

# Minutes of the 99th Annual General Meeting CANADIAN MEAT COUNCIL

# June 4, 2019 – Marriott on the Falls,

# Niagara Falls, ON

**The meeting commenced at 4:15PM**

## Call to Order/Welcome

CMC Board Chair, David Colwell, called the meeting to order and welcomed participants. Approximately, 40 Members, Associate Members and CMC staff were in attendance.

## Approval of Minutes of the Meeting of May 29, 2018

A **motion (1)** to approve the minutes was made by Troy Warren and seconded by Henry Mizrahi. CARRIED

## Business Arising out of the Minutes – NONE

1. **Report of the Chair of the Board**

**David Colwell – June 3, 2019 AGM**

I am now half-way through my tenure as Chair of the Board of the Canadian Meat Council. I am increasingly pleased with the direction the Board and staff are tacking towards. The more focused approach to supporting member’s businesses and transparency on the part of CMC are key components of why CMC has begun the process of reinventing itself, more connected, responsive, agile and a clear direction that the Board has fully endorsed.

The Ottawa political environment is not one I am overly familiar with but the impact it has on our industry from the regulatory side, business and trade side are all to a large degree out of our control. What is not, and what I appreciate about the work of the team at CMC is how they are plugged in to the senior decision makers that affect our industry. While we don’t always get what we want from government, we know, our message and ask has been heard.

Over the past year, we have seen a number of significant trade deals ratified by the Canadian government, CPTPP, CETA, and USMCA to name a few. At the same time, the government is struggling with its relationships with our two largest trading partners. That is the backdrop for the coming fall election where we could have a new government and all of the work begins anew. However, CMC has been strategic they have developed relationships with senior bureaucrats that will be there whomever takes office, have been working with opposition MPs who know our issues and have been building coalitions with other trade associations so as not to see our sector’s issues isolated. That will continue to be the environment industry faces and why the work of CMC and their relationships with government are critical to members.

One of the major accomplishments from 2018 that I want to highlight was the work done to have an even closer alignment with NAMI. Julia Anna and Chris talk monthly, they are invited to each other’s respective meetings and while not in 2018, it is worth mention that just a couple of weeks ago, they both met with the head of the FSIS in DC. Common cause. Common front.

I am pleased too that the staff are finding new ways to provide greater line of sight for members and the Board. This includes the monthly newsletter which lays out work done and work to be done in the coming month.

First of the month dashboard note to the Board on key files for that month so we have a better sense and understanding of work load and time usage.

And finally, the introduction of KPIs for the President.

All of this underscores my commitment as Chair and Chris’s commitment to members that we are very prudent with your money and as importantly we want members to know how we are working for them in real time.

In closing, I would like to thank all the Associate and Regular members of the Canadian Meat Council who make it a highly respected national organization.  It seems that as every year passes, our meat industry is challenged with new issues.  Our commitment to you is to continue to work on the most important issues that enhance the competitive capability of our federally inspected packers and processors. Together we will reach our vision of Canada trusted as the world leader in the provision of safe and wholesome meat.

Thank you.

## Report of the President and CEO

Chris White thanked David Colwell for his service to CMC in the past year and looks forward to working with David Colwell over the next year. We are looking at issues now with a different perspective. Need to ask the question ‘Why are we doing it this way’ – have we tried other approaches? And how can we do it better

This is not always comfortable BUT: We need to earn your confidence daily and you need to be more than satisfied your dues are well spent.

We are always pushing ourselves and our industry to do better. Sometimes it is not a comfortable discussion. CMC knows that it is our members’ money we are using and want to deliver value for your money.

Looking Back we have focused on the following new approaches and key priorities:

**New Approach(es)**

* Listen to what government is saying
* Look for new partners
* Look for savings and alignment
* Accessibility for government/stakeholders
* Transparency with members
* Real time communication

**Key Priorities**

Member Services

* Committee restructuring
* New website
* Membership strategy

CFIA Relationship

* Top to Top
* Engagement strategy
* Regulatory Cooperation
* SFCR

International Trade

* CPTPP
* NAFTA
* China

Labour Relations

* Engage gov officials
* CAHRC
* UFCW

**2018 Key Beef Accomplishments**

* CUSMA – “do no harm” level of access protected under new agreement
* Next steps will be to address Meat Annex in other forums available
* Issues include border re inspection levels, grade equivalence recognition
* OIE Recognition as Negligible Risk Status for BSE
* SRM Removal policy – how to reduce list of SRM definition to be equal to US
* EU exports increasing despite the compliance challenges

**2018 Key Pork Accomplishments**

* Updated the Best Practices for the Control of Listeria monocytogenes
* African Swine Fever work with government and stakeholders on preparedness planning, enhanced biosecurity, ensure business continuity and coordinated risk communication and response
* Smooth implementation of Safe Food for Canadian Regulation in our industry
* Carcass stamp removal – Ministerial Exemption to remove the mandatory carcass stamp at slaughter establishments

**2018 Key Deliverables**

* Implementing Top to Top meetings with President and Senior staff at CFIA
* Strengthening relationship with NAMI
* Regular contact with senior elected and non-elected officials (quality over quantity)
* Greater transparency for members regarding work of CMC
* Member’s had input into CPTPP, USMCA and CETA Trade deals
* Ag-Food Labour Pilot included in Federal Budget 2019

**Improved operation**

* More efficient, improved policies
* Improved committee structure – direct reporting to the BOD
* Annual work plan and performance measures for staff
* Our work is measurable, and we are accountable to members – make sure to give you value for your money

**Improved communication**

* Monthly newsletter
* More responsive to members
* Addition of webinars
* New website coming this summer
* All done with the aim to have a more engaged and informed membership, increasing participation and knowledge sharing

**Improved advocacy**

* We have built and continue to build strong relationship with government at senior levels – CFIA, Health Canada, Immigration and Economic Development, as well as Treasury Board
* Building relationships with MPs and their staff – meaningful presence on the Hill
* CMC is striving to be seen as a partner, to work with government to come up with mutually beneficial solutions

**Improved credibility**

* Our work on the above has led to increased and improved credibility
* People come to CMC now for answers, for solutions – government departments, MPs and staff, media, and our members
* Participating as active members on several industry Boards and committees, representing members within the broader meat industry – Beef grading agency, traceability, beef check off board, value chain roundtables
* CMC is a credible source for information, but also expertise and strategic thinking – to work with other groups to solve problems and advance industry issues

**Looking Ahead:**

* What does the future hold?
  + CMC growth – can we broaden our base?
  + Can we grow membership?
  + How do we manage fall election?
* What does success look like?
  + Are we getting the first round of calls from government
  + Do we have issues government will use some of their political capital on?
  + Is it a simple decision for members to renew their membership?
  + A growing meat industry

CMC continues to work with other stakeholders to align issues as a unified force. CCA, CPI, CPC and CMC are meeting with CFIA as representatives of the Canadian Meat Industry. As has been our practice, it continues to be important that Board members join us for these high-level meetings. The issues are elevated by having a Board member there – politicians and government officials appreciate having industry leaders in the room.

## *Financial Report: David Flomen*

*Reported that the annual audit came out clean. The statement operations showed a loss of $51,162. Factors that contributed to loss were loss of membership fees and loss in Annual Conference revenue.*

*There were* ***four*** *number of audits by foreign missions which CMC covers the costs and recovers from members and some government support.*

*A* ***motion*** *to accept the financial statement and auditor’s report as presented, was approved unanimously. CARRIED*

*A* ***motion*** *to approve the same auditors as previous years – was approved unanimously.*

## Reports of Committees

1. **Beef and Veal Committee (Tyler Bjornson)**

The BVC has met during 2 conference calls since the last year’s Annual General Meeting.

Issues addressed included the creation of the Livestock Grade Requirements Standing Committee under the direction of the Canadian Beef Grading Association; the creation of a working group on veal related issues – specifically regarding challenges on the EU and China; access for Meat and Bone Meal (MBM) to Indonesia, US Border/I-House test and hold inspection increases; and loss of market in Saudi Arabia. Also discussed was the Traceability legislation and CMC’s efforts to affect changes that would support our members; the annual review of the Beta-Agonist Free Certification Program and Government of Canada’s Trade Agreement Updates highlighting the outcomes of the Canada US Mexico Free Trade Agreement (CUSMA), CPTPP implementation, CETA/Brexit and the challenges our industry is facing on equitable access to this market; and finally status of the ongoing MERCOSUR negotiations.

The committee has also received regular updates on CMC’s work on the labour file and challenges under the Temporary Foreign Workers Program.

The Face-To-Face meeting today received an update on the work being done to assist CMC members by Canada Beef through the Canada Beef Check-off Agency and Canada Beef Inc.

The committee received an update from the Canadian Cattle Identification Agency on the Canadian Livestock Tracking System and upcoming technology options followed by a member’s only discussion on how members can address the governments traceability policy in a cost efficient manner.

The in-camera committee discussed the international trade priorities for the coming year.

1. **Pork Committee (*Guy Baudry)***

The Pork Committee had one face to face meeting in June and 2 teleconference meetings. There was approximately 80% participation from total pork processor with productive discussions. The focus has been on market access issues and looking for solutions with government and to facilitate the understanding of various issues in common with CPI and CPC. Trade negotiations and specific agreements such as CPTPP, Mercosur, China, NAFTA were discussed. The committee’s priorities align with CMC’s and the committee has provided input and influence. Market access and other issues discussed included Ractopamine, animal welfare issues, Safe Food for Canadians Regulations. We are working closely with CPI on activities and market access. CPTPP is important – gives us one up over the US.

Pork Committee thanks for the leadership by Chris White and for Jorge’s continued commitment.

## Technical Committee (Paul Savage)

Last year, the Technical Committee held three meetings. The September meeting was joint by the members of the Canadian Poultry and Egg Processors Council to discuss common issues. The Committee meetings were well attended and crucial for members to be up to date on the progress of different modernization initiatives that the Canadian Food Inspection Agency (CFIA) and Health Canada are pursuing in the last couple of years. Discussions with CFIA about consistent inspection and interpretation of regulations were of vital importance for the members during the meetings. As Safe Food for Canadian regulation will be effective next year, the

Technical Committee members deem of importance to create a validation working group with government to be prepared for the new outcome based regulations. A subcommittee will be updating the ‘‘Best Practices Document for the Control of Listeria monocytogenes’’. Lots of discussion on the Safe Food for Canadian Regulations and the labelling modernization are expected to happen next year at the Committee. The Technical Committee thanks Jorge for his full involvement and commitment to follow up on actions and accomplish the priorities of the Committee.

## Associate Members Committee (David Flomen)

Associate Member Committee was chaired by David Flomen and was attended by CMC’s Chris White,

Marie-France MacKinnon and Laurence Lavallee. David first welcomed the new Associate members. He conveyed the objectives of the committee:

* + to ensure that the Associate Members continue to receive ‘value’ for their membership
  + to regularly meet to review, consult and share information on Industry issues affecting Associate members
  + to organize and put together a “Special Event” group with the purpose of bringing together both the Associate and Regular members for events that allow for networking opportunities to foster business and personal relationships
  + To manage the segregated funds that are generated by the Special Events activities

The Chair provided an update on the five Associate members that sit on the CMC Board of Directors. The results of the 2018 Fishing Derby and the CMC Golf Invitational were presented. David Flomen also gave an overview of what the Associate members contribute to the Scholarships yearly and noted that they’ve awarded almost $80,000 in scholarship to date. It was discussed whether to expand the scope of the Awards in 2019, so that the total scholarship amount would be 50% of the previous year’s net revenue.

Other business included a discussion on ways to expand Associate member profiles, expand Technical Meeting Focus and membership growth strategies.

## Public Affairs Committee.

The Public Affairs Committee officially kicked off this year with over 20 participants at this meeting.

Many topics were covered including, Meat Labelling Positioning, African Swine Fever Communications

Targeted campaign focused on medical/health community, Attendance at Dietitian Canada Conference (June 2019), Campaign focused on Woman, Proactive Story Placement, Fifth Story (news wire) Back to School , Third-Party Spokesperson/Experts List, Crisis Communication Plan, Labour Strategy and CMC becoming a data repository. We agreed to meet/call four times a year.

## New Business – NONE Motion 4 by David Colwell, Seconded by Randy Belcot.

* 1. **Election of Directors**

Anthony Petronaci, Arnold Drung, David Colwell, Evan Segalowitz, David Flomen, Guy Baudry, Harvey Buksbaum, Henry Mizrahi, Iain Stewart, Krystal Darling, Matt Gibney, Randy Belcot, Ray Price, Robert Bielak, Stéphanie Poitras, Sylvain Fournaise, Troy Warren

Motion 5 to accept was approved unanimously*.*

## AGM Creation of Nominating Committee (approved)

* 1. **Unfinished Business - NONE**
  2. **Motion to Adjourn (6)**

The **motion** to adjourn was made by Troy Warren and seconded by David Flomen.

The meeting was adjourned