



**Prince Edward Island Marketing Council**

**ANNUAL REPORT  
2009**

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## LETTER TO THE MINISTER

March 30, 2010

The Honourable George Webster  
Deputy Premier & Minister of Agriculture

It is indeed a pleasure to submit Marketing Council's Annual Report to you for the year ended December 31, 2009 as required under subsection 2(11) of the *Natural Products Marketing Act*.

The report also contains brief summaries on the structures and activities of active commodity boards, commodity groups and the Natural Products Appeals Tribunal created under the *Act*.

Additional copies of the report are provided so you can transmit the report to the Legislative Assembly during the next session as required under subsection 2(11.1) of the *Act*.

Council activities during the past year were considerably below normal because several boards continued to focus on issues related to low commodity prices and industry rationalization rather than on legislative, regulatory or policy issues that require Council recommendations.

We are pleased to report that at the end of the year all Council members are fully versed on the *Act* and regulations that govern organizations created under the *Act*, and on the important issues facing these organizations. In our opinion, Council is carrying out its supervisory and other responsibilities in a timely and efficient manner.

Respectfully submitted on behalf of Marketing Council,

Gordon MacBeath, Chair  
Scott Lewis, Vice-Chair  
Jean Clark, Member  
Derwin Clow, Member  
Guy Cudmore, Member  
John Sullivan, Member  
Allister Veinot, Member  
Layton Wallace, Member

## **MARKETING COUNCIL**

### **2009 ANNUAL REPORT**

#### **Introduction**

Pursuant to section 2(11) of the *Natural Products Marketing Act, R.S.P.E.I. 1988 Cap. N-3*, each year Marketing Council is required to present a report on Council's activities to the Minister responsible for the *Act*.

The *Act* also requires that a copy of the report be transmitted to the Legislative Assembly when in session or within fifteen days of the commencement of the next regular session of the Legislative Assembly.

The following report highlights activities of Marketing Council and the Appeals Tribunal for the period from January 1, 2009 to December 31, 2009, important events that have occurred since that date, and Activity Reports of commodity boards, marketing commissions and commodity groups formed under the *Act*.

During 2004, Marketing Council completed a Strategic Plan which includes the following Mission Statement and Vision.

#### **Mission Statement**

*Acting on behalf of the people of Prince Edward Island, Marketing Council supervises the creation and operation of producer boards, commissions and groups that regulate and control the production, sale, processing, marketing, transportation and pricing of natural products.*

#### **Vision**

*The Prince Edward Island Marketing Council is a forward-thinking, pro-active, efficient and accountable public agency that oversees orderly systems for the production and marketing of natural products.*

## Corporate Governance

**Authority** - The Prince Edward Island Marketing Council is a statutory body established pursuant to section 2 of the *Natural Products Marketing Act, R.S.P.E.I. 1988, Cap. N-3*. Under the *Act*, Council has very broad and far reaching powers, some of which include:

**General Powers** – Council may exercise such powers and perform such functions as are vested in it by the Lieutenant Governor in Council, and shall recommend to the Lieutenant Governor in Council the establishment, amendment and revocation of plans for the marketing of natural products and the constitution and powers of commodity boards or of marketing commissions to administer such plans.

**Supervisory Responsibilities** – Council is responsible for the general supervision of commodity boards, marketing commissions and commodity groups established under the *Act*.

**Specific Powers Re Milk** – During 2009, amendments were made to the *Act* removing Council's power to establish the producer price of Class 1 milk and the power to fix bulk milk transportation rates. Council continues to have the power to establish minimum wholesale and minimum home delivery prices of Class 1 milk products. Effective August 1, 2009, Dairy Farmers of Prince Edward Island assumed responsibility for establishing producer Class 1 milk prices and fixing bulk milk transportation rates under the Dairy Farmers of Prince Edward Island Regulations.

**Composition** – Under subsection 2(1) of the *Act*, Council shall consist of not less than three persons and not more than eight persons appointed by the Lieutenant Governor in Council. At December 31, 2009, Council consisted of:

<b>Name</b>	<b>Position</b>	<b>Location</b>	<b>Primary Interest</b>
Gordon MacBeath	Chair	Marshfield	Dairy
Scott Lewis	Vice-Chair	York	Potatoes & Dairy
Jean Clark	Member	Kinkora	Consumer
Derwin Clow	Member	Freetown	Dairy
Guy Cudmore	Member	Winsloe	Potatoes & Hogs
John Sullivan	Member	Montague	Aquaculture
Allister Veinot	Member	Avondale	Sheep & Organics
Layton Wallace	Member	Cascumpec	Potatoes & Dairy

**Membership Changes** – Early in 2009, the Lieutenant Governor in Council appointed Scott Lewis, York; Derwin Clow, Freetown; and Layton Wallace, Cascumpec to fill vacancies created by expired terms of Rodney Dingwell and Blair MacIsaac and to fill a vacancy created by the resignation of Rodney MacWilliams. In June, Margaret Jean Clark, Kinkora, was appointed to fill a vacancy created by the resignation of Debbie MacLellan.

**Staff** – Marketing Council staff consists of Murray Myles, Secretary & General Manager, and Eleanor Palmer, Administrative Assistant.

Mr. Myles provides Council with resource and management support under a Professional Services Contract (60% time) entered into with the Department of Agriculture, and the Minister of Agriculture with advice on supply managed commodities.

Ms. Palmer is a civil servant who provides administrative support to Council for approximately 25% of her time.

**Meetings/Focus** – During four regular meetings held the past year, Council’s main focus included:

- ⇒ monitoring activities of commodity boards and commodity groups to ensure they were in general compliance with the *Act* and regulations;
- ⇒ developing critical amendments to the *Natural Products Marketing Act*;
- ⇒ developing amendments to the Hog Commodity Marketing Regulations, the Poultry Meat Commodity Marketing Regulations and the Dairy Farmers of Prince Edward Island Regulations.
- ⇒ adjusting the producer Class 1 milk component prices and wholesale fluid milk product prices; and
- ⇒ setting bulk milk transportation rates.

Monitoring activities includes reviewing reports that highlight commodity board minutes, audited financial statements, annual reports and other reports received from boards. Council representatives also attended annual and other meetings of commodity boards and commodity groups.

## Monthly Activity Highlights

Following are highlights of Council’s monthly meetings during calendar 2009.

### February

- Held two orientation sessions primarily for new Council members.

### March

- Monitored board activities.
- Ratified seven board orders for publication in the Royal Gazette.
- Ratified amended bulk milk transportation rates effective December 1, 2008, January 1, 2009 and February 1, 2009.
- Appointed a hog producer to fill a vacancy on the PEI Hog Commodity Marketing Board.
- Recommended an amendment to the Poultry Meat Commodity Marketing Regulations changing the name of the Poultry Meat Commodity Marketing Board to Chicken Farmers of Prince Edward Island.

- Agreed to recommend amendments to the Hog Commodity Marketing Regulations that would allow producers flexibility in determining the composition of the Board and allowing members to be elected at large during an annual or special general meeting of producers.
- Approved, in principal, Marketing Council's 2008 Annual Report.

### **April**

- Monitored board activities.
- Issued letter of caution to a commodity group regarding investment of surplus funds.
- Ratified a board order for publication in the Royal Gazette.
- Ratified bulk milk transportation rates effective March 1, 2009.
- Recommended amendments to the Dairy Farmers of Prince Edward Island Regulations that would allow the Board to establish producer Class 1 milk prices and extend the time the Board has to report to producers.
- Revoked Council Orders related to producer Class 1 milk prices and bulk milk transportation rates, effective August 1, 2009.
- Appointed a producer to fill a vacancy on the Hog Commodity Marketing Board.
- Recommended that the Lieutenant Governor in Council authorize the Minister of Agriculture, Marketing Council and Dairy Farmers of Prince Edward Island to enter into the *Agreement on the Eastern Canadian Milk Pooling*. The Agreement allows milk producers in Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island to share revenues, markets (quotas) and market adjustments.
- Ratified Council's 2008 Annual Report.

### **September**

- Monitored board activities.
- Ratified eleven board orders for publication in the Royal Gazette.
- Recommended amendments to the Poultry Meat Commodity Regulations to the Lieutenant Governor in Council.
- Appointed Murray Myles Marketing Council Secretary & General Manager, as provided for in amendments made to the *Act*.
- Submitted a request to the Lieutenant Governor in Council to have a member of Marketing Council designated as Vice-Chairperson, as provided for in amendments made to the *Act*. On November 7, 2009, the Lieutenant Governor in Council designated Scott Lewis, York, Vice-Chairperson.

### **November**

- Monitored board activities.
- Ratified two board orders for publication in the Royal Gazette.
- Recommended amendments to the Hog Commodity Marketing Regulations to the Lieutenant Governor in Council.
- Ordered a one-cent per litre increase in the minimum wholesale and minimum home delivery prices of Class 1 (fluid) milk products, effective February 1, 2010.

## **Operational Responsibilities**

One of the most important responsibilities Marketing Council has is the general supervision of commodity boards, marketing commissions and commodity groups formed under the *Natural Products Marketing Act*.

**Supervision of Commodity Boards, Marketing Commissions and Commodity Groups** – Council was responsible for supervision of the following six commodity boards and two commodity groups during the past year. Although regulations are in place for a Turkey Marketing Commission, the Commission is inactive.

### **Commodity Boards**

Chicken Farmers of Prince Edward Island  
Dairy Farmers of Prince Edward Island  
Egg Producers of Prince Edward Island  
Prince Edward Island Cattle Producers  
Prince Edward Island Hog Commodity Marketing Board  
Prince Edward Island Potato Board

### **Commodity Groups**

Prince Edward Island Oyster Commodity Group  
Prince Edward Island Wild Blueberry Growers Association

### **Marketing Commissions**

Turkey Marketing Commission (inactive)

# PRINCE EDWARD ISLAND NATURAL PRODUCTS APPEALS TRIBUNAL

## Appeals Tribunal

### **Statutory Responsibility**

The Natural Products Appeals Tribunal is a statutory body established pursuant to section 18 of the *Natural Products Marketing Act, R.S.P.E.I. 1988, Cap. N-3*.

The Tribunal is responsible for hearing appeals of orders, directions or decisions made by commodity boards and marketing commissions and of orders, directions or regulations made by Marketing Council.

### **Composition and Staff**

At December 31, 2009, the Natural Products Appeals Tribunal consisted of the following members and staff:

Bill MacFadyen, Chair  
John McCaughey, Member  
Brian Morrison, Member

Jerry Gavin, Secretary

### **Appeal Activity**

The Natural Products Appeals Tribunal heard one appeal on June 26, 2009 related to a minimum price order for potatoes shipped to Puerto Rico. With respect to this appeal, two members of the Natural Products Appeals Tribunal declared a conflict of interest and were replaced for the appeal. The Natural Products Appeals Tribunal rendered its decision on July 6, 2009 to deny the appeal.



## Dairy Farmers of Prince Edward Island

**Mandate/Powers** – The powers of Dairy Farmers of Prince Edward Island are found in section 2(3) of Dairy Farmers of Prince Edward Island Regulations. This section vests in the Board the powers necessary for the Board to effectively promote, control and regulate the marketing of milk within the province, including the power to prohibit any aspect of the marketing of milk. The Board has also been delegated federal powers to regulate the marketing of milk in interprovincial and export trade under the *Agricultural Products Marketing Act* (Canada).

During 2009, Dairy Farmers of Prince Edward Island was granted authority to establish the producer price of Class 1 milk components. The Board also assumed responsibility for setting bulk milk transportation rates. These powers were previously exercised by Marketing Council.

**Board of Directors & Staff** – at December 31, 2009 consisted of the following:

**District Directors**

**West Prince:** Harold MacNevin, Chair; Ronnie MacWilliams  
**Summerside:** Ronald Maynard, Secretary; Randal MacFarlane  
**Charlottetown:** Jeff Weeks, Vice-Chair; John Bysterveldt, Treasurer; Exton MacPherson  
**Montague-Souris:** Kent MacDonald; Theo Kouwenberg

**Management Staff:** Douglas Thompson, General Manager

**Industry Statistics** – At December 31, 2009, there were 10,734.8 daily kilograms of butterfat quota issued to 212 active producers, representing a decrease of 2 producers or 0.93% compared to the same date a year earlier.

During the calendar year, gross farm gate receipts for milk were \$74.76 million, an increase of approximately \$4.07 million or 5.76% compared to the same period a year earlier. Most of this increase was generated by increased production, as prices changed little from 2008.

**Activities** – The Board was involved in the following activities during the year:

- ⇒ administration of producer quotas, including quota exchanges;
- ⇒ administration of policies to address a solids-not-fat ratio issue;
- ⇒ performed milk component test conversions for producers;
- ⇒ responded to interprovincial milk movement obligations;
- ⇒ established producer milk prices;
- ⇒ administered a quality milk program;
- ⇒ participated in a milk testing project;
- ⇒ established bulk milk transportation rates; and
- ⇒ served on numerous provincial, regional and national committees.

**Mandate/Powers** – Section 39 of the Egg Commodity Marketing Regulations confers on the Board the powers to promote, control and regulate the marketing of eggs within the province, including the power to prohibit any aspect of the marketing of eggs. The only powers in the Act not conferred on the Board are those found in subsections 4(3)(r), (s) & (t). The Board has also been delegated federal powers to regulate the marketing of eggs in interprovincial and export trade under the *Agricultural Products Marketing Act* (Canada).

**Board & Management Staff** – At December 31, 2009, Directors were John Dennis, Chair; Peter Stavert, Vice-Chair; Donald Drake, Secretary; Leith Murray, EFC Director and Ian Simmons. On January 1, 2010, a vacancy was created when Donald Drake exited the industry. The vacancy was filled by Nathan Burns during the 2010 election process. Michael Cummiskey is the Board's General Manager.

**Industry Statistics** – Ten (10) producers were registered with the Board at year end, one less than at the end of 2008. Quota issued or available to registered producers was for 130,146 layers. Farm Gate Receipts from registered producers during 2009 is estimated to be \$5.18 million compared to \$5.36 million during 2008, a decrease of 3.4%. During the year, quota for 3,145 laying hens was traded on an exchange operated by the Board.

Of the 3.2 million dozen eggs marketed during 2009, 47.8% was consumed provincially as table eggs and the remaining 52.2% was exported to Quebec and Ontario for processing. During the year, grading stations imported 191,685 dozen eggs to supply the table market, an increase of 53,415 dozen or 38.6%.

Producers use a HACCP based, Start Clean-Stay Clean, food safety program. Scores achieved by producers during an independent inspection is used to determine the compensation producers will receive for eligible losses where a flock must be destroyed due to a human health risk associated with salmonella enteritidis (Se).

The Egg Producers of Prince Edward Island continues to purchase administrative support services from the Dairy Farmers of Prince Edward Island Board.

**Activities** – The Board was involved in the following activities during the year:

- ⇒ Establishment of producer and wholesale egg prices;
- ⇒ Developed a Board Order establishing grades, standards and terms and conditions under which eggs may be marketed in PEI;
- ⇒ Allocation and administration of producer quotas, including a quota exchange;
- ⇒ Participated in Egg Farmers of Canada (EFC) and its committees;
- ⇒ Involved in developing a poultry insurance program for Se, which will provide coverage from breeder stock to spent hens; and
- ⇒ Late in 2009, the Board requested an amendment to the Egg Commodity Marketing Regulations reducing the unregistered egg layer limit to <50 from <300. The request was later withdrawn.



**Mandate** – The Prince Edward Island Cattle Producers received its powers in January 2007 under the Cattle Marketing Board Regulations. Prior to that date, cattle producers were represented by the Prince Edward Cattlemen’s Association Inc., which was originally designated a commodity group under Part III of the *Act* on August 18, 1982.

At December 31, 2009, directors and staff of the Board consisted of:

**Board of Directors :**

Peter Verleun, Chair	Peter Walker, Promotion
Ivan Johnson, Vice-Chair	Jamie Whalen, CCA Rep.
Brian Morrison, Secretary-Treasurer	Glen Jay

**Dairy Farmers of P.E.I. Representative:** Ronnie MacWilliams (Ex-Officio)

**Staff:** Rinnie Bradley, General Manager

Jan Holmes, Atlantic Verified Beef Program Coordinator

**Levy Collected** – The Board collects a mandatory, non-refundable, levy of \$4.00 per head on animals at the time of slaughter. During 2009, \$70,722.00 in levies were collected from producers.

**Activities** – The Board participated in the following broad range of activities during 2009:

- ⇒ Continued to lobby the provincial and federal governments for funding to assist beef producers who were struggling to stay in the business, particularly through the Feed Grains Policy program.
- ⇒ Completed a strategic plan for the PEI Cattle Producers.
- ⇒ Completed a review of our finances to determine the future financial position of the PEICP.
- ⇒ Lobbied for the extension of the Beef Industry Initiative to deliver a continuation of the Enhanced Herd Health Program, Genetic Heifer Replacement and Handling Facilities.
- ⇒ Secured funding through the Vitamin Class Action Fund and Growing Forward to deliver the Verified Beef Production program in Atlantic Canada, and hired Jan Holmes as the new Atlantic Verified Beef Program Coordinator.
- ⇒ Supported other industry groups in their efforts; such as the Atlantic Beef Products plant securing \$6M in ACOA funds, the PEIFA in the deferral of the 2009 Severe Economic Hardship payment of the Cash Advance Program, Dairy Farmers of PEI and the Department of Agriculture in the continuation of the deadstock removal program in PEI.

- ⇒ Participated in the promotion of Island beef by sponsoring Linking Land and Sea to You and Me, the PEI Women's Institute's National Convention held in PEI, various 4-H projects, Farm Day in the City, and Open Farm Day, to name a few.
- ⇒ Supported ongoing programs such as the Nappan Bull Test Station, and Age Verification.
- ⇒ Our industry was also well represented on various boards; such as the Maritime Beef Council, Red Meat and Feed Grains Working Group, PEI Federation of Agriculture, Nappan Bull Test Station, CCA Animal Health, CCA Executive, and at numerous other meetings throughout the year.
- ⇒ We carried the concerns of the industry to the Maritime Ministers of Agriculture, Federal Minister of Agriculture and Agri-Food Ritz, the Atlantic Caucus, the Provincial Minister of Agriculture, the NFU, and to Members of the Opposition.
- ⇒ We worked very closely with the NS Cattle Producers and the NB Cattle Producers dealing with issues such as on-farm food safety, traceability, National Check-off, government funding which affected beef producers in all three provinces. Through meetings and conference calls, the Maritime Beef Council met with representatives of the Canadian Cattle Identification Agency, the CCA, Provincial and Federal Governments and their representatives.
- ⇒ We provided many opportunities for our members to offer input by inviting them to contribute to the development of our strategic plan, programs and areas of operation.
- ⇒ We hosted a Technical Meat Cutters Seminar, and a Direct Marketers Meeting to assist those who market beef directly to consumers.
- ⇒ We launched our new website [www.peicattleproducers.com](http://www.peicattleproducers.com) to provide the latest information to our members.



## PEI Hog Commodity Marketing Board

**Mandate/Powers** – The mandate and powers of the Hog Commodity Marketing Board are found in the Hog Commodity Marketing Regulations. Section 40 of the Regulations vests in the Board the powers necessary to enable the Board to promote, control and regulate the marketing of hogs within the province, including the power to prohibit any aspect of the marketing of hogs. The Board has also been conferred federal power to regulate the marketing of Prince Edward Island hogs in interprovincial and export trade under the *Agricultural Products Marketing Act* (Canada).

At December 31, 2009, the board and staff consisted of the following:

### **Board of Directors**

Reginald MacDonald, Chair

Gordon Lank, Vice-Chair

Paul Larsen, Secretary

Edward LeClair, Director

Scott Dingwell

David MacKenzie, Director

**Executive Director** – Tim Seeber

**Industry Statistics** - The Board reported that approximately 35 hog producers marketed about 81,763 hogs during 2009 with a farm gate receipt value of approximately \$10 million. This is a reduction of almost 40% from 2008, and the forecast for 2010 is for 90,000 hogs to be marketed but this could be impacted by any production lost due to the National Hog Farm Transition Program. With cash and futures markets showing signs of promise, the estimated farm gate receipts during 2010 could have a value of \$13 million.

**Activities** – During 2009, the Board continued to pursue a regional Red Meat Strategy and Maritime Grain Policy in conjunction with the beef and grain sectors in the other Maritime Provinces. In light of the fact that production numbers continue to slide in both of these livestock commodities, it is uncertain what resource base will exist to implement any resultant plan.

The three major packers in Nova Scotia have been competing for a dwindling supply of hogs and until now Larsen Packers has supplemented their numbers with hogs from Ontario and Quebec.

With changes to Quebec's ASRA program, and the effect of the National Hog Farm Transition Program in Ontario, this external supply of live hogs is about to dry up, and the competition for local hogs has intensified. A by-product of this situation is that viability of the regional processing capacity is facing increased uncertainty.



## Prince Edward Island Potato Board

**Mandate** – General and specific authority for the Potato Board to regulate and control the production and marketing of potatoes in Prince Edward Island is found at section 45 of the Potato Marketing Plan Regulations.

**Board of Directors and Staff** – at December 31, 2009 consisted of the following:

### **District Directors**

#### **West Prince**

Harris Callaghan  
Daryl Wilkie  
Peter Griffin

#### **Summerside**

Fulton Hamill  
Barry Green  
Gary Linkletter

#### **Charlottetown**

Wayne Diamond, Vice-Chairman  
Ricky Sanderson  
Peter Van Nieuwenhuyzen

#### **Montague/Souris:**

Boyd Rose, Chairman  
Kevin MacIsaac  
Brian Ching, Secretary-Treasurer

**Management Staff:** Greg Donald, General Manager; Brenda Simmons, Assistant General Manager.

**Industry Statistics** – Approximately 360 farmers grow potatoes on Prince Edward Island. Farm Cash Receipts for PEI potatoes in calendar 2008 totalled \$200.9 million. Similar data for calendar 2009 is not yet available.

Potato receipts increased from \$137.8 million in the first 3 quarters of 2008 to \$158.3 million during the same period in 2009, an increase of 14.9 per cent. This increase reflects higher prices received for the 2008 crop, which is marketed from July, 2008 to September, 2009.

According to Statistics Canada, Island potato farmers harvested 23.78 million hundredweight of potatoes from 82,000 acres harvested in 2009 (planted acreage was 85,000), compared to 24.92 million hundredweight of potatoes from 89,000 acres harvested in 2008.

**Activities** – The Board undertook and completed several initiatives in 2009/10:

- ⇒ Development of a new strategic plan to guide the industry for the next 3-5 years;
- ⇒ Continued participation in United Potato Growers of Canada and the Potato Marketing Association of North America to help improve grower returns via development and sharing of the best possible information on potato supply and demand;
- ⇒ A new PEI potato promotion campaign, “Pack Your Appetite”, which was conducted in partnership with Tourism PEI and the PEI Department of Agriculture;

- ⇒ Agreement with potato organizations in New Brunswick and Alberta to develop a “Potatoes Canada”-like approach to developing export markets. Funding was obtained by the Canadian Horticultural Council (CHC) to initiate the work in 2009/10, and application has been made to extend the efforts into future years;
- ⇒ The PEI Potato Board authored and received support in March, 2010 for a CHC resolution which calls for the creation of a national task force on potato consumption;
- ⇒ The Board also worked again with provincial Crop Insurance officials to identify possible improvements to the potato crop insurance program;
- ⇒ The Board, on behalf of the Potato Processing Committee, hired BFM Chartered Accountants to conduct an updated cost of production study;
- ⇒ In response to higher virus levels in the 2009 crop, the Board requested and received agreement from the PEI Department of Agriculture that a revised virus cap would be established for the planting of the 2010 crop. The Board also worked with growers and the Department to implement a virus management plan for 2010;
- ⇒ The Board revised its Processing Contract Board Order to collect more information from processors on the volume and variety of potatoes contracted for processing each year, and to establish a mediation and arbitration process for contract negotiations;
- ⇒ The Board continued to work with Agriculture & Agri-Food Canada, the PEI Department of Agriculture and other agricultural groups, such as the PEI Federation of Agriculture, on issues of importance to the industry.

## PEI Poultry Meat Commodity Marketing Board

**Mandate** – The powers of the Board to regulate and control the marketing of poultry in Prince Edward Island are found at section 38 of the Poultry Meat Commodity Marketing Regulations. The Board has also been delegated federal powers under the *Agricultural Products Marketing Act* (Canada) to regulate the marketing of Prince Edward Island chicken in interprovincial and export trade.

At December 31, 2009, the Board of Directors and staff was comprised of the following:

**Board of Directors:**

Leonard Carver, Chair  
Dean Good, Vice-Chair  
Katherine MacPhail, Secretary  
Barry Uyterlinde, CFC Director  
Andre Merks

**Staff:**

**General Manager** – Janet Hilliard-Murphy

**Industry Statistics** - In 2009, seven farmers marketed in excess of 4.95 million kilograms of chicken meat, a slight (-1.97%) decrease compared to 5.081 million kilograms in 2008. Poultry producers Farm Gate Receipts during calendar 2009 was approximately \$7.48 million, compared to \$7.66 million marketed in 2008.

**Activities** – The Board initiatives and activities during the year included:

- ⇒ Allocation of Quota to Producers;
- ⇒ Collection of Liquidated Damages from producers for over production;
- ⇒ Participation on provincial and national committees, including Chicken Farmers of Canada and On-Farm Food Safety, Animal Care Program Committees; and
- ⇒ Promotional activities which contributed over \$20M to pregnant and breast feeding mothers and families at risk in Prince Edward Island.



## Prince Edward Island Oyster Commodity Group

**Mandate** - On May 8, 2002, the Minister of Agriculture, Fisheries, Aquaculture and Forestry designated the Prince Edward Island Oyster Commodity Group as a commodity group under Part III of the *Act*.

The Oyster Commodity Group was formed primarily to collect funds from licensed fishers who harvest oysters from the public fishery. The funds collected are partnered with Provincial Government funds to develop and enhance the public fishery.

**Board of Directors & Staff** – at December 31, 2009 was comprised of:

### **Directors**

Rory McLellan, Chair	Henry MacKay
Johnny Powers	Clifford Bernard
Glen Shea	Chris Lewis
Daniel MacKinnon	Murray Perry
Jason Handrahan	Harold Millar

**Management Staff** – Susan Milligan, administrative support.

**Levies Collected** – An annual levy of \$50 is collected from each licensed oyster fisher who delivers oysters to a buyer. During 2009, gross fees valued at \$12,850 were collected from 257 fishers by oyster buyers.

Pursuant to the *Natural Products Marketing Act*, fishers who do not wish to pay the levy may serve notice on the Group that the levy not be deducted. Fishers may also apply to the Group for a refund if the levy has been deducted.

Of the 257 fees collected, four oyster fishers requested a return of fees and eleven fees were returned because they were deducted by more than one buyer. Net funds available to the Group for enhancement activities was \$12,100.

**Activities** – The following enhancement and other activities took place during 2009:

- ⇒ Spat Project in the Bideford area;
- ⇒ Invasive Species Project;
- ⇒ Seed Purchase, a three year project on seven one-acre sites in the Souris area;
- ⇒ Sea Lettuce Project to determine its value for compost;
- ⇒ Marketing/pricing of oysters; and
- ⇒ Collection of fees from buyers.



## Prince Edward Island Wild Blueberry Growers Association

**Mandate** – The Prince Edward Island Wild Blueberry Growers Association was designated a commodity group under Part III of the *Act* on August 10, 2001.

**Board of Directors** – On December 31, 2009, the Board consisted of:

Edwin McKie, President	Richard Farmer
Richard Veinot (Vice-President)	Terrence MacDonald
Paul MacRae (Secretary)	Kenneth Lewis
Ed MacAulay (Treasurer)	Graham MacLean
Paul Gallant	

**Levies** – An annual levy of \$0.008 per pound is collected from wild blueberry growers by processors. During 2009, slightly over \$78,000 in levies were remitted to the Board.

Similar to other commodity groups, under the *Act* the Association is required to refund levies collected from producers that object to the collection of levies. Only a very small number of producers request refund of levies collected.

**Statistics** – PEI growers produced 10.3 million pounds of lowbush blueberries in 2009. This is the highest crop ever recorded in PEI, up 24% from the previous cycle. The significant increase has resulted from recently developed land now becoming productive, low incidence of winter kill, decent pollination, weather, and favourable harvesting conditions. The five-year average for PEI production is now 8.9 million lbs. PEI acreage harvested in 2009 is estimated to be 5,500 acres.

**Industry Challenges** – Growers were challenged by very low prices and conditions which favoured disease development. Monilinia blight hit some producers hard in the western part of the province where this disease has not typically been a problem.

**Principal Activities** – The Association represents Island blueberry industry stakeholders on provincial issues, and has representation on the Wild Blueberry Association of North America (WBANA).

The Board was also involved in a broad range of education, promotion, research and industry advocacy activities.

The Association holds producer information sessions, demonstrations and tours in cooperation with Chris Jordan, Berry Crop Development Officer, Agriculture & Agri-Food Development Section, PEI Department of Agriculture.