



# THE CHICKEN FARMER

## Amendments to the 2014 Edition of *Safe, Safer, Safest*

A revised edition of the on-farm food safety assurance program (OFFSAP) producer manual, the 2014 Edition of *Safe, Safer, Safest*, is now being distributed. CFC Directors have incorporated amendments to the manual based on feedback from farmers, provincial boards, and subject specialists.

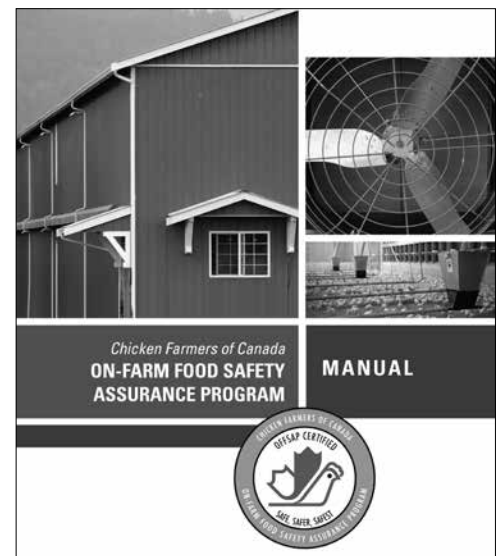
The new manual will be circulated to farmers via their provincial board offices over the coming months. In the new manual you will find a pamphlet describing the significant changes to the program, a CD that contains all the CFC's record keeping forms in electronic format, and the Principles of Responsible Antimicrobial Use brochure.

Fillable PDF forms have been provided on the CD which can be completed electronically if you choose. The producer has the option of using the paper copies from the manual, or they can fill out the information on their computer, print a copy, and manually sign the forms or complete and digitally sign the forms using Adobe Reader (free).

To help locate the new information in the body of the new edition of the manual, all modifications to requirements have been marked with a star.

Please take the time to read over the list of amendments and to understand how these amendments affect how the program will be implemented.

*continued on page 2*



## in this issue

- |  |                         |
|--|-------------------------|
| 4   Special Report on Trade:<br>The WTO and the Future (Part 3)          | 8   2013 Farmers Survey |
| 7   Are You a Swim Parent?<br>Enter the Swim Parent of the Month Contest | 9   News from the Hill  |



Listed herein are the major modifications to the manual, sorted by chapter.

### 1. Personnel Training

- Clarification that all farm personnel/staff involved with the care and handling of the birds must sign off indicating that they have read and understood the program either on the front page indicating that they have developed and reviewed the SOPs or in the training log indicating that they have been trained on the SOPs. Service personnel (e.g. feed reps, hatchery crew, catching crew) are not required to sign the SOPs.

### 2. Controlling Access to the Farm

- Information on additional biosecurity measures that could be implemented in the CAZ include:
  - providing service personnel with the farm diagram prior to their farm visit
  - asking that service providers drive slowly while near the barn to minimize dust
  - requesting that hatcheries and catching crews provide a documented biosecurity protocol prior entering the RA
- (MD) All visitors must sanitize their hands prior to entry and upon exit from the RA, or wear barn-specific gloves when inside the RA.
- (MD) Domestic waterfowl must not be permitted in the CAZ and must be fenced in so they cannot access the CAZ.
- Additional information on the Pest control:
  - If there is evidence of pest presence around or inside the work area in the CAZ, a pest control measure must be used and renewed/replaced regularly to be in good working order.
- (HR) New barns constructions and /or premises should have:
  - A designated parking area outside the CAZ for visitors
  - A physical barrier to separate the CAZ and the RA
  - Concrete floor (i.e. no dirt floors)
  - Two feed bin system
  - Gravel around the barns

### 3. Feed

- Clarification the On-Farm Mixing Critical Control Points:
  - (MD) Prevention of cross contamination can be done by flushing, sequencing or other means.
- (MD) When mixing complete feed on-farm, a feed mixing record must be kept and a sample of the finished product must be kept for at least two weeks after the birds have been shipped.
- For farm to farm transfer:
  - (MD) Delivery slips for each feed delivery must be kept.
  - (MD) Complete traceability of feed must occur (e.g. feed slip, feed transfer log, feed samples).

CONTINUED FROM PAGE 1

By May 15, 2014, all the new requirements of this edition are expected to be implemented on farms and will be evaluated during your next audit. Continued certification will be dependent on the implementation of the requirements in this new edition.

Acronyms:

- **CAZ** – Controlled Access Zone
- **HR** – Highly Recommended (important and strongly recommended, but not mandatory practices)
- **MD** – Must Do (a must do production practice is mandatory for the program)
- **RA** – Restricted Area
- **SOPs** – Standard Operating Procedures

### 3. Water

- Clarification on method to test free chlorine:
  - (MD) When using these strips, the test results must indicate that free chlorine remains at the furthest point from the water source, thereby indicating that active product is still available.
- (MD) The water sample must be taken inside the grow-out area at the nipples/outlet pipe.
- A description of the water sampling method has been provided.
- (MD) For new farmers or new facilities, a water test with acceptable results must be available at the first audit.
- Information has been included about the importance of performing a chemical water analysis.

### 4. Cleaning & Disinfecting

- (HR) All manure should be targeted to be removed from the barn within 48 hours of the birds being shipped to maximize the effectiveness of the downtime period.

### 6. Medications and chemicals

- (MD) All medication must be kept in its original packaging with the label information or the information must be transferred onto a record.
- (MD) Category I antibiotics are not permitted to be used in a preventive manner.
- (HR) Veterinarians should be consulted due to disease or clinical signs based on their expertise in the area of disease diagnosis and their use of pharmacological information.
- (HR) Farmers should not use over-the-counter water medications without a veterinary prescription.
- (MD) All antimicrobial prescriptions are to be obtained within the confines of a valid Veterinary-Client-Patient relationship (VCPR).
- (MD) All medication use must be recorded on the Flock Specific Record Form or other similar document.

### 7. The Grow-Out Period

- Information has been included about the benefit of using minerals and organic acids (e.g. lactic acid) in the drinking water during feed withdrawal to greatly reduce post-harvest crop contamination.
- (HR) Before thinning, the catching crew should provide the farmer with a documented biosecurity protocol (e.g. letter).

- Information has been included on possible options to reduce the risks associated with thinning a flock:
  - Schedule the flock as the first catch of the night
  - Have the catching crew change into clean clothes when entering the RA
  - Have the catching crew disinfect their hands with hand sanitizer before and after thinning a flock
  - Have the clothing and footwear removed and disposed at the farm before leaving the farm

### 9. HACCP & Your Farm

- Clarification on the three Critical Control Points (CCPs) monitoring procedures, deviation procedures and verification procedures.

### 10. Record Keeping

- Each time a deviation occurs during the flock cycle, the deviation and the reason for the deviation must be recorded on the deviation table on the Flock Specific Records form or similar form.
- Modification of the flock Specific Records Form to include a medication table where all the medication (i.e. medication name and medication source) administered during the flock cycle must be recorded.
- The SOPs have been modified to include the new requirements and clarifications.



The density calculation on the Animal Care Program section of the SOPs has been set to automatically calculate the bird capacity per barn floor and the maximum number of chicks that can be placed.

## IMPORTANT NOTE:

Producers need to be consistent with the metrics used for the calculation. It can only be recorded in kg/m<sup>2</sup> or lb/ft<sup>2</sup>.



## Special Report on Trade: The WTO and the Future (Part 3)

**On April 13, 2012, the director of the WTO, Pascal Lamy announced the establishment of the Panel on Defining the Future of Trade.**

The mandate of the panel was to examine and analyze challenges to global trade opening in the 21<sup>st</sup> century. Following a series of meetings, the Panel issued a report entitled *The Future of Trade: The Challenges of Convergence*.

The first part of this special report on trade discussed the establishment of the Panel on Defining the Future of Trade and provided a brief introduction to the WTO (*The Chicken Farmer*, Volume 15, Issue 3). Part two provided some insight on the new found role of technology in trade along with its effect on protectionism (*The Chicken Farmer*, Volume 15, Issue 4). The third and final chapter of the report discusses the opening of trade in a complex world – Here is Part 3 of the report which will cover this topic by examining the increased use of non-tariff barriers in agricultural trade.

### Part 3: Understanding Non-Tariff Measures

Trade talks and trade agreements are progressively reducing the implication of tariffs as an instrument for trade policy. Although tariffs are still being applied, their use has been moderated to allow more trade flow between countries. Canada for example, has implemented Tariff Rate Quotas (TRQs) to allow the imports of certain agricultural products without critically damaging its domestic policies.

Increasingly, non-tariff measures (NTM) are being used by some countries as an alternative in trade policy. The move away from tariffs to NTM has raised issues of a far greater complexity in trade negotiations. The term non-tariff measure itself is complex in its definition. It is very vague and only tells us what it is by indicating the one thing that it is not. In other words, NTM are often used as a way to prevent or limit trade without being as transparent and upfront as a tariff. Similar to hiding car keys from a drunk driver instead of asking them openly that they take a taxi; non-tariff measures allow countries to implement regulations without having to face the exporters directly with tariffs.

Although limiting trade may not always be the explicit intention behind these measures, they may have that effect because of the way they are implemented, either with a lack of transparency, efficiency or corruption. Health, safety and environmental issues are all common motivations for the use of public intervention. Rising incomes and better communication technologies have raised awareness

amongst consumers and increased concerns over these issues. Despite the fact that these concerns are legitimate and unarguably important to society as a whole, the way in which they are dealt with can result in opportunities for adverse behaviour.

New Zealand and Australia have long used the protection of their unique ecosystems as justification to block agricultural imports. While these countries flaunt their exemplary conduct in terms of tariff reductions and openness to free trade, it could be argued that some of their conservational restrictions are slightly obsessive. New Zealanders are quick to point the finger at Canada's supply management policy but fail to mention that while Canada imports over 7.5% of its chicken production, New Zealand's imports for chicken are nil. It must be noted that New Zealand requires that any imports of chicken be cooked to a minimum internal temperature of 70 degrees Celsius and that this temperature must be kept for at least 50 minutes, which is not commercially suitable! It can easily be argued that the rapid intensification of dairy farming in a fragile ecosystem such as New Zealand is perhaps more threatening to the regional environment than some of the agricultural products being blocked at the border. This is a very sensitive matter, which raises great complexities when negotiating treaties with New Zealand.

Perhaps one of the most relevant disputes over NTM is the current WTO dispute over Country of Origin Labeling (COOL) between the United States, Canada, and Mexico. The United States has implemented strict labeling rules that require meat labels

to inform consumers of the countries where the animals were born, raised and slaughtered. These label requirements come at the cost of a long paper trail, consequently making Canadian and Mexican meat more expensive. This administrative burden will translate into a disadvantage for foreign meats and therefore act as a protectionist trade measure. Such policies can have substantial effects on trade; in this case Canada alone estimates its export losses to be around \$1-billion.

There are many other causes that can actively lead to trade distortions. Religious restrictions, port restrictions, and load restrictions are common alleged reasons that the WTO and trade negotiators will have to deal with in the future.

In this report, the WTO recognizes that discriminatory application of NTM should be avoided where possible. The panel also recognizes that some non-tariff measures are inevitable and here to stay. It will be up to the WTO to ensure that Members should not restrict trade where it is not essential to the pursuit of public policy objectives.

Whether or not the 159 Members of the WTO will come to an agreement on NTM is unsure; one thing is for sure however – Members should expect a long and bumpy ride down the road to open trade because when countries are forced to lower tariffs in the pursuit of a more open trade environment, they often choose a less transparent way to protect their market: non-tariff measures. **CF**

## CPRC Scholarship Program

**A robust research program is key to the future of the poultry industry, and the Canadian industry is fortunate to have access to a wide range of research expertise that can help us meet new challenges and find solutions to the problems we face.**

However, maintaining that pool of expertise requires an injection of new scientists that pick up where retirees leave off.

The Canadian Poultry Research Council (CPRC) promotes succession in the poultry research community by offering a scholarship program to help attract and retain students.

The objectives of the program are as follows:

- to encourage and support graduate students to carry out poultry science research
- to build Canada's intellectual capacity in poultry science
- to promote graduate research in poultry science at Canadian universities

To be eligible for a CPRC scholarship award, a student must be studying (or planning to study) an aspect of poultry science. Applicants are assessed on a number of criteria, including academic performance, research aptitude, career goals and a demonstrated interest in poultry research.

A postgraduate scholarship supplement is available to students who hold a Natural Sciences and Engineering Research Council (NSERC) scholarship. Several excellent students have received supplements to their scholarships through this program since its inception in 2006, and as of 2011, the CPRC scholarship is also available to non-NSERC scholars. This change broadened the availability of the scholarship program to accommodate more students with an interest in poultry science.

Applications to either the scholarship or supplement are due May 1 of each year. Only one award of \$7,500 is given out per year and it is available to master's (eligible for one year) or doctoral level (eligible for up to two years) students. Details of the program, including the application requirements and the past winners, are available on the "Scholarship" section of the CPRC website ([www.cp-rc.ca](http://www.cp-rc.ca)).

The 2013 CPRC scholarship was awarded to Kayla Price, a PhD student studying under John Barta at the University of Guelph. She is studying *Eimeria*, the causative organism of coccidiosis in poultry, and looking at practical ways to improve its control in commercial pullets reared on wire floors. Price's research has demonstrated the effectiveness of a self-immunization strategy that improves the performance of live cocci vaccines and may reduce the need for coccidiostats, about which there is growing concern over resistance and residues.

She has also expanded her original research program to better understand the dynamics of coccidial populations in the bird and in the barn, and to optimize live vaccine doses. Price has had a very successful academic career thus far, having already published several papers in peer-reviewed journal articles and presented her results at a number of scientific and industry meetings in Canada and abroad. She has received several awards in recognition of her outstanding academic performance.

Beyond academics, Price is highly involved in several activities, both in and outside the university community, aimed at transferring knowledge to potential users of research outcomes, encouraging others to become involved in poultry science and promoting the poultry industry in general. Price has already made significant contributions to her research program and displays great potential to mature into a scientist of excellent calibre – the kind of scientist we need to help ensure the future success of our industry.

For more details on CPRC activities, please visit [www.cp-rc.ca](http://www.cp-rc.ca).

*The membership of the CPRC consists of Chicken Farmers of Canada, Canadian Hatching Egg Producers, Turkey Farmers of Canada, Egg Farmers of Canada and the Canadian Poultry and Egg Processors' Council. CPRC's mission is 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.* 

# Are You a Swim Parent?


## Enter the Swim Parent of the Month Contest

Brought to you by Chicken Farmers of Canada and Swimming Canada – Proud Partners for Healthy Living

We know there are a lot of swim parents in Canada & we want to honour one of you each and every month. Do you go above and beyond to make sure you prepare nutritious, healthy meals in preparation for swimming? Swimming Canada and Chicken Farmers of Canada jointly launched a Swim Parent of the Month contest in September in recognition of parents who encourage eating well and being active as part of a healthy lifestyle.

Chicken Farmers of Canada, proud partner of Swimming Canada, supports the Canada's Swim Team initiative to have every Canadian child swim at least 25 metres before completing elementary school. This initiative not only promotes cardiovascular health and flexibility, but endurance necessary for safety in pools and water. Swimming Canada, in turn, recognizes that a well-balanced diet filled with a variety of whole grains, fruits and vegetables and lean protein goes hand in hand with healthy living. This is why the two organizations have partnered to bring you this exciting contest. The deadline for submissions is the 15<sup>th</sup> of every month for a chance to win great prize packs.

To become one of our Swim Parents of the Month, all you have to do is email us at [nutritiousrecipes@swimming.ca](mailto:nutritiousrecipes@swimming.ca) the information below:

1. The title of your favourite recipe at [chicken.ca](http://chicken.ca) that you would prepare to fuel your swimmer(s)
  2. The correct answer to November's skill-testing question – What should be the internal temperature of a cooked, boneless skinless chicken breast? Hint! You can find out the correct answer at [chicken.ca](http://chicken.ca)
  3. Register your child to join Canada's Swim Team. Sign Up at [getswimming.ca/signup](http://getswimming.ca/signup).  
The name of the monthly winner & their favourite chicken recipes is posted on the Swim Parent of the Month webpage, and included in a National Swim Team Digital Cookbook to be published in December 2014. A "selfie" .jpg photo of the contest winner may be requested (but not required) for promotion of the contest and digital cookbook.
- Rules and Regulations:**
1. Be sure to submit the name of the recipe in your email, and your answer to the skill-testing question, as well as your own name, mailing address, and telephone number.
  2. Your mailing address and telephone number will be seen by select staff from Swimming Canada and Chicken Farmers of Canada, and will not be shared or used for any purpose other than to identify the winner of the contest.
  3. By entering the contest you acknowledge that Chicken Farmers of Canada and Swimming Canada will publish the winner's name, province, and favourite recipe through social media properties and/or at [swimming.ca](http://swimming.ca), [getswimming.ca](http://getswimming.ca), [chicken.ca](http://chicken.ca), and [momstown.ca](http://momstown.ca).
  4. One winner will be selected by a random draw from all entries that answer the trivia question correctly, submit their favourite recipe from [chicken.ca](http://chicken.ca), and register their child to join Canada's Swim Team.
  5. The deadline for submissions is the 15<sup>th</sup> of every month and winners will be announced on the last Friday of each month on the Swim Parent of the Month webpage. To view this page, go to [getswimming.ca/swim-parent-of-the-month](http://getswimming.ca/swim-parent-of-the-month).
  6. The contest is open to all Canadians 18 years of age or older. Winners will be required to demonstrate proof of age in order to receive their prize.
  7. Employees and immediate or domiciled family of Chicken Farmers of Canada or Swimming Canada are not eligible to enter the contest.
  8. For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. 

## We Still Need Your Help!

The **2013 CFC Farmer Survey** is still underway and farmers from coast to coast are asked to please set aside half an hour or so to complete the online survey. The survey is an open link, but there is an opt-in function within the survey to indicate your interest in being part of the “good news story” and to qualify to win draw prizes.

The farmer survey, conducted roughly every six years, is used to effectively plan activities and communications and, most importantly, determine what farmers need from CFC in a wide array of areas. It covers topics such as farm size, farm diversity, employment, food safety, animal care and knowledge or interest in international trade. Some of the questions are technical, but as the survey is an open link the information is not being gathered about you specifically. It is used in a general way and will be amalgamated to broadly represent the sector.

It is estimated that the survey will take about 30-40 minutes to complete, and must be completed all in one visit to the site. Please make sure you have time to complete the whole survey as you won't be able to save or continue the survey later. That functionality would have significantly increased the cost of conducting the survey.

Log on to:  
[legerweb.com/  
chicken-poulet](http://legerweb.com/chicken-poulet)  
and complete the  
survey today!



The survey's URL is at [legerweb.com/chicken-poulet](http://legerweb.com/chicken-poulet), and your completed entry qualifies you to win one of the new and improved prizes:

- A \$250 donation to a food bank/soup kitchen of your choice in your name, AND a gift card for a further \$250 (or certificate) to a store of the winner's choosing
- The grand prize will be a draw for a grand prize of a \$1,000 donation to a food bank in your name AND a \$1,000 gift card (or certificate) to a store of the winner's choosing

There is also be a phone-only component of the survey, so be advised that you may receive a call from Leger on our behalf asking you to participate in the survey by phone instead of online.

We need you to share your opinions and information with us in order to better support your farms, and our industry. Log on to [legerweb.com/chicken-poulet](http://legerweb.com/chicken-poulet) and complete the survey today! **CF**



# News from the Hill

## Parliamentary Reception

As part of Chicken Farmers of Canada's ongoing government relations program, the Board of Directors hosted its Annual Parliamentary Reception at the Fairmont Château Laurier in Ottawa on November 28<sup>th</sup>. The invitees included Members of Parliament, Senators, political and departmental staff, and industry partners. The Honourable Ed Fast, Minister of International Trade, and other key Ministers were in attendance, as were members of both the House and Senate Committees on Agriculture and Agri-Food and International Trade. Other guests included political staff and representatives from the Canadian Food Inspection Agency and Agriculture and Agri-Food Canada.

In his address to the attendees, Dave Janzen, CFC Chairman, took the opportunity to highlight that Canada's chicken industry is a Canadian success story – a good choice for Canada, and a good choice for Canadians. Mr. Janzen also thanked the government for its ongoing support for supply management and addressed concerns regarding spent fowl imports and imports of chicken falsely labelled as spent fowl.

This year, a short, new video was aired, highlighting some quick facts and figures about the Canadian chicken industry as well as some of our key messages; the video will be featured on the CFC corporate website. In addition, the event served as the unveiling for a scale model chicken barn and accompanying poster that demonstrate how our birds are raised as well as highlighting barn areas important to biosecurity and animal care. This provided a good conversation piece, engaging guests and providing them with insight into the workings of a chicken barn.

The reception was also an excellent opportunity for CFC Directors, alternates, provincial board managers and CFC staff to communicate key messages on important topics, such as import controls, spent fowl, economic contributions, food safety, animal care, corporate social responsibility, and trade – all while enjoying a variety of tasty, CFC-designed chicken recipes, including chicken breast stuffed with ricotta and sweet potato, white bean chicken sage crostini, and miniature walnut spinach chicken quiches.

*Continued on page 10*





CONTINUED FROM PAGE 9

## Conservative Party Convention

CFC Chairman Dave Janzen and CFC staff attended the 2013 Conservative Policy Convention held in Calgary from October 31<sup>st</sup> to November 2<sup>nd</sup>.

The primary focus of the Convention was to give the Prime Minister the opportunity to speak to party supporters and get them excited about the next few years leading up to the 2015 election. On November 1<sup>st</sup>, the Prime Minister delivered his keynote address to the party's faithful, which summarized the last eight years in government and highlighted key points from the Throne Speech, including the Comprehensive Economic and Trade Agreement (CETA).

A contentious policy motion on Supply Management was brought forward in the economic policy session by the Electoral District Associations of Medicine Hat, Edmonton—Mill Woods—Beaumont, Calgary Southeast, and Calgary—Nose Hill.

It recommended a change in wording (and policy) that would move Conservative Party support away from supply management and towards a transition to something new.

The motion was shot down by the Minister of Agriculture, Gerry Ritz, and a group of Ontario MPs, including Gary Schellenberger. Ritz was the first to speak and came out very strongly against the motion. He defended supply management and stated that it does not stifle innovation, is not a barrier to trade, and is not responsible for inflated prices. Many other MPs also spoke in support of supply management.

In the end, the motion was voted down 182 to 42, dying in the economic session before it could make it to the Policy Plenary Floor. It is worth noting that the Minister of International Trade, Ed Fast, voted against the motion as well.

## In the House

### House of Commons Agriculture Committee

Bev Shipley, Ontario MP for Lambton—Kent—Middlesex, has been elected the new Chair of the House of Commons Standing Committee on Agriculture and Agri-Food. Mr. Shipley replaces Merv Tweed, who resigned as the MP from Brandon—Souris in August 2013.

Shipley was first elected in 2006, was previously a member of the Standing Committee on International Trade and, prior to that, was a long-time member of the Agriculture Committee. He is also a former dairy farmer and cash crop farmer. At the top of the committee's upcoming agenda are CETA and Business Risk Management programs.

On November 25<sup>th</sup>, CFC Chairman Dave Janzen and CFC staff met with Mr. Shipley. The main goal of the meeting was to provide Mr. Shipley with an overall briefing on the chicken industry in Canada, CFC's organizational structure, how we set allocation, and our supply chain. Dave Janzen also took the opportunity to thank the government for their continued support of supply management, while noting some of our concerns around the agreement in principal on CETA. Imports and spent fowl in particular were also discussed and Mr. Shipley indicated being very interested in hearing more about the issue in a follow-up meeting.

## Key Meetings and Discussions

### Pre-Budget Roundtable Sessions

Each year leading up to the federal budget, CFC monitors the pre-budget process, and provides input into the consultative sessions, either in person or in writing. This is when the government seeks out input into the Economic Action Plan decision-making process. A series of roundtable discussions are held across the country by the Minister of Finance, Joe Flaherty, or the Parliamentary Secretary, Andrew Saxton, or the Minister of State (Finance), Kevin Sorenson.

On November 22<sup>nd</sup>, CFC's Executive Director, Mike Dugate, traveled to Moncton, New Brunswick to participate in the Minister Sorenson's pre-budget consultations and to provide CFC's input to the discussions.

## Opposition Parties

Both the NDP and the Liberal parties made changes to their critics' positions with the intent of pushing forward their parties' agendas and helping prepare for the 2015 election.

### The NDP

While The NDP's Leader and Official Leader of the Opposition, the Honourable Tom Mulcair announced changes to some critic positions, he did announce that Malcolm Allen, MP for Welland, Ontario, will continue to serve as the NDP critic for Agriculture and Don Davies, MP from Vancouver—Kingsway, British Columbia, will continue on the International Trade file.

### The Liberals


During the Liberal party's caucus retreat, Liberal Party of Canada Leader, Justin Trudeau, announced changes to his critics' portfolios and caucus leaders' positions.

The changes include:

Marc Garneau (Westmount—Ville-Marie, Quebec), takes on the critic's position for Foreign Affairs, International Trade, and la Francophonie. He is on record for his support for supply management.

Mark Eyking (Sydney—Victoria, Nova Scotia) moves into the position of critic for Agriculture and Agri-Food and is another advocate of supply management. Like the former critic, Wayne Easter, Eyking has a diverse background in agriculture and has previously served on the House Agriculture and Agri-Food Committee.

Frank Valeriote (Guelph, Ontario), becomes the new Deputy Whip, which will enable Valeriote to continue to expand his knowledge of the day-to-day operations of the House and caucus.

Wayne Easter (Malpeque, Prince Edward Island), moves to the critic position for Public Safety, a new challenge for him, and one he welcomes after many years in agriculture and trade and which allows him to influence the party's policy in this area. 

# New Poultry Nutrition Research Chair

**Dr. Hank Classen of the University of Saskatchewan (U of S) was recently awarded an Industrial Research Chair (IRC) in Poultry Nutrition. In this position, Dr. Classen will lead a five-year \$3.6 million research program aimed at helping the poultry industry meet its biggest challenges: feed costs, bird health and welfare, and food safety.**

“Improving the quality and sustainability of poultry nutrition is vital to providing Canadians with healthy meat and egg products. An international leader in his field, Dr. Classen has already led successful research partnerships that have brought major advancements to the poultry industry.”

Janet Walden,  
chief operating officer of NSERC

“Our goal is to improve the sustainability of poultry production through precision diet formulation, more efficient use of feed ingredients and feeding programs that enhance bird health while producing quality poultry food products for consumers,” Classen said.

Dr. Classen is a renowned poultry scientist whose research focuses on poultry nutrition, management and welfare. His findings have made significant contributions to help improve poultry well-being while reducing production costs.

“Continued long-term industry viability depends to a large extent on research that addresses industry issues and needs,” said CPRC Board Chair Roelof Meijer. “Nutrition is one of the most important aspects of Canadian poultry production.”

The IRC Poultry Nutrition Chair position is supported by the Natural Sciences and Engineering Research Council of Canada (NSERC), the Canadian Poultry Research Council, the Poultry Industry Council, Chicken Farmers of Saskatchewan, Saskatchewan Egg Producers, Saskatchewan Turkey Producers’ Marketing Board, Sofina Foods Inc., Aviagen Group, Saskatchewan Broiler Hatching Egg Producer’s Marketing Board, and Prairie Pride Natural Foods Ltd.

“Thanks to this major funding commitment from NSERC and our nine poultry industry partners, Prof. Classen’s team will advance new knowledge in poultry nutrition, benefitting Canadians and people around the world and training future scientists and industry leaders,” said U of S Vice-President Research Karen Chad.

“As chair holder, his research will address industry-wide concerns and will develop sustainable practices that reduce costs of production and promote poultry health.”

Congratulations, Dr. Classen!



For a weekly update on the WTO trade negotiations, visit: [chickenfarmers.ca/international-trade/geneva-watch](http://chickenfarmers.ca/international-trade/geneva-watch)



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## TELL US WHAT YOU THINK!

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