



Farm Products Council  
of Canada

Conseil des produits agricoles  
du Canada

***Centre for Organizational  
Governance in Agriculture Workshop  
“Leadership in Agriculture”***

***January 19, 2012***

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This presentation was funded in part by the Investment Agriculture Foundation of BC through Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

*Funding provided by:*

**Canada**



**Investment  
Agriculture  
Foundation  
of British Columbia**

**COMB**

**BC COUNCIL OF MARKETING BOARDS**

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# History and Background

- Canada 1930-1950
  - Limited interprovincial competition.
  - Provincial commodity boards created.
    - Empowered to regulate the marketing including the powers to set quotas and collect levies in some instance.
  - APMA 1949
  
- Canada 1950-1972
  - Rising interprovincial competition.
  - “Chicken and egg wars”.
  - Authorities of provincial boards were insufficient to regulate all interprovincial/export markets as well as imports.
  - Price and income stability.

# History and Background (continued)

- The Farm Products Marketing Agencies Act (FPMAA) was proclaimed in 1972 (December 31, 1971), creating the FPCC (formerly NFPC) and allowing for the establishment of national marketing agencies.
  
- The Act was amended in 1993 mainly to allow for the creation of national promotion and research agencies. (US adopted a similar Act in 1985)
  - Part I – FPCC (formerly know as NFPC)
  - Part II – The National Marketing Agencies
  - Part III – The Promotion and Research Agencies
  
- Celebrating the policy and its 40th Anniversary.

# Supply Management

## The Policy

- National regulation of production and marketing of farm products.
- The system is managed by producers at the national and provincial levels (national agencies and provincial boards).
- The three pillars of supply management::
  - Domestic production quotas;
  - Control of imports (Tariffs and TRQs); and,
  - Setting or negotiating prices (mechanisms for price setting at producer level).

# Supply Management (continued)

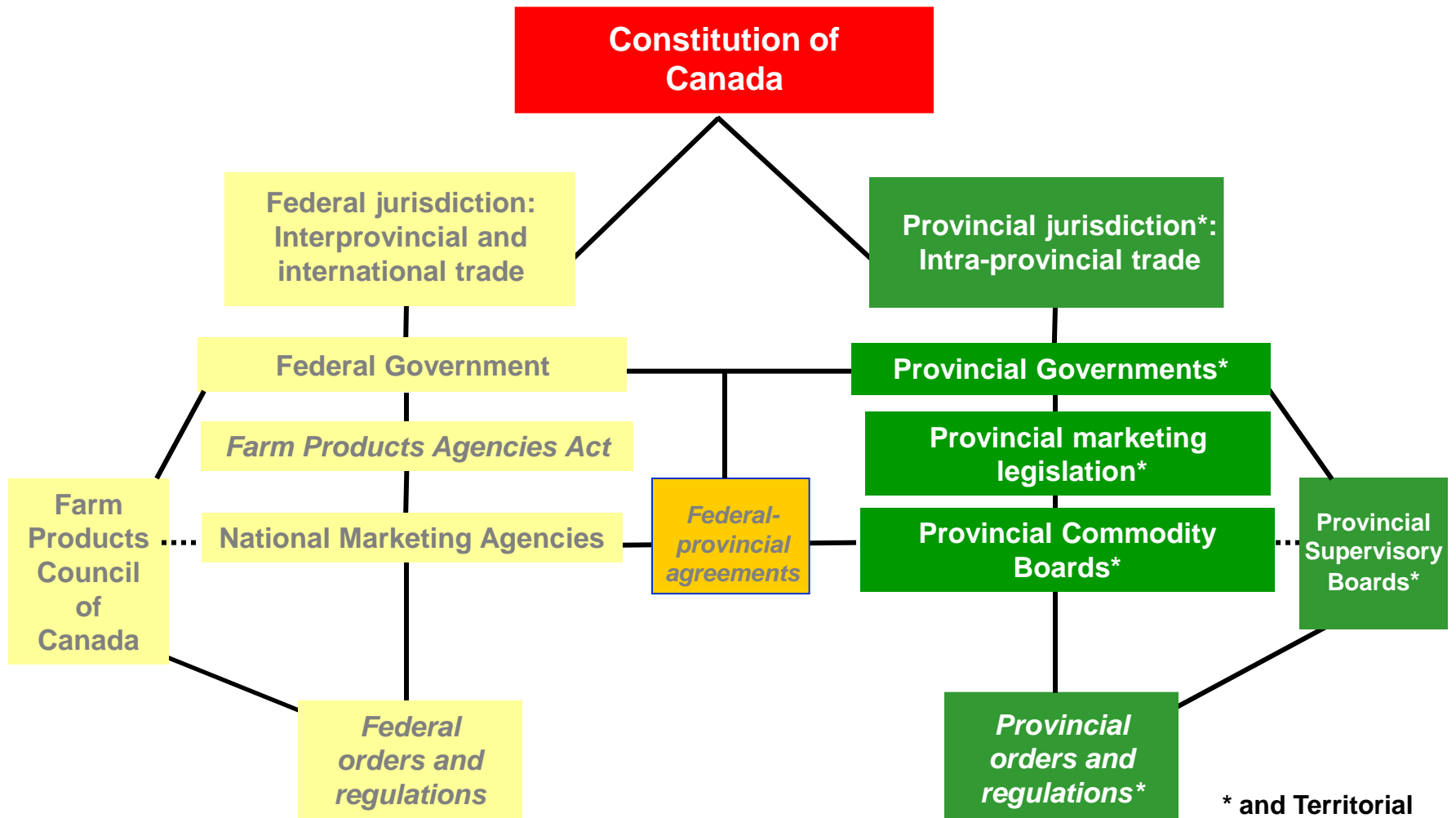
## The Legal Foundation

- Provincial and Territorial legislations.
- Federal proclamations establishing:
  - Chicken Farmers of Canada (CFC)
  - Egg Farmers of Canada (EFC)
  - Turkey Farmers of Canada (TFC)
  - Canadian Hatching Egg Producers (CHEP)
- Federal, provincial and territorial agreements.



# Supply Management (continued)

## The Federal-Provincial Legal Structure:



# FPCC Mandate

- Work with the national agencies to promote more effective marketing of farm products.
- Maintain relations with the governments of all provinces interested in the establishment and exercise of the powers of the national agencies.
- Review the operations of the national marketing agencies to ensure that they comply with the objectives set out in section 21 of the Farm Products Agencies Act:
  - Prior approval of Quota regulations;
  - Prior approval of Levies orders;
  - Post approval of Licensing regulations; and,
  - Review of budgets and policies including the approval of per-diem rates and travelling costs.



# FPCC - Other Responsibilities

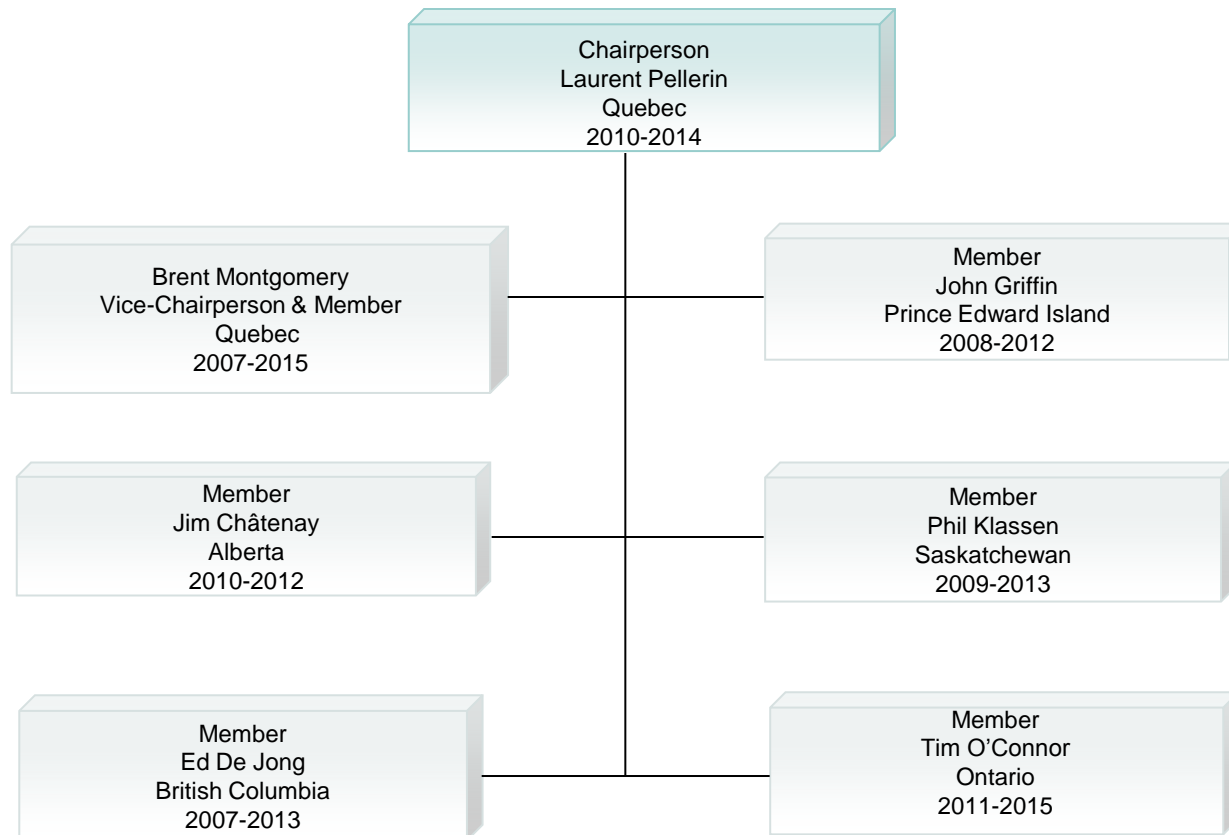
- Investigate and take action, within its powers, on any complaints in relation to national agency decisions [pursuant to section 7(1)(f)].
- Hold public hearings when necessary [pursuant to section 8(1)] (quasi-judicial role).
- Advise and inform the Minister of any issues regarding the creation and operations of the national agencies.
- Ensure the national agencies meet the requirements of the *Statutory Instruments Act* (SIA) and the *Farm Products Agencies Act* (FPAA).
- Administer the *Agricultural Products Marketing Act* (APMA) for AAFC which allows the federal government to delegate its authority over interprovincial and export trade to provincial commodity boards.

# Council Members

- Composition is as follows: 7 members
  - Chairperson, Vice-Chairperson and 1 of the two requires to be a full time producer.
  
- Regional representation:
  - 1/3 from the four western provinces;
  - 1/3 from Ontario and Quebec;
  - 1/3 from the Atlantic provinces; and
  - Half of the members are to be producers.



# Current Council Structure



# Strategic Plan and Objectives

- Strategic Priorities
  - Theme: “Working together – a guaranty for the future”.
  - Mission, Vision and Values.
  
- Strategic Directions:
  - Mutual Understanding of our Partnerships.
  - Communications and Relationships with Partners.
  - Promotion Research Agencies.
  - Coordination with Supervisory Boards.

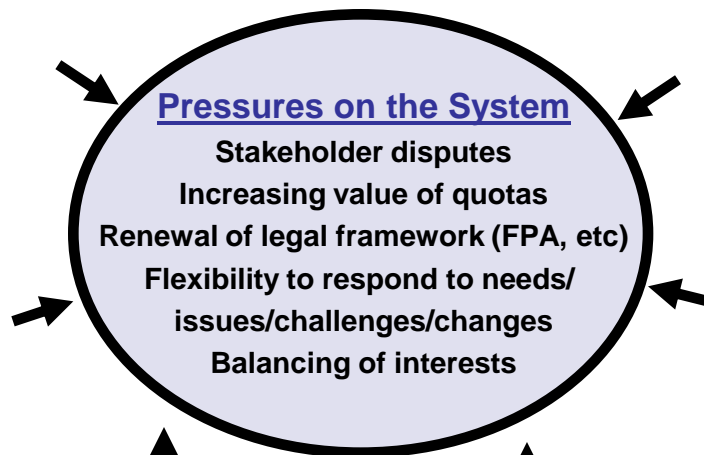
# Importance of Collaboration

- Fostering a mutual understanding on what are the respective roles, mandates and responsibilities.
- To strive to continuously improve communications and relationships.
- Work to foster coordinated and cohesive approaches to industry issues and challenges.
- Being committed to working constructively together in a manner that is reflective of the spirit upon which the supply management and promotion-research systems were created.
- Fostering innovative thinking so that the systems continuously improve their efficiency and have the flexibility needed to address current and future challenges.
- Conducting our operations in an open and transparent manner and to work continuously to foster similar openness and transparency throughout the supply management and promotion-research systems.

# **Perspective of the Future**

## **Pressures and Challenges**





**International Environment**

Trade negotiations and agreements



Demographic changes



Economic uncertainty

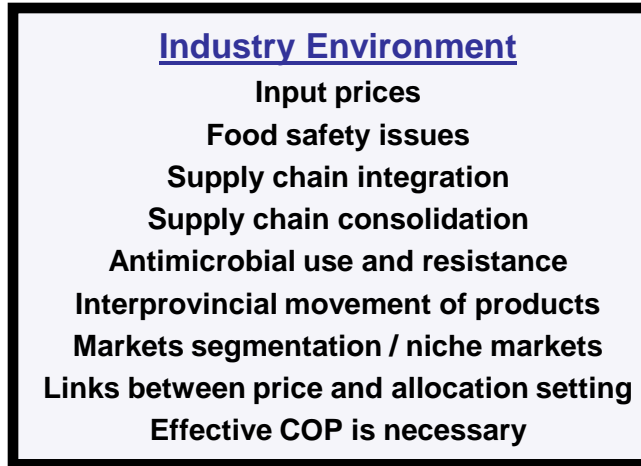
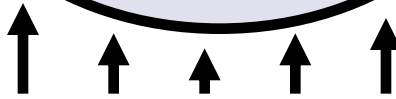


Population growth

Food prices

Fuel prices

Poverty



Demographic changes  
 Economic uncertainty  
 Slow population growth  
 Environmental concerns  
 Animal welfare / animal rights

**National Environment**

**Public and Policy Environment**



Budgetary and fiscal restraint



Accountability and governance



Criticism against supply management

Provincial shares of national allocation

Roles and responsibilities of stakeholders

# Conclusion

- We continue to be leader in supporting national agencies and stakeholders.
- More energy will be devoted to communication:
  - More direct communication between Council, government partners, national agencies and downstream stakeholders; and,
  - More efforts on PRA.
- We are committed to work with our provincial and territorial government colleagues directly or through the National Association of Agri-Food Supervisory Agencies (NAASA) and directly with provincial commodity boards.



# Conclusion

- We see one of our roles as helping strengthen the supply management system by making it more effective, flexible, accountable and transparent – thereby making it less subject to criticism.
- Supply management is a public policy – it is a privilege not a right.
- The 40th Anniversary is a great occasion to seek how we can improve the system.
- Working together – it is a better guarantee for the future.

**Questions?**

