



Minutes

2004 Annual Meeting

24 November 2004
Best Western Victoria Suites Hotel
377 O'Connor Street
Ottawa, Ontario

Approved 14 November 2005

1. Call to Order: The annual business or general meeting of the Canadian Supply Chain Food Safety Coalition was called to order at 3:35 p.m on 24 November 2004 at the Best Western Victoria Suites Hotel, Ottawa, Ontario. For the business portion of the meeting, there attendance were the representatives of sixteen member organizations present and six additional participants from these organizations (see attached list). An additional eighteen guests from government and non-member industry organizations or companies joined the meeting for the presentation by the guest speaker.

2. Chairman's Welcome & Approval of the Agenda: Marie-Claude Thibault welcomed the participants to the Coalition's fourth annual meeting. She reviewed the proposed agenda.

Moved by Heather Holland, seconded by Joyce Reynolds, that the agenda be approved as circulated. Agreed.

3. Approval of Minutes of the 2003 Annual Meeting:

Moved by William Stevens, seconded by Neil Connell, that the minutes of the 2003 annual meeting be approved as circulated. Agreed.

4. Annual Report 2003/2004: Marie-Claude Thibault presented a summary of the annual report highlighting the Coalitions accomplishments, the activities undertaken and the challenges faced by the organization during its fourth year. In particular, she noted that the membership, through a three step process, has set five priorities for the the 2003/4 year: coalition administration, member communications, government relations, issues management and events. With respect to coalition administration she reported that the transfer of the financial administration from the Canadian Produce Marketing Association (CPMA) to the Canadian Poultry and Egg Processors Council (CPEPC) had been successfully completed but that CPEPC would not be able to continue this function for the coming year due to staff changes. Member communications had been highlighted by a renewal of the Coalition's website with the assistance of CPMA prior to the 2004 Forum, quarterly newsletters and Members' conference calls and special information bulletins. The membership campaign had focussed on member retention. Unfortunately, there had been attrition amongst national and provincial full members. However, there was some growth in allied members. During 2004, recognition by governments of the Coalition as the single voice for industry on food safety had increased with departments identifying it as a partner and individual officials engaging it in dialogue as initiatives were developed. The presentation by the Coalition to the April meeting of agriculture policy assistant

deputy ministers was noted as were the letters written to new federal and provincial ministers. On-going monitoring of several food safety issues was briefly reported on. In concluding the Chair reviewed two of the major accomplishments of the past year. The first of these was a set of member consultations on emerging policy initiatives: the proposed Canadian Health Protection Act and the proposed National Food Policy. These sessions had been the only industry-specific consultations on both these important initiatives and had provided members with both an early insight into the proposals and an opportunity to provide preliminary comments to government officials. The second major accomplishment was the very successful 1st Government/Industry Forum. This event had met a longstanding objective of the Coalition - to engage the three intergovernmental committees responsible for food safety policy and regulation in a direct dialogue with industry on its food safety agenda. The chair indicated that the Forum had validated a number of the Coalition's key policy objectives and provided a strong set of proposals for future action as well as setting the basis for further industry/government collaboration. In closing she thanked the members of the executive, the steering committee and the secretariat for their assistance during the past year.

5. Looking Ahead - Activities in 2004/5 & Beyond: Bryan Walton, on behalf of the executive and the steering committee, presented proposals concerning the upcoming year that would continue the organization's focus on member services and communication, issues management and government relations and add activities related to following up on the recommendations made at the 2004 Government/Industry Forum and the planning of a second Forum. Walton noted that these proposals were being made taking into account the Coalition's expected financial situation and requested members to give serious consideration to setting priorities that could be achieved. With each area identified, the presentation suggested activities and raised questions. During the discussion, the members:

- raised questions about the attrition of members and its relationship to any concerns about the Coalition developing policy positions;
- noted that some of the Coalition's materials were dated and that greater emphasis should be placed on its accomplishments, its depth of representation and the benefits to be gained through participation and suggested that testimonials could be of value;
- expressed support for the Members' conference calls and suggested exploring their use for member recruitment;
- suggested that the secretariat and steering committee invest in issue management not member recruitment;
- proposed the introduction of some type of member recognition program and/or awards program;
- noted the value of the information bulletins;
- recommended that the Executive use the mission statement as a basis for decision-making on priorities;
- look to developing criteria for the evaluation of the Coalition's activities;
- continue to develop the government relations function so as to build on the relationship with the co-chairs of the intergovernmental committees while expanding to policy makers in agriculture and health departments; and
- explore new opportunities for member consultation and encourage the participation in such events of the members of member organizations.

There was considerable discussion of these ideas and suggestions. And, at the suggestion of the participants it was agreed that the Executive would circulate a short questionnaire to the members requesting them to identify their priorities, especially in the area of follow-up to the

recommendations from the 1st Government/Industry Forum and then present a revised set of priorities on a Members' conference call early in 2005.

6. Approval of a Policy and Procedure on Co-sponsorships: A proposal for the adoption of a policy and procedure on co-sponsorships was presented by the Secretariat. It was noted that the Coalition had dealt with several requests on an ad hoc basis and that the Executive and the Steering Committee were recommending that a policy be established to give on-going guidance and provide a clear basis for entering into such arrangements. It was recommended that only events that involve industry-wide food safety issues and that are consistent with the Coalition's vision and mission should be considered. In addition, it set out a series of conditions regarding financial obligations, etc and considerations to be provided as well as a decision-making procedure.

Moved by Heather Holland, seconded by Paul Valder, that the proposed policy and procedure on co-sponsorship be adopted as circulated, translated and posted to the Coalition's website. Agreed.

7. Discussion of Incorporation: Heather Holland, on behalf of the Executive and the Steering Committee reviewed a memorandum on incorporation of the Coalition. She noted that this matter had been raised by the members at the 2003 annual meeting and that the memorandum had been prepared to provide members with information on the steps required, the costs (initial and long-term) and a summary of the advantages and disadvantages of incorporation. During the discussion, members expressed concern about the upfront costs which would represent a significant portion of the proposed 2004/5 budget and the additional accounting and administrative burden. Several members noted that their organizations had either supported the establishment of or joined the Coalition on the expectation that it would not be a permanent organization. They noted that while there might be advantages vis-a-vis accessing funding for projects or events, that they preferred to find other solutions to these challenges.

Moved by Kathleen Sullivan, seconded by Elaine Smith, that the matter of the incorporation be tabled until the 2005 annual meeting. Agreed.

8. Financial Report for 2003/4 & 2004/5 Budget: Marie-Claude Thibault on behalf of the outgoing Treasurer, Giuseppe Caminiti, presented a financial report as of 18 November 2004. Revenues during the 2003/4 fiscal year were \$14,700 memberships and \$14,510.12 in reserves transferred from the previous year for a total of \$29,210.12. Expenditures from 1 November 2003 to 31 October 2004 were \$28,690.31. She noted that there had been attrition in the number of members, influenced in part by the increase in fees, and that for the 2003/4 year, the Coalition had not requested any special contributions, as had been done in the previous two years. Looking forward to 2004/5, the proposed budget forecasts revenues of \$18,400 (26 national, 12 provincial and 6 allied members) and expenditures of \$18,250.00 on the secretariat's services, communications, printing and translation. During the discussion the members:

- queried the reasons for the reduced membership and were advised that fee levels and other priorities had been the primary reasons given;
- the level of services that would be provided by the secretariat and were advised that the proposal covered only the core services not special projects or major events such as a 2nd Forum; and,
- the expected costs of maintaining the website and told that these were minimal unless members were looking to expand its scope to include links to members,

other information, etc..

Members discussed returning to the previous practice of seeking special contributions with several noting that this had been a good investment for their organizations. Others indicated that it was premature to make this request. Members also expressed the view that the Coalition should look to event fees as a source of revenue for these projects. It was noted that governments, particularly provincial governments were unwilling to pay fees to participate in policy consultations. The members proposed that the Coalition revise its brochure to emphasize its accomplishments, limit its expenditure of time on member retention, and focus on the delivery of the core services to build on the achievements to date..

Moved by Kathleen Sullivan, seconded by Elaine Smith, that the Treasurer's report on 2003/4 be accepted, that the budget for 2004/5 be adopted as presented and that the executive be delegated the responsibility for any adjustments during the coming year. Agreed.

9. Election of the Executive and Steering Committee in 2004/5: Anne Fowlie conducted the election process for the executive starting with the position of chair and then proceeding to the positions of vice-chairs and treasurer. Nominations were made and the following were acclaimed as the 2004/5 executive:

Chair: Marie-Claude Thibault, Canadian Producer Marketing Association
Vice Chairs: Joyce Reynolds, Canadian Restaurant & Food Service Association
Elaine Smith, Food & Consumer Products Canada
Treasurer: Kathleen Sullivan, Animal Nutrition Association of Canada

Fowlie then conducted the election process for the positions on the steering committee starting with the positions for the full members and then with the position for the allied members. Nominations were made and the following were acclaimed as members of the 2004/5 steering committee:

Full Members Representatives:

Bryan Walton Canadian Council of Grocery Distributors
Anne Fowlie Canadian Horticulture Council
Heather Holland Canadian Federation of Agriculture
Dennis Stephens Canadian Grains Council
Jim McCullagh Canadian Seeds Institute

Allied Member Representative:

Paul Valder The Steritech Group, Corp

The Chair noted that several members were stepping down or had left their organizations and thanked them for their assistance:

Jennifer Higginson, formerly with the Canadian Federation of Agriculture
Wendell Joyce, formerly with the Canadian Poultry and Egg Processors Council
Giuseppe Caminiti, Canadian Poultry and Egg Processors Council
Mark Klassen, Beef Information Centre
Phil Boyd, Canadian Turkey Marketing Agency.

9. Guest Speaker: Joyce Reynolds, Vice-Chair, introduced the guest speaker, Mr. Richard Fadden, President of the Canadian Food Inspection Agency. Mr. Fadden covered a wide range of topics in his presentation. He began by acknowledging the importance to the Agency of communicating with industry on food safety and the value of having a group like the Coalition to communicate with. CFIA is challenged by its broad mandate and the large number of groups with which it must deal, not all of which have the same views. He noted that the Agency's "bottom line" was food safety and the public health of Canadians. This did not mean that it was not fulfilling its responsibilities vis-a-vis trade facilitation, animal and plant health, etc, but that if required resources would be allocated to food safety and public health first. He indicated that the Agency was, in line with the Smart Regulation initiative, moving towards a more outcome based approach to regulation. Part of this is a clear acknowledgement that industry has the primary responsibility for food safety. In the coming year, there would be a number of initiatives of note: greater harmonization with the United States and Mexico, as highlighted in the Speech from the Throne; the new federal/provincial/territorial national food policy and food safety initiative; and, a Agency dialogue with industry on the effectiveness of its consultation processes; more emphasis on non-tariff barrier issues. Mr. Fadden stated that there were several areas of particular concern to him. These included traceability where he expressed the belief that Canadian initiatives would have to advance quickly to meet the international expectations, which are being lead by Europe, and the need for Canada to more fully explore the integration of its food safety systems across jurisdictions. This should lead as well to greater promotion of Canadian initiatives on food safety outside of Canada. He also noted that CFIA would in the coming year be involved in several North American crisis management exercises and stated his hope that Canadian industry would also increase its activities in this area as the threats to the food supply should not be discounted or ignored. In closing, he invited the Coalition to work with the Agency on the initiatives he had outlined and expressed the view that its help is required to develop consensus in both industry and between industry and governments.

Mr. Fadden then took questions and engaged in a dialogue with members. He heard that some members are very unclear about where to begin with emergency measures activity. There appears to be no clear direction from governments and with so many initiatives underway it was difficult to know where to start or what would be worthwhile. He also heard that some industry groups were uncertain about the value of CFIA's food safety recognition program and where it would lead in the context of CFIA regulation and that harmonization issues, particularly vis-a-vis the United States and across Canadian jurisdictions were very important. In response to questions, Mr. Fadden indicated that the one of the major challenges of consultations was identifying public interest/consumer representation. He also stated that if he were looking to set new priorities for another five year plan, he would increase the emphasis on improving the co-ordination amongst governments, on clarifying government and industry roles and on settling issues around voluntary or mandatory activities. He noted that industry's help was required on each of these areas. In thanking the CFIA President, the chair stated that many of the issues and areas for improvement that he had identified were priorities for the Coalition and indicated that the Coalition would be open to working with the Agency and others on them.

10. Closing Comments: The Chair, thanked the members for their support during the past year and for their attendance at the annual meeting. She then invited the members and the guests present to attend the reception hosted by the Coalition.

11. Adjournment: The third annual meeting adjourned at 6:20 p.m.

2004 Attendance List:

Members:

Marie-Claude Thibault	Chair
Joyce Reynolds	Canadian Restaurant & Food Services Association
Elaine Smith	Food & Consumer Products Canada
Bryan Walton	Canadian Council of Grocery Distributors
Anne Fowlie	Canadian Horticulture Council
Neil Connell	Canadian Egg Marketing Agency
William Stephens	Canadian Mushroom Growers Association
Tracey Firth	Canadian Animal Health Institute
Danny Dempster	Canadian Produce Marketing Association
Jim McCullagh	Canadian Seeds Institute
Heather Holland	Canadian Federation of Agriculture
Satinder Sanghera	British Columbia Hot House Association
Eva Sanz-Solé	Guelph Food Technology Institute
Kathleen Sullivan	Animal Nutrition Association of Canada
Carole Fortin	Quebec Producer Marketing Association
Charlie Milne	CropLife Canada
Paul Valder	Steritech

Guests:

Jackie Crichton	Loblaws Companies (CCGD)
Jim Wyatt	Sobeys Canada (CCGD)
Kathleen Paynter	Canadian Horticulture Council
Michelle Borgentko	Canadian Horticulture Council
Jean Szkotnicki	Canadian Animal Health Institute

Guest Speaker:

Richard Fadden	President, Canadian Food Inspection Agency
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Secretariat:

Albert Chambers