

THE CHICKEN FARMER

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Brooding: The importance of a strong start

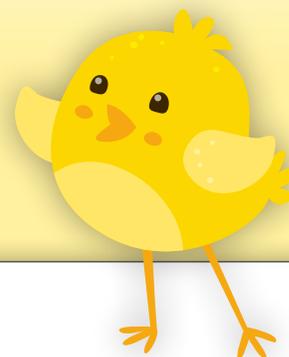
The brooding period is a crucial opportunity to set a flock up for success. A strong brooding program can minimize mortality during the brooding phase and maximize chick weight at seven days old.

The goal is to create an optimal environment to promote animal well-being, encourage water and feed consumption, and reduce disease pressure in the barn.

Consistent barn environment management that begins before the chicks arrive is required to achieve optimal outcomes. Management practices such as implementing proper biosecurity measures, effectively cleaning the barn between flocks and creating comfort zones by way of appropriate bedding, barn temperature as well as placing feed and water in a way that is easy to access for chicks are all measures that can help achieve favourable flock outcomes.

For more information click on the video above to hear about the Éleveurs de Volailles du Québec's Chick Champs brooding program from Dr. Martine Boulianne, a veterinarian, professor and Chair of Poultry Research at the University of Montreal.

Also, look for more videos and articles like this in the fall 2018 edition of the AMU magazine, *AMU Strategy: A Prescription for Change*. 



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New Promotional Signs Coming Soon!

Canadians want fresh, high-quality Canadian chicken and our farmers are proud to raise it to some of the highest standards for food safety, animal care, and sustainability. That's what *Raised by a Canadian Farmer* means and that's what these new signs will represent.

The promotional signs will feature the *Raised by a Canadian Farmer* brand logo along with the Raised by a Canadian Farmer Animal Care Program, On-Farm Food Safety Program, and Sustainability Excellence Commitment logos.

These new promotional signs will be made of metal and replace the old certification signs. Producers are being asked to remove the old OFFSAP and/or ACP certification signs.

While most producers are very familiar with the Animal Care and On-farm Food Safety Programs, the Sustainability Excellence Commitment initiative and logo are relatively new. *The Raised by a Canadian Farmer* Sustainability Commitment was launched in 2016 to effectively communicate

all of the sustainability programs and activities that farmers are involved in.

The logo represents the commitment of farmers to sustainability through innovation, by preserving the health of the land, providing value to Canada's economy, and making affordable food for Canadians.

You can find out more information about the Sustainability Excellence initiative on the Chicken Farmers of Canada website (chickenfarmers.ca), or in the **Sustainability Report**.

The signs will be distributed through your provincial board over the coming months. 





ACCESS TO ANTIMICROBIALS IS CHANGING – GET READY!

Health Canada is moving all Category II and III antimicrobials to the Prescription Drug List – this means that as of December 1, 2018 producers will need a veterinary prescription to access medically important antimicrobials, and the locations to obtain/purchase those antimicrobials will be changing.

This change will require producers to have a veterinary prescription prior to purchasing antimicrobials. In addition, antimicrobials that were previously available over the counter will only be sold by licensed veterinarians or pharmacists pursuant to a veterinary prescription. These changes will also impact producers that mix feed on-farm.

PLAN AHEAD!

IT IS IMPORTANT THAT PRODUCERS TAKE THE APPROPRIATE STEPS NOW TO FACILITATE THE IMPLEMENTATION OF THIS UPCOMING CHANGE. DISCUSS THIS CHANGE WITH YOUR VETERINARIAN AND SUPPLIER TO BE PREPARED FOR THE DECEMBER 1, 2018 IMPLEMENTATION DATE. FOR MORE INFORMATION VISIT THE HEALTH CANADA “RESPONSIBLE USE OF MIAS IN ANIMALS” WEB PAGE, THE CANADIAN ANIMAL HEALTH INSTITUTE’S WEBSITE, OR THE ANIMAL NUTRITION OF CANADA’S INFORMATION BROCHURE.

For further information, see Health Canada’s website at bit.ly/AMR_CDN



Hill Watch

Chicken Farmers of Canada Annual Lobby Day

Chicken Farmers of Canada hosted another successful Lobby Day on May 29, 2018, fanning farmers and provincial representatives out across Parliament Hill to talk about how our elected representatives can better help and support the Canadian chicken industry. This annual event is an important activity in the Chicken Farmers of Canada government relations strategy, by building relationships, discussing our issues, and creating awareness of our industry and our brand.



import control issues. Chicken Farmers of Canada Directors, Alternates, Provincial Board Managers and Staff, and Provincial Directors represented the chicken sector.

Throughout the three days representatives were in Ottawa, groups met with 96 individuals, including:

- » 2 Party Leaders
- » 3 Ministers
- » 12 Senators
- » 10 Parliamentary Secretaries
- » 2 Minister's Senior office staff

Chicken Farmers of Canada representatives were able to meet with some key players on our files, such as the Ministers of Agriculture and Agri-Food, and Health.

Further celebrating Lobby Day and Canadian chicken; Chicken Farmers of Canada also hosted a Parliamentary reception that evening at the Sir John A. Macdonald Building, an event space across from Parliament Hill. 

Lobby Day allows farmers and provincial boards to have constructive, thoughtful conversations with MPs, Senators, and Minister's offices regarding topics such as supply management, our brand, trade deals such as NAFTA and CPTPP, the Canada Food Guide, and our

CPRC Leveraging Industry Research Dollars

The Canadian Poultry Research Council (CPRC) is a national organization devoted to addressing national poultry research concerns. Its members are the four national feather boards and the Canadian Poultry and Egg Processors Council (CPEPC).

Since 2001, CPRC's mission has been to address its Members' needs through dynamic leadership in the creation and implementation of programs for poultry research in Canada, which may also include societal concerns.

This mission focuses on:

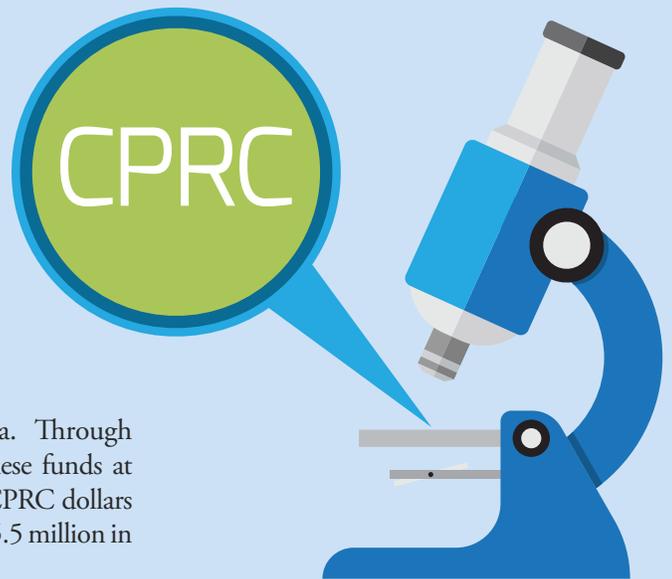
- » The coordination and enhancement of a more efficient Canadian poultry research effort
- » Securing additional and matching funding
- » Facilitating the establishment of national poultry research priorities

One of CPRC's main goals is to help build Canada's capacity for poultry research. By the end of 2017, CPRC Members have committed more than \$4.4 million through our regular funding programs in support of 99 research projects at universities and federal government

laboratories across Canada. Through matching or "leveraging" these funds at a ratio of greater than 5:1, CPRC dollars have grown to more than \$25.5 million in research funding.

Poultry science cluster funding, provided through Agriculture and Agri-Food Canada (AAFC), plays a large role in extending members' contributions. The second five-year cluster, which ended March 31, 2018, delivered almost \$5.3 million of poultry research to the poultry industry on issues including poultry health and welfare, the environment, biosecurity, and antimicrobial reduction.

At year-end, CPRC had 32 active projects and another three projects approved conditionally upon the researchers securing the balance of project funding. With the second science cluster ending, CPRC prepared and submitted a proposal for the next Science Cluster Program



(i.e. Science Cluster III) that is part of the Canadian Agricultural Partnership (CAP) program.

The third cluster application was submitted February 1, 2018 and would more than double the funding contributions under the next poultry science cluster if approved by AAFC. New research is focused on timely issues such as avian gut microbiology, food safety and poultry health and poultry welfare and behaviour.

For more information on CPRC and the projects that have been funded, visit their website at <http://cp-rc.ca/>, or click here to access the 2017 annual report. 



The Modernization of the North American Free Trade Agreement

Speculation continues around the direction of the ongoing negotiations to modernize the North American Free Trade Agreement (NAFTA). United States Trade Representative Robert Lighthizer, Mexican Economy Minister Ildefonso Guajardo, Canadian Foreign Affairs Minister Chrystia Freeland and their chief negotiators were engaged in a near continuous round of talks from the end of April until mid-May. Although it seemed at times that they were on the cusp of a conclusion, by the time this article went to press, one had not yet been reached.

The marathon ministerial discussions became bogged down over the regional content and labour clauses in the rules of origin for autos; however even if this chapter were to be resolved, several complex and contentious issues remain, such as intellectual property rules, investor-state dispute settlement, as well as the U.S.'s sunset clause proposal.

WHETHER THE THREE NATIONS DECIDE TO CONCLUDE A MODEST MODERNIZING AGREEMENT OR TO DRAG THE TALKS ON INTO 2019, THE PRIORITY FOR CANADA'S CHICKEN SECTOR REMAINS TO ENSURE THERE IS NO FURTHER EROSION OF THE DOMESTIC MARKET.

The U.S. has been pushing for a quick conclusion in order to be able to present the current Congress with a renegotiated agreement. Since the passing of the recent May 17th deadline, there has been speculation that the U.S. may be willing to reduce its scope as a way to rapidly conclude the essential topics. In this possible "skinny" NAFTA scenario,

the countries could agree to modernize certain aspects of the trilateral trade relationship, without having to reopen the entire agreement.

Whether the three nations decide to conclude a modest modernizing agreement or to drag the talks on into 2019, the priority for Canada's chicken sector remains to ensure there is no further erosion of the domestic market – especially considering that Canadian chicken producers are bracing for the impact of the concessions granted through the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP).

It is important to keep in mind that the CPTPP concessions were granted in response to U.S. demands under the original TPP agreement. Canada must not concede to paying twice. If the U.S. wants more access into the Canadian chicken market, it is available under the CPTPP, where they originally negotiated for it.

THE IMPLEMENTATION OF THE COMPREHENSIVE AND PROGRESSIVE TRANS-PACIFIC PARTNERSHIP

Given all the commotion over the ongoing NAFTA negotiations, it may be easy to forget that the domestic implementation processes for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) are ongoing. This agreement will come into force 60 days after six of the 11

signatories (Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, and Vietnam) have concluded the domestic procedures required to ratify it. Canada is expected to be among these first six. Currently, the implementing legislation is being drafted; once finalized, it will be tabled before Parliament. While it is difficult to predict how long the various domestic ratification processes may take, most expect to see the agreement, and the market access concessions within it, coming into effect in early 2019.

Through the CPTPP, Canada has conceded access representing 2.1% of Canadian chicken production. After growing incrementally over a 19-year period, this access will reach 26.75 Mkg per year, remaining so in perpetuity. When added to the 7.5% access already provided under the current NAFTA and WTO agreements, the Canadian chicken sector will then be facing imports representing approximately 9.6% of production. This market access was offered in the original October 2015 Trans-Pacific Partnership (TPP) in response to demands from the U.S., and, despite the U.S.'s withdrawal from the Partnership, the Government of Canada chose to retain it in the CPTPP.

In absence of the United States, other CPTPP members, most notably Chile, are expected to fill the new TRQ. Chile has global exports exceeding



100 Mkg annually and already exports chicken products to Canada, so it will be able to easily fill the CPTPP TRQ. Furthermore, Thailand, which is currently the third largest exporter of chicken to Canada, is looking to join the plurilateral trade agreement, thereby also securing access to this new TRQ.

In 2015, when the original TPP was announced, the Government of Canada also announced a suite of programs to help the supply management sectors adjust to the new levels of access. However, when the CPTPP was announced, the Government made no mention of transition programs for the affected sectors. As the impacts of the CPTPP will be the same, the Canadian

chicken sector expects the Government of Canada to develop transition measures that are equivalent to what had been offered at the conclusion of the TPP, prior to the CPTPP's implementation.

Canada's chicken farmers also expect the government to finally resolve the three import control issues that have long been plaguing the sector by excluding chicken and other supply management products from the Duties Relief Program, ending tariff engineering through creative packaging such as the addition of sauce packets in order to import more chicken in Canada, and adopting the DNA test in order to verify that spent fowl imports are actually spent fowl and not broiler meat.

As most of the work and consultations required to make these improvements have already taken place, the implementation of these import control improvements is possible within the short timeframe leading up to the tabling of the CPTPP legislation.

The Canadian chicken sector remains engaged in working with the Government of Canada to ensure the swift resolution of these import circumvention issues, and to make certain that appropriate transition measures are developed to the sector adapt to the impact of the additional CPTPP imports. 

AMU Reduction: OFFSP Manual Amendment

The On-Farm Food Safety Program (OFFSP) manual is being amended to reflect the second step of the antimicrobial use (AMU) strategy reduction timeline.

As you'll recall, following the successful elimination of Category I antibiotics for preventative use in Canadian chicken production in May 2014, CFC established a phased approach towards eliminating the preventative use of the remaining antimicrobials of human importance.

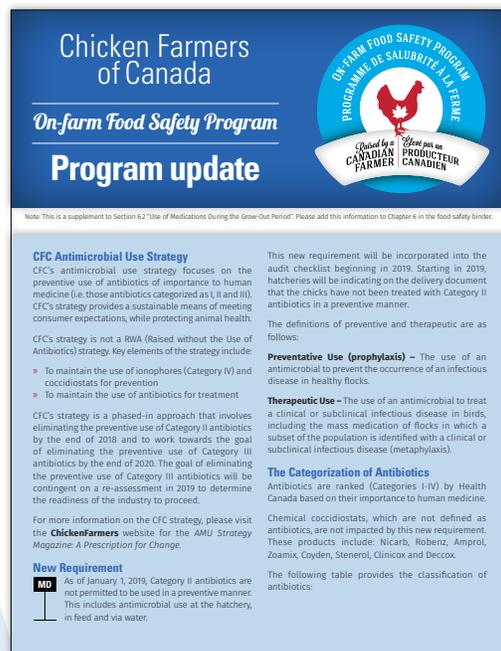
- Step 1:** Elimination of the preventative use of Category I antibiotics (those most critical to human health) in May 2014
- Step 2:** Elimination of the preventative use of Category II antibiotics by the end of 2018
- Step 3:** Goal to eliminate the preventative use of Category III antibiotics by the end of 2020, contingent on a re-assessment of the objective at the end of 2019.

This strategy is not an RWA (raised without the use of antibiotics) as it continues to allow the use of antimicrobials to treat diseases, and for the use of ionophores and chemical coccidiostats.

The OFFSP amendment includes a description of the strategy, the new requirement, and a listing of antimicrobials by category of importance for easy reference. This document should be added to Chapter 6 on the OFFSP manual binder.

The new mandatory requirement (MD) reads as follows: "As of January 1, 2019, Category II antibiotics are not permitted to be used in a preventive manner. This includes antimicrobial use at the hatchery, in feed and via water." This new requirement will be incorporated into the audit checklist beginning in 2019.

The full OFFSP manual amendment can be downloaded [here](#) or accessed through your provincial board. 



Chicken Farmers of Canada
On-farm Food Safety Program
Program update

CFC Antimicrobial Use Strategy
CFC's antimicrobial use strategy focuses on the preventive use of antibiotics of importance to human medicine (i.e. those antibiotics categorized as I, II and III). CFC's strategy provides a sustainable means of meeting consumer expectations, while protecting animal health.

CFC's strategy is not a RWA (Raised without the Use of Antibiotics) strategy. Key elements of the strategy include:

- To maintain the use of ionophores (Category IV) and coccidiostats for prevention
- To maintain the use of antibiotics for treatment

CFC's strategy is a phased-in approach that involves eliminating the preventive use of Category II antibiotics by the end of 2018 and to work towards the goal of eliminating the preventive use of Category III antibiotics by the end of 2020. The goal of eliminating the preventive use of Category III antibiotics will be contingent on a re-assessment in 2019 to determine the readiness of the industry to proceed.

For more information on the CFC strategy, please visit the [ChickenFarmers](#) website for the AMU Strategy Magazine: A Prescription for Change.

New Requirement
MD As of January 1, 2019, Category II antibiotics are not permitted to be used in a preventive manner. This includes antimicrobial use at the hatchery, in feed and via water.

This new requirement will be incorporated into the audit checklist beginning in 2019. Starting in 2019, hatcheries will be indicating on the delivery document that the chicks have not been treated with Category II antibiotics in a preventive manner.

The definitions of preventive and therapeutic are as follows:

Preventative Use (prophylaxis) – The use of an antimicrobial to prevent the occurrence of an infectious disease in healthy flocks.

Therapeutic Use – The use of an antimicrobial to treat a clinical or subclinical infectious disease in birds, including the mass medication of flocks in which a subset of the population is identified with a clinical or subclinical infectious disease (metaphylaxis).

The Categorization of Antibiotics
Antibiotics are ranked (Categories I-IV) by Health Canada based on their importance to human medicine.

Chemical coccidiostats, which are not defined as antibiotics, are not impacted by this new requirement. These products include: Nicarb, Robenz, Amprol, Zoamix, Cloydex, Stenerol, Clinicox and Deccox.

The following table provides the classification of antibiotics.

Minister MacAulay announces three appointments to the Farm Products Council of Canada

The Minister of Agriculture and Agri-Food, Lawrence MacAulay, announced three appointments to the Farm Products Council of Canada (FPCC) on May 10, 2018. Brian Douglas begins a four-year term as the newly appointed Chair of the FPCC, effective June 11; Yvon Cyr joins the Council for a four-year term, effective immediately; and Maryse Dubé returns for her second three-year term, which began on April 30.

These appointments were made following an open, transparent, and merit-based selection process.

Minister MacAulay expressed his gratitude to Mike Pickard for all his hard work and leadership as Interim Chairperson of the FPCC, as he returns to his role as Vice Chair.

“I am pleased to announce the appointments of Brian Douglas, Yvon Cyr, and Maryse Dubé to the Farm Products Council of Canada,” said Minister MacAulay. “All three appointees bring valuable and diverse experiences to their respective roles, as well as a strong understanding of the agriculture sector. I offer them my congratulations and wish them continued success in their new roles.”

BIOGRAPHIES

Brian Douglas

A graduate of the University of Guelph, Mr. Douglas has enjoyed a public service career spanning over 37 years. His career has provided him with an appreciation and an understanding of the opportunities and challenges facing Canadian producers. From 2015 to 2016, Mr. Douglas was the Clerk of the Executive Council and Secretary to Cabinet for the Government of Prince Edward Island. Previously, he held other senior-level positions in the Prince Edward Island government, including Deputy Minister, Transportation and Infrastructure Renewal and Deputy Minister, Agriculture. Mr. Douglas spent most of his career at the Department of Agriculture where he served as Director of the Agriculture Resource Division and Manager of the Farm Extension Services. Throughout his career, he also served as a member and representative for the Province of Prince Edward Island on various boards and committees related to agriculture, transportation and infrastructure at the provincial and national levels. Mr. Douglas remains active in the agricultural community as the General Manager of the World Potato Congress Inc.

Yvon Cyr

Mr. Cyr has a strong background in agriculture. A poultry producer from Saint-Francois-de-Madawaska, New Brunswick, Mr. Cyr is a manager and founding shareholder with the Groupe Westco Inc., one of the largest poultry

businesses in Atlantic Canada. He is also very active in his community and the poultry industry, serving on the boards of both the Chicken Farmers of New Brunswick and the Chicken Farmers of Canada. He is also a past chair of the local chamber of commerce.

Maryse Dubé

Mrs. Dubé completed her law degree at Laval University in 1996 and was admitted to the Quebec Bar in 1997. A partner of Sylvestre & Associés since 2004, Mrs. Dubé works as a lawyer in commercial and food law representing several financial institutions. She also practices real estate law and handles collection cases. Mrs. Dubé also represents small to medium-sized enterprises in security law, bankruptcy, commercial litigation and corporate law (manufacturing and agricultural components). She is very active in her economic and social milieu and serves on numerous corporate boards and community organizations. She was President of the Bar of the Richelieu Division in 2014 and served on the Executive Committee of the Quebec Bar until 2015. Mrs. Dubé has been a member of the Farm Products Council of Canada since April 2015.

ABOUT FPCC

The role of the FPCC is to ensure that the supply management system for poultry and eggs as well as the promotion and research activities for beef cattle work in the balanced interest of all stakeholders, from producers to consumers. The FPCC's mission is to work with its partners to ensure that the supply management and promotion and research systems have the flexibility needed to respond to current and future challenges in a flexible, accountable and transparent manner. Council is recognized by its partners for its contribution to supply management and promotion and research systems that are transparent and efficient.

Council members are appointed to hold office at pleasure, by the Governor in Council upon the recommendation of the Minister of Agriculture and Agri-Food, for terms of varying lengths. At the time of their appointment, at least half of members, not including the Chairperson, must be primary agricultural producers. 