

November 12, 2013

The Honourable Michael Olscamp  
Minister of Agriculture, Aquaculture and Fisheries  
Province of New Brunswick  
P.O. Box 6000  
Fredericton, NB E3B 5H1

Dear Sir:

On behalf of the New Brunswick Farm Products Commission, I have the honour to submit the Annual Report for the period April 1, 2012 to March 31, 2013.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Robert Shannon".

Robert Shannon  
Chairman

**FARM PRODUCTS COMMISSION**  
**ANNUAL REPORT 2012-2013**

## TABLE OF CONTENTS

|  |    |
|--|----|
| Vision Statement                                     | 2  |
| Mission Statement                                    | 2  |
| Powers of the Farm Products Commission               | 3  |
| Members and Officials of the Commission              | 5  |
| Activities of the Commission during the year 2012-13 | 6  |
| Commission Orders                                    | 8  |
| Supply-Management                                    | 9  |
| Finances   | 11 |

## Vision Statement

**A dynamic and accountable agri-food industry that has a reputation as a supplier of high quality and competitively priced food products**

---

The New Brunswick Farm Product Commission is a board appointed by the Lieutenant-Governor in Council empowered to carry out the provisions of the *Natural Products Act* and any Regulations and Orders under the *Act*.

The *Natural Products Act* defines the scope of government regulation in the marketplace as it pertains to the orderly marketing of food and forest products, as well as food inspection which is managed in conjunction with the Department of Health.

The *Natural Products Act* provides flexibility to producer organizations with respect to naming their organizations and establishing commodity development councils to encourage discussion between producers and other sectors of the industry on matters of mutual interest in a recognized forum. The *Act* also permits the formation of promotional agencies.

In addition to the above, the *Natural Products Act* grants power to the Farm Products Commission to make changes of an administrative nature to marketing board and agency powers and to delegate authority to industry to establish and administer quality and grade standards.

---

## Mission Statement

**The New Brunswick Farm Products Commission will strive to create an environment within the regulated agri-food sector that encourages stakeholders to focus their efforts on developing their industries.**

---

In carrying out its mission, the Commission is committed to the following values and principles:

- Cooperation and communication between all industry stakeholders is key to the further development of the agri-food industry;
- be an impartial, fair-minded agency that supports industry development;
- an orderly marketing system will enhance the viability of the agri-food industry within the global marketplace;
- carry out the mandate provided for in the *Natural Products Act* to the common benefit of producers, processors and consumers;

- as a signatory to national supply management programs, the Commission will act to both protect and promote the interests of those industries;
- promote transparency both in carrying out its mandate as well as in the operation of the eight marketing boards and two agencies.

In order to enhance board and agency transparency and to ensure that it operates in accordance with the wishes of the producers and in adherence to the regulations established under the *Natural Products Act*, the Commission shall conduct an annual review of the operations of each of the boards and agencies. The Commission will ensure that each board and agency holds an annual producer meeting to review financial statements and activities for the previous year, and make certain that the boards and agencies do not implement significant changes in policy without prior approval of producers. The Commission shall supervise the activities of all producer organizations and provide an appeal mechanism for those individuals who feel aggrieved by decisions made by producer organizations.

Under powers granted to it by the *Natural Products Act*, the Commission will provide authority and guidance to non-regulated groups of producers who want to collect levies for research and promotion purposes.

The Commission will facilitate the creation of industry development councils to foster the development of cross sector strategies in response to changing market forces. To date, the New Brunswick Dairy Industry Council has been formed to promote sector-wide collaboration to capitalize on market opportunities and resolve industry issues.

In tandem with the Department of Agriculture, Aquaculture and Fisheries, the Farm Products Commission will help expose the agri-food industry to new ways to exploit market opportunities.

To ensure that the development of the province's regulated agri-food industry is protected and promoted within national marketing systems, the Commission will develop and pursue strategies that are in the best interest of the province. The Commission will serve as a signatory to federal-provincial agreements relating to the supply managed commodities which in New Brunswick include dairy, chicken, turkey and eggs.

---

## **Powers of the Farm Products Commission**

The Commission is responsible for the overall conduct and performance of the regulated marketing system in New Brunswick. In that capacity, it is responsible for ensuring that boards and agencies exercise the powers granted to them in the manner intended.

Through the powers vested in it by the *Natural Products Act*, the Commission may:

- Investigate, arbitrate, adjudicate upon, adjust or otherwise settle any dispute between producers, processors, distributors or transporters of farm products, or between any two or more of such classes of persons;
- Investigate the cost of producing, processing, distributing and transporting any farm product, prices, price spreads, trade practices, methods of financing, management, grading, policies and other matters relating to the marketing of a farm product;
- Recommend any marketing plan or the amendment of any plan to the Minister;
- Require persons engaged in the production or marketing of a regulated product to register with the Commission, agency or board;
- Require persons engaged in the production or marketing of a regulated product to furnish information relating to the product, including the completing and filing of reports or returns on a periodic basis or otherwise as the Commission or board determines;
- Require the furnishing of security or proof of financial responsibility by any person engaged in the marketing of a regulated product and provide for the administration and disposition of all money or securities so furnished;
- Appoint inspectors for the purposes of this *Act*;
- Co-operate with a marketing board, local commodity board or agency, marketing commission or marketing agency of Canada or of any province in Canada for the purpose of marketing any regulated product;
- Make orders and issue directives consistent with a plan or the regulations as are necessary to enforce the provisions of the *Act* or any plan.

The Commission also has the power to intervene directly in the marketing of dairy products. Intervention may include but is not limited to the following:

- The establishment and enforcement of marketing conditions that benefit both the dairy products trade and the general public;

- License milk dealers, producers, vendors and transporters;
- Make regulations or orders pertaining to milk quality, the inspection and classification of milk, and processing of dairy products;
- Control milk quality from the farm to the milk dealer;
- Make regulations pertaining to penalties on milk that fails to comply with standards of quality;
- Set the price producers receive for their raw milk and set the wholesale and minimum retail price of fluid milk products.

---

### **Commission Members**

|                   |            |                   |
|-------------------|------------|-------------------|
| Robert Shannon    | Chair      | Leigh Mullin      |
| Dale McIntosh     | Vice-Chair | Hannah Searle     |
| Léopold Bourgeois |            | Robert Speer      |
| Kathy Briggs      |            | Katherine Trueman |
| Paul Chiasson     |            |                   |

### **Commission Staff**

|                  |                                     |
|------------------|-------------------------------------|
| Laura Poffenroth | General Manager                     |
| Danny Draper     | Senior Agri. Commodities Specialist |
| Vacant           | Commodities Analyst                 |
| Ann McGrath      | Administrative Assistant            |

### **Commission Office**

P.O. Box 6000  
Fredericton, New Brunswick  
E3B 5H1

Phone: (506) 453-3647  
Fax: (506) 444-5969

## Commission Activities

The Farm Products Commission met eleven times and conducted one conference call to carry out the responsibility of supervising the actions and management of the producer agencies and boards provided for in the *Natural Products Act*. The Commission conducted annual reviews of two agencies and all eight commodity boards, as well as reviewed their meeting minutes, annual reports and financial statements.

To fulfill its supervisory role, the Commission attended the annual and regional meetings of the producer organizations formed under the *Natural Products Act*, as well as any other relevant agricultural groups, including the New Brunswick Agricultural Alliance.

The Farm Products Commission is tasked with setting the price of milk. In determining this adjustment, the Commission considers studies on the cost of production for the province's dairy producers and a financial analysis of returns to the New Brunswick processing industry. After thoroughly reviewing these reports, the Commission concludes whether a price adjustment is justified and decides on the appropriate margins for producers, processors and retailers. In setting the price of milk, the Commission balances the interests of producers, processors and consumers. This approach allows for competitive prices for New Brunswick consumers while encouraging a viable dairy industry.

In February 2013, the Commission adjusted the price of raw milk and announced an increase of 3 cents per litre in the price of fluid milk. The Commission determined that a price adjustment was warranted based on several factors, with the most significant being the steadily increasing costs of the production, processing and delivery of milk to consumers.

The Commission also determined that school milk prices would remain unchanged for the current school year. Under the School Milk Program, processors and producers subsidize the price of milk for school children in New Brunswick by approximately \$1.3 million per year.

A Milk Measuring System Committee was formed to look into the high shrinkage between the farm dipstick measurements and the processor milk metering system from October 2012 to January 2013 inclusively. Prior to the completion of the committee mandate, the processor took a proactive measure by having their milk metering system calibrated which resolved the issue.

The Commission received regular reports from inspection staff on dairy producers who were experiencing milk quality problems, whose premises or equipment were substandard, and who were otherwise not in compliance with



the regulations. The Commission responded to these reports by communicating its concerns to the producer and encouraging the producer to take corrective action, and failing that, requested the producer to appear before the Commission.

A plebiscite process began in the spring of 2012 to gauge the level of support for the establishment of a Christmas Tree Growers Agency under the *Natural Products Act*. The creation of an agency would provide the legal means to create infrastructure enabling Christmas tree growers to promote their product and undertake research initiatives for Christmas trees in New Brunswick. In the Fall of 2012, both Ministers from the Department of Agriculture, Aquaculture and Fisheries and the Department of Natural Resources decided not to approve the formation of a Christmas Tree Agency in New Brunswick.

The NB Cattle Producers, Bleuets NB Blueberries, and Canneberges NB Cranberries experienced difficulties in collecting levies from some producers. The Commission assisted in the enforcement of the legal obligation of producers to remit levies by corresponding with the producers. Some producers were required to appear before the Commission when they continued to contravene the Regulation; all producers eventually agreed to pay the levies.

In June 2012, the Maritime Beef Council and staff from each Maritime Farm Product Commission met with two representatives from Canada Beef Inc. (CBI). Canada Beef Inc., a national agency financially supported by Canadian cattle producers, is proposing a governance structure that would only have one representative for the Maritimes provinces on their board. The New Brunswick Farm Products Commission will continue to monitor this situation and encourage the national agency to have representation from all Maritime Provinces.

The Commission approved Apple Growers of New Brunswick request to have exclusive proprietary rights over the “Evangeline” variety of apple.

Pork NB Porc resumed collecting levies in 2013 after a hiatus in 2012 due to poor pork prices. There are approximately a dozen producers left in the province and most are raising weanlings since finishing hogs is becoming increasingly difficult to sustain. New Brunswick producers are able to raise piglets with very low risk of disease due to New Brunswick’s low density of pork production.

Bleuets NB Blueberries formed a Pricing Committee to review pricing policies in the province and other jurisdictions such as Quebec, Maine, Nova Scotia and PEI, as concerns continue to be raised that producers are not getting a fair share of the revenue relative to the processors.

The Association of Wild Blueberry Producers of Northeast New Brunswick requested becoming a regional Board in March 2013. Establishing themselves as a regional Board would provide the blueberry producers in Northeast New Brunswick with the legal framework for the activities involved in marketing,

production, pricing, promotion and research. The Commission will review this request in the coming months.

---

## **Commission Orders**

In compliance with the *Natural Products Act*, the Commission may develop orders that authorize boards and agencies to exercise powers granted to them by regulations. In 2012-2013, the Commission approved the following orders:

### **NB Cranberries**

**2012-04 NB Cranberries Borrowing Order:** Empowers the board to borrow money for the Advanced Payment Program.

### **Dairy Industry**

**2012-05 School Milk Pricing Order:** Establishes the maximum wholesale price and the maximum student price for milk distributed under the School Milk Program; repealed Order 2011-08.

**2012-06 Wholesale/Retail Pricing Order:** Establishes the minimum and maximum wholesale price and minimum retail price for milk sold in New Brunswick; repealed Order 2011-05.

**2012-07 Milk Classification Order:** Establishes the classes of milk that all dairy products shall be defined as for payment purposes; repealed Order 2006-07.

**2012-08** Revokes Order 2007-03: Stewardship Fund Levy Order

**2012-09 School Milk Pricing Order:** Establishes the maximum wholesale price and the maximum student price for milk distributed under the School Milk Program; repealed Order 2012-05.

**2012-10 Producer Pricing Order:** Establishes the price processors must pay dairy producers for their milk; repealed Order 2012-03.

**2013-01 Producer Pricing Order:** Establishes the price processors must pay dairy producers for their milk; repealed Order 2012-10.

**2013-02 Wholesale/Retail Pricing Order:** Establishes the minimum and maximum wholesale price and minimum retail price for milk sold in New Brunswick; repealed Order 2012-06.

**2013-03**      **Producer Pricing Order:** Establishes the price processors must pay dairy producers for their milk; repealed Order 2013-01

### **NB Cattle Producers**

**2012-11**      **New Brunswick Cattle Producers (NBCP) Borrowing Order:** Empowers the board to borrow money for the financing of Board operations; repealed order 2011-03.

---

## **Supply Management**

The three pillars of supply management are:

Production discipline

Producer pricing

Import control

---

In Canada, the dairy, chicken, egg, broiler hatching egg and turkey industries operate under the national supply management system. The effective control of domestic production is one facet that helps equate supply with demand, enabling efficient producers to receive a fair market price to cover the cost of production and a return on investment without the assistance of government subsidies. The existence of supply management is also dependent on import controls. Regulating the level of imported products will influence the domestic production required to sustain the market.

Domestic supply requirements are set by national agencies; Chicken Farmers of Canada (CFC), Egg Farmers of Canada (EFC), Turkey Farmers of Canada (TFC), Canadian Hatching Egg Producers (CHEP) and the Canadian Milk Supply Management Committee (CMSMC). These organizations consist of producer, processor and government representatives from all member provinces. Farm Products Commission delegates were present for the annual and summer meetings of EFC, CFC and TFC.

As a supervisory body, the Commission has a statutory obligation to oversee the operation of national supply management programs, to participate in discussions regarding provincial participation in those programs, and to represent the province in federal/provincial regulated marketing and trade agreements. In fulfilling its 2012-2013 obligations, Commission staff attended four regular meetings of the CMSMC and the Supervisory Body of the All Milk Pooling Agreement (P5) and four P10 Harmonization meetings, seven Maritime Milk Allocation Meetings, seven P5 Milk Allocation Working Group Meetings and one National Fluid Milk Pricing Meeting. Canadian stakeholders continue to meet with the goal of negotiating the migration from two Provincial pools (P5 and

Western Milk Pool) to a single National pool (P10). The Farm Products Commission will be an active participant in these ongoing negotiations.

Farm Products Commission was proud to host the 76<sup>th</sup> annual meeting and conference of the International Association of Milk Control Agencies (IAMCA) that was held in Moncton from July 22 to 25, 2012. The conference was well attended by members of the dairy industry and regulatory bodies from across Canada and the United States of America. Speakers from North America and France discussed various topics pertaining to the dairy industry, such as the regulated system that governs it, changing World dairy markets, milk nutrition, sustainable dairy farming, pricing, disease control programs, the retail sectors' perspective, and consumption trends, to name a few.

The New Brunswick Pullet Growers Advisory group made a request to the Commission to support a National Pullet Growers Agency in order to fall under supply managed marketing under the Farm Products Council of Canada. In the spring and summer of 2013, the Council will investigate the level of support for this national agency. Some provinces already have pullet quota allocation but New Brunswick has never regulated the pullet industry. The Commission will continue to monitor this endeavor.

In addition to the previously mentioned meetings, the Chair and General Manager of the Commission participated in four meetings of the National Association of Agricultural Supervisory Agencies (NAASA). NAASA members recognize each others' jurisdictional responsibilities, and agree that supervisory agencies should work cooperatively in overseeing the national supply management system and that all decisions are fair, defensible and accountable in support of a strong, sustainable, efficient and competitive marketing system.

## Finances

| <u>Account</u> | <u>Description</u>                | <u>Expenditure</u> |
|----------------|-----------------------------------|--------------------|
| 3431           | Civil Service Payroll             | \$148,187          |
| 3453           | Casual Payroll                    | \$ 40,825          |
| 3600           | Benefits                          | \$ 5,659           |
| 3703           | Tuition                           | \$ 0               |
| 4083           | Computer Maintenance Service      | \$ 80              |
| 4500           | Business Meeting & Other Services | \$ 3,609           |
| 4611           | Postage                           | \$ 23              |
| 4700           | Printing                          | \$ 665             |
| 4729           | Parking                           | \$ 110             |
| 4739           | Rentals                           | \$ 175             |
| 4782           | Legal Services                    | \$ 943             |
| 4860           | Telephones                        | \$ 6,336           |
| 4900           | Travel                            | \$ 46,959          |
| 5241           | Bottled Water & Supplies          | \$ 90              |
| 5739           | Stationary Supplies               | \$ 373             |
| 6071           | Computer Hardware/Software        | \$ 190             |
|                | <b>TOTAL</b>                      | <b>\$254,224</b>   |