



ONTARIO PORK

Response to Resolutions

2010

August 23, 2010

Dear Councillors, Alternates, Presidents, and Secretaries,

On behalf of the Resolutions Committee, I thank all of the delegates to the Annual Meeting for participating in the resolution process. This booklet contains responses to the resolutions debated and passed at the Annual Meeting.

I encourage each of you to read and consider the responses given. Further questions pertaining to the issues outlined in these resolutions can be directed to the Board through your local Board Director or directly to the staff at the office.

Sincerely,

Barb Zettler
OP Resolutions Committee Chair

2010/2011 Committee Members

Barb Zettler (Chair)	Director	District 9
John Devries	Councillor	Wellington
Rod de Wolde	Councillor	Peterborough
Mary-Ann Hendrikx	Vice Chair	District 2
Lloyd Holbrook	Councillor	Grey Bruce
John Lammers	Director	District 1

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SAFETY NETS

RESOLUTION 3

Whereas other governments buy pork for social programs,

Therefore, be it resolved that Ontario Pork lobby the Provincial and Federal Governments to purchase Canadian pork products to support humanitarian purposes.

Submitted by: *Oxford County Pork Producers*

RESOLUTION 3 RESULTS

Total Voted: 145

Total in Favour: 134

Total Opposed: 11

Outcome: PASSED

RESOLUTION 3 – Response

Over the past few years, the Canadian Pork Council has focused lobby efforts on the state of the industry.

In dealing with pork for food aid, there is a question of handling. All of Canada's food aid goes through the World Food Program with the Canadian International Development Agency (CIDA) being the federal agency involved (see <http://www.acdi-cida.gc.ca/acdi-cida/acdi-cida.nsf/eng/JUD-24133116-PQL>).

The common form of pork to move to an area in need is as a canned product. According to the WFP's food aid tracker (see <http://www.wfp.org/fais/>), there has been shipments of canned pork in the past, but in small quantities. (We are not sure if any company has any canning done in Canada).

There were donations of frozen pork in 1996, 1999 and 2000. These presumably are countries with cold storage that can accommodate frozen meat, a situation that is not common in food aid situations.

See appendix 1 for federal and provincial procurement policy letters as sent to Premier Dalton McGuinty and Prime Minister Stephen Harper.

RESOLUTION 4

Whereas producers continue to face severe economic losses, and;

Whereas Ontario Pork is actively lobbying for a BRMP

Whereas farms and farm families cannot survive without a reasonable return;

Therefore, be it resolved that an industrial wage be an integral part of any Cost of Production formula.

Submitted by: *Durham Region Pork Producers*

RESOLUTION 4 RESULTS

Total Voted: 139

Total in Favour: 84

Total Opposed: 55

Outcome: PASSED

RESOLUTION 4 – Response

To date, Ontario Pork has used OMAFRA Swine Enterprise budgets as the starting point for discussion on a cost of production formula. This formula does include labour costs.

The ‘industrial wage’ is a number in addition to labour, that has historically been included in Quebec’s ASRA program to provide a return on investment to the producer. There are many changes to the ASRA program in development, including changes to cost of production calculations. Ontario Pork will continue to investigate these changes and consider what impact the changes should have on the proposed BRMP.

RESOLUTION 7 AS AMENDED

Whereas Ontario Pork is currently drafting up details for the BRMP and;

Whereas Ontario Pork was warned by Agriculture Canada that a subsidy like a BMRP on live hogs going into the US would substantially increase the risk of trade action against the pork industry and;

Whereas a BRMP will help pork producers when prices are below their cost of production and;

Whereas the provincial government has warned Ontario Pork that they will not contribute any money towards a program that could cause expansion;

Therefore, be it resolved that Ontario Pork move towards a mechanism that would ensure that the BRMP be only applied towards hogs that are born and raised in Ontario and slaughtered in Canada.

Submitted by: *Perth County Pork Producers*

RESOLUTION 7 RESULTS

Total Voted: 141

Total in Favour: 111

Total Opposed: 30

Outcome: PASSED

RESOLUTION 7 – Response

Ontario Pork with the Ontario Agriculture Sustainability Coalition (OASC) is lobbying the provincial and federal governments to launch a Business Risk Management Program (BRMP) for many commodities. As part of the process the provincial government is working with OASC to further develop program design and costing in case the program is approved.

A key objective for Ontario Pork is a program that can be defended against a trade action. Ontario Pork and OASC have received advice from Agriculture Canada and have commissioned research from other trade experts on how to minimize the risk of countervailing duties. All of these opinions will be considered in program design.

The BRMP as proposed is unlikely to trigger expansion in the industry because producers will share 30% of the long term program costs through premiums. A provincial only program would leave producers with only partial coverage and therefore even more incentive to respond to market signals.

The final design of a BRMP is not exclusively Ontario Pork's decision. It will involve other commodities and governments.

As the program is designed, it will also be important to ensure that a program is responsive in all circumstances, for instance, if a packer closes due to a strike or market conditions. In that case, producers may need to market their hogs into the US even if that is not their normal market. As prices are likely to be low enough to trigger a BRMP payment at the time, and producers would likely have paid program premiums, arguably they should still be covered under the program.

CONSUMER MARKETING

RESOLUTION 8

Whereas the Provincial Government has been encouraging Ontario consumers to purchase homegrown food through various programs including “Home grown Ontario” and “Foodland Ontario”

Whereas most local pork products are processed by a local abattoir in Ontario,

Therefore, be it resolved that Ontario Pork lobby the Provincial Government to further enhance the support of small Provincially inspected abattoirs to meet the new Provincial food safety standards.

Submitted by: *Oxford County Pork Producers*

RESOLUTION 8 RESULTS

Total Voted: 134

Total in favour: 132

Total Opposed: 2

Outcome: PASSED

RESOLUTION 8 – Response

Ontario Pork continues to recognize the significant role that small abattoirs play in the Ontario pork industry and applauds the work conducted by the Ontario Federation of Agriculture in facilitating discussions with the Ontario Independent Meat Processors (OIMP) on the issue of regulatory standards.

Designed to promote Ontario meat, Homegrown Ontario was a 3 year 4.2 million dollar grant funded program that ended December 31, 2010. The Ontario Independent Meat Processors (OIMP) has since taken this program under its area of responsibility. When Homegrown Ontario began, the Foodland Ontario program had not yet included meat under its portfolio of products. In the last two years Foodland has been promoting local meat and specifically Ontario pork in television ads and other promotional activities. Ontario Pork is leveraging this 30 year brand and is utilizing some of its Ontario Market Development Funding to encourage consumers to “Pick Ontario Pork” with Foodland Ontario through Toronto transit signage in subways, buses and streetcars and through radio spots on ten different radio stations across the province. This campaign takes place in May/June and September/October of 2010 and over 1,600 pork posters will be seen by 1.6 million people travelling Toronto’s transit system daily and pork tags heard by over 3 million radio listeners during those months.

Ontario Pork will continue to support the OFA in its role in this issue, and the OFA will continue to brief Ontario Pork on any developments as Ontario Pork recognizes the contributions of small abattoirs to the Ontario pork industry.

RESOLUTION 9

Whereas Ontario Pork has been repeatedly directed by councillors to try to promote Foodland Ontario pork labeling

Therefore, be it resolved that the Board put pressure on government, processors, retailer to label Ontario Pork Products.

Submitted by: *Grey Bruce Pork Producers*

RESOLUTION 9 RESULTS

Total Voted: 136

Total in Favour: 128

Total Opposed: 8

Outcome: PASSED

RESOLUTION 9 – Response

Ontario Pork is working with Foodland Ontario to utilize its 30 year brand to promote local meat, specifically pork.

By developing consumer marketing materials and communications that showcase Ontario Pork and its relationship with Foodland, the consumer will be able to not only better identify local pork product, but feel confident that purchasing pork within the province strengthens the economy, reduces the carbon footprint on our environment, and recognizes the contribution our pork producers make to the community.

In retail, many of the smaller outlets are already using Foodland logos. Longo's and Sobeys each have their own branded pork products that carry the Foodland logo. Foodland is continuing to meet with retailers to encourage them to use its logos on pork products. The larger retailers are purchasing nationally and so cannot guarantee the pork they have in store is from Ontario. Several processors (Conestoga and Quality) already have their products labeled as Ontario as well.

Ontario Pork has received funding from the Ontario Market Investment Fund and has designed a marketing plan that will hit consumers multiple ways through radio, internet, print, and visually at urban transit centres, all with the Foodland reference encouraging consumers to ask for Ontario product. This "push" marketing strategy uses different mediums that are more technology driven and can capture the greatest volume of consumers. For this reason, Ontario Pork has chosen to leverage transit signage in subways, buses and streetcars in urban areas like Toronto, where high volumes of consumers will visually see pork messaging. Also, recipe videos are a great way to reach the target group of 25-45 years olds – videos can be uploaded to youtube, posted to our website, and sent via email to distribution lists. By engaging with a company like Dailyweb TV, owned by Metroland Media Group, Ontario Pork's message can reach its audience both through web and print. Television is one of the most effective means of reaching the consumer and by having pork prepared on various shows and channels in conjunction with Foodland Ontario Pork can again push its message out. This can also be true for radio tags which are airing on 10 difference stations across Ontario in May/June and September/October. There is a captive audience of consumers sitting in their cars commuting to work and other locations that will hear the Ontario Pork/Foodland messaging.

RESOLUTION 10

Whereas The Ontario consumer has a difficult time determining the origin of the pork they buy at the retailer

Therefore, be it resolved that Ontario Pork push the Federal Government to clearly define, then enhance, and enforce the labeling laws of Canada so the consumer can easily determine the origin of the fresh pork they purchase for their family.

Submitted by: *Oxford County Pork Producers*

RESOLUTION 10 RESULTS

Total Voted: 137

Total in Favour: 134

Total Opposed: 3

Outcome: PASSED

RESOLUTION 10 Response

Canadian pork producers have become well aware, as a result of U.S. country of origin labelling (COOL) of how label requirements can affect trade.

Canadian live pigs and pork are now subject to discrimination in the U.S. market due to the obligations COOL imposes on processors and retailers there to segregate meat from animals born outside the United States from domestically born pigs, cattle and other species. This has severely impacted Canadian farmers who built businesses based on free and open trade between Canada and the U.S.

Canadian pork producers very reasonably expect that enforcement of labelling requirements on imports be no less rigorous than those for domestic products.

What are the requirements?

- Sections 94 of CFIA's *Meat Inspection Regulations* (MIR) (1990) requires eight different elements on the label of an "*immediate container of a prepackaged meat product*" and Section 95 requires that "*every meat product shipped from a registered establishment shall bear a label that meets the requirements*".
- The required elements concern:
 - product description (according to Canadian meat cut nomenclature);
 - country of origin (for imported product);
 - net weight (metric);
 - name and address of the registered establishment producing the product;
 - meat inspection legend;
 - list of ingredients for any prepared meat product;
 - storage (refrigeration) instructions (and cooking instructions for any raw product that could have the appearance of a ready-to-eat product);
 - and production date (and best-before date for pre-packaged products with shelf life of 90 days or less).

- The product name, ingredients statement and net weight must be in English and French.

If one observes that these basic requirements are not being met, this should first be taken up with the store and if the situation is not corrected, then one is encouraged to report this to the local office of the Canadian Food Inspection Agency.

As the Canadian Food Inspection Agency (CFIA) currently relies on a complaint-driven process to enforce Canadian labelling laws, Ontario Pork will ask the Canadian Pork Council (who represent Ontario pork producers on federal issues) to pursue with the Canadian Food Inspection Agency an audit-based system in order to introduce more rigor to the enforcement of Canadian labelling laws.

See Appendix 2 – letter from CPC to Ritz re: labeling

COMMUNICATIONS

RESOLUTION 11

Whereas Policy Days held second Wednesday and Thursday in November is conflicting to many councillors who are busy with harvest and fall field work,

Therefore, be it resolved that policy day be changed to the third Wednesday in January, and dedicate energy and attention into fitting the entire agenda into a one day session.

Submitted by: *Oxford County Pork Producers*

RESOLUTION 11 RESULTS

Total Voted: 136

Total in Favour: 76

Total Opposed: 60

Outcome: PASSED

RESOLUTION 11 – Response

The 2010 Policy Day will be held over one full day on Friday, September 17 in Guelph. We remain hopeful that it will rain like crazy and that it will be a day well spent on discussing and debating our course as we head in to the 2011 season of annual meetings.

NATIONAL ISSUES

RESOLUTION 13

Whereas Canadian hog producers adhere to CFIA and Health Canada production protocols that were instituted to protect Canadian and Global consumers from perceived health risks, and

Therefore, be it resolved that Ontario Pork, other provincial organizations, and the Canadian Pork Council begin a coordinated lobby calling for Canadian standards to be applied to all pork imported to Canada.

Submitted by: *Perth County Pork Producers*

RESOLUTION 13 RESULTS

Total Voted: 141

Total in Favour: 103

Total Opposed: 38

Outcome: PASSED

RESOLUTION 13 – Response

The Canadian hog industry is built on trade. Nationally, we produce approximately 50% more pork than we consume. However, provincially production is much closer to consumption. This means we rely heavily on the export market. There have been many changes in the hog and pork sector in recent years, mostly as a result of negative returns for hog producers. The economic crisis facing producers today has led many industry stakeholders to analyze trade and factors impacting market access.

Finding the optimal trade balance is impossible as it is an ever changing target. Canada needs to protect domestic producers by ensuring fair competition in the domestic market but at the same time must ensure access to existing and new export markets.

Value of Pork Trade with the United States

Canada has developed export markets throughout the world over the past 15 to 20 years. These markets have reduced the reliance of the Canadian hog industry on access to the U.S. market. However, the United States remains one of our major trading partners. In 2009 the United States was Canada's largest export market when measured in quantity with 329 million kgs of pork and pork products exported to the United States. When you compare Canada's export markets based on dollar value Japan is more significant than the United States. Japan purchased \$865 million dollars of Canadian pork in 2009 while the U.S. purchased \$834 million. Japan purchased 31% less pork than the United States but spent almost 4% more. Canada has been able to leverage a high quality product in markets other than North America.

Potential Policy Direction

Many Canadian producers are frustrated by the implementation of Country of Origin Labelling (COOL) in the U.S. COOL has limited access to the U.S. market for live animals, while at the same time we are seeing more U.S. pork in our grocery stores.

There has been some discussion as Canada reduces total production numbers that it may be more important to ensure Canada can finish and process the reduced number of domestic hogs and not worry about being able to export to the U.S. The other side of the issue is that if the world market

for pork grows in the coming years Canada may increase production and want access to the U.S. market in the future if the Canadian processing sector can't meet capacity.

There has also been discussion about increasing the labelling on Canadian products in Canadian stores so consumers know when they are buying Canadian pork, essentially a voluntary COOL program for Canadian products in Canadian stores. This would involve working closely with domestic processors and retailers to ensure Canadian pork is labelled accurately and prominently.

There have also been suggestions to ban pork imports from countries that use veterinary products that are banned for domestic use. There are risks associated with this option as other countries may retaliate by imposing similar bans or may take the issue to the World Trade Organization (WTO).

Options for Trade

International trade of pork and thousands of other products are an essential part of the world economy. Some countries are net exporters, such as Canada where we have an abundance of pork while others are net importers where they can't produce enough for the domestic population. Countries develop trade agreements to ensure trade meets the needs of all Countries involved. Canada is currently working on a number of agreements including one with the E.U. The WTO has been trying to renew their agreement for many years.

Countries can both export and import the same product. It may seem counterintuitive but sometimes a cut will get higher value in an export market than in a domestic market. Therefore domestic production is exported while product is imported to meet the domestic demand.

Trade is a complicated process. It involves everything in a normal business transaction with the added uncertainty of issues such as currency, border crossing requirements, export country product specifications and unfortunately, politics. Canada relies heavily on trade for most commodities and many manufactured products. Maintaining access is crucial to our producers. Trade is enforced through the WTO which outlines the factors that can result in a country banning imports. If a country implements regulations that do not meet these criteria the exporting country can take action through WTO. This is the case with COOL in the U.S.

Many countries import from countries that use veterinary products that are banned for domestic producers. There are two steps involved in the regulatory process for other countries to be able to export product into Canada. The first step is for Canada to test the facilities in the exporting country to ensure they meet necessary requirements. This means auditing processing plants and laboratory facilities in the exporting country. If the processes meet import requirements the product can be traded. The second step is testing of imports. The methods for testing residue are developed by scientists including the frequency of testing. In some cases there is an accepted level of the product being tested, in others any residue is not permitted in imports. As an example, Canada announced a zero tolerance for Carbadox in 2005. This means there can be no residue in pork products imported into Canada.

RESOLUTION 14

Whereas exporting industries such as agriculture and manufacturing are an integral part of a healthy Canadian economy and,

Whereas the Canadian dollar has begun to trade with higher volatility due to changing global market conditions making the creation of accurate earnings forecasts and business plans for export dependent industries increasingly difficult and,

Whereas the options that are currently available to mitigate currency risk can be unwieldy for small firms due to liquid capital constraints and lack of knowledge

Therefore, be it resolved that Ontario Pork form working relationship with other exporting industries to create a dialogue in hopes that new solutions to this problem can be brought forward.

Submitted by: *Perth County Pork Producers*

RESOLUTION 14 RESULTS

Total Voted: 135

Total in Favour: 92

Total Opposed: 43

Outcome: PASSED

RESOLUTION 14 – Response

Refer to the Board for consideration in their industry networking through the Hog Industry Advisory Committee (HIAC).

Ontario Pork will investigate the benefits of becoming a member with the Canadian Food Exporters Association, the Canadian Manufacturers and Exporters and other export associations.

APPENDIX 1



ONTARIO PORK

August 5, 2010

Dalton McGuinty, Premier
Legislative Building
Queen's Park
Toronto, ON M7A 1A1

Dear Premier,

Re. **'Buy Ontario' Procurement Policy**

At the March 30, 2010 Annual Meeting of Ontario Pork our delegates overwhelmingly supported the pursuit of a provincial government policy that would require any pork purchased by the Ontario government to be of Canadian/Ontario origin.

*In 2006/2007 a Strategic Advisory Committee examined the issue of a 'Buy Ontario' Procurement Policy and recommended the following in the **Report to the Ontario Minister of Agriculture, Food and Rural Affairs, Minister's Strategic Advisory Committee, February 6th, 2007.***

1. **The Government of Ontario should pursue a policy guideline that requests institutional buyers within the immediate public service increase their procurement of Ontario food products**
2. **The Government of Ontario should develop policy options and recommendations on how Ontario food should be defined**

Larry Skinner, a previous Ontario Pork Board Chair participated on the Committee and our producers would appreciate an update as to whether or not Ontario's procurement policies have been revised accordingly.

Ontario Pork represents the 2,300 farmers who market hogs in the province in many areas, including hog marketing, research, government representation, environmental issues, consumer education and food quality assurance. The pork industry in Ontario accounts for 27,000 jobs, and it is estimated that total industry output from farm gate sales is worth \$4 billion to the Ontario economy.

Sincerely,

Wilma Jeffray
Chair – Ontario Pork

Copy to Carol Mitchell



ONTARIO PORK

August 5, 2010

Office of the Prime Minister
80 Wellington Street
Ottawa, ON K1A 0A2

Dear Prime Minister Stephen Harper –

Re. Canadian Content Policy/Green Procurement Plan

Canadian pork producers continue to suffer. In contemplating opportunities to begin to recover from the losses incurred, at the March 30, 2010 Annual Meeting of Ontario Pork our delegates gathered to discuss and debate solutions. At that meeting they suggested and overwhelmingly supported the pursuit of a federal government policy that would require any pork purchased by the Canadian government (including pork for humanitarian purposes) to be of Canadian origin.

This would further demonstrate the Canadian government's support of the domestic pork industry and would also be consistent with your government's green procurement plan – that food and beverages are locally grown wherever possible.

Other jurisdictions have been successful in implementing such policies. The United States' National School Lunch Program requires that to the maximum extent possible, American school boards purchase foods produced or processed from domestically grown commodities.

We appreciate your consideration of this issue.

Ontario Pork represents the 2,300 farmers who market hogs in the province in many areas, including hog marketing, research, government representation, environmental issues, consumer education and food quality assurance. The pork industry in Ontario accounts for 27,000 jobs, and it is estimated that total industry output from farm gate sales is worth \$4 billion to the Ontario economy.

Sincerely,

Wilma Jeffray
Chair – Ontario Pork

Copy to Jurgen Preughas – President, CPC

APPENDIX 2



Canadian Pork Council
Conseil canadien du porc



13 August 2010

Honourable Gerry Ritz
Minister of Agriculture and Agri-Food
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister Ritz,

On behalf of Canada's hog production industry and the federally registered meat slaughter and processing industry we are writing to request that the Government of Canada instruct the Canadian Food Inspection Agency to reallocate more specific resources to verify labelling compliance of pre-packaged imported meat at Canadian retail outlets.

We have written to the Canadian Food Inspection Agency on numerous occasions over the past few years and we remain concerned with the level of labelling non-compliance found across many provinces in Canada.

You will find attached several examples of our research over the past months with our ad hoc audit entitled Regulatory Compliance Audit Checklist with specific examples and photos of non-compliant and mislabeled meat products purchased at retail locations throughout southern Ontario.

Sections 109 and 123 (d) of the Meat Inspection Regulations clearly indicate the requirement for the appearance of "Product of" followed by the name of the country of origin on pre-packaged imported meat. Our research suggests that many retail outlets in Canada are not in compliance with this requirement. In addition we have found that some foreign meat packaging does not show a meat inspection legend or establishment number and there is often the absence of the required bilingual labelling.

Canada's hog abattoirs source 100 percent of all their live hogs from Canadian farms and we are committed to continue doing so provided that there remains sufficient supply. We all have to struggle to remain competitive with the strong Canadian dollar.

As you know Canada's hog industry has faced severe challenges and lost markets in the USA due to the Mandatory Country of Origin Labelling requirements for our products sold at retail in the USA.

We are facing an ever increasing volume of imported US meat competing with our own Canadian meat products here in our own retail grocery stores. Imports of pork from the United States grew by 25% from 138,000 tonnes in 2006 to 172,000 tonnes in 2009. It has been our experience that large retail chains especially major urban centres in the Toronto-Windsor corridor are the most frequent locations where non-compliance is found. We believe that high volume weekend specials featuring imported US pork at deep discount pricing is common.

The current state of affairs is doing a direct disservice to Canadian consumers at a time when they are more concerned than ever about the origin and safety of the foods that they purchase. Governments have recognized this fact by introducing the new Canadian Food Inspection Agency Product of Canada policy, Agriculture Canada's domestic Brand Canada program and various provincial "buy local" schemes, while the pork industry, with government financial help, has taken the matter seriously via the Pork Marketing Canada program to "sticker" Canadian pork products. It is frustrating to see these efforts undermined, and Canadian consumers confused, by the on-going labeling non-compliance with respect to imported pork products.

It has been our experience that the Canadian Food Inspection Agency's enforcement at retail appears to be complaints-based and that by reporting evidence of non-compliance steps are then taken. While the Canadian industry is prepared to continue ad hoc retail audits and bring non-compliance to the attention of the Canadian Food Inspection Agency we feel this is not the most effective approach to ensuring compliance with Canadian law.

Our goal is not to antagonize Canadian retailers since they are vital customers of the Canadian pork industry, but is to ensure that the law is being followed and that Canadians have all the information they need to choose between Canadian and imported pork.

We would appreciate an opportunity to meet with you to explain fully our request to properly regulate these products at retail.

Sincerely,



Jurgen Preugschas
President Canadian Pork Council



Brian Read
President Canadian Meat Council

cc Tyler McCann, Policy Advisor to the Honourable Gerry Ritz
Carole Swan, President, CFIA
Cameron Prince, VP Operations, CFIA
Bill Teeter, CFIA Ontario Region
Pork Marketing Canada
Provincial Pork Marketing Boards

The Canadian Pork Council (CPC) serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

The Canadian Meat Council has been the voice of Canada's meat processing industry since 1919. Canada's largest food processing sector, the meat industry's annual sales are estimated at over \$20.3 billion and it employs over 67,000 people. Canada's meat processing industry is made up of over 400 federally registered establishments, often located in rural settings adding jobs and important economic activity to the life of rural Canada.

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