario Ministry of Agriculture, Food and Rural Affairs, phone 519-482-3333 or e-mail linda.dillon@ontario.ca.

ONTRACEABILITY 2012 presents Cross Country Check-up on National Traceability

OnTrace Agri-Food Traceability (OnTrace) announced the details today for *OnTraceability 2012*, their annual event on the state of Canadian agriculture and food traceability. This year's conference takes place on **Thursday, March 29, 2012 at the Kitchener-Waterloo Delta.**

OnTraceability 2012 speakers will include:

- *Dr. David Acheson, Managing Director, Food Safety, Leavitt Partners* returns to provide an update one year later on of the US "Food Safety Modernization Act", as well as what the effect of the Harper/Obama meeting on cross border security and regulatory reconciliation means for both US and Canadian agriculture and food business.
- Insights into how traceability affects consumers in the retail environment will be presented by *David Smith, Vice President, Retail and Sustainability* at Sobeys.
- The day's final keynote speaker, *Dr. David Sparling - Professor and Chair of Agri-Food Innovation and Regulation, Richard Ivey School of Business* will provide his unique perspective in "Overcoming the Final Hurdles to Traceability". Dr. Sparling will explore the prospects for a national traceability system, its effect on public health and sustainability and policy issues within Canada and our U.S. trading

partner.

To register for OnTraceability 2012 and for the complete agenda and speaker details visit <http://www.ontrace.ca/ontraceability2012.htm>.

Growing Our Future: Making sense of national food strategies **April 5, 2012**

National agri-food policies and policy-makers shape the economic health of Canada. **Growing Our Future: Making sense of national food strategies** will examine which current agricultural policies work in favour of building a strong economic environment and which ones lack effectiveness.

If you're a policy maker, food industry leader, commodity group representative or producer, you won't want to miss this discussion of crucial national food policy issues.

This one-day event features keynote speaker **Joseph Glauber, Chief Economist at the United States Department of Agriculture (USDA)** presenting on United States Farm Policy and the World Trade Organization.

As Chief Economist, Dr. Glauber is responsible for the USDA's agricultural forecasts and projections and for advising the Secretary of Agriculture on economic implications of alternative programs, regulations, and legislative proposals. He's also responsible for the Office of the Chief Economist, the World Agricultural Outlook Board, the Office of Risk Assessment and Cost-Benefit analysis, the Global Change Program Office, and the Office of Energy Policy and New Uses.

In addition to Dr. Glauber's presentation, other topics and speakers at the **Growing Our Future** conference include:

- Biofuels and agricultural policy - **Bruno Larue**, *Professor and Canada Research Chair in International Agri-food Trade, Laval University; and Director of the Center for Research on the Economics of the Environment, Agri-food, Transports and Energy (CREATE)*
- Public investment in agri-food research and development - **John Cranfield**, *Professor, Department of Food, Agricultural and Resource Economics, University of Guelph and President, Canadian Agricultural Economics Society (CAES)*
- Canadian direct payment programs from 1981 – 2010 - **James Vercammen**, *Professor, Food and Resource Economics, Strategy and Business Economics, University of British Columbia; and Past President, CAES*
- Food security - **Murray Fulton**, *Professor, Johnson-Shoyama Graduate School of Public Policy; and Associate Member, Department of Bioresource Policy, Business and Economics, University of Saskatchewan*
- Agricultural policy in the 21st century - **Murray Fulton**
- The role of agri-food policy in shaping health - **John Cranfield**
- Environmental beneficial management practices policies and outcomes - **James Vercammen**
- Current issues in supply-managed commodities - **Bruno Larue**

Growing Our Future is presented by the Institute for the Advanced Study of Food and Agricultural Policy, based in the Department of Food, Agricultural and Resource Economics at the University of Guelph.

[Click here to view the agenda](http://fare.uoguelph.ca/institute/conference.html)

<http://fare.uoguelph.ca/institute/conference.html>

Thanks for reading the OMAFRA Ag Business Update.

Questions or Comments: contact the editor, **John Molenhuis** at john.molenhuis@ontario.ca.

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