

BULLETIN

December 2011

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CANADIAN MEAT COUNCIL'S 92ND ANNUAL CONFERENCE!

Mark your calendars for the Canadian Meat Council's 92nd Annual Conference that will take place from **May 30 to June 1, 2012!** The conference will be held in beautiful Quebec City at the Fairmont le Chateau Frontenac. Stay tuned for more details regarding registration and sponsorship in the months to come. You can also check our website for updates at: www.cmc-cvc.com.



BOARD OF DIRECTORS MEETING WITH THE AMERICAN MEAT INSTITUTE

The Board of Directors of the Canadian Meat Council met in Washington DC on October 27 and 28, 2011.

On the first day our Board met on its own for a regular board meeting.

Martin Moen, Minister-Counsellor (Economic and Trade Policy) Embassy of Canada, Washington DC, gave the board a very interesting general economic overview of the current situation in the USA. Unemployment in the US is very high at over 9%. Government debt is close to 100% of GDP- however the US does have the ability to service this debt. Trade is a very important priority of the Government to revitalize the economy.

President Obama wants total US exports to double over a five year period. Government is very supportive of the TPP- Trans Pacific Partnership. It is still unknown whether Japan will be a part of this agreement.

The Super Committee has been tasked to find \$1.2 trillion in budget cuts. Automatic cuts must come into effect by Jan 15, 2012 at the latest unless the Super Committee comes up with some type of agreement. Democrats insist on new revenues through taxes. Republicans do not want to see any new taxes and want decrease in the size of government and government expenditures.

On the issue of membership, it was noted that there is currently no opportunity for retailers to join the Canadian Meat Council unless the bylaws are changed. By-laws cannot be changed by the board of directors – and can only be changed at an annual general meeting of members or a special meeting of members. A draft proposal to change the by-laws will be discussed at the March 2012 meeting of the board. It was agreed that we would investigate the classification of membership category of retailers at the American Meat Institute and see what options they have.

On the issue of Canadian Meat Council Committees it was agreed by the Board of Directors that a new Processed Meats Committee be created. If you are interested in signing up for this committee and you are a key senior level decision maker in a processed meat company please contact us to join. The first meeting of this committee will be held early in the new year.

In the afternoon joint beef, pork and processed meats committee meetings were held with the directors from the American Meat Institute during which many issues of common concern were discussed.

The next day Friday October 28, 2011 a joint board meeting with the Canadian Meat Institute and the Canadian Meat Council was held. This was the seventh year in a row that a joint board meeting has been held. In fact, in 2012 the 8th joint board meeting between our two associations will be held in downtown Toronto-marking the first time a joint Board meeting will be held in Canada.

The Honorable Elisabeth Ann Hagen, M.D. and Under Secretary for Food Safety of the US Department of Agriculture addressed the joint board meeting. She focused her presentation on the new expanded list of testing requirements for non O15:H7 Shiga-Toxin producing *Escherichia coli*.

The next meeting of the Board of Directors of the Canadian Meat Council will be held in Ottawa on March 8 and 9, 2012.

GOVERNMENT RELATIONS

Meat Industry Comments on CFIA Provisional “Natural Claims” and “Feed Claims” Labelling:

On September 28, 2011 the Canadian Food Inspection Agency released, for stakeholder comment, provisional “*Guidelines on Natural, Naturally Raised, Feed, Antibiotic and Hormone Claims.*” The CFIA characterized the objective of the consultation as “*to ensure that these guidelines meet the consumers’ expectations.*” The provisional guidelines, at present applicable only to “meat, poultry and fish products,” prescribe the claims that can be made relative to the use of the term “natural” as well as for a variety of feed-related descriptors such as “grain-fed,” “vegetable grain fed,” “fed no animal products and by-products,” “feed includes grains,” “X% grain-fed,” “raised without the use of antibiotics,” and “raised without the use of hormones.”

Following consultation with members of their Technical Committees, the Canadian Meat Council, the Canadian Poultry and Egg Processors Council and the Further Poultry Processors Association of Canada submitted joint comments on November 27. Copies of the CMC/CPEPC/FPPAC submission are available to member companies on request.

Primary tenets of the consensus submission were that: by virtue of the narrow application of the restrictions on the use of the term “natural” to only “meat, poultry and fish” products constitutes discrimination between different sectors of the food industry and results in the provision of information to consumers that is inconsistent between different sectors of the food industry; in applying its “natural” policy, the CFIA should focus on whether an ingredient is natural or artificial, rather than on the function it serves in the food; the “no animal by-products” and related claims on swine feed containing Vitamin D3 produced from the lanolin of sheep wool should be permitted until a legally approved alternative is available; the longstanding interpretations of “grain-fed” and “vegetable grain-fed” should be continued; claims such as “X% grain-fed” would lead to greater rather than less consumer confusion in the marketplace; and, the provisional claim “raised without the use of added hormones” is not supported for poultry products.

In addition to the internal consultations, communication was initiated with the Animal Nutrition Association of Canada, the Canadian Cattlemen’s Association, the Canadian Pork Council, Chicken Farmers of Canada, the Retail Council of Canada and Turkey Farmers of Canada in an endeavour to maximize alignment among industry submissions.

The Canadian Food Inspection Agency anticipates that final guidelines will be published “in the spring” of 2012.

Meeting with CFIA Senior Officials to Discuss the Provisional “Natural Claims” Guidelines:

On November 24, a CMC/CPEPC/FPPAC delegation met with senior representatives of the Canadian Food Inspection Agency to obtain greater clarity on the objectives, interpretation and timeframe of the “*Guidelines on Natural, Naturally Raised, Feed, Antibiotic and Hormone Claims*” review.

The CFIA stated that the provisional guidelines are applicable only to “meat, poultry and fish” products because this sector is the “hot spot” for which there is a sense of urgency. The industry delegation noted that all sectors of the food industry compete for one “caloric pie” and consumer confusion would be reduced if all sectors would be treated equally. For example, milk products (the basic ingredient for products such as “natural yogurt”) and plant products (the basic ingredients for products such as “natural shredded wheat” and “natural peanut butter”) are as impacted by the “interference or

influence of humans” as are beef, pork and fish products. The CFIA representatives responded that, while they might be prepared to consider extending the definition and associated guidelines for “natural claims” to non-meat sectors, this decision would depend upon a variety of factors, including the number of stakeholder comments and consumer complaints.

Early next year, the CFIA will conduct a separate consultation on the October 21 memorandum entitled “*Interim Rules Regarding Acceptable Label Claims for Meat Products Made with Cultured/ Modified Celery Salt.*” In the meantime, all companies will have access to both the “Allowed Claim” and the “Temporarily allowed Claims.” Furthermore, the CFIA will be open to the consideration of other “natural” vehicles for nitrates and nitrites as well as for discussions on cultured materials such as cultured sugar/dextrose and their potential status as “natural.”

Also early next year, the CFIA will begin consultations pertaining to the “*Red Tape Commission*” review of food labelling. This review will include a range of horizontal issues, including the “natural” guidelines, label content, and label enforcement.

A separate, but related, “*Inspection Modernization*” initiative is already underway. Food labelling and enforcement are components of that activity also.

Consideration is still being accorded to the possibility of a comprehensive new *Food Act* and single federal government food program. However, there is no timetable for this initiative. Should it proceed, Parliamentary approval could require up to two years while the preparation and approval of implementing regulations could require up to an additional three years. In the meantime, the CFIA will continue to address inspection delivery model and labelling activities.

Meeting with the Canadian Food Inspection Agency Label and Technical Review Unit

Discussions with CMC/CPEPC/FPPAC member companies in early November revealed a high level of dissatisfaction with decisions by the CFIA Label and Technical Review Unit, particularly with respect to the consistency of decisions related to the use of the term “natural.” Consequently, the CMC, accompanied by the CPEPC, organized a November 18 introductory meeting with the Label and Technical Review Unit Manager and Review Officer responsible for contact with industry.

The Unit reviews approximately 120 applications per day (or 1100 new applications each month). Since the 15-day service standard is now being met, rush requests are no longer processed out of the order of receipt.

In the past, an approval number was provided with the understanding that requested changes would be undertaken prior to final label production. However, because there were instances in which the labels were not modified according to the instructions, approval numbers will no longer be provided until all of the requested modifications appear on the proposed label.

The CFIA expressed strong commitments to ensuring that: i) information contained on labels does not mislead consumers; and ii) companies receive consistent decisions. Instances of perceived inconsistency should be brought to the attention of the Manager, recognizing that whether or not inconsistency exists may be dependent upon different perceptions of a variety of factors.

It was acknowledged that inconsistencies had occurred in the case of decisions pertaining to the use of the term "natural." The inconsistencies resulted initially from CFIA implementation of a Health Canada decision to the effect that cultured celery powder is an alternate curing agent. Subsequently, there was a reversal of policy within the CFIA (the Policy and Programs Branch establishes guidelines and the Label and Technical Review Unit administers them).

The CFIA confirmed that, at least until the current review of provisional label claims is completed, existing users of "natural" as well as new applicants have access to both the "allowed" and "temporarily allowed" claim statements contained in the October 21 entitled *"Interim Rules Regarding Acceptable Label Claims for Meat Products Made with Cultured/Modified Celery Salt."* In addition, the word "natural" may appear in the trademark or product name also as long as the use of the term can be justified and it is used in a manner that does not suggest the meat is of "natural" origin. Should all or some of the temporarily allowed claims become disallowed following the guidelines review period, companies would be permitted a transition period (probably six months as this is not a food safety issue) to modify labels.

With respect to feed claims, the CFIA stated that: since July 6, the "no animal byproducts" claim has not been allowed when feed contains vitamin D3 derived from lanolin (this change will be enforced for previously approved labels as they are presented for renewal); consumers expect that "grain-fed" means the animal has been

fed a grain-based diet from birth to death (consultations are taking place with specialists to verify the extent to which this position is achievable nutritionally at all stages of growth); and, Label and Technical Review Unit requirements in the future will be adjusted to reflect any decisions that are taken by the CFIA Policy and Programs Branch as a result of the current consultation on the provisional guidelines for natural and feed claims.

Concurring that some of recent confusion related to labels may have been the result of communication gaps, the Unit Manager expressed a willingness to meet periodically to review any systemic subjects that may be of concern to meat processors.

International Trade Negotiations:

In addition to efforts to address technical issues that affect particular products in individual markets, the Canadian Meat Council asked the government to assign the highest near-term priorities to three major negotiations (see press releases of October 21, October 24 and November 18 on the CMC website).

Early agreement by Prime Minister Harper and President Obama on a Regulatory Cooperation Council (RCC) Work Plan would facilitate progress in ensuring food safety while addressing unnecessary bureaucratic constraints to Canada-U.S. trade. A successful conclusion of the Comprehensive Economic and Trade Agreement (CETA) negotiations with the European Union would offer markedly improved and more secure access to the world's largest single market. It is of critical importance to Canada's agri-food sector, including beef and pork producers and processors, that the Governments of Canada and of South Korea renew quickly the stalled negotiations for a bilateral trade agreement.

With respect to South Korea, the European Union, the United States and Chile have concluded free trade agreements with that country. Unless Canada acts immediately to re-engage with South Korea, Canadian pork and beef could be excluded entirely from that market as the result of the higher tariffs that will be imposed on Canadian products. The critical importance of these negotiations has been made known previously to Minister of Agriculture and Agri-Food Ritz and Minister of International Trade Fast. In an endeavour to broaden government support for this initiative the Canadian Meat Council (President Scott Entz), the Canadian Pork Council, Canada Pork International and the Canadian Cattlemen's Association have signed a joint letter requesting an urgent meeting with Minister of Finance Flaherty and Minister of Industry and Minister of State (Agriculture) Paradis.

Government Market Access Priorities:

On October 24 Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency and Foreign Affairs and International Trade Canada and the Industry Advisory Group hosted the Annual Market Access meeting. This meeting provided industry and federal and provincial government representatives an opportunity to review market access achievements since 2010, consider current market access initiatives and examine priority country and emerging market strategies.

The report released by Agriculture and Agri-Food Minister Ritz and International Trade Minister Fast (available at: www.ats-sea.agr.gc.ca/exp/5892-eng.htm) included a list of foreign market access achievements for the processed pork and beef products sectors in China, Colombia, Costa Rica, Egypt, the European Union, Hong Kong, Indonesia, the Philippines, Russia, Taiwan, Thailand, the United States and Vietnam. In a related press release (available on the CMC website), Canadian Meat Council President Scott Entz expressed the Council's commitment to maintain close collaboration with the Federal Market Access Team in the ongoing endeavours to eliminate and reduce those barriers that continue to prevent Canada's meat sector from achieving its full export potential.

United States Country of Origin Labelling (COOL)

On December 1, 2008 Canada requested consultations with the United States concerning mandatory labelling provisions that included an obligation to inform consumers at the retail level of the country of origin of commodities including beef and pork. A U.S. origin could be indicated only if the animal was born, raised and slaughtered in the United States. This requirement excluded such a designation for beef or pork derived from livestock exported to the United States for feed or immediate slaughter. Canada alleged that these provisions violated the World Trade organization General Agreement on Tariffs and Trade (GATT), the Technical Barriers to Trade Agreement (TBT), the Sanitary and Phytosanitary Measures Agreement (SPS) and the Agreement on Rules of Origin.

On October 7, 2009 Canada requested the establishment of a WTO Dispute Settlement Panel. On November 18, 2011 the panel found that: the country of origin labelling measure is a technical regulation under the TBT Agreement that is inconsistent with WTO obligations by according less favourable treatment to imported

cattle and hogs than to like domestic products; the COOL measure does not fulfill its legitimate objective of providing consumers with information on origin; and, the associated letter issued by the U.S. Secretary of Agriculture went beyond certain obligations under the COOL and constitutes unreasonable administration of the COOL measure.

Commenting on the WTO decision Canadian Meat Council President Scott Entz remarked that "The Canadian and U.S. beef and pork production and processing sectors are critical components of an integrated North American red meat industry that provides a broad selection of high quality, safe and nutritious food products to consumers both at home and in other countries" and stated "The imposition of bureaucratic, costly and unfair measures that make no contribution to food safety jeopardizes North American competitiveness in the global marketplace and weakens economic growth, investment and job opportunities on farms and in meat processing facilities across Canada and the United States."

In response to the WTO decision, the Office of the United States Trade Representative stated: "We are pleased that the panel affirmed the right of the United States to require country of origin labeling for meat products" and "Although the panel disagreed with the specifics of how the United States designed those requirements, we remain committed to providing consumers with accurate and relevant information with respect to the origin of meat products that they buy at the retail level. In that regard we are considering all options, including appealing the panel's decision."

Canada-United States Regulatory Cooperation Council:

In February of 2011 Prime Minister Harper and President Obama announced the creation of a Regulatory Cooperation Council and a Border Security Initiative between Canada and the United States. The Canadian Meat Council submitted six recommendations to the Canada-United States Regulatory Cooperation Council (RCC) public consultation process:

- i) Pilot Project to Demonstrate the Feasibility of Eliminating Border Re-Inspection of Meat.
- ii) Pilot Project to Facilitate Export of U.S. Live Hogs for Slaughter in Canada.
- iii) Elimination of the Veterinarian's Signature on Export Certificates for Bilateral Meat Trade.
- iv) Implementation of Complementary Electronic Export Certification Programs.

- v) Harmonization of Food Safety Technology Approvals.
- vi) Harmonization of Nomenclature across North America.

On August 29, the Regulatory Cooperation Council consultations summary report was released by Minister of Foreign Affairs Baird. The document, entitled "*What Canadians Told Us: A Report on Consultations on Regulatory Cooperation Between Canada and the United States*", is available electronically at [http://www.borderactionplan-
plandactionfrontalier.gc.ca/psecscep/RCC_Consultations_Report-
Rapport_sur_les_consultations_du_CCR.aspx](http://www.borderactionplan-
plandactionfrontalier.gc.ca/psecscep/RCC_Consultations_Report-
Rapport_sur_les_consultations_du_CCR.aspx)

As this bulletin is being drafted, it is expected that an initial RCC Joint Action Plan will be released early in December. Informal comments by government officials suggest the CMC should be optimistic that at least some of its recommendations will appear in the Action Plan.

Member Company/Constituency Mapping Project:

Two findings of the CMC/CPEPC/FPPAC *Association Synergy Final Report* were that: "*At the moment, there is little influence in Parliament (especially with urban MPs) and with the media.*"

and

"It is necessary for associations to continuously dialogue with government to ensure that the regulatory environment isn't constraining, but rather enabling of investment and innovation."

The three organizations have agreed that, as one step in addressing these conclusions, a member company facility/Member of Parliament mapping project will be undertaken. The objective of this initiative will be the creation of a national network of accurately informed Members of Parliament who will: a) receive presentations from Canadian Meat Council staff and member company representatives; and b) take sector interests and concerns into account during their ongoing Parliamentary, Committee, media and constituency engagements and decision-making processes. The Member of Parliament/member company facility mapping proposal is based on the following considerations: i) government decisions affect both overall sector and individual company competitiveness and net revenue; ii) Member of Parliament

opinions impact government policies, decisions and actions; iii) Member of Parliament perceptions take into account data and analysis provided to them; iv) Members of Parliament value economic growth, jobs and food safety for constituents; v) member company contributions to regional economic growth, employment and food safety provide an excellent basis on which to request meetings and establish a shared interest dialogue with local Members of Parliament; and vi) member company and CMC staff contacts with local Members of Parliament provide an excellent foundation upon which to create an informed Member of Parliament network.

This project will be initiated through the following steps: a) CMC will develop and forward to member companies a *commercially confidential* mapping project survey, including questions related to the local address of each company facility, the number of jobs at each company facility and any other indicators of the regional economic impact of the local facility; (b) based on information in the returned surveys, the CMC will identify the Member of Parliament whose constituency encompasses each company facility and will request a meeting with the identified Members of Parliament, in either their constituency or Parliamentary office, to discuss subjects such as sector contribution to the Canadian economy, company contribution to the local economy, sector and company commitment to food safety, and sector and company perceptions and selected requests related to government laws, regulations, decisions and actions; member company representatives and CMC staff will meet each identified Member of Parliament in either the Ottawa or constituency office; and, the Members of Parliament will become part of CMC and member company ongoing contact and advocacy initiatives.

BEEF COMMITTEE

The Beef Committee met at the Sheraton Gateway Hotel, Toronto International Airport on October 5th, 2011.

USDA Proposed Rule - Non-0157 STEC

The USDA has published a proposed rule that would declare six non-O157 E. coli strains as adulterants in certain raw beef products. The comment period for this rule has been extended to December 21st, 2011. The rules would go into effect in March 2012. The Canadian Meat Council along with the American Meat Institute will be requesting an extension of the implementation date of this new regulation.

The rule can be found at the following link:

<http://www.fsis.usda.gov/Frame/FrameRedirect.asp?main=http://www.fsis.usda.gov/OPPDE/rdad/FRPubs/2010-0023.htm>

The Food Safety and Inspection Service (FSIS) will hold a conference call on the implementation plans and methods for controlling non-O157 Shiga toxin-producing *E. coli* in raw, intact and non-intact beef products and product components on December 1st, 2011. The Beef Committee will participate on this call.

ANIMAL INFORMATION DOCUMENT

The proposed Animal Information Document was presented by CFIA at our October meeting. The document was to be introduced as a regulatory amendment, and was to accompany all lots of animals to be slaughtered at a federal establishment. A copy of the presentation has been distributed to members.

The Beef Committee had several concerns with the proposal. There is currently no on farm food safety infrastructure on the beef side (about 5% of producers have this), which would make this more onerous to apply at the producer level. There is a concern that there will be additional staff required at the plant level to verify the documents. It is noted by CFIA that this could potentially result in the gain of export markets; CFIA should have concrete markets identified before they present this to producers. From an export perspective, there is the concern that this will become an export requirement, which could make it difficult for exporters to have all the appropriate paperwork.

CFIA will not be verifying every document, only a sample through a CVS task. If there is found to be an error, it's unclear what the repercussions could be if the product is already through the system.

CFIA has since closed this amendment and will be excluding cattle and sows from this regulatory change.

Next Meeting

The next meeting of the Beef Committee will be held in Ottawa on Thursday December 1st, 2011.

PORK COMMITTEE

Pork cooking temperature

Representatives from the Canadian Pork Council and the Canadian Meat Council met with Health Canada in October to discuss the USDA amendment to the cooking temperature for pork as a request from the National Pork Board in the US. The National Pork Board first requested the change following a consumer preference study, which showed that 145 °F was favoured by consumers. The National Pork Board then funded a risk assessment, at the request of FSIS, to show the safety of product cooked at that temperature as well as the low prevalence of salmonella in pork at retail. The amendment was delayed by requests for further risk models, a new administration, H₁N₁, delays in key USDA appointments, and finally the amendment went through in May 2011; though FSIS added a three minute rest time for pork as well as other meats. The entire process took close to 6 years. The risk assessment data has never been published, though some data has been shared at international conferences. The position of the Canadian Councils is to lobby for equivalency with the US cooking temperature guidelines. Health Canada has not yet carried out any action until the mentioned meeting with the Councils in October. Health Canada has some concerns about the documents released by USDA such as the differences between enhanced and unenhanced meat in the study, the models used, how this change will take effect in a Canadian context, the equivalence of pathogen prevalence and the fact that this new temperature cannot kill some parasites (e.g.: toxoplasma). In January, the Council's representatives will meet again with them to understand the report about this document and Health Canada's position.

TECHNICAL UPDATE

Listeria

Best Practice Document

The latest and perhaps final draft was distributed to members of the Listeria Working Group on October 26th, 2011. Comments on substantive issues were requested by November 7th, 2011. With the exception of the need for major revisions, the document will then be sent to CFIA and Health Canada for review and to request their endorsement.

Review of Health Canada document on validation of measures to limit or prevent the growth of *Listeria monocytogenes* in ready-to-eat foods

The *Listeria* working group had a conference call to discuss the Health Canada document on validation of measures to limit or prevent the growth of *Listeria monocytogenes* in ready-to-eat foods to submit comments with a consensus of the industry by November 28, 2011.

Priority interventions

On October 13, 2011, the Canadian Meat Council met with CFIA and Health Canada to consider the list of food safety priority interventions needed for the meat/poultry industry and the approval processes that need to be streamlined to maintain competitiveness and have quicker access to new technologies.

Feedback on current status of submissions for Priority Interventions:

1. Lauric Aliginate (LAE) – food additive – toxicology and safety assessment is completed. Scientific review to follow in November. After, regulatory process will start (about 90 more days)
2. Nisin – food additive – submission requires additional information – no updates from the petitioner so this application may default.
3. Bovibrom – processing aid – review has been completed – a letter of opinion has been issued.
4. Avibrom – processing aid – review is in process. Final steps to be completed.
5. Citrilow and - (citric acid and hydrochloric acid) food additive – No petition at this moment. Find out about the petitioner.
6. Sodium acetate (for fresh meats) – new item on the list
7. Sodium & potassium lactate – food additive – scientific review has been completed, now in the regulatory process moving towards Gazette I.

Feedback on current status of approval processes

1. Mechanism to move processors meeting *Listeria monocytogenes* Alt. 2 requirements to Alt 2 status; Health Canada will present a draft proposal within the next week and will be distributed to members of the *Listeria* Working Group. Next step: Merv Baker will organize a conference call to have an industry consensus about the document.

2. High Pressure Processing – additive – there is a working group already in place to review HPP. Next step: verify with Richard Arsenault if the priorities with this technology are being discussed.
3. Irradiation of Beef Carcasses – no submissions made to date
4. Irradiation of Ground Beef – scientific review completed. This is a consumer issue and should be directed to Lynn Stewart, Director of the Food Regulatory Issues Division in Agriculture and Agri-Food Canada. Next steps: further discussions with Mark MacDonald from Cargill for feedback on status of irradiation of carcasses/ ground beef should take place and a possible consideration of approaching consumer associations.
5. Acceleration of processes for approval of AOAC approved methods for microbial diagnostics – Health Canada held a workshop last summer regarding the methodology for approval. The industry understands the process but the approval timelines are still long. Next step: verification if approval times have improved with industry members involved and Kelly Hislop and Jeff Farber from Health Canada.

General discussion included the following:

- Health Canada is bound by confidentiality to only provide application updates to the petitioner(s) of the submission. The petitioner can include a representative from CMC for communication, or other industry partners, in which case the information can then be shared.
- Health Canada encouraged companies that are doing submissions to the USDA/ FDA to consider submitting joint submissions to include Health Canada at the same time.
- Health Canada confirmed that they are accepting international scientific data in the submissions.
- When receiving submissions, Health Canada considers the policy for priority scheduling & expedited handling (attached) and prioritizes related sodium reduction submissions. If the additive/processing aid meets the criteria, then it is important that the application specifically notes the eligibility for consideration.
- Canadian Meat Council asked about the option for the petitioner to have a pre-submission meeting to review the requirements of the application, and to review the information required. Health Canada confirmed that this pre-application process already exists and is encouraged.

- To follow up submission, contact the Submission Management & Information Unit (SMIU) at: smiu-ugdi@hc-sc.gc.ca. This unit (SMIU) was created primarily to facilitate the coordination and communication between Food Directorate and petitioners, and is responsible for preparing, mailing and tracking communication material to petitioners, validating submission package content, and managing the tracking system.

Recall workshops in 2012

In October, the Canadian Meat Council had a conference call with the Office of Food Safety and Recall (OFSR), Public Health Agency of Canada (PHAC) and Health Canada representatives to organize the recall workshop. It has been agreed to present 3 workshops (Ontario, Quebec, West) in April 2012. These dates were chosen because the industry days with CFIA are in February and March.

The recall workshops will take a day session with presentations in the morning and practical interaction with real life scenarios in the afternoon. The next steps are:

- Outlines of the workshop and the October 20, 2011 conference call.
- Preparation of presentations to respond to (PHAC, HC and OFSR):
 - Recall chronological order
 - Risk management strategy
 - Risk assessment
 - Press release
 - Roles of OFSR, PHAC and HC in a recall
- Preparation of scenarios (PHAC, HC and OFSR)
- Revision of all these materials by the industry recall working group
- Suggestions to improve and respond to the industry questions
- Final version of the workshop

Pathogen reduction: explore a baseline for pathogens i.e. *Listeria*

The Canadian Meat Council presented the results of the data compilation on industry testing for *Listeria* in the Technical Symposium on October 6, 2011. After the presentation the database is being enlarged as additional establishments submit their data. In parallel, establishments that contributed data will be asked to identify the questions they would like to have answered through analysis of the database. The results will be shared with the contributing establishments and discussed during a conference call. If possible, a report will be presented to the Technical Committee in

December to see the best way to use this database for a maximum benefit of the industry.

Animal Welfare

Pork Code of practice

In November, the 2 days meeting of the Pork Code Development Committee was held. During the meeting, the report of the Scientific Research on Priority Issues was reviewed. This is the result of many months worth of work by the committee members and the research writer. The Pig Scientists Committee chairman and Pork Code Development Committee member, Harold Gonyou, has presented the report at our meeting and a discussion took place about it. There are a couple of areas in the report that has not been covered, due to time constraints and scheduling difficulties. The Pig Scientists Committee is scheduled to hold another conference call, at which time these loose ends will be dealt with, and the Pig Scientists Committee will discuss the comments and questions advanced by the committee at its meeting. Later on, some discussion about stalled sows, sow and pig space and piglets castration were held during the meeting. In the following months, the committee will be preparing a preliminary report about the discussions to be shared with the different organizations involved in the code.

Canadian Livestock Transport update

The Canadian Livestock Transport (CLT) Certification Project recently achieved two important milestones. In the past few weeks, all of the key documents regarding project funding have been signed, sealed and delivered, and the project is now officially underway. And, Geraldine Auston has been hired as the CLT Project Coordinator. Many of you will know Geraldine from her work with BC Farm Animal Care. She has executive-level experience with several provincial and national agricultural organizations, and she has a well-deserved reputation for getting things done. Geraldine will start on November 1st, 2011 and she will work from her home office in Abbotsford, BC. Please join with me in congratulating Geraldine. I know we all look forward to working with her to deliver this vitally-important program.

UPCOMING TECHNICAL EVENTS

MEETING CALENDAR 2011-2012		
Thursday-Friday, December 1-2 2011	Technical Committee	Westin Hotel & Resort Room Oak Ottawa
February to March, 2012	Compliance Verification System workshops	Across Canada (10 locations)
April-May, 2012	CFIA-Health Canada- Public Health Agency of Canada-CMC Recall workshops	Montreal, Toronto and Calgary
Friday, April 27, 2012	Regional meeting CFIA-CMC Quebec	Montreal
Friday, May 4, 2012	Regional meeting CFIA-CMC Ontario	Mississauga
Wednesday, May 30, 2012	Technical Committee	Fairmont Le Château Frontenac Room Place d'Armes Québec City
Thursday-Friday, May 30 - June 1, 2012	Annual Conference	Fairmont Le Château Frontenac Québec City
Wednesday, October 10, 2012	Technical Committee	Sheraton Toronto Airport Room Zermatt Toronto
Thursday-Friday, October 11 - 12, 2012	Technical Symposium	Sheraton Toronto Airport Room Alpine Toronto
October, 2012	Regional meeting CFIA-CMC Quebec	Montreal
October, 2012	Regional meeting CFIA-CMC Ontario	Guelph
Thursday-Friday, December 6-7, 2012	Technical Committee	Westin Hotel & Resort Room Ontario Ottawa

CANADIAN MEAT COUNCIL - EVENTS CALENDAR

DATE	EVENT
2011	
December 1, 2011	Beef Committee Meeting CPC/CPI Boardroom, Ottawa Ontario
December 1 and 2, 2011	Technical Committee Meeting Westin Hotel & Resort, Ottawa Ontario
November 1 and 2, 2011	American Meat Institute - Meat and Poultry Research Conference , Kansas City, MO
December 8, 2011	Executive Committee (Annual Budget Meeting) Sheraton Gateway Hotel, Toronto ON
2012	
February to March, 2012	Compliance Verification System (CVS) Workshops Across Canada
March 8 to 9, 2012	Executive Committee and Board of Directors Joint Meeting with CFIA and Health Canada Château Laurier, Ottawa Ontario
April to May, 2012	CFIA, Health Canada, Public Health Agency of Canada, CMC Recall Workshops Montreal, Toronto and Calgary
April 12, 2012	Executive Committee Meeting Teleconference
April 27, 2012	Regional Meeting CFIA, CMC – Quebec Montreal, Quebec
May 4, 2012	Regional Meeting CFIA, CMC – Ontario Mississauga, Ontario
May 30 to June 1, 2012	Canadian Meat Council 92nd Annual Conference Fairmont le Château Frontenac, Québec
	
May 30, 2012	Technical Committee Fairmont le Château Frontenac, Québec City
May 31, 2012	Annual General Meeting of Members Fairmont le Château Frontenac, Québec City
June 7 to 13, 2012	Canadian Poultry and Egg Processors Council Convention Manoir Richelieu, La Malbaie QC

July 12, 2012	Executive Committee and Board of Directors Meeting Delta Kananaskis Hotel, Kananaskis Alberta
July 13, 2012	Western Golf Tournament Kananaskis Country Golf Course, Kananaskis Alberta
September 6, 2012	Executive Committee and Board of Directors Joint Meeting with CFIA and Health Canada Ottawa, Ontario
October 4 to 5, 2012	Executive Committee and Board of Directors Joint Meeting with American Meat Institute The Ritz-Carlton Toronto, Ontario
October 10, 2012	Technical Committee Meeting Sheraton Gateway Toronto Airport, Ontario
October 11 to 12, 2012	Technical Symposium Sheraton Gateway Toronto Airport, Ontario
October 2012	Regional Meeting CFIA, CMC – Quebec Montreal, Quebec
October 2012	Regional Meeting CFIA, CMC – Ontario Guelph, Ontario
December 6, 2012	Executive Committee (Annual Budget Meeting) Sheraton Gateway Hotel, Toronto ON
December 6 to 7, 2012	Technical Committee Meeting Westin Hotel Ottawa, Ontario



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Happy Holidays

