



NEWS RELEASE

For Immediate Release

Federal government must support supply management at WTO trade talks: Poll results

*Canadian dairy, poultry & eggs
Secteurs canadiens des produits
laitiers, de la volaille et des œufs*

OTTAWA, (June 12, 2006) – With less than three weeks to go before Ministers from various countries meet in Geneva to attempt to finalize a trade deal on agriculture at the World Trade Organization, a poll indicates that 85% of Canadians agree the federal government must support the supply management approach to dairy, poultry and egg farming.

The Léger Marketing telephone poll results also point to reasons why so many Canadians want negotiators to support the current approach:

- 98% feel it is important that Canadians have access to a stable supply of made-in-Canada food;
- 95% of respondents agree that family farms are an important part of the economy for rural communities; and
- 83% agree that supply management is a better approach to ensuring a decent living for farmers than taxpayer-funded subsidies.

“These very strong results clearly show the kind of agriculture Canadians want in this country,” said David Fuller, Chairman of Chicken Farmers of Canada. “Consumers from coast to coast want made-in-Canada food and a decent living for our farmers, without the need for taxpayer funded subsidies. That’s exactly what supply management provides in the dairy, poultry and egg sectors.”

Canada’s supply management system matches production to Canadian demand, and allows farmers to receive a fair price from the marketplace, without relying on taxpayer subsidies. Supply management also eliminates major fluctuations in prices at the farm, processing or distribution level and ensures an efficient and secure food supply.

Jacques Laforge, President of Dairy Farmers of Canada urged Canada’s trade representatives to pay attention to the poll results when they approach the negotiating table. “These results prove that the major political parties have it right when they express their support for supply management, during elections and on other occasions. What Canadians are saying in this poll is ‘hold fast to those convictions in Geneva’. Supply management works for our rural communities, it works for our dairy, poultry and egg farmers, and it works for consumers.”

Canada’s dairy, poultry and egg industries generate about \$7 billion in farm cash receipts, sustain more than \$39 billion of economic activity and employ hundreds of thousands of Canadians throughout the country.

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The Léger Marketing telephone poll was commissioned by the five national organizations that represent Canada's dairy, poultry and egg farmers and was conducted between May 16 and 21, 2006. The results of the poll of 1,500 Canadians are considered accurate to within +/- 2.5%, 19 times out of 20.

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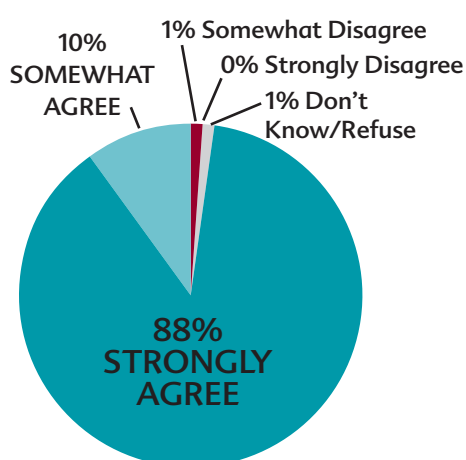
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Poll Results: Canadians Stand Up Overwhelmingly for Supply Management

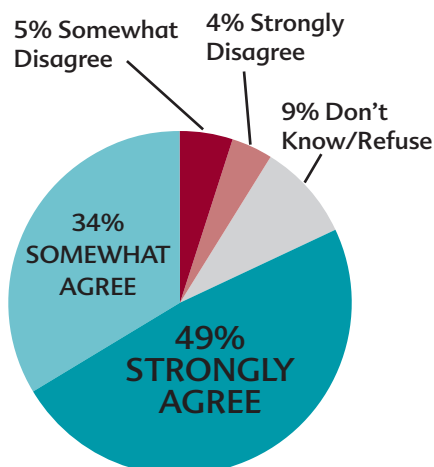
The Government of Canada is currently negotiating a new trade agreement on agriculture with countries such as the United States and the European Union. These countries spend billions of dollars each year subsidizing their farms. The outcome of these negotiations could reduce our ability to limit imports from those countries, which would threaten Canada's supply management approach to farming.

Between May 15 and 21, 2006, approximately 1,500 Canadians were polled by Léger Marketing about their attitudes toward supply management in Canada's dairy, poultry and egg farming sectors.

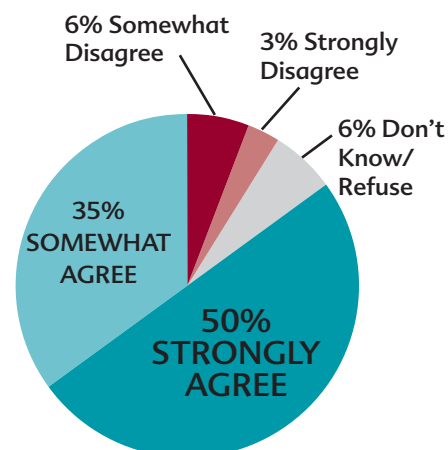
BY THE NUMBERS...



Do you agree that it is important to Canadians to have access to a stable supply of safe, made-in-Canada food?



Do you agree that ensuring a stable income for farmers through supply management is a better approach to farming than using taxpayer dollars to pay for farm subsidies?



Do you agree that the Government of Canada must support Canada's supply management approach to dairy, poultry and egg farming during the WTO negotiations?

WORTH CONSIDERING:

Supply management:

- is a made-in-Canada solution to the unpredictable nature of world markets;
- is an economically viable part of Canada's agricultural sector;
- is an important factor in the economy of rural communities, contributing \$39 billion dollars in economic activity and employing 215,000 Canadians throughout Canada; and
- has been supported repeatedly by all four federal parties, during elections and on other occasions.

AT THE NEGOTIATIONS IN GENEVA:

At present, 70% of Canada's agri-food revenue is generated from domestic sales, making this market the most significant for Canadian agriculture. In Geneva, Canadians are calling on the Government of Canada to maintain an approach to agriculture that offers farmers a stable income, keeps our rural communities vibrant, and pumps billions of dollars into the economy without burdening taxpayers. A fair trade deal for Canada at the WTO must consider the needs of Canadian agriculture as a whole, including supply management.