

Bulletin



CANADIAN MEAT COUNCIL
CONSEIL DES VIANDES DU CANADA

Inside this issue:

Technical Update	2
Membership Report	3
Annual Conference	3
Government and Media Relations	4
International Trade	5
Regulatory Issues	6
Ritual Slaughter Workshop	6
Pork Committee	7
Staff Contact Information	7

We Have a New Logo!

New Website coming soon!

The Canadian Meat Council has been working on a new website that should be ready to launch very shortly. Here is a sneak peak of the new websites Home Page.



MEAT... Good for you. Good for Canada.

As a key component of Canada's agriculture sector, the meat industry is the largest sector of Canada's food processing industry, representing 10% of Canada's agri-food exports and employing more than 67,500 Canadians. It is also one of Canada's leading manufacturing sectors with annual sales of over \$21.3 billion.



Executive Committee Meeting

The Annual Executive Committee Budget Planning meeting of the Canadian Meat Council was held in Toronto on December 6, 2012. For yet another year, the Executive has agreed to freeze the membership fees. This represents the seventh year in a row that the Canadian Meat Council has kept the membership fees the same. That can largely be attributed to the generous support of the members through many of the events and workshops that we host throughout the year.

Technical Update

Meat Cuts Manual - Harmonization of Meat Nomenclature US-CANADA

The CFIA was looking for feedback from the meat industry to validate the use of the Institutional Meat Purchasing Specifications (IMPS) and in consequence the Meat Buyers Guide in Canada. Some concerns were raised for the implementation of the IMPS in Canada, but CFIA is willing to consider those concerns and look for solutions. A meeting will be scheduled later on to discuss these issues.

At this time, the Canadian Meat Council is looking for industry members of the committees to oversee the required changes (Canadian input) and the maintenance and updating of the Institutional Meat Purchasing Specifications (IMPS). The last revision of the IMPS was in 2010. The working groups for the 2014 revision are not yet in place. The goal is to start this process in January 2013.

There are two general groups that work on the Meat Buyers Guide and the IMPS. The "general committee" consists of several at-large members with knowledge/history of the Meat Buyers Guide, as well as each species committee chair. The function of this group is really the Meat Buyers Guide as a whole, not so much the actual specifications. The specifications (IMPS) are discussed in the subcommittees- beef, veal, lamb, pork, and poultry. This is where industry input and representation is needed. There has not been a subcommittee for the by-products section in the past 2 revisions, but there is interest to update this section of IMPS and the Meat Buyers Guide so one may be formed. For USDA representation, normally there is just one representative on the species subcommittees, but since this is a major revision, and it will be looked at additional input and IMPS changes from Canada representatives, it may be necessary to expand the USDA and Canada's involvement. Since this is a new process for Canada, it has been suggested that more representation is better than less. The revised edition should be available in August 2014.

Upcoming Technical Events:

CANADIAN MEAT COUNCIL TECHNICAL MEETINGS CALENDAR 2012-2013		
January 17, 2013	Regional meeting-West CFIA-CMC Alberta	Calgary
January 31, 2013	Regional meeting-West CFIA-CMC British Columbia	Surrey
February 21-22, 2013	Technical Committee	Westin Hotel & Resort Room Ontario Ottawa
Friday, April 19, 2013	Regional meeting CFIA-CMC Quebec	Montreal
April 26, 2013	Regional meeting CFIA-CMC Ontario	Mississauga
May 29, 2013	Technical Committee	The Fairmont Banff Springs Banff, Alberta
October 2, 2013	Technical Committee	Sheraton Toronto Airport Room Zermatt Toronto
October 3-4, 2013	Technical Symposium	Sheraton Toronto Airport Room Alpine Toronto

Membership Report

New Members:

Regular Members:

- **Brandt Meats (G. Brandt Meat Packers Limited)** - A meat processing facility based in Mississauga, Ontario
- **La Mère Poule (La Mère Poule Aliments Pour Bébés Inc.)** - A meat processing facility based in Montreal, Quebec.
- **TMF Foods (The Meat Factory Ltd.)** - A meat processing facility based in Stoney Creek, Ontario.
- **Viandes Laroche Inc.** - A slaughter facility based in Asbestos, Quebec.



Tour of Vantage Foods in Belleville Ontario with Ken Annamalai and Jim Laws



Tour of Vantage Foods in Belleville Ontario



Tour of Zadi Foods with Ramin Hosseinkhah, Brittany Ypma and Renata Belkova

Canadian Meat Council's 93rd Annual Conference

The Canadian Meat Council will be holding its 93rd Annual Conference on **May 29 - 31, 2013** at the Fairmont Banff Springs Hotel in Banff, Alberta. Please mark your calendars and stay tuned for more information to come. Our Conference Planning Committee is in the process of planning a great conference with an abundant array of speakers as well as many great social activities to participate in and network with industry members. Be sure to check our website www.cmc-cvc.com regularly for updates. We look forward to welcoming you to the 2013 conference!



Government and Media Relations

Provisional Guidelines on Natural and Method of Production Claims and Labelling

On November 27, 2011 the CMC, CPEPC and FPPAC submitted comments to the CFIA on the provisional “Guidelines on Natural, Naturally Raised, Feed, Antibiotic and Hormone Claims.” On May 10, 2012 the organizations submitted a formal appeal of the discriminatory access to the term “natural”. The CFIA committed to a discussion of proposed modifications to the guidelines “before the end of December”. The CFIA has not yet offered a date for this meeting.

Peameal Bacon

On February 24, 2012 the CMC submitted recommendations to the CFIA pertaining to the standard of identity and labelling of “peameal bacon”. The CMC continues to seek a response to this submission.

Mechanically Tenderized Meat

On October 20, 2012 Health Canada announced a “review of the science around the safe handling and cooking of beef products that are mechanically tenderized, to identify what advice should be communicated to consumers and the food industry”. Interim voluntary guidelines were introduced for signage, labelling and cooking temperature. The CMC is consulting with the Retail Council of Canada in an endeavour to develop common industry positions on these topics.

Nitrite in Prepared Meats

For most of the past half century the prepared meats industry has been predominantly on the defensive, arguing that vitamin C inhibits the formation of *N-nitrosamine*. This response has not dampened the anti-prepared meat campaigns. Recent research offers an evidence-based foundation upon which to create a new paradigm – one that takes into account the now proven, positive, and even necessary, benefits of nitrite for human health. The CMC will co-sponsor a session entitled “**Ingested Nitrite and Nitrate and Cancer Risk: A Comprehensive Review**” during the May 30 to June 3, 2013 Annual Meeting of the Canadian Nutrition Society.

Irradiation

A decade has passed since an exhaustive scientific review by Health Canada of an application to approve the irradiation of ground beef concluded that: “Food irradiation can improve food safety by killing disease-causing bacteria such as *E. coli* and *Salmonella*” with no significant adverse consequences for other factors. On December 18, 2012 Executive Director Jim Laws forwarded a letter to Minister of Health Leona Aglukkaq in which he stated: “Health Canada approval of this scientifically validated technology would: reduce human illness and suffering; decrease healthcare expenditures; improve confidence in Canada’s food safety system; benefit Canadians economically; and, finally, provide Canadians with the opportunity to exercise individual choice, a freedom which American consumers have long held, but one which is available to Canadians only when they are in a position to make their purchases of meat and poultry in the United States”. This initiative is being undertaken in consultation with the Canadian Cattlemen’s Association and the Consumers’ Association of Canada.

Lobby Day

Members of the Board of Directors are preparing to meet with Members of Parliament on Wednesday, March 6. During these sessions the CMC delegations will exchange perspectives on a range of subjects, including the contribution of the meat industry to the economy and employment in rural and urban communities across Canada, food safety and quality, international trade, and Canadian meat industry competitiveness.

International Trade

Canadian-European Trade Agreement (CETA)

Trade negotiations on the Canada-European Trade Agreement (CETA) and the Canada-Korea Free Trade Agreement pursued in earnest until mid-December. In both cases, market access for beef and pork were the main issues of focus for the meat industry. There are also some outstanding issues to resolve on geographic indicators in the context of the CETA negotiations. In both cases, Canadian negotiators are hopeful that agreements can be reached with the European Union and Korea by the end of March of 2013.

With respect to CETA, there is a commitment at the political level to conclude a deal. As such, the issue is not if a deal is reached, but when a deal is reached. European negotiators will be in Canada during the week of January 7 to resume negotiations. The objective for Canadian negotiators is to close as many gaps as possible with their European counterparts while they are in Ottawa. The next round of negotiations is scheduled to take place in Brussels on the week of January 21, 2013. Beef and pork market access issues as well as several matters relating to geographic indicators remain to be resolved.

Canada-Korea Free Trade Agreement

With respect to Korea, negotiations were held in November on the fringe of the negotiations for Canada-Japan Economic Partnership Agreement. The Koreans have modified somewhat their position on beef and pork market access issues. However, their offer falls short from providing Canadian beef and pork exporters the meaningful access to the Korean market in the early phases of the agreement's implementation. Canada has submitted a revised request in the hope of improving the terms of access for Canadian exporters.

Presidential Elections have taken place in South Korea on Wednesday, December 19, 2012. Conservative candidate Park Geun-hye claimed victory, a result that will make her the country's first woman president. Now that the elections are over, it is anticipated that Korean negotiators will be in a better position to obtain further instructions from their Cabinet on their negotiating mandate. The final push to conclude the negotiations with South Korea is expected to take place between January-February, 2013 as the new President of Korea is scheduled to be sworn in on February 25, 2013.

Canada-Japan Economic Partnership Agreement

The first round of negotiations on the Canada-Japan Economic Partnership Agreement was held the week of November 26, 2012. Members of the Canadian Meat Council will be canvassed shortly on market access issues as Canadian negotiators have decided to adopt a different approach in this negotiation and consult with industry sooner, rather than later, in the negotiating cycle on sensitive market access issues. The next round of negotiations is scheduled for April 2013.

Trans-Pacific Partnership

Canada participated in the 15th round of the Trans-Pacific Partnership (TPP) negotiations held in Auckland, New Zealand, from December 3-12, 2012. This was the first time that Canada participated in the negotiations as a full-member. The objective of negotiators was to assess the state of play of negotiations with a view to identify, revise and/or refine Canada's negotiating position on all component parts of the agreement including, but not limited to, intellectual property protection, investment services, government procurement, regulatory cooperation, rules of origin and market access issues. The next round of negotiations is scheduled to take place in Singapore in March.

On December 16th, 2012, the Liberal Democratic Party (LDP) won a landslide victory in Japan's Parliamentary elections signalling a rightward shift in the government. One of Prime Minister's Shinzo Abe's top priority is the need to shore up Japan's flagging economy. With respect to the TPP, media reports indicate that Prime Minister Abe is a lot more keen on joining the TPP, subject to producing free trade in politically sensitive sectors such as agriculture. It remains to be seen if media reports of a change in position are accurate.

Regulatory Issues

Examples of regulatory issues, worthy of note for members, in the first quarter of 2013 include the following:

1. CFIA's proposal on user fees for overtime.
2. The next and final round of consultations on CFIA's inspection modernization initiative.
3. Anticipated launch of consultation on the regulatory framework supporting the *Safe Foods for Canadians Act*. (The Act received Royal Assent on November 22, 2012. It will be proclaimed into force once the regulations have been finalized. This will likely happen sometime 2014 as 2013 will be dedicated to the development and formulation of the regulations).

The anticipated changes to the Meat Inspection Regulations are expected to be published in Canada Gazette, Part II, by the end of February 2013.

Ritual Slaughter Workshop

Montreal, Quebec, December 4, 2012

Following the Technical Symposium in Toronto in October of 2012 with the CFIA updates in Chapter 12 on Ritual Slaughter, our members and the Rabbis attending the symposium requested that we host a ONE DAY workshop with the Ritual slaughter specialist. So, the Canadian Meat Council hosted a Ritual Slaughter workshop on December 4, 2012 at the Montreal Airport area.

The workshop included presentations and videos from the Ritual Slaughter specialist Erika Voogd. Erika Voogd, a student and colleague of animal welfare specialist Temple Grandin, worked closely with McDonald's during the implementation of the McDonald's System Animal Welfare goals in Asia, Australia, Latin America and North America. She has assisted Dr. Grandin during Humane Handling training sessions around the planet and has also independently taught Humane Handling in many countries including Canada. Previous assignments include training on behalf of the United States Department of Agriculture (USDA) Foreign Agriculture Service to prepare meat plants for export to the United States. She also taught the Food Safety Inspection System (FSIS) Humane Handling of Livestock Workshops for Small and Very Small Plants. She has worked for Certified Humane (Humane Farm Animal Care) and Animal Welfare Institute as an advisor, auditor and instructor for humane handling harvest plant auditors.

We extended the invitation to the Jewish and Muslim communities, our members and the provincial companies working with this kind of practice. This workshop included very practical videos and photos that presented the best practices of ritual slaughter with tips for industry members and religious slaughtermen. A certification of Training in Animal Handling and Ritual Slaughter was issued at the end of the workshop to the 32 participants. In attendance also was a new member -Les Viandes Laroche Inc., a livestock slaughter facility, based in Asbestos, Quebec.



Rabbi Sholom Adler from the COR Kashruth Council of Canada with Dr. Jorge Correa

Pork Committee

Animal welfare - video in a Manitoba's farm

In December, W5, a CTV network broadcasted a segment focused on animal welfare in the hog industry. The segment included video footage taken by an animal activist group at a Manitoba sow barn. The video showed treatment of animals that the Canadian Pork Council categorizes as disturbing. On the video, some of the actions recorded are accepted industry practices and others were out of common. The Canadian Pork Council asserted that the hog industry does not tolerate mistreatment of animals and actions are being taken. The Canadian Meat Council has responded to media calls by stating that the hog producers and pork processors share high animal welfare standards and a common concern about the disturbing content of the video. For the Canadian Meat Council, it is understood that the Canadian Pork Council was reviewing the video and is committed to taking any appropriate actions.

Ractopamine in Russia

In December 2012, CFIA has released a memorandum with the new import requirements related to the use of Beta-Adrenergic Agonist Ractopamine for exporting meat products to the Custom Union. It stated that starting on December 7, 2012 (certification date), Russia's Federal Service for Veterinary and Phytosanitary Surveillance and the Custom Union members have requested that every pork and beef shipment destined to Customs Union member countries be accompanied by a laboratory report showing absence of ractopamine, an addendum regarding ractopamine endorsed by the signing veterinarian in addition to the health certificate. In a follow-up January 4, 2013 memo, CFIA has advised that meat shipments which are derived from animals meat treated or fattened with ractopamine, such as veal, can be certified to Russia or Customs Union Members without a laboratory report.

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