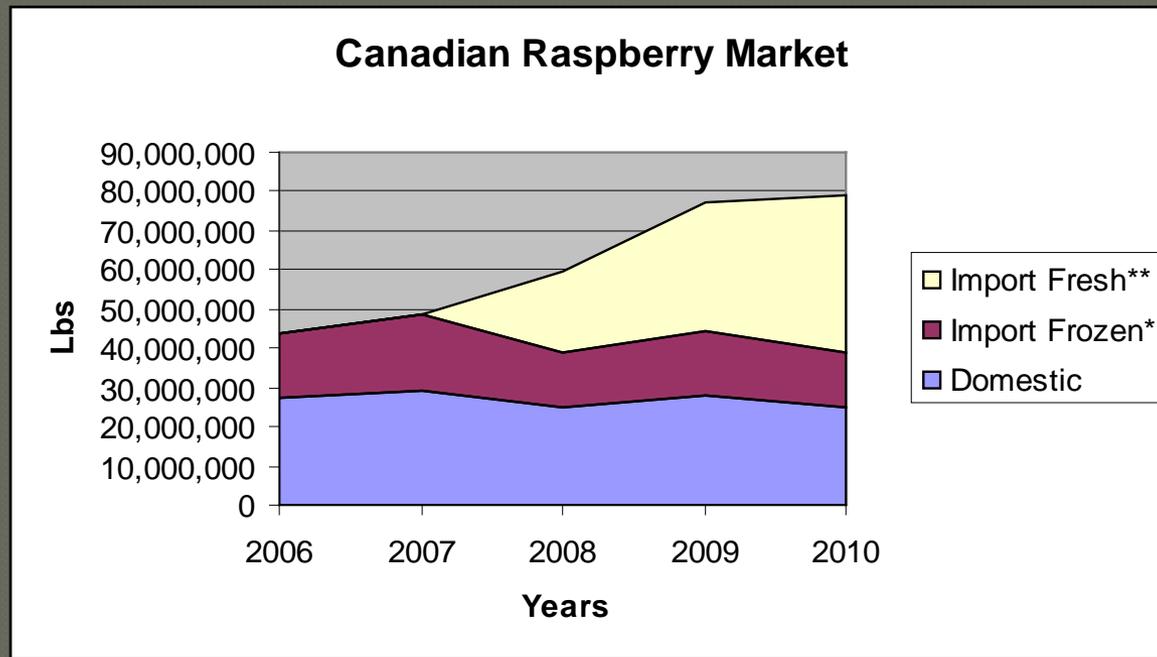


The Proposed Canadian Red Raspberry Council (CRRC)



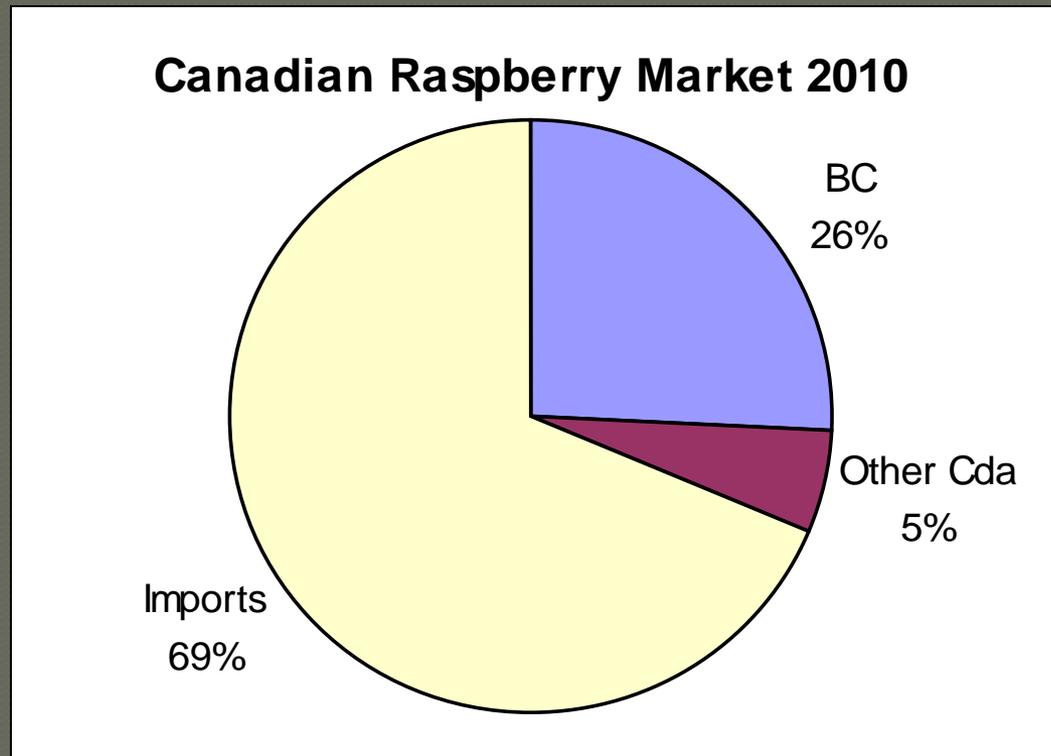
Why a National Council?

By 2010, the Canadian raspberry market almost doubled since 2006, yet domestic product made up only 31% of the market compared to 63% in 2006



Why a National Council?

An equitable contribution system is needed to support industry growth... almost 70% of the raspberries sold in Canada are imported.



Potential National Council Capacity

Potential Revenue from National Levy (2010 data)				
	Total Production (t)	Total Production (lbs)	Rate \$0.005/lb	%
Canada	11,188	24,726,053	\$123,631	31%
Imports	24,513	54,174,086	\$270,870	69%
Total	35,701	78,900,139	\$394,501	100%

Stats Can 2011

Use of Funds

- All funds will be used for generic (not “local”) marketing, promotion and research.
- Annually, the proposed Council board will vote on the allocation of funds to research, marketing and promotion. A draft budget suggests: 25% Research, 50% Domestic & International PR, and 25% Administration.
- Funds generated by the proposed National Council will be used to leverage and access government funds at either Federal or Provincial levels.

The Benefits of a National Council

- Increased health based research projects
- Improved production research and new product development
- Funds to match government support
- A cooperative environment to build a national and global sustainable industry
- Increased promotion activities which will expand the market
- Immediate access to research results to initiate marketing
- Provide input into the planning and implementation of agency projects

Council Operations and Governance

- The Board will consist of 13 voting members: 10 producers, 1 foreign seat , 2 importer domestic/trader seats (based on quantity).
- The recommended representation formula is to allocate one seat per 1,000,000 pounds of production to a maximum of 6 seats per province that has producers over 10,000 pounds.
- It is proposed British Columbia will be allocated 5 - 6 seats, Quebec 2 - 3 seats, Ontario 1 – 2 seats, and 1 seat to represent all the remaining eligible producing provinces Saskatchewan, New Brunswick, and Nova Scotia.
- This formula will be determined by industry and FPCC and reviewed every 3 years.

Where are we now?

- Both fresh and processed BC raspberry growers have voted twice, for the National Council.
- Results from both BC votes was 72% yes.
- Eligible growers in the rest of the country (QB and ON) voted overwhelming yes.
- The Minister of Agriculture of BC has given support for the Council,
 - waiting for the support from Ministers of Agriculture for QB and ON
- A draft proposal has been submitted to FPCC.
 - Feedback indicate that we need to clarify the support from importers.
 - More succinct definition of processed raspberries.
- The final report will be submitted at the end of the summer.
 - The report includes how the National Council will be administered.

Where are we now?

- Once the final report is submitted, M. Pellerin, Chair, Farm Products Council of Canada (FPCC), will conduct national hearings to confirm the support for the National Raspberry Council.
- M. Pellerin, Chair, is working with other commodities to create a system for the Canadian Border Service Agency to collect levies on imported fresh and processed raspberries
- We will apply for funding elsewhere to continue with this initiative

Steady Change

***We continue to
work steadily towards
realizing a
National program.***