



# News Release

For immediate release

## Minister Ritz Announces Appointment of Laurent Pellerin as Chairperson of Farm Products Council of Canada

**Ottawa, Ontario, May 18, 2010** – Today, Federal Agriculture Minister Gerry Ritz today announced the appointment of Laurent Pellerin as the new Chairperson of the Farm Products Council of Canada (FPCC).

"I am very pleased Mr. Pellerin has accepted this appointment to the Council," said Minister Ritz. "Over the course of many years leading producer organizations, most recently as President of the Canadian Federation of Agriculture, Mr. Pellerin has earned the respect of farmers. I look forward to working with Mr. Pellerin in his new role."

The FPCC plays a key role in Canada's supply management system for poultry and eggs. Created in 1972, the Council supervises the operations of the four national marketing agencies that manage the supply of Canadian chicken, turkey, eggs and broiler hatching eggs. These agencies establish and allocate production quota, promote products, raise funds through levies and license marketers. In addition, the Council supervises the operation of the Canadian Beef Cattle Research, Market Development and Promotion Agency. Until 2009, the FPCC was known as the National Farm Products Council.

The Chairperson of the FPCC, who reports to Parliament through the Minister of Agriculture and Agri-Food, is accountable for managing and directing the Council's operation.

Mr. Pellerin's appointment is for a four-year term and is effective May 31, 2010. A biographical note for the appointee is attached.

To learn more about the FPCC, please visit [www.fpcc-cpac.gc.ca](http://www.fpcc-cpac.gc.ca).

-30-

For more information, media may contact:

### Media Relations

Agriculture and Agri-Food Canada  
Ottawa, Ontario  
**613-773-7972**  
**1-866-345-7972**

### Meagan Murdoch

Press Secretary  
The Office of the Honourable Gerry Ritz  
**613-773-1059**



## **Biographical Note**

### **Laurent Pellerin**

A resident of Bécancour, Quebec, Laurent Pellerin has owned a hog and cereal farm since 1972. He enjoyed a distinguished career as a Canadian farm leader, most recently holding the position of President of the Canadian Federation of Agriculture, which is the country's largest producer group. For 14 years, Mr. Pellerin served as President of the Union des producteurs agricoles, the organization that represents all of Quebec's farmers. Before that, he was President of the Fédération des producteurs de porcs du Québec for eight years. Mr. Pellerin was also the founding Chairperson of the Board of Directors of La Financière agricole du Québec, the Quebec government agency responsible for managing agricultural financing tools, a position he held from 2001 until 2007. Internationally, he has served as President of Agricord, a Belgium-based network of non-governmental agricultural organizations focusing on international development, as well as on the executive of the International Federation of Agricultural Producers. In addition, Mr. Pellerin has participated in numerous missions abroad as well as many conferences and meetings throughout Canada, Europe, Africa and Asia. In 2005, he was awarded the title of Chevalier of the Ordre National du Québec in recognition of his contributions to agriculture in the province. Mr. Pellerin holds a Bachelor's degree (Hons.) in group education from the Université du Québec à Trois-Rivières.