

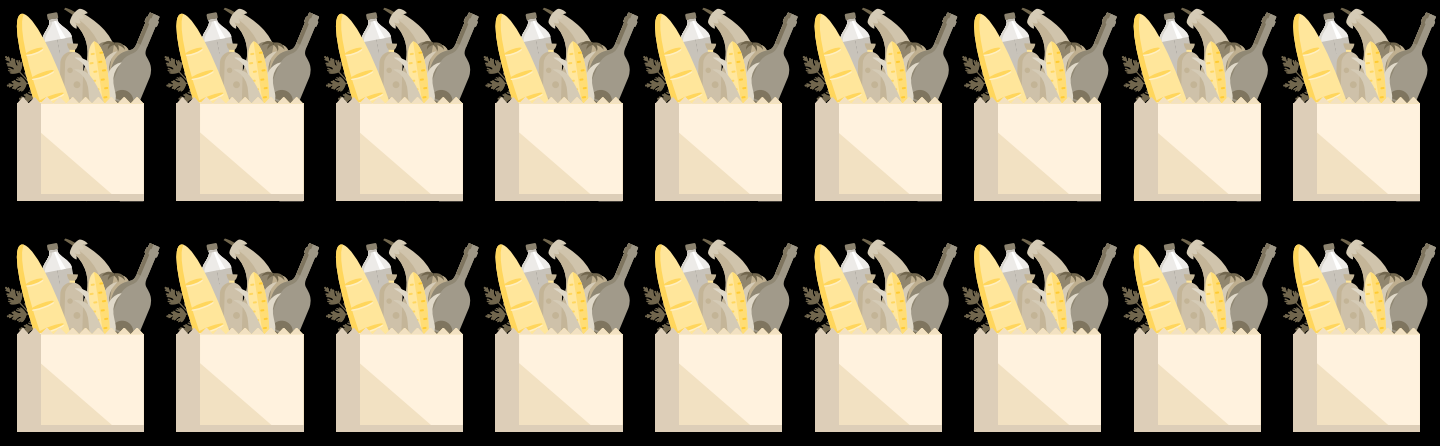
# Canadian Chicken is Affordable FOR EVERYONE



Some opponents to supply management say that it acts as a regressive tax on lower income Canadians.

This is simply not true

Canadians pay roughly 10% of their income on food, regardless of their income. That's one of the lowest rates on the planet, and much lower than other developed countries, like Australia, Germany, France or Japan.



**FOOD FREEDOM DAY** – the day on which the average Canadian has earned enough to pay for their groceries all year – is on February 9 in 2016. That means that you can pay for a year's groceries with a month's salary. It's far earlier than other countries, too.

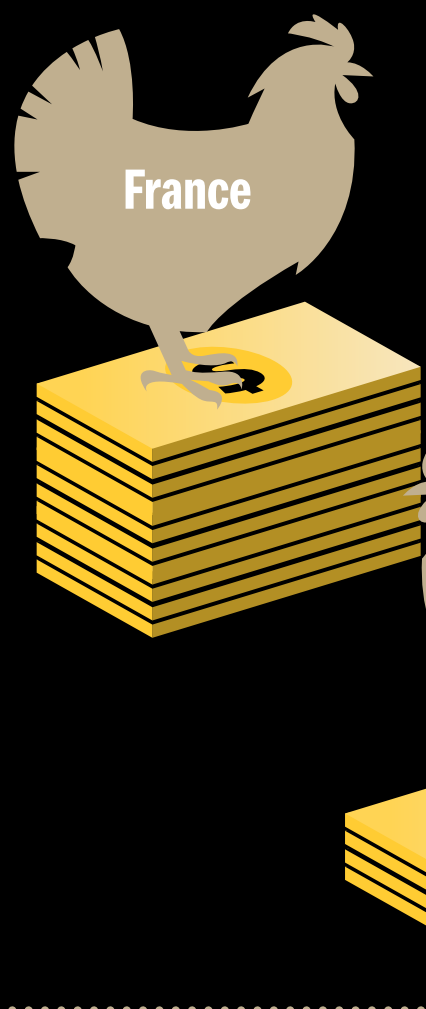


Chicken is one of the least expensive forms of protein – and it's available at a price you can count on. Supply management helps avoid the roller-coaster prices that come from over or undersupplying the market.

Here's a good example: The price of beef has gone up by 34% and the price of pork has gone up by 18% since 2013. The price of chicken? Just by 5%.

You've seen it in action at grocery stores.

Since 2013:



**CANADIAN CHICKEN IS ALSO MORE AFFORDABLE THAN CHICKEN IN OTHER COUNTRIES.**

For example, Canadian chicken is less expensive than chicken from New Zealand, a nation that has actively been working to reduce government protections for its farmers.

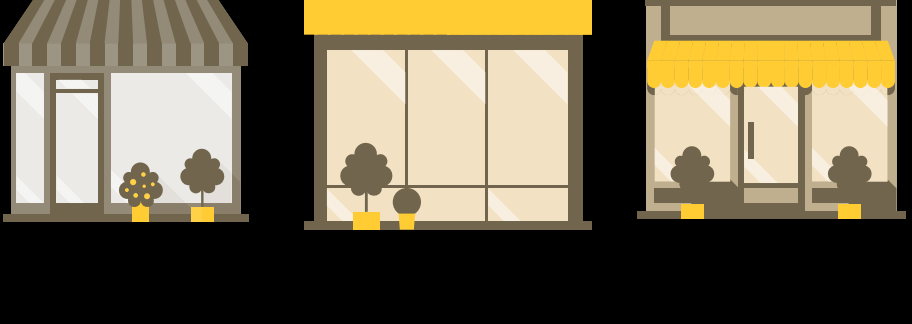


Furthermore, Canadian chicken is cheaper than chicken from some major European countries. For example, it is 11% less expensive than chicken in Belgium and 16% less expensive than French chicken. The truth is, though, farmers have nothing to do with the price of food.

What consumers pay in stores and restaurants is actually more heavily influenced by retailers, who ultimately set the price.

The role supply management plays in the store price is very small.

Supply management only sets what is known as the "live price" of chicken as they leave the farm. However, retailers set the price you pay the store.



This means prices may vary from week to week, store to store and product to product. It's all about where and when you shop.

**BOTTOM LINE: CANADIAN CHICKEN IS AFFORDABLE.**

TO LEARN MORE ABOUT HOW SUPPLY MANAGEMENT WORKS AND HOW IT BENEFITS CANADIAN FARMERS AND CONSUMERS PLEASE VISIT

[WWW.CHICKENFARMERS.CA](http://WWW.CHICKENFARMERS.CA)