



Benefits to Industry of the Veal Farm Products Proposal

Ontario Veal feels that this proposal is an investment in the future of Ontario's veal industry. As one voice, the industry can come together and do more collectively than each individual producer could do on his/her own.

The overall goals of obtaining marketing board regulations under the FPMA include:

- Raise the consistency and quality of veal calves produced in Ontario.
- Bring order to the Ontario veal marketplace by developing practical regulations and tools for all involved in the industry.
- To position Ontario Veal with the ability to respond to the needs of the Ontario veal industry.

However, there are specific benefits for each of the requested powers/regulations that will have a positive and direct impact on both the veal producer and the veal industry as a whole.

Strategic Priorities:

Being able to fulfill the strategic direction and long term goals of the organization is entirely reliant on the approval of this proposal. Stability in budgeting allows the organization to create an efficient, cost effective and manageable structure. With the continuation of a veal check-off fee, there will be stable, on-going funding for industry development activities and consumer awareness campaigns. Producers will feel that they are contributing to the investment of the overall industry and to their future.

Governance Structure:

The veal industry would greatly benefit from a representative and responsive governance structure that will be recognized by industry partners and government. Ontario Veal's participation with industry partners and government will keep veal at the forefront when initiatives or new funding opportunities are being developed. The governance structure ensures the producer organization remains cohesively focused on the needs of the veal sector.

Advocacy and Government Relations:

With a representative organization, Ontario Veal can better communicate with government on the many policy issues impacting the veal sector and livestock production. In turn, the government will have a recognized organization to approach in their consultations and discussions. With a clear voice, supported by its members, Ontario Veal can advocate for the needs of the veal sector and collaborate with both provincial and national organizations. While Ontario Veal has an already established track record and relationship with many government branches, it is sometimes confusing for government on when to consult with the veal industry given the confusion in veal's organizational structure.

Organizational Capacity:

While veal producers may not see any difference at the farm level between the OVA that currently works in partnership with the OCA and the Ontario Veal being proposed, one of the most significant benefits of this proposal is the clear organizational structure it will bring to both the OVA and OCA. With a clearly defined veal marketing board structure, the Ontario veal sector can better manage its resources with timely and accurate information. The benefit to the veal producer is that the organization is able to better represent them on the many issues in a more efficient and fact based manner. Ontario Veal has dedicated professional staff resources and has a partnership with the Ontario Livestock Alliance. This partnership brings overhead cost savings to Ontario Veal which is substantial, meaning more producer funds can go into programs and projects benefitting the sector.

Investment in Ontario:

Improvements in the veal industry's infrastructure will also serve to strengthen Ontario's economy. With reduced costs of production, increased production and better profit margins, producers in turn will be able to invest in new equipment, expand facilities and participate in new services that in turn support their rural economies. Increased production also leads to new job creation in both the processing and value added sector. Expanded production can also lead to processor expansion of capacity and the development of additional national and international customers for our made in Ontario products.

Leveraging Funding for Research and Development:

Ontario Veal will continue to use its expertise to leverage government funding in order to conduct important on-farm and applied research. The priorities outlined in the strategic direction and supported by the governance structure will support this activity.

Improved Communication Channels:

Having reliable data on who is producing veal will allow the association to focus its energies in the right areas for lobbying, producer education, consumer awareness, research, etc. By knowing the producers of veal allows for a better communication process to all producers and conversely for producers back to the organization. Information can be more readily shared at all levels of the value chain.

Enhanced Traceability and Food Safety:

Knowing who is producing veal allows Ontario Veal to have better understanding of the traceability and food safety program requirements. With an enhanced understanding of where our producers are located and the size of their operations, Ontario Veal can be better prepared for emergency management and response in order to collaborate with government in times of crisis. Traceability permits processors to provide better feedback to producers on carcass quality. Producers can conversely adjust their management practices to achieve more desirable results, thus being more responsive to the needs of consumers.

Cost-Benefit:

The benefits of this proposal far outweigh the disadvantages and producers feel that the objectives of this proposal will solidify the industry's future as a viable commodity. This proposal is a win-win for all producers and industry partners because it allows the industry to self-direct its future by charting a well-planned out course.