

# Bulletin

## Our Bulletin has a New Look!

### Trade Mission in Brussels

Jim Laws, Executive Director of the Canadian Meat Council has recently returned from a week-long trade mission in Brussels focused on the Canada-EU Economic and Trade Agreement (CETA) negotiations. Rory McAlpine from Maple Leaf Foods also joined Jim in Brussels. The mission was led by the Canadian Agri-Food Trade Alliance of which the Canadian Meat Council is a member.

Others on the mission included Kathleen Sullivan, Canadian Agri-Food Trade Alliance; Edouard Asnong, Canada Pork International; John Masswohl, Canadian Cattlemen's Association; Jurgen Preugschas, Canadian Pork Council; Sandra Marsden, Canadian Sugar Institute; Patti Miller and Jim Everson, Canola Council of Canada; and Richard Phillips, Grain Growers of Canada.

Over the course of the week, the Canadian delegation in Brussels met with 13 EU member states including Romania, Finland, Cyprus, Denmark, United Kingdom, Spain, Ireland, Italy, Hungary, Portugal, France, the Netherlands and the Czech Republic. They also met with the Director of the Irish Farmers Federation in Brussels.

### Board of Directors Meeting

The Board of Directors of the Canadian Meat Council met in Toronto on October 4 and 5, 2012 along with the Board of Directors of the American Meat Institute.

This year marked the eighth year in a row that leaders from the Canadian and American meat industries sat together in the same room to discuss common issues. This year also marked the first time that this joint board meeting took place in Canada.

On the morning of the first day the Canadian Meat Council board met alone with much of the discussion focused on the events of the recent E coli 0157:H7 beef recall in Canada. An action plan was developed along with key messages for our member companies.

On the afternoon of the first day joint meetings were held of the beef committees, supplier committee and pork-processed meats committees of members of the boards.

On the second day an actual joint board meeting of the two associations was held. Special guests included Canada's Associate Deputy Minister of Agriculture and Agri-Food Mr. Claude Carrière who addressed the two boards of directors. His message included a strong support for ongoing work through the Regulatory Cooperation Council and the Beyond the Border initiatives that will improve trade between Canada and the United States.



Above: Jim Laws outside the office of the Permanent Representation of Spain.



Canadian Delegation outside the office of the Permanent Representation of Spain



Canada's Associate Deputy Minister of Agriculture and Agri-Food Mr. Claude Carrière along with Mr. Ray Price, President of the Canadian Meat Council.

- Canadian Meat Council is now on **Facebook!** Be sure to check out our new page and click "Like". [www.facebook.com](http://www.facebook.com)



- Upcoming workshops in November - "A Day in the Life of a Recall". Registration forms are available on our website. Be sure to sign up today, only 100 participants will be accepted per session. [www.cmc-cvc.com](http://www.cmc-cvc.com).

- Costco has new labels that state, "Blade Tenderized. For your safety it is recommended cooking to a minimum internal temperature of 71 °C (160 °F)"



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# Technical Update

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## Listeria

The Industry Best Practices Manual for control of *Listeria monocytogenes*, after the editions made by CFIA and Health Canada, has been finalized and released as the first version in October 2012. This document will be posted on the Canadian Meat Council website and will be updated every year. We thank Dr. Merv Baker and the active members of the Listeria working group for the time and intensive work provided for the elaboration of this document.

## Meat Cuts Manual from the Meat Hygiene Manual of Procedures

The Canadian Meat Council has suggested the Canadian Food Inspection Agency should remove the Meat Cuts Manual from the Meat Hygiene Manual of Procedures and immediately cease its strict enforcement. Minister of Agriculture, Gerry Ritz, has instructed CFIA officials to work with industry to bring forward long-term options to revise their approach. But now, the harmonization of the Meat Nomenclature with the United States is one of the priorities of the initiatives identified under the Joint Action Plan for the Canada-United States Regulatory Co-operation Council (RCC). The Canadian industry follows the CFIA's Meat Cuts Manual. The US industry follows the terms written in the Meat Buyer's guide produced by the North American Meat Association (NAMA), which is a pictorial guide featuring the most commonly traded cuts in the Institutional Meat Purchasing Specifications document (IMPS). The IMPS is not governed by any regulation and does not need any regulatory intervention to add / delete any name to the meat nomenclature. The USDA Agricultural Marketing Service voluntarily publishes and updates the IMPS for the use of the industry. The Canadian Meat Council presented a webinar on Friday September 21, 2012 in which Dr. Bucky Gwartney, from the United States Department of Agriculture, explained how the US industry works with this system (IMPS). There is a proposal to use in Canada the Institutional Meat Purchasing Specifications Document (IMPS). The CFIA is looking for feedback from the Canadian meat industry to validate the use of the IMPS in Canada.

## Export of Ready to Eat Non-Heated Products to the USA

The CFIA has made some changes to export a HACCP category 3E, 3F and 3I to the USA. A few months ago, an incident of exported smoked duck breast to the USA tested positive for Salmonella. FSIS contacted CFIA. The result was that the border to the USA was closed for RTE non heat-treated product until CFIA made changes to the Manual of Procedures. The FSIS required a validated process in place capable of achieving a 5 log<sub>10</sub> lethality of Salmonella for meat products and a 7 log<sub>10</sub> lethality of Salmonella for poultry products along with stringent sanitary control measures. Documentation that validates the specific log reduction was required. With this in place, and as of October 5<sup>th</sup>, the US border was reopened. An affidavit must also be signed and supplied to validate the product compliance with US requirements. Within 90 days, from the date of October 5<sup>th</sup>, a CFIA inspector will have to review any processors validation study.

## Sodium Reduction

When the sodium reduction initiative was launched, government clearly did not understand the complexities of the meat and poultry industries and so there was an initial need for education. The sodium goal remains at 2300 mg / day by 2016. It will be hard to reduce something that has such a high antimicrobial effect. From now to 2016 government will review levels in various foods to monitor industry progress. It's already evident that industry is taking action. Sodium reduced products are better received by consumers than if they are new, rather than adjusting a current product. The Canadian Meat Council is advocating for approval of potassium chloride as an alternative. For any question concerning sodium reduction please contact Mary Ann Binnie ([Binnie@cpc-ccp.com](mailto:Binnie@cpc-ccp.com))

## Recall workshops in 2012

The recall workshops will take place in three locations: Toronto on November 15, Calgary on November 21 and Montreal (French) on November 29, 2012. The workshops will be a joint effort of representatives of the Office of Food Safety and Recall (OFSR), Public Health Agency of Canada (PHAC), Health Canada, the Canadian Meat Council and the Canadian Poultry and Egg Processors Council. The Canadian Meat Council recall working group has been reviewing the content of the workshops to endorse the pertinence of the information that will be delivered.

# Membership Report

New Members:

Regular Member:

- **Northfork Bison** - A packaging, deboning and sectioning facility in St. Leonard, Quebec.
- **Salaison Lévesque Inc.** - A meat processing facility in Montreal, Quebec.

Associate Members:

- **Baghai Development Limited**, doing business as: **Paradise Farms Caledon Incorporated** - A cold storage facility based in Toronto, Ontario.
- **Diversitemp Solutions Inc.**, doing business as: **PakSense Canada** - A company that provides equipment based in Ajax, Ontario.
- **Life Technologies Inc.** - A company that focuses on research & development based in Austin, Texas.
- **Mercator Orbi Inc.** - An international trading company based in Montreal, Quebec.



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## Past Events

**The 18th Annual Sheep's Head Fishing Derby** took place on Lake Ontario outside of Port Credit on August 17, 2012. It was a great day with a great turnout of 25 fishers. Prizes went to: Rafal Rusiniak from Handtmann Canada for the biggest fish caught; **27.8 lb.** Chinook Salmon, Mary Jane Quinn from Ontario Pork for the heaviest Rainbow Trout caught; **7 lb.**, and the heaviest weight total of fish caught per boat was awarded to the "Rod Restler" boat; Stan Drabkin, Brittany Ypma, Norbert Kostelnik, Curtis Howe, Doug Donaldson, Rob Bye, Craig Wood and Ralph Papa - Total of **129 lbs.**



**The 21st Annual Canadian Meat Invitational Golf Tournament** was held on September 7, 2012 at the Deer Creek Golf Club in Ajax, Ontario. There were a total of 220 golfers who participated in the tournament. The 1st place winning team went to the foursome Tim Frith and Kevin O. from Ronald A. Chisholm, George Wilson from Conestoga Meat Packers and Conrad Huber from Piller's. Winners of closest to the pin were: Kevin Hankins from Nitta Casings, Dwayne Alphanso from PARS International and Tracey Moore Harrison from Wilkinson Foods. The winners of the longest putt were: Bruce Tharby from Erie Meats and Luis Ramirez from Maple Lodge Farms. The winners for the longest drive were: Ellen McWhinnie from Fearman's Pork, Kevin Cinel from Sealed Air Food and Beveridge Division and Jamie Martel from Wilkinson Foods.



Pictures for both events can be found on our Facebook page: <http://www.facebook.com/pages/Canadian-Meat-Council/135006373312713>

## International Trade

The government is relentlessly pursuing its activist agenda on the trade front. The Canadian Meat Council has been actively involved on the following fronts:

**The Canada-European Trade Agreement (CETA):** The government continues to hope to be in a position to finalize the agreement by December 2012. Jim Laws, Executive Director, was a member of the industry delegation that travelled to Brussels the week of October 22.

**Canada-Korea Trade Agreement:** Talks have resumed after a four year hiatus. The Canadian negotiators are attempting to define a deal with South Korea to enhance Canadian exports of beef and pork in that country.

**Canada-Japan Economic Partnership Agreement:** The first round of negotiations is scheduled to begin on November 26, 2012. Ray Price, President of the Canadian Meat Council, appeared before the House of Commons Standing Committee on International Trade to express support for the Canada-Japan Economic Partnership Agreement and highlight the association's priorities for the talks, e.g., increased market access for beef and pork as well as removing age restrictions on imports of Canadian beef. Meetings with Japan Embassy officials in Ottawa were held in preparation for the launch of the talks.

**Trans-Pacific Partnership (TPP):** Canada was officially admitted as a negotiating member of the TPP after Thanksgiving. The TPP negotiating parties are: the United States, Australia, New Zealand, Vietnam, Malaysia, Singapore, Peru, Chile, Brunei Darussalam, Mexico and Canada. The Canadian Meat Council is part of an industry working group, established by the Canadian Manufacturers and Exporters Association, to provide input for the talks. A meeting was already held with Canada's lead TPP negotiators to review and discuss Canada's priorities in the talks. Enhanced market access for goods, through an ambitious tariff reduction schedule, the elimination of non-tariff trade barriers, regulatory coherence, as well as strengthened commitments under the WTO Agreement on the Application of Sanitary and Phytosanitary Measures figure prominently among Canada's negotiating priorities. Canada will participate in the next round of negotiations which will be held in Auckland, New Zealand, beginning on December 3, 2012.

## Regulatory Update

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**The legislative and regulatory calendar of activities has also been a demanding one:**

Jim Laws, Executive Director, appeared before both Senate and House of Commons Committees that were studying Bill S-11, the Safe Food for Canadians Act. The comments of the Canadian Meat Council on S-11 were well received by both Committees. It is expected that Bill S-11 will be passed into law before the House of Commons rises for the Christmas recess with the date of coming into force of the law at a date to be determined once the regulations have been finalized. Canadian Meat Council staff have been monitoring and reporting on legislative debates on Bill S-11, including proceedings of both the Senate and House of Commons Committees.

On the regulatory front, the Canadian Meat Council has provided comments on the guiding principles of the improved food inspection model, participated in the CFIA-led industry consultations on the draft model, and made a formal submission to the CFIA on the model. The revised draft of the improved food inspection model is expected to be released by the CFIA during the 1<sup>st</sup> Quarter of 2013 for a second and final round of consultation with industry. The Canadian Meat Council has also provided industry comments on the feed renewal initiative and the establishment of a mandatory pork traceability system within Canada.

## Government Relations Report

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***E. coli* O157 illness related to beef:**

The Canadian Meat Council has been very active in responding to political, regulatory, media and public concerns and questions that arose following the identification of 17 cases of *E. coli* illnesses that were attributed to the consumption of beef. These initiatives have included the following:

- regular, and sometimes daily, current situation briefings by the Canadian Food Inspection Agency;
- individually, and in collaboration with the Canadian Cattlemen's Association, meetings with the Minister of Agriculture and Agri-Food as well as representatives of the New Democratic and Liberal parties;
- active participation, with Canada Beef Inc., the Canadian Cattlemen's Association, the Alberta Livestock and Meat Agency, and Alberta Beef Producers, in an industry Media Relations Response Team created by the Beef Value Chain Round Table;
- creation of a member-based *E. coli* working group to develop industry proposals on *E. coli* and interact with the Canadian Food Inspection Agency and Health Canada on proposed regulatory initiatives;
- consultation with the Retail Council of Canada on the new Health Canada proposal for labelling and cooking requirements for mechanically tenderized beef;

- circulation of a mechanically tenderized beef question and answer document to all Canadian Beef Council members, participants in the BVCRT Media Relations Response Team and the Retail Council of Canada; (this document was also posted on the Council's website)
- numerous interviews and live commentaries with national, regional and local electronic and print news organizations; and
- publication of two Canadian Meat Council media releases on October 9 and October 23.

#### **Provisional Guidelines for Natural and Method of Production Labelling:**

A letter dated October 9 was received from the CFIA Chief Redress Officer concerning the May 10 appeal by Canada's red meat and poultry processors of the CFIA September 28, 2011 provisional "Guidelines on Natural, Naturally Raised, Feed, Antibiotic and Hormone Claims". The October 9 letter includes the statement "... a path forward was agreed to which includes CFIA committing to review the guidelines taking into consideration your comments and the CFIA holding a bilateral meeting to brief you on the guidelines before finalization."

During a telephone discussion on October 24 the Director of the CFIA Consumer Protection Division stated that:

- the commitment to schedule a meeting prior to publication of the revised guidelines will be respected;
- the revised guidelines will address both the "natural" and "method of production" components of the provisional guidelines; and
- the CFIA meeting with industry representatives would occur "before the end of December" (Note: similar commitments had been made for September, October and November).

With respect to the content of the proposed modifications, the CFIA would volunteer only that the industry comments have been "incorporated" into the guideline modifications. Previous discussions with other CFIA contacts suggested that the revisions may reflect the meat industry request that all components of the food sector be treated the same – at least according to the CFIA concept of this definition.

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