



THE CHICKEN FARMER

Call to Action: 2013 Farmer Survey

CFC is launching the 2013 edition of the Farmer Survey in late August and we need you to participate!

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.

The survey is estimated that the survey to take about 30-40 minutes for farmers 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.

Provincial boards and farmer representatives were consulted and their feedback was incorporated along the way. A big thank you goes out to all those who helped refine the survey and adjust it from its last incarnation, back in 2007.

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Complete your survey today @
<https://legerweb.com/chicken-poulet>

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Having up-to-date data and information on our farmers and our industry is important. As CFC continues to work on the evolving public relations strategy for supply management issues, we will be using this information to promote our farmers and tell a very positive story about our industry to media and the general public.

The survey will be conducted online with a minimum of 1,100 participants, so that we can have a strong, legitimate, representative sample. The survey will launch online towards the end of August and farmers will have about eight weeks to complete it.

The survey's URL is at <https://legerweb.com/chicken-poulet>, and your completed entry qualifies you to win the following:

- One of ten, \$250 donations to a food bank/soup kitchen of your choice.
- The grand prize will be a draw a \$500 gift card or certificate to a store of the winner's choosing.

There will also be a phone-only component of the survey, which will be conducted with farmers that the provincial boards have identified as interested parties, but ones which may not be as connected. If you wish to participate in the survey by phone, please contact your provincial board to request that you be added to their list. It is possible, however, that not every person wishing to participate by phone will be contacted.

We need you to share your opinions and information with us in order to better support your farms, and our industry. Log on to <https://legerweb.com/chicken-poulet> and complete your survey today! 

Chicken Farmers of Canada & Swimming Canada – A Partnership in Support of Healthy Living

Swimming Canada and Chicken Farmers of Canada (CFC) proudly announced a unique, new partnership this summer. CFC, on behalf of chicken farmers from coast to coast, is making a financial contribution to the sport of swimming in Canada. Swimming Canada, in recognition of this generous support, became the first Canadian sport to name fresh, Canadian chicken as 'the official protein of swimming in Canada.'

The new partnership showcases a spirit of cooperation between two organizations that believe in promoting healthy lifestyles. Swimming is one of the best overall exercises for cardiovascular health, flexibility and endurance. A well-balanced diet filled with a wide variety of lean protein, like chicken, whole grains, fruits and vegetables goes hand-in-hand with healthy living.

In recognition of the partnership and to promote it, CFC created four friendly mascots known as the "Pool Peeps." As part of the official partnership launch from May 22 to June 19, the organizations ran a contest to find names for two of these lovable cartoon chickens who enjoy swimming.


The Name the Pool Peeps contest received more than 500 entries from every province in Canada, as well as the Northwest Territories. On July 4th, Swimming Canada and CFC announced that "Swamantha" & "Wade," formerly known as Peep A and Peep B, had become new members of Canada's Swim Team and the Peep family. The two Peeps received their names from contest winners, 5-year-old Lily O'Connor of Ontario and 53-year-old, Ann Cooper, also from Ontario. You can learn more about the Peeps at getswimming.ca/teammates.html.



They will promote water safety and healthy living messages at future events and on getswimming.ca.

Although the organizations officially launched the partnership with the "Peeps" contest, they had already begun working together. Swimming Canada features a health article every week from CFC in an e-bulletin which you can subscribe to at swimming.ca. The e-bulletin provides useful and up-to-date nutrition & health information, as well as the latest news on what's happening in competitive and recreational swimming.

On June 30th, CFC was also proud to partner with Swimming Canada to launch a digital home for Canada's Swim Team – an online initiative to promote water safety and healthy living. [Getswimming.ca](https://getswimming.ca) will be the driving force behind the goal of becoming the World's Largest Swim Team that encourages every Canadian child to learn how to swim. Learning to swim has a monumental impact on both the safety and fitness levels of Canadian kids, and any child that can swim, or is willing to learn, can join the team at getswimming.ca.

To support this online initiative for a safe and healthy lifestyle, CFC sponsored a page within the site called the **Team Kitchen**. The *Team Kitchen* is designed for swimmers – and all Canadians – who are looking for recipes, how-to-videos, and nutrition information. CFC and Swimming Canada will continue to work together as partners for healthy living. Make sure you check the Team Kitchen site regularly for updates. Follow the partners and their initiatives on **Twitter** & **Facebook** and join us at prominent Swimming Canada events! 





Canada Day 2013

It was all about the love of chicken this past Canada Day in Ottawa.

Hungry crowds, delicious chicken, a flame-juggling entertainer, cooking demonstrations and great weather were the attractions as thousands of chicken sandwiches and salads were sold in support of the Ottawa Food Bank.

The recipe, an out-of-this-world special, came to us from Canadian astronaut, Chris Hadfield and his family this year. It was called the “Back-to-Earth sandwich” and featured lemon, garlic and pepper, orange juice, brown sugar, thyme and more.

Hadfield, fresh from his mission as Commander of the International Space Station, and his family, developed the recipe for CFC as part of our 21st year as National Sponsor of Canada Day in the Capital.

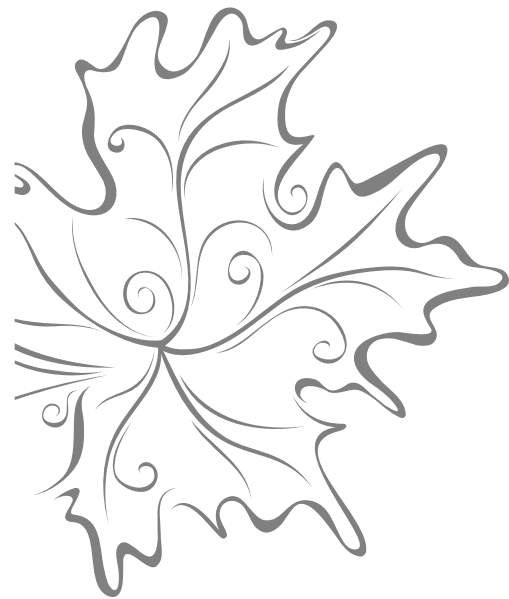
“It gave us great pride to serve the Hadfield family recipe as part of our Canada Day festivities,” said Dave Janzen, Chair of CFC. “Commander Hadfield’s family background is in farming, and his recent journey into space has inspired Canadians from coast to coast – frankly, I can think of no better way to celebrate!”

The BBQ was another great success and the chicken was sold out by 7:00 p.m.

Supporting Food Banks

As in the past, 50 cents from the sale chicken sandwiches and salads at the Great Canadian Chicken BBQ are donated to the Ottawa Food Bank. CFC would also like to thank Maple Leaf Prime for providing the chicken for the event and for helping us do our part in the fight against hunger.

CFC is proud of its ongoing relationship with the Ottawa Food Bank and to be affiliated with such a long-standing and important organization that works to combat hunger in the capital. Last month, 40,000 people received emergency food assistance through the various agencies supported by the Food Bank with nearly 40% of people needing help being children.



Since 2007, CFC has raised over \$175,000, through Canada Day, the annual chicken donation program, staff donations and other initiatives for the food bank.

The Chicken Corner

The Chicken Corner had activities and entertainment most of the day, for fans of all ages. CFC gave out balloons and temporary tattoos that were spotted all over Major’s Hill Park and Parliament Hill throughout the day for some great visibility. Executive Chef Fouad El-Jadayel, from our foodservice partners, the Centurion Conference and Event Center, took the stage again and showed off a variety of different recipes and cooking techniques to large crowds of people. This is our 10th year working with the Centurion – thanks for many great years! Many of those that were tempted with samples from Chef El-Jadayel’s demos bought a Back-to-Earth sandwich too.

The stage was also used by a top-notch busker that juggled, incorporated the audience into his show and kept the Chicken Corner hopping between the cooking demos. CFC staff also interacted with the audience, asking them chicken trivia and handing out a variety of CFC and Maple Leaf swag. One of our CFC Brand Ambassadors, Margarita Ibbott (a.k.a. @DownshiftingPRO), was on hand throughout the day to tweet, instagram, vine and micro-blog about the festivities and spread the word through social media.

Contest Winner

The Canada Day recipe used at the Great Canadian Chicken BBQ is often chosen as a result of a recipe contest, with a trip to Ottawa to join the festivities as a grand prize. This year, due to the delicious and noteworthy recipe that we already received from the Hadfields, we held a different type of contest.


Using our social media platform and network, we reached out to Canadians with a contest called “Canadian

Chicken: It’s ALL about the LOVE”. Entries were based on contestants telling us why they love Canadian chicken – in 100 words or less.

Over 1,300 entries were received and the top 3 won prizes.

The first prize was a trip for four to celebrate Canada Day in Ottawa, a CFC prize pack, a Maple Leaf foods prize pack and a \$500 food bank donation. The winner, Katharine Moore, from Oakville, Ontario won and brought her husband and two children.

“Thanks for an incredible family adventure,” said Katharine, in her thank you note after the event. “It was a memorable vacation with the family and the best Canada Day celebration we’ve had together.”

Second and third prizes were also awarded and these included CFC and Maple Leaf prize packs, a \$250 and a \$100 food bank donation. Winners were: Margaret Leman, of Surrey, British Columbia (2nd place) and Rob Fursiewicz from Edmonton, Alberta (3rd place). 



News From the Hill

Agriculture Committee Appearance

On May 30th, Mike Dungle, CFC's Executive Director, and Steve Leech, CFC's National Program Manager, appeared before the House of Commons Standing Committee on Agriculture and Agri-Food on animal welfare. CFC's presentation and submission focused on CFC's Animal Care Program, industry collaboration to ensure animal welfare throughout the chicken supply chain, and renewal of government regulations. CFC took the opportunity to offer the following recommendations for consideration by the committee:

- Government support and recognition for industry-developed Animal Care Programs
- Financial support for the National Farm Animal Care Council as the organization leading the national discussion on animal care, including financial support via Growing Forward 2 for the continued development of the Codes of Practice
- Government support for animal care research and researchers as this leads to innovation, commercialization and increased competitiveness within the sector)
- Revised Transportation Regulations of the Health of Animals Regulations, beginning with a full stakeholder consultation, to better reflect specific species differences and ensure fairness and consistency of enforcement by CFIA

Poultry Research

Since the announcement of cuts to poultry research, CFC has worked closely with the Canadian Poultry Research Council (CPRC), our national poultry, dairy and egg (SM-5) partners, and the Canadian Federation of Agriculture (CFA) to gather information on this issue and to address the impact of these cuts. CPRC sent a letter to Minister Ritz, outlining its concerns and requesting a meeting with the Minister to address the impact of these cuts and to provide the Minister with additional information on the need for poultry research in Canada and some ideas how the government can support poultry research here in Canada.

The Conservative Party Convention

The Conservative Party Convention was due to be held in Calgary, Alberta, from June 27–29, but was cancelled due to the massive flooding there. The convention has been rescheduled for October 31 to November 2 in Calgary, Alberta, at the BMO Centre, Stampede Park in Calgary.

Among the policy motions that are garnering attention, and of particular interest to the SM-5, is one being brought forth by four Alberta riding associations (two from Calgary, one from Edmonton and one from Lethbridge). The motion, if it comes to the floor in the fall, will read as follows:

Section R - 111 – Supply Management (MODIFICATION)

“The Conservative Party believes in an orderly transition away from supply management.”

In an effort to ensure that supply management is fairly represented at the Convention, CFC, along with the Alberta Chicken Producers, the Alberta SM-5, and the National SM-5 have been working together closely to coordinate an onsite presence.

Federal, Provincial and Territorial (FPT) Agriculture Ministers' Meeting

This year's FPT was hosted by Nova Scotia's Minister of Agriculture, the Honourable John MacDonell. The meetings ran from July 18 to July 19 in historic Halifax.

The meeting was to focus on Growing Forward 2, innovation and potential market growth in Canada's agriculture, agrifood and agri-products sector. CFC took the opportunity to press the spent fowl issue with key decision makers and to bring this critical issue to the forefront, both federally and provincially.

The issue of spent fowl imports continues to be a critical priority for the Canadian chicken industry as these imports are displacing more than 10 percent of Canadian chicken production, 8,900 jobs and \$591 million dollars in GDP contributions. This includes a further 15% increase this year after a 28% jump the year before.

The issue for Canada's chicken farmers is that spent fowl is brought into Canada without any import controls and can then be sold, improperly, as chicken without any labeling requirements. Based on production and trade statistics, Canada is currently importing more spent fowl breast meat than is actually produced in the entire U.S.: Canada imported spent fowl meat representing 101% of U.S. spent fowl production in 2012 and has - within the first 5 months of 2013 - imported the equivalent of 109% of U.S. spent fowl production. This clearly points to the fact that chicken meat is being imported and declared as spent fowl in order to bypass import controls.

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Agriculture Minister Gerry Ritz assured CFC and the provincial premiers that he would immediately begin working with his colleagues in CBSA, trade, finance, and industry to find a cross-departmental resolution to the problem; those are all the departments involved in solving a technical trade issue of this nature.

CFC continues to raise awareness of this important issue.

We printed a new brochure entitled *Stop Spent Fowl Imports* which was distributed at the FPT meeting and then sent to all MPs and Senators in order to educate them on the issue. Copies of the brochure have also been sent to Provincial Boards to assist our farmers and representatives in explaining the issue to decision makers.

CFC has also launched the campaign in trade publications such as the Canadian Poultry and Egg Processors Council Annual General Meeting Program and Canadian Poultry Magazine (September issue).

CFA Tripartite Roundtable

On July 17th, the CFA hosted its 14th annual Tripartite Roundtable with Federal, Provincial and Territorial agriculture ministers, general farm organizations, and industry leaders, including Chicken Farmers of Canada Chair, Dave Janzen, and B.C. Representative Derek Janzen. The event was held at the Prince George Hotel in Halifax.

The focus of this year's meeting was on the challenges facing the next generation of farmers and address barriers facing new entrants into agriculture along with the innovative initiatives and tools required to assist them in overcoming these challenges. The meeting's agenda was prepared based on one of CFA's key priorities and in strong collaboration with Agriculture and Agri-Food Canada.

Looking forward to the Fall Session

The government's fall agenda will most likely continue to focus on the economy with particular emphasis on deficit reduction, the public service, and job creation. There will also be a push to resolve international trade agreements such as CETA and the TPP. Also, given the recent focus on climate change and greenhouse gas emissions in the U.S. by President Obama, Harper will continue to push for the XL pipeline, and Canadian natural resources will become a key issue in the upcoming session of Parliament.



The mid-summer Cabinet shuffle, which was anticipated, didn't lead to many changes on portfolios that affect or influence CFC. Several key senior Conservatives were not retained in their roles and some promising new MPs were brought into the Cabinet.

Here are some of the people in key posts that are of interest to farmers:

- Minister of Agriculture & Agri-Food: Hon. Gerry Ritz (also oversees the CFIA and National Farm Products council)
- Secretary of State (Agriculture): Hon. Maxime Bernier
- Parliamentary Secretary to the Minister of Agriculture: Pierre Lemieux
- Minister of Finance: Hon. Jim Flaherty
- Minister of Health: Hon. Rona Ambrose
- Minister of Foreign Affairs: Hon. John Baird
- Minister of International Trade: Hon. Ed Fast
- Minister of Industry: Hon. James Moore
- Minister of Public Safety and Emergency Preparedness: Hon. Steve Blaney (oversees Canadian Border Services)
- Minister of Canadian Heritage and Official Languages: Hon. Shelly Glover (Canadian Heritage will be taking over the responsibility for Canada Day programming and planning from the National Capital Commission) 

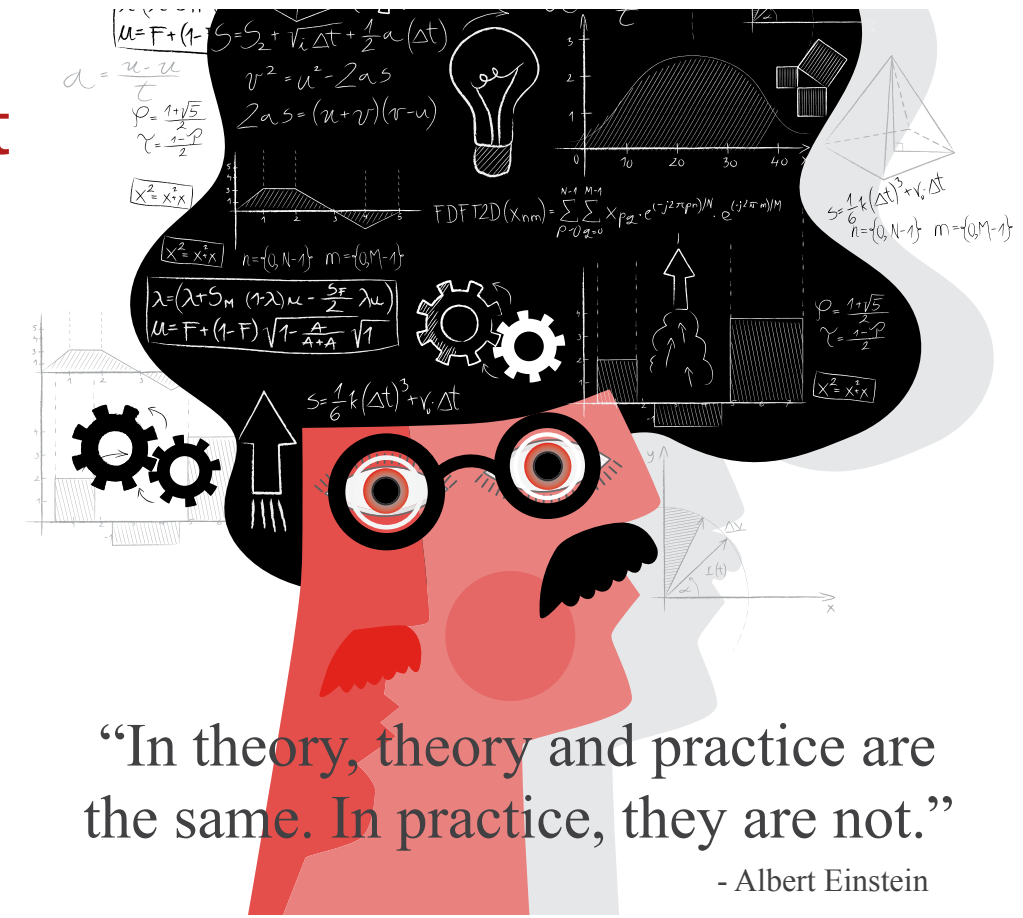
Special Report on Trade: The WTO and the Future

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 21st 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 in Issue 3 of *The Chicken Farmer* discussed the establishment of the Panel on Defining the Future of Trade and provided a brief introduction to the WTO. This edition, part two, will provide insight on the newfound role of technology in trade, along with its effect on the root of all trade related issues, protectionism. This section will allow us to gain a better understanding of this particularly sensitive subject and its implication for Canadian chicken farmers.

Part 2: Technology and Protectionism

Advancements in technology have brought considerable changes to the way that trade is carried out. Efficient modes of communication are readily available around the globe, connecting people and increasing



“In theory, theory and practice are the same. In practice, they are not.”

- Albert Einstein

the potential for trade opportunities. Large ships and complex organizational systems have effectively lowered transportation costs. T-shirts fabricated in Asia can be shipped to North America for a few pennies (if they were still being used). Efficient supply chains have allowed for products like green beans to be picked in Kenya the one day and to be displayed on Britain's shelves the next.

Reductions in trading costs have led to an intensification of comparative advantage, a term used by economists to describe the advantage that some countries may have compared to others in producing a particular product – it is the basis for trade.

Trade theory states that everyone will be better off if we produce what we do best and trade for the rest. Climate,

labour and politics all play their role in determining costs, making some countries more favourable than others for certain types of productions. Chickens for example, are less costly to raise in the southern United States, where weather is more accommodating. Canadian producers deal with extreme weather fluctuations due to the Canadian climate and must therefore pay high energy costs to maintain production.

In theory, the retail price of chicken paid by Canadians could conceivably be lower if they were buying from their neighbours to the south, but as Albert Einstein once said, “In theory, theory and practice are the same. In practice, they are not.”

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In this case, theory overlooks the social, environmental and macro-economic costs that Canadians would have to bear in order to save a few dollars in the grocery aisles. As importantly, Canadians want Canadian-produced food; CFC's latest Usage and Attitudes (U&A) Survey shows that two in three Canadians were more likely to buy Canadian chicken products than American products even if they were more expensive.

Agriculture is customarily subject to some of the most extensive protectionist measures. High levels of protection can be attributed to the fact that agriculture is directly related to sustainability, culture and the economic prosperity.

The same U&A study indicated that 81% of Canadians believed that it was important for the government to actively defend the interest of the Canadian Chicken Farmers. In the event that a country allows its people to rely on imports for nutrition, it becomes dependent on that exporters ability and willingness to provide food. When taking these factors into account, it is easier to understand why most countries will provide their agricultural sectors with support in order to keep a basic level of autonomy.

The importance of diversity in production should not be overlooked either. Could you imagine the impact of an avian flu on the Southern United States if it were the only chicken-producing region in the world? The environmental impact of concentrated production should also

be taken into account. The favourable climate of New Zealand provides farmers with rich grassy pastures that supply dairy cows with the required food and nutrients; allowing producers to save on feed costs. The heavy concentration of dairy farmers profiting from these favourable conditions however, is having dramatic effects on the indigenous ecosystem.

There are many ways in which countries can choose to protect domestic producers. The implementation of tariff rate quotas (TRQs), such as the ones used to enforce Canada's supply management framework, allow countries to control the inflow of imports. Controlling the supply of chicken on the market enables producers to rely on profitable prices, as opposed to subsidies. Export subsidies and payouts on the other hand, are methods that are commonly used by governments around the world to help their domestic producers. They are not as visible as TRQs, but are highly effective to protect a sector at the expense of their taxpayers.

As the number of regional trade agreement increases and the pressure to reduce tariff is stronger, non-tariff (NTBs) trade barriers are increasingly being used as a mean to provide equivalent protection. Unfortunately, non-tariff barriers can be very damaging to the market. Russia for example, recently implemented a ban on Canadian imports of beef and pork due to concerns over the use of growth hormones such as ractopomine, which is widely used in North American beef and pork production.

Another advantage of TRQs is transparency – subsidies and NTBs are hard to pin down and calculate.

The WTO has the daunting task to coordinate a system that is quickly changing and growing in complexity. Let's hope that countries will be able to use technology in a way that reduces the use of non-tariff trade barriers and increase transparency, not the other way around. **CF**



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



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TELL US WHAT YOU THINK!

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