



HEADLINES

Register for the 91st CHC Annual General Meeting

Invasive Alien Species Symposium

Call for Nominations

Regular Features

- Crop Protection
- Commodity Corner
- Trade
- Regulatory Updates
- Links of the Month

Mark Your Calendar

Register for the 91st CHC Annual General Meeting

Guest speakers for the upcoming CHC AGM will include March 13 Opening Luncheon guest of honour and speaker, **Her Excellency Sheila Sealy Monteith, High Commissioner of Jamaica to Canada**. Her Excellency will speak to the decades-long relationship between Jamaica and Canada and the life-changing impact the Seasonal Agricultural Worker Program has had on the country and its people.

Dr. Hasan Hutchinson, Director General, Office of Nutrition Policy and Promotion (Health Canada) will address the March 14 luncheon and outline initiatives being undertaken in the area of health promotion that will be of particular interest to horticulture.

The CHC is hosting an **Invasive Alien Species Symposium** on Tuesday, March 12 in conjunction with the AGM. [Pre-registration, which is complimentary, is required](#). In 2012, the CHC: AAFC-PMC Invasive Alien Species Coordination Group was formed in response to growing industry concern related to the threat of invasive species. Two Technical Working Groups; one for Spotted-wing Drosophila (SWD), and one for Brown Marmorated Stink Bug (BMSB) were created to provide a structure for facilitating and coordinating pest management research and outreach efforts to support the development of mitigation strategies for Canadian growers affected by designated invasive alien species (IAS). The symposium will provide an excellent opportunity for presentations and the exchange of information as related to prevalence and management strategies for these pests.

Master Crier Daniel Richer will reprise his role as Master of Ceremonies for the Opening Luncheon and Banquet events.

Call for Nominations

Nominations are now being accepted for the following:

- The **Doug Connery Award**: Celebrating Leadership Excellence Honouring exemplary passion, commitment and dedication to advancing the interests of Canada's horticultural industry. The 2012 inaugural honourees were Steve Levasseur and Keith Kuhl.
- **Industry Partner Award of Merit** in recognition of leadership, commitment and support of Canada's horticultural industry. The 2012 recipient was Syngenta Canada Inc.

[Nominations](#) should be sent to the attention of Anne Fowlie (afowlie@hortcouncil.ca) on or before February 25. Recipients will be announced and honoured at the CHC Annual Banquet on March 14 at The Westin Ottawa.

Hotel reservation cut-off date extended

The Westin Ottawa Hotel reservation cut-off date has been extended to **February 13, 2013**. After this date neither the rate nor availability are guaranteed.

For further information and complete registration details please visit www.hortcouncil.ca or contact Linda Vinokuroff (613 226 4880 ext. 219).

US Agriculture Workforce Coalition Seeks Immigration Solutions

Canada's US colleagues have long looked to the Seasonal Agricultural Worker Program with envy as they grapple with human resource issues. A new coalition of farm groups has been established to present a unified voice for agriculture as the US Congress considers immigration reform in 2013.

The Agriculture Workforce Coalition includes organizations that represent specialty crops, and broader agricultural groups, including the American Farm Bureau Federation.

The coalition is backing a solution that includes an earned adjustment in status for current farm workers and a program to ensure that producers continue to have access to a workforce even as harvesters move to other seasonal crops, according to a news release. The coalition is committed both to meet the needs of seasonal employers and those farm employers who provide year-round jobs, according to the release.

In a news release Tom Nassif, president and CEO of Western Growers, noted "Agricultural employers have come together as never before in lock-step and agreement about a workable proposal that will serve the needs of farmers, workers and the American people. The time for immigration reform is now."

Nancy Foster, president of the Vienna, Va.-based U.S. Apple Association, said in the release that 20 billion apples must be picked each year by hand. Apple growers face a labor crisis and need immigration reform to ensure American apples are harvested each year" Tom Stenzel, president of the Washington, D.C.-based United Fresh Produce Association, said in the release that the new coalition brings the nation's leading agricultural organizations to deliver a unified voice. "Having a stable and viable workforce has never been more critical for our nation's fruit and vegetable industry," he said in the release.

CROP PROTECTION

Implementation of the ISPM 15 between Canada and the United States.

Canada and the United States have agreed upon the implementation of the International Standard for Phytosanitary Measures (ISPM) 15: Regulations for wood packaging material in international trade for wood packaging produced and moving between Canada and the U.S. The specific date of full implementation of the requirements has not been established. Once publication of the Final Rule is complete, an implementation date will be jointly confirmed by the Canadian Food Inspection Agency (CFIA) and the United States Department of Agriculture (USDA). Based on the anticipated timing of the publication of the Final Rule, full implementation of ISPM 15 for Canadian or U.S. origin wood packaging will not occur prior to January 2015. The U.S. and Canada have agreed to provide industry with a minimum of a 12 month phase-in period of "informed compliance" (i.e. notification of the requirements) prior to full implementation.

Health Canada Establishes Maximum Residue Limit Database

As part of the assessment process prior to the registration of a pesticide, Health Canada must determine whether the consumption of the maximum amount of residues, that are expected to remain on food products when a pesticide is used according to label directions, will not be a concern to human health. This maximum amount of residues expected is then legally established as maximum residues limit (MRL) and is regulated under the *Pest Control Products Act (PCPA)*.

Health Canada sets science-based MRLs to ensure the food Canadians eat is safe. The MRLs set for each pesticide-crop combination are set at levels well below the amount that could pose a health concern. Typically, an MRL applies to the identified raw agricultural food commodity as well as to any processed food product that contains it. However, where a processed product may require a higher MRL than that specified for its raw agricultural commodity, separate MRLs are specified. If it is determined that an unacceptable risk exists, the product will not be permitted for sale or use in Canada. Previously, all proposed MRLs published via the PMRL Series were legally in effect as of the publication date of the corresponding Established MRL or EMRL Series.

While the PMRL Series will continue to be published under Consultations on the Health Canada website, the EMRL Series will no longer be published. Instead, the EMRL Series has been replaced with the MRL Database, an online query application that allows users to search for established MRLs, regulated under the PCPA, both for pesticides or food commodities.

Once the consultation period for the PMRL is closed, the established MRLs will be legally in effect as of the date that they are entered into the MRL database. Should comments be received, they will be addressed in a separate document that will be linked from the published PMRL.

Health Canada hopes that the changes noted above will result in a more efficient means of establishing, revising and revoking pesticide MRLs without adversely impacting food safety as well as making available a searchable database of established Canadian MRLs.

Working Together to Protect Bees this Planting Season

As the 2013 corn planting season approaches, CropLife Canada is encouraging the entire agricultural community to work together to ensure farmers are able to successfully plant a good crop, while minimizing any potential risk of pesticide exposure to non-target organisms, such as bees.

The plant science industry has developed a set of best management practices for the planting of insecticide-treated corn

to help farmers do just that. Key recommendations from the best management practices include:

- Control flowering weeds (e.g., dandelions) in the field before planting.
- Communicate with nearby beekeepers and be aware of hive locations near your fields.
- Follow planter manufacturer recommendations when using seed box lubricants such as talc or graphite.
- Properly calibrate your seeder for the conditions.
- Some countries have looked at the use of deflector retrofit kits to help direct the dust and air from planters to the ground. Speak with your equipment dealer or manufacturer for more information.
- Pour seeds carefully out of the bag and do not shake dust or other loose material from the bottom of the seed bag into the hopper.
- Monitor environmental conditions. Dry windy conditions can carry dust onto flowering crops or weeds.
- Provide pollinator-friendly habitats (e.g., alfalfa or clover) away from active fields.
- If possible, seed at times of day when bees are not foraging, typically early morning or evening.
- Properly dispose of seed bags according to local regulations.

For more information on these best management practices visit www.croplife.ca.

COMMODITY CORNER

Potato Expo 2013

A large number grower and industry organizations from Canada joined the approximately 1,800 people attending Potato Expo in Las Vegas, NV (January 9-11, 2013). In addition to a large trade show, breakout sessions provided the opportunity for updates and discussion in the fresh, seed and processing potato sectors. General sessions provided insight from leaders including David Novak, Chairman and CEO, Yum! Brands and Ken Schmidt, former Brand Visionary and Communications Strategist for Harley-Davidson. A series of live Consumer Panels provided insight into consumer trends and opportunities. This annual event continues to grow and has become the largest conference and tradeshow for the potato industry held in North America.

Leadership At Its Best™

On January 23-25, 2013, fourteen members of the Canadian potato industry were joined by staff from 4-H Ontario at the Syngenta Leadership At Its Best™ training program in Guelph ON. Participants were engaged in topics that included foresight and vision, effective communications, improving Board effectiveness and getting your point across to media. Insight into effective interaction at the political level was provided through scenarios presented by former Minister of Agriculture, the Hon. Lyle Vanclief.



In summing up the session, Syngenta's Chris Davison, Head, Corporate Affairs Canada noted "First and foremost, we want the participants in Leadership At Its Best™ to enjoy what the program has to offer and to take advantage of the shared learning opportunities it provides. The group that gathered in Guelph embraced the opportunity to explore various aspects of leadership including advocacy and influence, organization and organizational dynamics and personal behavioural characteristics that will help make them even more effective leaders than they are today."

Leadership At Its Best® (LAIB) is a leadership development program crafted by Syngenta, specifically for the leaders and board members of grower associations. The program encourages strong, effective grower associations to support agriculture leadership in Canada. LAIB has been contributing to Canadian board member engagement and to enhancing organizational effectiveness and management. This is the third occasion CHC has had to participate in the program which is held periodically. "We are fortunate to have Syngenta invest in our industry in this manner" added Canadian Potato Council Chair, Keith Kuhl. "The opportunity for such professional development is second to none and truly provides take away skills which can immediately be implemented and shared".

TRADE

Canada's Produce Place Website Launched

The Horticulture Value Chain Roundtable (HVCRT), established by Agriculture and Agri-Food Canada in 2004 with a membership comprised of industry representatives throughout the value chain and government officials, has initiated a project directed at improving information sharing between grower/packer/shippers and buyers of local fresh produce in order to increase retail presence of domestic product and improve supply chain communication and efficiency. This project has led to the development of a new stand-alone website.

This pilot website was launched just recently. The website is initially being launched on a very limited scale to demonstrate its feasibility, and will be restricted in scope to the provinces of Ontario and Quebec, with a focus on a limited number of horticultural crops (**carrots, celery, lettuce, and onions**). If proven successful, the objective is to expand the project to other horticultural crops and regions in order to have a national system in place for the entire produce industry. Partners involved in this project include the grower organizations Holland Marsh Growers' Association and Association des jardiniers maraîchers du Québec (Québec Produce Growers Association), Ontario Produce Marketing Association, Québec Produce Marketing Association, the CPMA, the Canadian Horticultural Council, retailers, wholesalers and foodservice companies.

Produce industry stakeholders are encouraged to navigate through the website and report on how user-friendly it is and whether the type of information present on the website and the format in which it is presented correspond to their actual needs. The website can be accessed by going to: www.canadasproduceplace.ca. Any comments or suggestions for the

website can be forwarded to Ian MacKenzie at ian@theopma.ca, ideally by February 15, 2013.

It is only with the support and participation of industry stakeholders that this project has a chance to meet its goal of improving communication between buyers and sellers of fresh produce and strengthening the Canadian fresh produce value chain industry. Your feedback and input are extremely valuable to help improve this website and are greatly appreciated.

FOOD SAFETY

CHC Resolution being implemented

The CHC has introduced a new \$50 charge for each operation enrolled in CanadaGAP. The new charge was approved by CHC member associations at the 2012 Annual General Meeting (Resolution #2012-29) and takes effect in 2013. CanadaGAP program participants are receiving direct communication from the CHC explaining the charge, which will be collected for CHC by the CanadaGAP program. The funds collected will be used to support CHC activities to continue promoting and advocating for the interests of Canada's horticultural sector.

US Food Safety Modernization Act Regulations Announced

To assist in understanding the recently announced Regulations, a series of webinars have been scheduled:

FDA's Proposed FSMA Produce Rule Webinar: Learn from the Experts

Thursday, February 7: 11:00 am-12:30 pm EST / 8:00-9:30 am PST

This webinar, in partnership with the IAFP, will cover the proposed Produce Rule and is free of charge. Featured speakers on the webinar will be:

- Dr. James Gorny, Senior Advisor, Office of Food Safety, FDA CFSAN
- David Durkin, Legal Counsel, OFW Law

The session will be moderated by Dr. David Gombas, United Fresh Senior Vice President, Food Safety and Technology, and Dr. Kali Kniel, University of Delaware, Vice Chair of the IAFP Fruit and Vegetable Safety and Quality Professional Development Group.

Produce Safety Standards: FDA and Industry Expert Insights Webinar

Monday, February 11: 12:00-1:30 pm EST / 9:00-10:30 am PST

This webinar, in partnership with the IFT, will cover the proposed Produce Rule. Join expert presenters to learn more on the content of the proposed rule, what implications may exist, and how this proposed rule impacts you and your company. The webinar will conclude with a live Q&A session. The webcast costs \$49. Featured speakers will be:

- Dr. Samir Assar, Director, Produce Safety Staff, FDA CFSAN
- Dr. James Gorny, Senior Advisor, Office of Food Safety, FDA CFSAN
- Dr. David Gombas, Senior Vice President, Food Safety and Technology, United Fresh

The webinars compliment the work being done by United's Produce Rule and Preventive Control Rule working groups, comprised of experts and industry leaders, to lead a series of meetings and webinars on the proposed Produce Safety and Preventive Controls Rules. Both working groups held a teleconference last week to begin the deliberative process to review the proposed rules and laid the groundwork for moving forward. The working groups are comprised of United's volunteer leaders, representing a broad spectrum and expertise of the produce industry to ensure the input of the entire fresh produce supply chain is reflected in the final rules.

"The Produce Safety and Preventive Controls working groups are critical to driving this review forward," said Dr. David Gombas, United Fresh senior vice president of food safety and technology. "The United members leading this effort have already made important recommendations about the proposed rules. Comments generated by the working groups and the broader membership at our meetings will be compiled and approved by United's Board of Directors before being submitted to FDA."

More information about the webinars is available on the United Fresh FSMA page at: unitedfresh.org/fsma. Members will also find resources about the FSMA proposed rules, including an FDA PowerPoint presentation summarizing the new rules, FDA fact sheets and the full text of both draft rules, as well as federal register notices. Registration for both webinars is available through the United Fresh Calendar of Events. For more information, please contact Erin Grether at 202-303-3402.

FDA Facilities Registration Grace Period Ended January 31

Under the Food Safety Modernization Act, FDA requires food facilities to renew their registration every two years. The deadline for registration renewals with FDA has passed, but FDA has allowed for a one-month discretionary period, so that registrations submitted up until January 31 will be honored.

REGULATORY UPDATES

CFIA Centres of Expertise Announced

On January 7, 2013, Agriculture Minister Gerry Ritz announced that the Canadian Food Inspection Agency (CFIA) will be creating sixteen targeted Centres of Expertise across Canada to provide industry and CFIA inspectors with better, more consistent access to information and advice.

"These Centres of Expertise will pool expertise and make it available through a single window, making the CFIA more efficient and giving industry, CFIA inspectors and Canadians better, more consistent service," said Minister Ritz. "In addition, locations will be near both academic and provincial experts in a particular field to leverage expertise and collaboration among organizations."

The sixteen Centres, expected to be implemented over the next few years, will consolidate and co-locate expertise for specific programs. Not only will this create a more efficient system for providing guidance and expert advice, it will also provide a stronger link between the people in the Agency who design policy and programs and the staff who deliver them. This builds on the CFIA's efforts to improve how it interacts with stakeholders and ultimately improve industry's understanding and compliance with federal regulations. In February 2012, the [CFIA announced its Statement of Rights and Service](#) and guides to inspection, and the establishment of the Complaints and Appeals Office.

The CFIA's efforts to improve communication with stakeholders and overall industry compliance was further enhanced with the recent passage of the [Safe Food for Canadians Act](#) which consolidated various Acts and will make regulations more consistent and clear.

Several factors were considered when selecting these, including:

- current concentration of related industries
- proximity to industry organizations
- proximity to provincial experts in that field
- proximity to academic experts in that field
- current concentration of staff involved in the related activity

The Centres will be located across Canada as follow:

Centre of Expertise	Location
Forestry	Burnaby, BC
Finfish	Burnaby, BC
Red Meat Slaughter	Calgary, AB
Foreign Animal Disease and Management	Calgary, AB
Grains & Oilseeds; Seed; Plants with Novel Traits; Fertilizer	Saskatoon, SK
Agri-foods and Non-federally Registered Products	Guelph, ON
Import / Export of Animals	Guelph, ON
Horticulture	Guelph, ON
Labelling and Claims	National Capital Region
Animal Feed	National Capital Region
Poultry Slaughter	St-Hyacinthe, QC
Processed Meat and Poultry	St-Hyacinthe, QC
Domestic Animal Diseases and Animal Welfare	St-Hyacinthe, QC
Shellfish	Moncton, NB
Aquatic Animal Health	Moncton, NB
Potatoes and Soil	Charlottetown, PEI

Container Sizes

The Canadian Food Inspection Agency (CFIA) is proposing to eliminate current restrictions that limit the size of containers for certain foods. These restrictions provide no food safety benefit. Proposed changes would enhance consumer choice and provide greater consistency across the food industry as the vast majority of food products have no container and packaging size requirements.

Over the past several months, the CFIA undertook discussions with industry on the decision to remove container size restrictions. Certain sectors identified their readiness to move forward with proposed changes in the immediate to medium term. Other groups, such as the processing sector, noted that additional time would be needed to adapt. To validate this feedback, the CFIA plans to launch a formal consultation in 2013 as part of the standard regulatory amendment process. Proposed changes, which will include a flexible implementation time frame of up to five years, as well as a detailed assessment of potential impacts, will be posted on the *Canada Gazette* website.

Until the regulatory process concludes, the current regulations will remain in force. CFIA compliance and enforcement activities will continue. In addition, Ministerial Exemptions and Test Market Authorizations related to container sizes will continue to be administered.

The proposed removal of these restrictions will give consumers greater selection and allow industry to take full advantage of new packaging innovation, formats and technologies. As they can do now, consumers will continue to be able to compare prices and the CFIA will continue to enforce specific Canadian labelling requirements, such as bilingualism and weight.

Canada has a strong reputation for high-quality, safe food products, and for producing products that buyers want, here and around the world. Increased consumer demand, new product development, and expanding international trade provide additional opportunities for the sector. The CFIA will continue to work with industry to help them remain competitive and innovative.

LINKS OF THE MONTH

What does good accounting data mean for your bottom line?

In Farm Credit Canada's latest "Ask an Expert" video, Steven Tippe, Product Support Analyst with FCC Management Software, shares how ag-specific accounting software, like our AgExpert Analyst, can help you save time and money, and make informed decisions about your business.

[Watch the video now.](#)



*Canadian Horticultural Council
is proud to have
Farm Credit Canada as a
Corporate Sponsor*

[Learn more about AgExpert Analyst 2013, FCC's easiest-to-use version yet](#)

Fresh Plaza launches horticulture website

In the last few years lots of developments have taken place in the worldwide horticultural industry. This has not escaped the team behind Freshplaza.com. For quite a few months there has been a greenhouse section on the FreshPlaza website to serve the growers who read the newsletter with technical, handy information on propagation, crop protection, products, materials, services and other articles related to horticulture.

Due to this increasing amount of information, FreshPlaza is very proud to announce the launching of [HortiDaily.com](#), especially for growers of greenhouse vegetables and ornamental crops & cut flowers.

Mark Your Calendar

FEBRUARY	12 - 14	La Semaine horticole 2013, Boucherville, QC. For information: latremblaygillet@upa.qc.ca
	19 - 22	BC Recreation and Parks Association's 2013 Spring Training Conference, Vancouver, BC http://www.bcrpa.bc.ca/recreation_parks/parks/spring_training.htm
	20 - 22	Ontario Fruit & Vegetable Convention, Scotia Convention Centre, Niagara Falls, ON www.ofvc.ca
MARCH	12	Invasive Alien Species Symposium, The Westin Ottawa (canderson@hortcouncil.ca)
	12 - 15	Canadian Horticultural Council Annual General Meeting, The Westin Ottawa, ON www.hortcouncil.ca
MAY	30	4H Canada 100th Anniversary Gala Celebration http://www.4-h-canada.ca/core/en/celebrate-2013

To list your event in HortShorts, please submit details to question@hortcouncil.ca