

A comprehensive milk marketing plan, to balance demand and supply and to generate funds for export assistance, was agreed to by the Canadian Dairy Commission and the milk marketing agencies of Ontario and Quebec in January 1971, establishing a market-sharing quota (MSQ) system for industrial milk and cream and that portion of milk, shipped by fluid producers, which is used for manufacturing purposes. Cream shippers in Quebec, Ontario and Prince Edward Island entered the plan in 1971. Producers in other provinces came under the program in the next three years. The arrangement now applies to all manufacturing milk and cream sold in Canada and provides that each producer receives returns related to the target support price for manufacturing shipments up to his market share. The target support price is achieved through the offer-to-purchase program which stabilizes markets, plus direct payments to producers. Producer returns for deliveries over market share are related to world prices for surplus dairy products.

Producer marketing boards were introduced during the 1930s to give agricultural producers legal authority under certain conditions to control marketing of their produce. The Natural Products Marketing Act of 1934 attempted to provide this power at the federal level but the courts ruled that the subject was outside federal jurisdiction. Subsequently the Natural Products Marketing (British Columbia) Act, 1936 was found to be within the powers of provincial governments and it has since been used as a model for marketing board legislation in all provinces.

The basic feature which enables marketing boards to control marketing is the compulsory aspect. A new board usually has to be approved by a majority vote of the producers of the product. Then all producers in the designated area are required by law to market their produce under authority of the board. A board's powers may involve negotiating a minimum price or may include setting production or marketing quotas, designating times and places for marketing, or carrying out other functions which may be considered necessary to ensure an orderly and equitable market.

The powers of a producer marketing board set up by provincial legislation are limited to trade within the province. The Agricultural Products Marketing Act (RSC 1970, c.A-7), passed in 1949, allows the federal government to delegate powers to a marketing board for interprovincial and export trade, similar to those it holds under provincial authority with respect to intraprovincial trade. Under this act, the Governor-in-Council grants authority to a provincial marketing board to

negotiate marketing and impose and collect levies on commodities traded outside the province — for the use of the board including the creation of reserves and equalization of returns.

Creation of national marketing agencies or boards was enabled by the federal Farm Products Marketing Agencies Act in January 1972. National agencies may be set up, when producers and provincial authorities desire it, for agricultural commodities which, owing to widespread production in Canada or for other reasons, cannot be effectively marketed under individual provincial boards.

The National Farm Products Marketing Council (NFPMC), established by the Farm Products Marketing Agencies Act in 1972, advises the Minister of Agriculture on all matters relating to marketing agencies. It works with the agencies and provincial governments to promote more effective marketing of the regulated products in interprovincial and export trade. Agencies for eggs, turkeys and chickens have been in operation for many years and in December 1986, an agency for broiler hatching eggs was established. Membership of the Council includes producer, consumer, labour and agribusiness representatives.

9.8 Agricultural education

All regions of Canada have universities and colleges giving undergraduate and postgraduate programs in agricultural science and home economics. Ontario, Quebec and Saskatchewan have degree-granting veterinary colleges.

The Atlantic Veterinary College, a faculty of the University of Prince Edward Island, accepted its first class in September 1986, for the four-year doctor of veterinary medicine program. Students interested in a career in veterinary medicine can receive their preveterinary training at any college or university in the Atlantic provinces. An MSc program in veterinary medicine will be available in September 1987.

The Nova Scotia Agricultural College has degree-granting status and also provides the first two years in agricultural engineering with the final two years provided by other faculties in Eastern Canada. The college offers several technical programs associated with farming and agribusiness and a variety of vocational courses designed to update farmers and other industry personnel.

New Brunswick's community college offers two programs, one in French at Grand Falls and the other in English at Woodstock. They are technical programs designed to provide a basis for improving farming operations. The college also provides extension courses to producers to