

BULLETIN

February 2011

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ANNUAL CONFERENCE

The Canadian Meat Council will be holding its 91st Annual Conference in Halifax, Nova Scotia from May 4 to 6 2011. We are very excited to hold the Council's largest educational event in a Maritime province for the first time in 91 years. Details on sponsorship, registration, and other events will be distributed shortly.

Hotel Reservations

Reservations can now be made at the **Halifax Marriott Harbourfront Hotel.**, located at 1919 Upper Water Street, Halifax, Nova Scotia B3J 3J5. Please call 1-800-943-6760 to receive the Canadian Meat Council conference rate, starting at \$199 per night. For more information on the hotel: www.marriott.com/hotels/travel/yhzm-halifax-marriott-harbourfront-hotel/.



Science and Technology Award

The Science and Technology Award was created by the Canadian Meat Council Executive to honour an individual for technical contributions of benefit to the Canadian red meat industry. The award is offered every two years, and will be presented at the Canadian Meat Council's 2011 Annual Conference in Halifax. Recipients receive a \$1,000 honorarium and expenses paid to attend the Annual Conference.

Details on the criteria and past recipients follow. A nomination form can be found on the following page.

The recipient will have demonstrated achievements or contributions of a research or applied technical nature. These contributions may include, but are not limited to:

- the areas of meat research, basic and applied;
- technical development of processes, operations or equipment;
- quality, nutrition and safety of meat; and
- teaching, extension or technology transfer.

Past recipients of the Science and Technology Award:

1989: Dr. Roy Berg, University of Alberta

1991: Dr. Leon Rubin, University of Toronto / Canada Packers

1993: Dr. Stephen Morgan-Jones, Lacombe Meat Research Centre

1995: Mr. Bob Tiffin, J.M. Schneider Inc.

1997: Dr. Ron Osborne, Caravelle Foods

1999: Dr. Colin Gill, Lacombe Meat Research Centre

2001: Dr. Sylvain Quessy, University of Montreal/St. Hyacinthe

2003: Dr. Shai Barbut, University of Guelph

2005: Dr Richard A Holley, University of Manitoba

2007: Dr Mick Price, University of Alberta

2009: Mr. Wayne Robertson, Lacombe Meat Research Centre



**NOMINATION FORM
SCIENCE & TECHNOLOGY AWARD**

1. Nominee: _____

Position: _____

2. **Qualifications of the Nominee:**

Describe the qualities, achievements, accomplishments and contributions that qualify the nominee for this award, as outlined in the attached "Call for Nominations". (Add another page, if required.)

3. **Nomination submitted by:**

Name: _____

Organization: _____

Signature: _____

Please return the nomination form along with a copy of the nominee's curriculum vitae by February 18, 2011 to Jorge Andrés Correa (mail: 305-955 Green Valley Crescent, Ottawa ON K2C 3V4; e-mail: jorge@cmc-cvc.com; fax: 613-729-4997).

STAFFING UPDATE

Alissa Clark leaving the Meat Council

I regret to inform you that Alissa Clark, our Member Services and Communications Manager is leaving the Canadian Meat Council. Alissa's husband works for Princess Auto and he is being transferred back to Head Office in Winnipeg. Alissa was offered and has accepted a position with the City of Winnipeg as a Communications Officer effective February 7, 2011. Alissa will be missed by all of us here at the Canadian Meat Council.



Winnipeg is home to Alissa. She is a 2005 Graduate of the Creative Communications 2 year diploma program with a major in Journalism at Red River College in Winnipeg. No doubt her parents will be pleased that she is moving back so they can see their 2 year old granddaughter more often.

Staffing

The Canadian Meat Council is now looking to fill two the position of Member Services Manager. The job description follows; interested candidates should submit their resume along with a cover letter to the Canadian Meat Council no later than February 7, 2011 to the attention of Jim Laws, 305-955 Green Valley Crescent, Ottawa, Ontario, K2C 3V4, or by email at jjml@cmc-cvc.com.

Member Services Manager

Functions: Reporting directly to the Executive Director, the Member Services Manager is responsible for proactively meeting the needs of our membership. Member recruitment, retention, participation and satisfaction through our programs and services are critical to the success of our organization. Coordination of our annual conference, social events, production of our newsletter, maintenance of our website and communicating with our members are key responsibilities.

Qualifications: The position demands excellent communication and planning skills and a relentless drive for continuous improvement and customer service. A university degree or the equivalent in education and experience is required. In addition, two to four years of industry related experience is an asset. Fluency in English and French is a requirement for this position.

EXECUTIVE COMMITTEE

The Canadian Meat Council Executive Committee held its annual budget planning session on December 9, 2010 in Toronto.

Zero Membership Fee Increase at the Canadian Meat Council

The Committee recommended to the Board of Directors that given the current difficult economic conditions being faced by our Canadian meat processing sector, that there be once again a ZERO membership fee increase for next year. This will be the 5th year in a row with ZERO fee increase. Not very many associations can claim that. The Board has agreed to this and voted unanimously to freeze fees once again for 2011. Any deficit incurred in 2011 will be offset by our reserves. We have been very successful in attracting new members in 2010 and that has helped to keep our fee level the same.

Top Objectives and Strategies

The Executive established a draft list of the Canadian Meat Council's priorities for 2011. In no particular order, they are:

- 1. Food Safety**
- 2. Regulatory Policy**
- 3. Nutrition and Health**
- 4. Industry Competitiveness and Sustainability**
- 5. Foreign Market Access**
- 6. Animal Health and Welfare**
- 7. Communications**
- 8. Industry Synergy**

HOUSE OF COMMONS COMMITTEE BUSINESS



Parliament on break

The third session of Canada's 40th Parliament is adjourned until January 31, 2011. Various House of Commons Committees have met and have elected their Chairs. We go to www.parl.gc.ca and navigate through to the Committees page of either the House of Commons or the Senate. Notices for meetings sometimes only go up the day before the meeting so one does need to monitor this site on a regular basis.

ParlVu- "Bringing Parliament to your desktop" is a web site that you should visit. You can access meetings "live" as they are happening for the House of Commons or the Committees. You can select an audio live stream, or, if available also a video live stream, in English, French or "Floor" (non translated English and French)

<http://parlvu.parl.gc.ca>.

CANADA'S WTO CHALLENGE OF US MANDATORY COUNTRY OF ORIGIN LABELLING

The second hearing of the World Trade Organization (WTO) Panel on Canada's WTO Challenge of the US Country of Origin Labelling regulations was held in Geneva on December 1 and 2, 2010.

Executive Director Jim Laws attended the proceedings in the Public viewing Room A along with a representative of the Canadian Pork Council, Ontario Pork Producers, Manitoba Pork Producers and the Canadian Cattlemen Association. Also in attendance was Peter Clark- a trade policy expert working for the Canadian Pork Council and Ed Farrell- a US lawyer working for the Canadian Cattlemen Association.

Mexico is also challenging the US Country of Origin Labelling regulations and their industry delegation was present in the Public viewing Room.

Representatives of the Government of Canada included several staff from Agriculture Canada as well as the two lawyers from Justice Canada and one lawyer from the Department of Foreign Affairs and International Trade.

On Monday morning of that week there was a meeting of the Canadian Government delegation with the industry representatives during which the draft statements of the Canadian government were reviewed.

On Tuesday we met again with the Canadian Government delegation to once again review the Oral Statement of Canada at the Second Substantive Meeting of the Panel.

For this case, both the Canadian and Mexican WTO Challenge arguments are based on the effects to the trade in live animals...Mexico concentrating on the effect of trade in cattle, and Canada focusing on trade in live cattle and hogs. Both countries argue that the COOL measure violates Articles 2.1 and 2.2 of the Agreement on Technical Barriers to Trade (the TBT Agreement) and Articles III:4 and X:39(a) of the General Agreement on Tariffs and Trade 1994 (GATT 1994).

Our meat industry is now seeing a longer term effect of the COOL measures in that the price of certain meat cuts are lower in Canada than they currently are in the USA and that several former meat customers in the USA are simply no longer purchasing Canadian meat products for sale at retail. However, for this case, the evidence submitted supports the argument against the US COOL measures to trade in live animals. Much discussion ensued surrounding the “Vilsack letter” to US industry after the Final COOL Rule was issued. Canadian lawyers argued that letter “threatened” US industry to use label A often (born, raised and slaughtered in the USA label) or that he would issue further rules down the road...

December 1, 2010 was the first day of the Second Substance Meeting of the Panel. In the morning, official oral statements were given by Canada, Mexico and the defendant—the United States of America.

The U.S. has posted their submissions on USTR’s website. Here’s the link:
<http://www.ustr.gov/trade-topics/enforcement/dispute-settlement-proceedings/united-states---certain-country-origin-label>.

Canada provides its documents to interested parties upon request. Mexico does not provide its documents on line.

On December 2, 2010 – the Panel heard oral statements from interested “third parties” including the EU, New Zealand, Japan, Brazil and Australia. More questions followed those statements. Third parties are interested in this case as it may set precedence on the interpretation of certain sections of the TBT Agreement or the GATT.

In the afternoon the US, Canada and Mexico all gave their Closing Statements. Canada summed up its main arguments in a very professional manner. “Canada



Martin Rice, Canadian Pork Council, Andrew Dickson, Manitoba Pork and Jim Laws Canadian Meat Council outside the World Trade Organization in December 2010 for the hearings of the WTO Challenge by Canada of the US Mandatory Country of Origin Labelling

wishes to emphasize again that proof of actual trade effects is not a prerequisite for a finding of less favourable treatment and that all that is required for such a finding is proof that the conditions of competition for Canadian-born cattle and hogs have been adversely affected by the COOL measure, as compared with U.S.-born cattle and hogs. Canada has provided abundant documentary and econometric evidence demonstrating these adverse effects on the conditions of competition.”

Mid 2011 is the expected date for the "interim final report" (when we actually know if we won or lost). But the report isn't public until a few months later when it is translated into the official WTO languages (French and Spanish).

There is virtually no chance of a 3rd panel session. The panel procedures only provide for 2, so there would have to be a very special reason to have a third.”

According to a US lawyer (who was formally with the USTR) I chatted with there who was representing the Mexican delegation- the US will most likely lose this Panel, but they will then APPEAL it....at the Appeal process there is a separate panel that reviews the case and the evidence but NO NEW evidence may be submitted.

REGULATORY UPDATE

Interprovincial Meat Trade Pilot Project

On December 6, 2010, the Minister of Agriculture announced \$3 million in funding for the Interprovincial Meat Trade Pilot Project. This pilot project stems from the meeting of Agriculture Ministers held in July of this year, where the ministers decided that the federal government should investigate ways to allow provincially inspected plants to sell their product across the country.

Essentially, the pilot project will see the Canadian Food Inspection Agency work with provincially inspected facilities to identify the federal regulations, procedures or policies that prevent them from becoming a federally registered establishment. If potential areas for change are identified, the federal standards could be amended. CFIA has emphasized that there will not be any changes made to federal standards for hygiene – the focus will be on areas such as building structure, administration, etc.

For more information on the pilot project, please go to the Canadian Food Inspection Agency website:

<http://www.inspection.gc.ca/english/fssa/meavia/interprov/interprove.shtml>.

US Legislation

The US has recently passed a couple of pieces of legislation of note.

Food Safety Modernization Act

The Food Safety Bill was signed into law on January 4, 2011. The law has many domestic implications in the US, primarily through expanded powers to the Food and Drug Administration to recall food and access records. In addition, importers in the US will have to assure that companies they are importing their goods from have food safety systems in place, including hazard analysis, verification, and corrective action plans. This will have an important impact on some food sectors, such as produce. The impact on Canada's meat industry, in terms of product exported to the US, will be minor if any. The full text can be found at: <http://www.govtrack.us/congress/billtext.xpd?bill=s111-510>.

Nutrition Labelling Bill

On December 29, 2010, the USDA published their Final Rule on Nutrition Labeling of Single-Ingredient Products and Ground or Chopped Meat and Poultry Products. The Final Rule will require nutrition labelling on major cuts of single-ingredient raw meat and poultry products, either on the package or at point-of-purchase. Nutrition labelling will also be required on all ground or chopped meat and poultry products. There are exemptions in place, such as for products intended for further processing. The full text of the Final Rule can be found at: <http://www.fsis.usda.gov/OPPDE/RDAD/FRPubs/2005-0018F.pdf>.

BEEF COMMITTEE UPDATE

Canada Beef Working Group

On January 6, 2010, the Canada Beef Working Group presented its recommendations for improving the structure and efficiency of Canadian beef marketing activities. The working group's recommendation was for the creation of a single independent national beef cattle marketing and promotion organization. This single organization will be created by combining three organizations, namely, the Beef Information Centre (BIC), the Canada Beef Export Federation (CBEF) and the Canadian Beef Cattle Research, Market Development and Promotion Agency, commonly referred to as the National Check-off Agency. The boards of BIC and CCA, CBEF and the National Check-off Agency will each independently consider the recommendations and if supported, the recommendations will go to special general meetings of CCA and CBEF members for their approval.

Abattoir Competitiveness Program

The Abattoir Competitiveness Program proved to be very successful in improving the competitiveness of Canada's over thirty month cattle slaughter. As of January 3, 2011, Agriculture and Agri-Food Canada is accepting applications for grants covering the period from July 2010 to December 2010. More information on the program: <http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1276788372542&lang=eng>.

To aid in lobbying for the program to be extended in 2011, the Canadian Meat Council has developed a forecast for costs associated with the enhanced feed ban through to 2011 and 2012. The forecast is for the cost per animal to be reduced to \$27.50 and \$22.50 in 2011 and 2012 respectively, with reductions attributed to plant efficiencies and research to be completed through the Slaughter Waste Innovation Program. Please contact margo@cmc-cvc.com for a copy of the cost forecast.

Market Access

Industry and government were very busy at the end of 2010, with a visit from the Chinese auditors in December. The visit was an opportunity for the Chinese representatives to review the Canadian system for beef and tallow. The visit was deemed a success.

Next Meeting

The next meeting of the Beef Committee will be held in Ottawa, on February 9, 2011.

PORK UPDATE

CanSwineSurv

The Canadian Food Inspection Agency has initiated a continuous surveillance system called CanSwineSurv – Canadian Surveillance for Swine Diseases. The program was to begin testing in late January, and will test continuously in order to analyse historical data as well as conduct active surveillance. The goal of this system is to support the claim that Canada is free from Porcine Brucellosis, Trichinellosis and Pseudorabies (Aujeszky's Disease) in commercially farmed swine. Jorge Correa, our Technical Director, has been named the Canadian Meat Council's representative on the Technical Committee. The Technical Committee also has industry representation from the Canadian Swine Health Board, Canadian Pork Council, and Canada Pork International.

CANADA PORK INTERNATIONAL

Canada Pork International Policy

The Pork Committee voted in favour of amending the director policy for Canada Pork International. The two permanent positions on the board were formerly allotted to companies representing greater than 25% of the Canadian hog slaughter; they will now be allotted to the top two exporting companies in terms of volume. The remaining four seats will continue to be elected seats, with two positions for processors and two positions for trading companies.

Election

An election was recently held for two of the Canadian Meat Council positions on the Canada Pork International Board of Directors.

For the packer sector, Stéphanie Poitras was elected as a new member of the Board of Directors. Stéphanie has worked with the family-run Aliments Asta Inc. since 2002, and was recently promoted to the position of Vice-President of Operations. Stéphanie is actively involved with the Canadian Meat Council, having been nominated to its Board of Directors in 2010. She is also an active member of the Canadian Meat Council Pork Committee and of Canada Pork International.

For the trader sector, Werter Mior was re-elected for another two year term on the Board. Werter Mior has over 30 years experience in international trade affairs in Agri-Food-related issues. He is a founding member of CPI and has been a Director for over 10 years. He is Executive Vice-President, International Trading for Export Packers Company Ltd, and holds a B.A. in Economics and Business Administration from the University of Guelph.

The Canadian Meat Council representatives on the Canada Pork International Board are now as follows:

- Barry Sutton, Maple Leaf Foods (Permanent)
- Yanick Désormeaux, Olymel (Permanent)
- Stéphanie Poitras, Aliments Asta Inc. (packer – term expires February 2013)
- Werter Mior, Export Packers (trader – term expires February 2013)
- George Wilson, Conestoga Meat Packers (packer – term expires February 2012)
- Ray McCague, Wilkinson Foods (trader – term expires February 2012)

Annual Meeting

Canada Pork International will be holding its Annual meeting on February 17, 2011 at the Sutton Place Hotel in Toronto. They are also celebrating its 20th anniversary with a banquet the evening of February 16, 2011. For further information or to register and sponsor the event, please contact Amélie Chabot at Canada Pork International: chabot@canadapork.com.

CFIA VICE-PRESIDENT, POLICY AND PROGRAMS

Sandra Wing will be retiring from her role as Vice-President, Policy and Programs with the CFIA. She will be replaced by Neil Bower as of January 31, 2011. Mr. Bower was most recently the Assistant Secretary to the Cabinet, Social Development Policy at the Privy Council Office. He has also worked in senior positions at the Financial Transactions and Reports Analysis Centre of Canada, Human Resources and Social Development Canada, and the Business Development Bank of Canada. Neil holds a Masters degree in Economics from McGill University and a Bachelor of Arts degree from St. Thomas University. He is an alumnus of the Advanced Leadership Program, Action Canada, and the Accelerated Economist Training Program. He lives in Ottawa with his wife, Susan, and two sons.

CENTRE OF THE PLATE TRAINING PLUS IN VANCOUVER

Register before February to take advantage of the early registration discount for Centre of the Plate Training in Vancouver, British Columbia. CMC is co-sponsoring the course with the North American Meat Processors Association (NAMP) and the Beef Information Centre (BIC). The class will be held February 23-25 at the well-known culinary school at Vancouver Community College (VCC). The class will cover the beef, veal, lamb and pork specifications, as well as the always popular session on processed meats. The class is a great learning experience for anyone involved in the buying or selling of meat products. Steve Olson, NAMP's Standards and Specifications Advisor and former Meat Marketing Specialist with USDA/AMS, will be the lead instructor. The course is also co-sponsored by the American Meat Institute Foundation (AMIF), Canadian Meat Business magazine, and the National Meat Association (NMA).

For complete course information, visit the NAMP Web site or contact Ann Wells at awells@namp.com.

Centre of the Plate Training® Plus

February 23-25, 2011 Vancouver Community College, Vancouver, BC



Co-Sponsored by:



REGISTER ONLINE AT WWW.NAMP.COM OR USE THIS REGISTRATION FORM

Fees include lunch and breaks on site, and a copy of the NAMP Meat Buyer's Guide*. A valid e-mail address for each individual attendee is required.

NAMP/BIC/CMC/AMI/NMA Members: CAD \$699/USD \$680 (Before February 2) CAD \$749/USD \$730 (February 2, 2011, and after)
Non-members: CAD \$749/USD \$730 (Before February 2) CAD \$799/USD \$780 (February 2, 2011, and after)

How did you hear about this course (or who recommended it)? _____
Which of the sponsoring associations are you a member of? _____

Attendee: _____ \$ _____

E-mail: _____

Attendee: _____ \$ _____

E-mail: _____

Attendee: _____ \$ _____

E-mail: _____

Attendee: _____ \$ Fourth Free

E-mail: _____

Total Fees: \$ _____

Company: _____

Address: _____

City, Prov/State: _____

Postal/Zip: _____ E-mail: _____

Phone: _____ FAX: _____

*Room reservations must be made separately

Paying by credit card? FAX or mail this form to NAMP.

Payment (Advance payment required.)

MasterCard VISA American Express

Card#: _____ Exp: _____

Signature: _____

Paying by check? Attach check payable to NAMP to form and mail to:

North American Meat Processors Association

1910 Association Drive

Reston, VA 20191

Fax: +1 703.758.8001

Make your reservations directly with the host hotel:

Sandman Hotel

180 W. Georgia Street

Vancouver, British Columbia V6B 4P4

+1 604.6814.2211 or +1 800.SANDMAN

Special NAMP rate: CAD \$79/night. Ask for NAMP

reservation code #547762 when making your hotel

reservation. Reservations should be made by

January 23 to ensure the group rate.

Cancellation/Refund Policy: Fees will be refunded in full if attendance is canceled in writing 30 days or more prior to the event. All but \$50 will be refunded for cancellations between 29 -15 days prior, and 50% will be refunded for cancellations received 14 days or less prior to the event. (Exceptions are granted under certain circumstances.)

NEW MEMBERS

The Canadian Meat Council welcomes its new members.

Regular Members

Premier Meat Packers

Premier Meat Packers, in business since 1918, operates a processing facility in Quebec that offers a wide variety of quality products and services geared to the food service, retail, healthcare, and meal replacement industries.

Website: www.premiermeat.com
Contact: Leonardo Bursztyn, VP Finance
270 Boul. Joseph-Cartier
Vaudreuil Dorion, QC J7V 5V5
Tel: (902) 437-2727



Associate Members

Bravo Products and Exports Inc.

Since the 1990's, Bravo Products and Exports Inc. has specialized in sourcing and exporting beef, veal, pork, poultry and other food products. We source from leading Canadian suppliers for export into the Caribbean.

Website: www.bravoproducts.ca
Contact: Edward Zilli, Vice President
7050 Weston Rd, Suite 220
Vaughan, ON L4L 8G7
Tel: 905-850-9605



Ontario Independent Meat Processors Association

The Ontario Independent Meat Processors Association provides training and education in the areas of food safety.

Website: www.oimp.ca
Contact: Laurie Nicol, Executive Director
7660 Mill Road
Guelph, ON N1H 6J1
Tel: 519-763-4558



Galactic

Galactic produces quality lactic acid and derivatives through natural fermentation and purification. Galactic lactates and blends are commonly used to guarantee food safety and shelf life extension.

Website: www.lactic.com

Contact: Denis Wiliquet, Business Unit Manager
2700 W Silver Spring Drive
Milwaukee, Wisconsin
Tel: (414) 462-1990



Dimex Trading Inc.

Dimex Trading Inc. is an exporter of meat and poultry to countries throughout the world.

Contact: Michael Thomas, President
218 St. Paul St. West, 2nd Floor
Montreal, QC H2Y 1Z9
Tel: (514) 428-9009

CAREER FOCUS PROGRAM

Agriculture and Agri-Food Canada (AAFC) is one of several federal departments participating in the Career Focus Program. At AAFC, the Career Focus Program will contribute \$864,000 annually to projects that employ recent graduates in agriculture, agri-food, agri-food science and veterinary medicine. Each project will be eligible to receive up to \$20,000 in matching funds. The program will help create some 80 agricultural internships for graduates across the country. Each internship may last up to 12 months. The minimum duration is four months, but internships must last long enough to provide meaningful experience to the employee.

For more information: <http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1183567066815>.

TECHNICAL UPDATE

Listeria monocytogenes (Lm)

A relevant event was the release of the *Listeria* Policy by Health Canada in November. Hélène Couture from Health Canada provided an update of the new *Listeria* policy at the Technical Committee meeting held in December 2010. The policy and several companion documents are also being developed (updated microbiological methods, how to validate microbials, appropriate challenge studies). She mentioned that the Codex Alimentarius is the basis for the standards listed in the policy.

The meat industry is wondering how the Health Canada *Listeria* Policy will be implemented by Canadian Food Inspection Agency. In fact, Canadian Food Inspection Agency is currently reviewing Chapter 5, Sampling and Testing Procedures of the Manual of Procedures, to reflect Health Canada's *Listeria* policy and recognize the importance of the industry consultation in the revision of the Manual. This subject is part of the terms of reference of the existing *Listeria* Working Group which will be involved and will provide input to Canadian Food Inspection Agency as the chapter is revised in 2011.

The meat industry Best Practices Manual for control of Lm is almost complete. Comments from scientific experts have been incorporated and the document needs a few additional diagrams and a few formatting edits. The new amended Health Canada *Listeria* policy may result in some changes in the manual. The publication is expected in the spring 2011.

Antimicrobials, additives, allergens

The regulation to permit the use of the food additive *Carnobacterium maltaromaticum* CB1 in certain processed meat and poultry meat products came into force on Thursday, November 18, 2010. Specifically, the approval permits the use of this food additive in vacuum-packed wieners, vacuum-packed sliced roast beef, vacuum-packed sliced cooked ham and vacuum-packed sliced cooked turkey, all at a maximum level of use consistent with Good Manufacturing Practice. These amendments to the Food and Drug Regulations were published in Part II of the Canada Gazette on December 8, 2010.

Health Canada included **mustard** on the list of priority food allergens in Canada. The amended regulations will be published shortly in Canada Gazette II, with an expected 18 month transition period. The addition of mustard will have a severe impact on the industry, with regards to production schedules, spice storage, etc. It will be important

to ensure that imported products meet the same rigorous standards. There will not be a minimum level before mustard has to be declared, as there is not enough information available to accurately determine the minimum level to elicit an allergic reaction. Studies have shown that as little as 1 mg could cause a reaction. The severity of a reaction will also not affect how it is to be handled, as the severity can vary widely.

The approval process for Health Canada, including rapid test approvals.

It was proposed that the companies offering rapid testing work through the Canadian Meat Council to lobby for improvements to the approval process. The process in Canada is lengthy even though tests are approved in other countries and by international bodies. In addition, several approvals may be required depending on the end use (e.g. to be included in policies such as the Listeria policy). H  l  ne Couture, Chief of the Evaluation Division from Health Canada was invited to speak to the Technical Committee meeting in December to speak about the approval process. She suggested that it is important to contact Health Canada when making an application to ensure that the information is complete. There is also information on the website, and new sections in development (part 3 and 4) that could provide information on the data required. She also said that review of an application should take 4 to 6 weeks once a technical group has been formed; it generally takes 1 to 2 weeks to form this group. However, some members have experienced significant delays for these two steps to be completed. Health Canada emphasized that the supplier must submit complete applications. Health Canada is hesitant to accept decisions made by international bodies and organizations as they have different methods of validating test methods, but there are efforts underway to harmonize this.

Recalls

The Canadian Meat Council is aware that recalls reflect badly on the meat industry. The lack of access to the pertaining information, the decision making process around the health risk assessment and how Canadian Food Inspection Agency and Health Canada determine how far the recall has to go (how many lines, how many days, what quantity of product) are some concerns from the industry about the recalls. There has to be a better way of managing the recall information so that it can be used to educate the industry and probably reduce the risk or minimize the impact from further recalls.

The members of the technical committee shared lessons learned from their recalls during the December meeting. Some of the lessons learned from our members involved in a recall were:

- Have in possession your own risk assessment (internal risk assessment).
- Generate a template for risk assessment to cope with a recall.

- Have traceability available.
- Gather all the plant information that may be required, because at the moment of a recall you do not have much time to collect all the information requested.
- Have available a local deviation parameters (e.g. refrigeration) which will help to find out about the recall.

A summary of 2010 recalls and their known causes is presented in the Table 1.

In 2011, the Canadian Meat Council will be working with the Canadian Food Inspection Agency on a series of recall workshops. The workshops will be similar to the Compliance Verification System workshops; there will be an opportunity to understand the decision-making process, and dialogue on the challenges faced by industry. Health Canada should also be invited, as they often do the risk assessment for the Office of Food Safety and Recall (OFSR). A working group led by the Canadian Meat Council will be formed to decide issues to be covered during the workshops. Office of Food Safety and Recall, Public Health, Health Canada, and industry should be involved.

Table 1. Summary of recalls in meat products and their known causes in 2010.

	Re-calls (n)	Type of recall	Recalls (n)	Possible known causes of recalls
Meat Product recalls in Canada in 2010	18	<i>Salmonella</i>	2	Sanitation issues, deficiencies in the company's environmental testing program, and possible undercooking (temperature and time)
		<i>Clostridium botulinum</i>	2	
		<i>E. coli</i> O157:H7	4	Mishandling of products
		<i>Listeria monocytogenes</i>	7	Allergen not declared on the label
		<i>Allergies</i>	3	False alarm
				Moisture originating from a damaged ceiling in a processing room and employee handling of product prior to packaging.

Prosecution Bulletins

In October, the Government of Canada cracked down on those who mistreat and improperly transport livestock by more than doubling current fines - the first increase in over 10 years. Effective immediately, administrative monetary penalties of up to \$10,000 can be imposed, more than doubling the previous maximum penalty of \$4,000, on those who violate the Health of Animals Act. The Canadian Food Inspection Agency will retain the ability to increase fines by up to 50% of the maximum fine for repeat offenders. The Canadian Food Inspection Agency will have the ability to look back into the past five years, instead of three years, of the offender's history.

The Canadian Food Inspection Agency is responsible for enforcing a number of Acts of Parliament in order to deliver inspection and related services for consumers and industry that contribute to food safety, animal health and plant protection. As part of its ongoing effort to increase awareness of Canadian Food Inspection Agency's role in encouraging compliance with the various Acts and Regulations, the Canadian Food Inspection Agency issues prosecution bulletins when a conviction is obtained. The table 2 presents the offenses and the fines related to the meat industry in 2010.

Table 2. Acts of violation related with meat industry in 2010.

Date	Province	Act of violation	Products	\$ fine	Sentence
4-Jan-10	Prince Edward Island	Use of the meat inspection legend is approved for persons who are licensed to operate registered establishments with the CFIA. This company which is not licensed to operate such a registered establishment, used on a number of occasions a legend, mark, symbol or any combination thereof that so closely resembled the meat inspection legend as to be likely mistaken for it. They also labelled, packaged and sold meat products in a manner that was false, misleading or deceptive.	All meat products	24 000 \$	
4-Jan-10	Nova Scotia	Use of the meat inspection legend is approved for persons who are licensed to operate registered establishments with the CFIA. This company which is not licensed to operate such a registered establishment, used on a number of occasions a legend, mark, symbol or any combination thereof that so closely resembled the meat inspection legend as to be likely mistaken for it. They also labelled, packaged and sold meat products in a manner that was false, misleading or deceptive.	All meat products	24 000 \$	
19-Jan-10	Ontario	Make false written statements in 103 Veterinary Certificates to six veterinary inspectors regarding 7,670 embryos he exported.	Embryos		9 months to be served as house arrest.
18-Mar-10	Ontario	The first involved packaging chicken meat intended for sale using the federal legend without regulatory authorization. The second offence consisted of sending or conveying chicken meat from one province to another that was not prepared or stored in a registered establishment.	Chicken meat	3 000 \$	
26-Mar-10	Alberta	Failed to forward related meat samples to a laboratory for a microbiological analysis for the presence of <i>Salmonella</i> and <i>Escherichia</i> before exporting his product to the USA. To have submitted analytical reports that were copies of those that had been previously completed by the laboratory, with changed dates and lot numbers.	Turkey meat	125 000 \$	
11-Jun-10	Ontario	Making an unauthorized import of meat products from China, a country with meat inspection systems that do not have valid written approvals from the Minister of Agriculture. He violated the Health of Animals Act by importing an animal by-product without presenting it to an Inspector.	Meat products		6 months house arrest.
5-Jul-10	Alberta	Inhumane treatment and transportation of horses that were seriously injured during a trip to a slaughterhouse	Livestock		An intermittent jail sentence of 30 days to be served on weekends
5-Jul-10	Quebec	To have used an electrical prod on an animal in violation of the <i>Meat Inspection Regulations</i>	Livestock	2 000 \$	
5-Jul-10	Ontario	Sold frozen turkey carcasses that were unfit for human consumption.	Turkey meat	2 500 \$	
28-Jul-10	Alberta	Caused avoidable distress or pain to slaughter animals	Livestock	300 \$	
30-Sep-10	Quebec	Failure to comply with the requirements of humane treatment and slaughter, improper operation of a bolt pistol, inadequate monitoring of carcasses and impeding the work of inspectors.	Livestock	62 000 \$	
24-Dec-10	Quebec	Packaging meat products in a misleading manner likely to create an erroneous impression regarding their nature or composition. Packaged meat products in boxes bearing the meat inspection legend without authorization	Meat products	3 000 \$	
24-Dec-10	Quebec	Involved making a false or misleading declaration to an inspector in writing. The declaration indicated that the meat to be exported consisted of pork fat rather than pork meat.	Pork Meat	10 000 \$	

Inspection fees

Some western poultry establishments have received additional invoices for \$25-30K from Canadian Food Inspection Agency (CFIA) for inspection fees, with no explanation

or break down. The invoices have come from Ottawa and the Canadian Food Inspection Agency regional have no idea about the reason. After some inquiries made by the establishment to CFIA, they realize that the increases were an error.

Animal Welfare

Workshop on the welfare of animals at the time of slaughter

A Better Training for Safer Food Initiative of the European Commission/DG-SANCO and CFIA was held in Calgary on November 23 - 25, 2010. The main objectives of the workshop were:

- Provide a forum for discussion of animal welfare issues as they relate to the humane slaughter of animals;
- Provide guidance on European guidelines, standards and monitoring programs as well as documentation required;
- Provide an overview of Canadian Animal Welfare at Slaughter best practices;
- Promote the development of a network of experts on animal welfare at the time of slaughter;
- Provide up to date research results concerning the welfare of animals and the development of animal welfare monitoring programs;
- Provide an opportunity to compare national & provincial standards to EU regulations.

The attendees came from 40 countries of the European Union and South America. The speakers from Chile (Leopoldo Stuardo, OIE), Canada (David Fraser, University of British Columbia; Penny Lawlis, Ontario Ministry of Agriculture, Food and Rural Affairs; Karen Schwean-Lardner, University of Saskatchewan), United States (Temple Grandin, Colorado State University) and Germany (Martin von Wenzlawowicz, bsi Schwarzenbek) covered interesting subjects in animal welfare. The Canadian Meat Council was also represented making part of a Panel Discussion on animal welfare as added value for industry, composed by Temple Grandin, (Colorado State University) Andrea Gavinelli (DG-SANCO), Robin Horel (National Farm Animal Care Council) and Jorge Correa (Canadian Meat Council).



Panel Discussion on animal welfare as added value for industry (from right Andrea Gavinelli, Jorge Correa, Robin Horel and Temple Grandin)

Pig Code of Practice to be updated

The Code of Practice for the Care and Handling of Pigs will be updated through the National Farm Animal Care Council's Code of Practice development process. The

Code renewal process is an excellent opportunity to further strengthen the pork industry's commitment to animal care. It is a growing interest from consumers in how we care for our animals. The Code is a key element in meeting this need by providing clear and transparent guidance on accepted practices.

The Canadian Meat Council has been invited to name a representative to the committee of development of the pig code of practice. The representatives are Frank Wood, a Hog Procurement Manager from Conestoga Meat Packers and Jorge Correa, Technical Director from the Canadian Meat Council.

The first meeting was scheduled for December 13th, 2010 in Ottawa. The topics covered during this meeting were the Code Development Process and Guideline, the attributes and values that participants need to bring to the process, the ground rules when dealing with contentious issues, the topics that must be included in the code and the list of priority welfare issues to be submitted to the Scientists' Committee for research review. The next meeting was scheduled for April 6 and 7, 2011 in Ottawa.

Horse Handling Guidelines & Animal Welfare Assessment Tool Training Session

On November 22, 2010, training sessions on the Horse Welfare Assessment Tool were held at the Fort Macleod, Alberta Bouvry plant. The Canadian Meat Council was represented by Jorge Correa. This Humane Handling and Assessment Tool for Horses included a general horse behavior and handling, facility design, transportation and compromised animals, stunning, insensibility, willful acts, Canadian Food Inspection Agency (CFIA) and United States Department of Agriculture (USDA) roles and expectations, guide to auditing (plant and transportation), shadow audits on site and exam of proficiency. This training session were presented by Jennifer Woods from J. Woods Livestock Services,

Temple Grandin from Colorado State University, Martin Appelt from CFIA and Joseph T. Astling from USDA.



Martin Appelt and Joseph T. Astling



Temple Grandin

TECHNICAL MEETING CALENDAR 2011		
Wednesday, May 4	Technical Committee	Halifax Marriott Harbourfront Hotel, Halifax, Nova Scotia

**CANADIAN MEAT COUNCIL
MEETING CALENDAR**

DATE	MEETING
2011	
February 9	Beef Committee Meeting Ottawa ON
February 16-17	Canada Pork International - Banquet and Annual Meeting Sutton Place Hotel, Toronto ON
February 20-22	American Meat Institute - Annual Meat Conference Hyatt Regency Dallas, Dallas TX
March 1-2	Executive Committee and Board of Directors Meeting Chateau Laurier, Ottawa ON
March 9 - 10, 2011	American Meat Institute - Conference on Worker Safety, Human Resources and the Environment Hyatt Regency Crown Center, Kansas City MO
April 7	Executive Committee Meeting Teleconference
April 13 - 16, 2011	American Meat Institute - AMI International Meat, Poultry & Seafood Industry Convention and Exposition McCormick Place, Chicago IL
April 27-28	American Meat Institute - Ground Beef Production for Safety Workshop Marriott Country Club Plaza, Kansas City MO
May 4	Committee Meetings Halifax Marriott Harbourfront Hotel, Halifax NS
May 4-6	Canadian Meat Council 91st Annual Conference Halifax Marriott Harbourfront Hotel, Halifax NS
June 12-14	Canadian Poultry and Egg Processors Council Convention Delta Hotel, St. John's NF
July 14-15	Executive Committee and Board of Directors Meeting Delta Kananaskis Hotel, Kananaskis AB
July 15	Western Golf Tournament Kananaskis Country Golf Course, Kananaskis AB
August 12	"Sheep's Head" Fishing Derby Port Credit, ON
September 9	Canadian Meat Invitational Golf Tournament Deer Creek Golf Course, Ajax ON

DATE	MEETING
2011	
September 15	Executive Committee Meeting Teleconference
September 29-30	Executive Committee and Board of Directors Meeting Joint Meeting with the American Meat Institute The Four Seasons Hotel, Washington DC
October 19 - 20	American Meat Institute - Animal Care and Handling Conference
November 1-2	American Meat Institute - Meat and Poultry Research Conference
December 8	Executive Committee (Annual Budget Meeting) Sheraton Gateway Hotel, Toronto ON
2012	
May 29-June 1, 2012	Canadian Meat Council 92nd Annual Conference Le Chateau Frontenac, Québec QC
June 7-13, 2012	CPEPC Convention Manoir Richelieu, La Malbaie QC



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