



## Ontario Tender Fruit Producers' Marketing Board

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January 14, 2011

Items in this newsletter:

- ✓ Property Tax Assessment – Housing for Seasonal Workers – More Information
- ✓ Career Opportunity – Marketing Director
- ✓ Food Safety & Traceability Initiative (FSTI)
- ✓ Annual Meeting Schedule

### **PROPERTY TAX ASSESSMENT ON BUNKHOUSES – MORE INFORMATION**

In our last newsletter, the Board reported that the Minister of Finance had announced that farm bunkhouses will be taxed at the farm property class rate. Since then we received a number of calls asking for further details – see below.

Here is the SSection 8, Regulation 282/98 change for Bunkhouses:

(5.5) For 2011 and subsequent taxation years, land that is used as temporary housing for on-farm labourers is included in the farm property class if the following conditions are satisfied:

1. The housing is situated on land to which subsection 19 (5) of the Act applies and which is included in the farm property class.
2. The housing is not occupied on a year-round basis. O. Reg. 491/10, s. 1.

It would seem that if a farmer owns a house off of the farm property and uses it as for seasonal labour, if the land under that house is not taxed at the farm rate, it will continue to be taxed as residential.

### **CAREER OPPORTUNITY – MARKETING DIRECTOR**

The Board is preparing to hire a Marketing Director. Please see attached Job Description. It is expected that this position will be filled by April 1, 2011. The job is being advertised in local papers (Niagara) as well as the GROWER newspaper.

### **FOOD SAFETY & TRACEABILITY INITIATIVE**

The next round of the FSTI funding is expected to be announced soon. Last year the program started on March 1, 2010. You may recall that the program exhausted their funding on the first day. If you are interested in applying for FSTI funding, you should have your project outline ready to go and have it submitted as early as possible on the first day of the program as I expect funding will run out early again this year. I have no details on the program criteria but expect that there will be little change from the 2010 criteria. I also expect that if you haven't already done so, you will be required to attend a Food Safety Workshop (dates to be announced) and have a Premises Identification Number from OnTrace. More information on both is available on their websites.

OMAFRA  
OnTrace

[www.ontario.ca/foodsafety](http://www.ontario.ca/foodsafety)  
[www.ontrace.ca](http://www.ontrace.ca)  
Phone: 1-888-388-7223

## ANNUAL MEETING SCHEDULE

Make these dates on your calendars:

District 3 & 4 (Essex, Kent Lambton) – Colasanti's Tropical Gardens, Kingsville, Ontario

March 28, 2011

3:00 p.m. Ontario Fruit Testing Association

5:00 p.m. Dinner

6:00 p.m. Tender Fruit Annual Meeting

District 5 (Haldimand-Norfolk) – Little River Inn (Best Western), Simcoe, Ontario

March 29, 2011

11:00 a.m. Tender Fruit Annual Meeting

12:00 p.m. Lunch

District 1 & 2 – Niagara – Herder Estate Winery, St. Catharines, Ontario

March 30, 2011

3:00 p.m. Workshop – Funding Opportunities for Farmers – Research Grants & Credits

5:30 p.m. Dinner

6:45 p.m. Grower Registration

7:00 p.m. Annual Meeting:

1. Neil Currie, OFA – National Food Strategy

2. Award of Merit Presentation

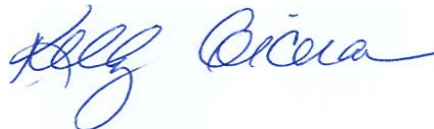
3. Business Session

An official Notice of Meeting will follow in early March.

Yours truly,



Adrian Huisman  
Manager



Kelly Ciceran  
Assistant



Sarah Marshall  
Project Coordinator

## **CAREER OPPORTUNITY**

### **MARKETING DIRECTOR ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD**

#### **POSITION PROFILE**

##### **Purpose of the position:**

In conjunction with the board, the board's Manager and their appointed sales agents, develop and implement strategies to enhance the value of and returns to the grower members and the industry's retail partners.

##### **Accountable to:**

The board's Manager and the board through the Chair of the Board.

##### **Team Approach:**

Work in harmony with support staff to foster a team approach to goal setting and problem solving.

##### **Day-to-day responsibilities:**

**Value Chain** – Develop a thorough working knowledge of the tender fruit value chain from production dynamics through to retail distribution.

**Marketing Strategies** - Review current models and methodologies and recommend and implement solutions pertaining to:

- 1. Crop Timing and Volume Determination**
- 2. Marketing Programs**
- 3. Promotion Programs**
- 4. Market Intelligence Gathering & Dissemination**
- 5. Packing and Packaging Formats**
- 6. Quality Standards**
- 7. Pricing**

**Project Innovation** – Develop and implement projects designed to improve production and value chain performance.

**Funding Programs** - Develop a strong working knowledge of government funding programs for research and marketing projects.

##### **Qualifications and Attributes:**

- ✓ A strong marketing acumen achieved through formal education and related experience. Previous experience in the produce industry will be a valuable asset.
- ✓ Able to achieve results and drive the desired culture with fairness and integrity.
- ✓ A consensus builder who can engage staff, the membership and industry partners.
- ✓ Strong computer and communication skills.
- ✓ You understand that the position will on occasion require non-traditional time and travel investments.

**Website** – More information on the Board and the Tender Fruit Industry can be obtained at [www.ontariotenderfruit.ca](http://www.ontariotenderfruit.ca)

**Applicants must apply by February 15, 2011** – Applications accepted by mail addressed to:

The Manager  
Ontario Tender Fruit Producers' Marketing Board  
Box 100, Vineland Station, Ontario – L0R 2E0

Or by email to – [adrian@ontariotenderfruit.com](mailto:adrian@ontariotenderfruit.com)