

# Bulletin

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## Canadian Meat Council's 93<sup>rd</sup> Annual Conference

The 2013 Annual Conference was held at the Fairmont Banff Springs Hotel in Banff, Alberta. The conference was well attended and overall participants were satisfied with their conference experience.

Conference presentations in the Sales & Marketing, Operations, and Technical breakouts can be found on our website at <http://www.cmc-cvc.com/en/events/annual-conference-2013>.

### Award Recipients:

#### Science and Technology Award

The Science and Technology Award was presented to Dr. Frances Nattress for her significant contributions to the Canadian meat science industry. *(Frances Nattress pictured on right receiving her award.)*



#### President's Award

The President's Award is presented to an individual for outstanding service to, and support of, the Canadian Meat Council. The 2013 award was presented to Dennis Hicks. *(Dennis Hicks pictured on right with Ray Price.)*

#### Honourary Member

Honourary membership recognition was presented to Don Davidson for his significant contributions to the Canadian meat processing industry. *(Don Davidson pictured center with, from left, Ray Price and Arie Nuys.)*



## Scholarship Recipients:

### Canadian Meat Science Association/ Percy Gitelman Memorial Scholarship

This scholarship comes with a \$3000 cheque, with equal contributions from the Canadian Meat Science Association, Newly Weds Foods Co., and the Canadian Meat Council Associate Members. The recipient of this scholarship was Younes Miar a PhD student in Animal Genomics from the University of Alberta. *(Younes Miar pictured on far right with Petr Boucek, Jim Laws and John Farlinger, from left to right)*



### Canadian Meat Council Associate Members Scholarship

This scholarship comes with a \$3000 cheque from the Canadian Meat Council Associate Members. The recipient of this scholarship was Luiene Moura Rocha, a PhD student from Laval University currently studying the validation of stress indicators for the assessment of animal welfare and the prediction of pork quality variation at commercial level. *(Luiene Moura Rocha pictured on far left with Jim Laws and John Farlinger.)*



### Ronald A. Chisholm Scholarship

This scholarship is contributed by Ronald A. Chisholm and comes with a \$2500 cheque to two individuals. The recipients of this award were Caitlyn Best, currently studying at the Western College of Veterinary Medicine and who has a Bachelor degree of Science in Animal Biology from Thompson Rivers University and Tiange Shi who is currently a student of Nutrition and Food Science at the University of Alberta. *(From right to left: Caitlyn Best, Tiange Shi, John Farlinger and Jim Laws.)*



## Meat Trade Forum

On Wednesday, June 26, the Canadian Meat Council hosted its inaugural Meat Trade Forum.

The focus of the forum was the Canada-Japan Economic Partnership Agreement (CJEP), which is in the early phases of negotiations, and its interrelationship with the Trans-Pacific Partnership (TPP). Japan will formally join the TPP at the end of July 2013 and Canada intends to pursue negotiations with Japan on parallel tracks to maximize its Competitive advantage. Meat producers, processors, packers, and traders were invited to attend the forum and to participate in the deliberations with a view to begin the dialogue leading to the development of a common and coordinated meat industry trade position on the CJEP and the TPP.

Jim Laws, Executive Director, Canadian Meat Council gave the welcoming remarks. He thanked the participants for attending the Forum and reminded them of the importance of the Japan market for Canadian exports of beef and pork as well as the need to deepen trade and economic cooperation with Japan to enhance market access opportunities.



*Suzanne Sabourin at the podium*

Speakers at the Forum talked about the importance of the Japan market for Canada in general, and the meat industry in particular, and provided a summary of the state of play of the CJEP and TPP negotiations. They included:

- Kirsten Hillman, Associate Assistant Deputy Minister of the Trade Policy and Negotiations Branch and Canada's lead negotiator for the TPP, Foreign Affairs, Trade and Development Canada;
- Frédéric Seppey, Chief Agriculture Negotiator & Director General, Trade Agreements and Negotiations, Agriculture and Agri-Food Canada;
- Nathan Funk, Senior Trade Policy Analyst, Agriculture and Agri-Food Canada (Nathan is a specialist of the Japan market);
- Alison O'Leary, Director, Tariff and Goods Market Access Division, Foreign Affairs, Trade and Development Canada (Alison is the lead tariff negotiator for the CJEP and the TPP);
- Geoff Adams, Deputy Director, Sanitary and Phytosanitary Measures Division, Foreign Affairs, Trade and Development Canada (Geoff is the co-lead negotiator (along with Barbara Doan of the CFIA) on SPS measures for the CJEP and the TPP).

Industry representatives participated in the panel discussions on market access issues to share their thoughts and experiences from their vantage points: Dr. Merv Baker (beef), Jacques Pormerleau (pork), Artur Batista (veal). Kathleen Sullivan, Executive Director, Canadian Agri-Food Trade Alliance, participated in the panel discussion on the interplay between the CJEP and TPP to share her views on the matter.

The Forum was well received by government and industry participants who found the presentations and follow-up discussions beneficial. The Meat Trade Forum will become a permanent feature of the suite of services offered by the Canadian Meat Council to its members. The next forum is tentatively scheduled for this fall.

## Membership Report

### New Members:

### Regular Members:

**Viandes Giroux 1997 inc.** – A meat processing and slaughter facility based in East Angus, Quebec.

**Grand River Foods** – A meat processing facility based in Cambridge, Ontario.



### Associate Members:

**Canada Beef Inc.** – A company that provides research & development and market development for the meat industry based in Mississauga, Ontario.

**Wagyu Canada Inc.** – A meat processing and co-packing facility based in Camrose, Alberta.



## International Trade

### **International Trade Negotiations:**

- Canada-EU Trade Negotiations:

It appears that an agreement has been reached on some of the contentious issues, such as investment and state trading enterprises. In the meantime, negotiators are inching forward towards an agreement on Canadian access for beef and pork, and European access for dairy products. Negotiating teams are scheduled to meet in Ottawa during the week of July 8. At this rate, an announcement on the conclusion of the talks is not expected before sometime in August.

- Canada-Korea Free-Trade Agreement:

Talks resumed last week between parties in Washington, D.C. Preparatory meetings were held with Canadian negotiators on Canadian access for beef and pork prior to their departure for Washington, D.C. Canadian negotiators were preparing for the talks with a sense of renewed, albeit cautious, optimism.

### **COOL:**

The *Canada Gazette, Part 1*, of Saturday, June 15, 2013, published the notice seeking comments on possible trade retaliation action against the United States in response to that country's failure to comply with the World Trade Organization (WTO) ruling of June 29, 2012, on certain country of origin labelling (COOL) requirements.

On May 23, 2013, the United States introduced regulatory changes to their existing COOL requirements. Canada does not agree that these changes bring the United States into compliance with their WTO obligations and intends to pursue a WTO compliance panel. If it is determined that these changes do not comply with the WTO decision, the United States can negotiate with Canada to provide compensation. If agreement cannot be reached on compensation, Canada will request authority from the WTO to retaliate to a level equivalent to damages resulting from COOL requirements.

The intent of these consultations is to ensure that Canada is prepared to react. Authority to impose any retaliatory measure would require the successful completion of all related WTO proceedings, which is not expected before the last quarter of 2014, at the earliest.

If and when authorized by the WTO, Canada intends to levy a 100% surtax on imports of selected products from the United States. Should Canada be authorized to retaliate, the products subject to surtax would be drawn from a defined list that includes, for example, items such as live bovine animals or swine, fresh, chilled or frozen beef or pork meat products, cheese, prepared chicken or turkey, orange juice, certain types of wine, alcohol and spirits and would reflect comments received from Canadians. Any surtax would be rescinded in the event of U.S. compliance with their WTO obligations or in the event of a negotiated solution.

The deadline for comments on the proposed list is September 30, 2013.

## Government and Media Relations

### **Media Relations:**

Seven press releases were issued during May and June:

- May 1: Canadian Meat Processors Welcome Long-Awaited Repeal of Mandatory Pre-Market Registration of Labels Used by Federally Registered Meat Establishments
- May 17: Canada's Meat Processing Industry Supports New Safeguards for E. coli in Beef
- May 30: New scholarship opportunity for 4-H members announced (released by the 4-H Council)
- May 30: Canada's Meat Industry Announces Recipients of 2013 Meat Science Scholarship Awards
- June 4: Canadian Meat Council Welcomes New President
- June 5: Canadian Meat Processors Welcome the Report of the Independent Expert Advisory Panel on the XL Foods Inc. Beef Recall
- June 7: Canada's Meat Processing Industry Supports Government of Canada Efforts to Ensure International Trade Rules Are Respected

All press releases can be found on the Canadian Meat Council website: <http://www.cmc-cvc.com/en/media-room/news-releases>.

### **Temporary Foreign Worker Program:**

The government continues to receive comments on its commitment to constrain access to the Temporary Foreign Worker program. Nevertheless, notwithstanding concerns expressed by private sector representatives, there has not been an indication to date of any relaxation in the announced intent to: require intensified efforts by companies to recruit Canadians; reduce the number of temporary foreign workers admitted to Canada; and, “Canadianize” the workforce.

Subsequent to the activities outlined in the previous Bulletin, a joint letter signed by the Canadian Meat Council, the Canadian Poultry and Egg Processors Council and the Further Poultry Processors Association of Canada was forwarded to 14 general media and 12 agriculture sector news organizations. Additional initiatives are being considered for the coming weeks. In the meantime, affected companies should contact their Members of Parliament during the summer when M.P.s are in their local constituencies.

### **Nitrite in Cured Meat Products:**

A five page position paper on the use of “Nitrite in Cured Meat Products” was researched, consulted with scientists, placed on the Canadian Meat Council website and distributed to participants attending the May annual meeting of the Canadian Nutrition Society.

### **Sodium:**

Private Member's Bill C-460 would have mandated the implementation of Health Canada's 2010 Sodium Reduction Strategy for Canada, “thereby requiring food manufacturers to lower sodium levels or to alert consumers if they have not done so, and ensuring that consumers have access to objective, clearly understandable and non-misleading information to facilitate healthy food choices.” Meat industry concerns about the proposed legislation were expressed to Members of Parliament by the Board of Directors during the Canadian Meat Council Parliament Hill Day on March 6, 2013. The Bill was defeated in the House of Commons on May 8 by a vote of 122 yeas to 147 nays.

The position paper entitled “Meat Industry Fully Committed to Sodium Reduction” and accompanying “Examples of Sodium-Reduced Processed Meat Products At or Below the 2016 Guideline Targets Available to Consumers Today” were placed on the Canadian Meat Council website and distributed to participants attending the May annual meeting of the Canadian Nutrition Society

### **Foodborne Risk Communication:**

The “Report of the Independent Investigator into the 2008 Listeriosis Outbreak” and the “Independent Review of XL Foods Inc. Beef Recall 2012” recommended that foodborne risk communication with consumers be strengthened. On June 7, 2013, the Canadian Food Inspection Agency hosted a preliminary discussion of the potential for increased government-meat industry collaboration on this subject. Government expectations of a higher public profile by industry organizations and individual companies on this topic were re-iterated by CFIA participants during the CMC Annual Conference in May.

## **Regulatory Affairs**

The CFIA's June 4 Food Safety Regulatory Forum marked the launch of consultation on “A New Regulatory Framework for Federal Food Inspection”. The one-day forum gave the participants the opportunity to discuss a number of related and complementary initiatives designed to support the new *Safe Food for Canadians Act*, including:

- new food regulations;
- a single and consistent approach to food inspection;
- regulations for imported food sector products;
- improvements to food labelling;
- strategies to promote compliance and;
- outcome-based approaches to regulation.

The consultation will continue until October 31, 2013 at which time all feedback received from stakeholders will be reviewed by the CFIA with a view of publishing the Formal Notice of Intent of new federal food inspection regulations in the spring of 2014. The Formal Notice of Intent should include the draft content of food inspection regulations supported by a suite of draft guidance documents for the industry.

It is expected that the new Food Inspection Regulations will come into force in January 2015.

The Canadian Meat Council is working to define the strategy to allow for, and facilitate member input into the consultative process.

In the meantime, the long expected regulatory amendments in Canada Gazette, Part II, designed to repeal MIR 92 (registration of packaging materials) is still outstanding.

## Pork Committee

### Ractopamine in Russia

The Russian audits had no major known issues. The CFIA is expecting to have an audit report in two months. The CFIA is currently working on a Q&A document for inspectors and industry to clarify the Canadian Ractopamine-free Pork Certification program. To simplify the process of collecting test results information, the CFIA will have a dedicated email account where private labs can send their testing results, using a specific template. This means that ractopamine test results will be sent to the operator, the Veterinarian in charge and the dedicated email account at the same time. The operators will need to give permission to their private labs to send test results to the third email account. This is very similar to what is being done for reporting of E. coli results. The CFIA will send a memo asking Veterinarians / Inspectors in charge to provide the operators the correct templates to be forwarded to their private labs, along with the appropriate directives for reporting results. The templates will also be found in the Manual of Procedures chapter 11 and the Ractopamine-Free Program will be updated at a later date to indicate the reporting procedure.

### Trichinella

During the pork committee meeting in Banff, members asked CFIA representatives if a Trichinella free program similar to the ractopamine one could be developed. Dr. Appelt from the CFIA responded that there is nothing preventing them from doing that. Geoff Adams from the Foreign Affairs and International Trade Canada added that the European Union would be willing to consider such a program. The committee made a motion and approved the development with the CFIA of a Trichinella free program. Dr. Jorge Correa presented the request to the CFIA given the pertinence and huge value for the industry of such a program. The CFIA has responded that they will be willing to work on this file and discussions on how to proceed are taking place.

### Pork Code of Practice

In May 2013, the Retail Council of Canada grocery members supported the Canadian Pork Council's process to update its Codes of Practice. Retailers will start sourcing fresh pork products from sows raised in alternative housing practices as defined in the updated Codes by the end of 2022. Each company will implement this commitment in accordance with their own specific business requirements and in consultation with their vendor partners. The draft code, released on June 1, 2013, was distributed to the Pork committee members for reviewing. At the beginning of July 2013, a call will be scheduled with the Pork Committee to discuss the relative merits of bringing a collective or individual position on the code.

### Pork Committee Meetings

The next meetings of the Canadian Meat Council Pork committee are:

- **July 11, 2013** - deadline to collect comments of draft Pork Code of Practice.
- **July 16, 2013** - conference call at 1pm EST.
- **September 12, 2013** - conference call from 2 - 4 pm EST.
- **January 17, 2014** - conference call from 2 - 4 pm EST.
- **May 7, 2014** - Meeting in Toronto before Annual Conference.

## Food Aid Day

The Ottawa Food Bank held its 9th Annual Food Aid BBQ on May 31, 2013 in Ottawa which raised \$160,010.

The money raised on Food Aid Day will go towards the Ottawa Food Bank's Food Aid Program, which purchases and processes local beef for families in need. Ground beef can provide essential dietary nutrients that someone in need of food assistance may have a hard time getting.

This year was the first year that included a breakfast portion to the day. It proved to be a real crowd pleaser.

For more information on Food Aid Day and to view pictures from the event please visit the Ottawa Food Bank website at [www.ottawafoodbank.ca/2013/06/thank-you-for-a-great-food-aid-day/](http://www.ottawafoodbank.ca/2013/06/thank-you-for-a-great-food-aid-day/).



**Ottawa Food Bank**  
**La Banque d'Alimentation d'Ottawa**

## Upcoming Canadian Meat Council Events

- **August 16, 2013** - 19th Annual Sheep's Head Fishing Derby, Port Credit, Ontario
- **September 5, 2013** - Board of Directors Meeting, Ottawa, Ontario
- **September 6, 2013** - 22nd Annual Canadian Meat Invitational Golf Tournament, Deer Creek Golf Course, Ajax, Ontario
- **September 17 - November 1, 2013** - Industry Information Sessions / Food Safety Enhancement Program (FSEP) / Compliance Verification System (CVS), Across Canada
- **September 26 - 27, 2013** - Board of Directors meeting with the American Meat Institute, Chicago, Illinois
- **October 2, 2013** - Technical Committee Meeting, Sheraton Gateway Toronto, Ontario
- **October 3-4, 2013** - Technical Symposium - Food borne illness in Canada, Sheraton Gateway Toronto, Ontario

For more information on any of these events please visit our website events page at [www.cmc-cvc.com/en/events](http://www.cmc-cvc.com/en/events).



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GOOD FOR CANADA.

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