



THE CHICKEN FARMER

Chicken Farmers Achieve Full Government OFFSAP Recognition

Chicken Farmers of Canada (CFC) was granted full federal, provincial and territorial government recognition for its On-Farm Food Safety Assurance Program (OFFSAP) by the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food Canada at its annual meeting in Ottawa on March 19, 2013.

CFC is the first commodity organization in Canada to achieve this level of government recognition for the effective and consistent implementation of its OFFSAP that promotes the production of safe food at the farm level.

“CFC has been committed to our OFFSAP, to the government recognition process and to demonstrating to consumers the commitment of Canadian chicken farmers to food safety. CFC is proud to receive full government recognition of OFFSAP,” said Dave Janzen, Chair of CFC.

First developed in 1998, CFC’s OFFSAP was the first commodity program in Canada to receive Phase I technical recognition in 2002 and the second commodity program to receive Phase 2 technical recognition of its management system in 2006. Currently, over 96% of Canadian chicken farmers are certified on OFFSAP.

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I would like to congratulate the Chicken Farmers of Canada for the successful implementation of this food safety program. By working together to improve the management of food safety risks at the farm level, we are strengthening Canada's food safety system.

– Honourable Gerry Ritz, Minister of Agriculture and Agri-Food

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This achievement reflects the commitment of all chicken farmers to implement and maintain a comprehensive national on-farm food safety assurance program.

Upon accepting full recognition from the Minister, CFC's Chair took the time to thank all of the stakeholders that have helped reach this goal, but most importantly thanked all of his fellow chicken farmers from across the country that have implemented the program and who had bought into the importance of demonstrating the industry's commitment to consumers. "Without their buy-in and acceptance, we would not be here today," indicated Janzen.

This success could not have been achieved without the active support and effort of all participants and stakeholders. Everyone should be congratulated for their efforts!

"The commitment demonstrated by chicken farmers across Canada has been confirmed by achieving full government recognition of the OFFSAP,

which only enhances the many reasons that we are proud to grow chicken that Canadians can trust," said Janzen.

The OFFSAP is a comprehensive program involving a producer manual that promotes the production of safe food at the farm level and adheres to Hazard Analysis Critical Control Point (HACCP) principles as defined by *Codex Alimentarius* and a management manual based on ISO (International Organization for Standardization) standards.

The federal, provincial and territorial government On-Farm Food Safety Recognition Program is a process to review, assess, recognize and monitor the technical soundness and administrative effectiveness of on-farm food safety systems developed and implemented by Canada's national producer organizations.

CFC completed the government recognition process by undergoing a 3rd party audit of the entire OFFSAP in 2012.





CFIA staff members joined CFC staff for a photo after the official OFFSAP recognition ceremony (l to r):

Iliyan Staykov, CFIA, Inspection Systems (Food Safety), Senior Policy Analyst

Tim Mellor, CFIA, OFFS Recognition, Ontario Area Coordinator

Martin Firth, CFIA, Inspection Systems (Food Safety), Manager

Caroline Wilson, CFC, On-Farm Food Safety Coordinator

Steve Leech, CFC, National Program Manager

The audit was conducted by the Guelph Food Technology Centre (GFTC) and included audits of the national office, a sampling of provincial board offices and an audit of auditors as they performed on-farm audits. GFTC's audit resulted in a certificate of completion acknowledging CFC's effective and consistent implementation of OFFSAP.

CFC used the GFTC audit report to request full recognition from the Canadian Food Inspection Agency (CFIA), which leads the government recognition process on behalf of the provinces and territories. CFIA conducted an implementation assessment which is an 8-week process to determine that the national commodity association program did indeed meet all the requirements of the government recognition process.

Having achieved full recognition, CFC will be subject to 18-month reviews by the CFIA to ensure continued effective implementation of OFFSAP. **CF**

The CFC Board of Directors and Committees

Chair: Dave Janzen (British Columbia)

Reg Cliche
(Canadian Poultry and Egg Processors Council)

Yvon Cyr (New Brunswick)

Martin Dufresne (Quebec)

Vernon Froese (Manitoba)

Luc Gagnon
(Canadian Poultry and Egg Processors Council)

Matthew Harvie (Nova Scotia)

Ian Hesketh
(Further Poultry Processors Association of Canada)

David Hyink (Alberta)

Derek Janzen (British Columbia)

Christine Moore
(Canadian Restaurant and Foodservice Association)

Ed O'Reilly (Newfoundland & Labrador)

Mike Pickard (Saskatchewan)

Adrian Rehorst (Ontario)

Barry Uytterlinde (Prince Edward Island)

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1st Vice Chair –

Adrian Rehorst

2nd Vice Chair –

Martin Dufresne

Member at Large –

Yvon Cyr

Finance

Barry Uytterlinde – Chair

Derek Janzen

Christine Moore

Policy

Yvon Cyr – Chair

Martin Dufresne

Vernon Froese

Luc Gagnon

Ian Hesketh

Production

Reg Cliché – Chair

Paul Cook (NS alternate)

David Hyink

Tim Klompmaker

(ON alternate)

Christine Moore

Consumer Relations

Adrian Rehorst – Chair

Matthew Harvie

Lucy McKee (CPEPC alternate)

Representatives

Canadian Poultry Research Council: Ed O'Reilly

Canadian Federation of Agriculture: Mike Pickard

National Farm Animal Care Council: Tim Klompmaker

National Farmed Animal Health and Welfare Council: David Hyink

CALLING ALL FARMERS

Did you know that farmers are considered the 3rd most trustworthy professionals here in Canada? That follows only firefighters and nurses and tops doctors, teachers and police officers. Your voices are important to telling the good news story about Canada's chicken industry.

Are you a connected farmer? Are you online? CFC is building a network of farmers and we need you in it!

Do you spend time on Facebook or Twitter? Do you share content on Tumblr or Pinterest? Have a blog or visit an online forum you think we should participate in or contribute to? Do you network with colleagues and business contacts using LinkedIn or Google+?

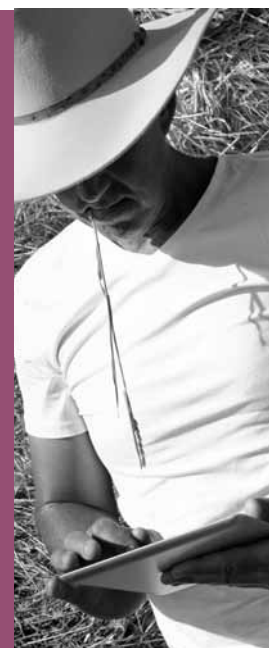
We are recruiting farmers that are active online and in social media to create a network of ambassadors for the industry.

Send us an e-mail at communications@chicken.ca to give us your coordinates so we can get the ball rolling.

If you already follow us, send us a direct message to let us know that you want in!

Chicken Farmers of Canada is online at:

- www.chicken.ca
- www.chickenfarmers.ca
- facebook.com/chickenfarmers
- twitter.com/chickenfarmers





Animal Care Program Update

In 2010, the first audits of the CFC Animal Care Program (ACP) began. Farmers are audited annually to assess the implementation of the program and determine if the mandatory requirements of the program are being maintained. In just three years, 95% of farmers have received full audits and 80% of farmers are certified on the program – this is a clear demonstration of Canadian chicken farmers' commitment to the program. Additionally, the ACP has been made mandatory by 6 provincial boards (BC, AB, SK, MB, ON, PE).

The Animal Care Program is an auditable program designed to demonstrate the high level and standards of the Canadian chicken industry's on-farm animal care. The program has received support for implementation from the Canadian Federation of Humane Societies, the Canadian Veterinary Medical Association, the Canadian Poultry and Egg Processors' Council, the Further Poultry Processors' Association of Canada, the Canadian Restaurant and Foodservice Association and the Canadian Federation of Independent Grocers.

The program is based on the *Canadian Recommended Code of Practice for the Care and Handling of Chickens, Turkeys and Breeders from Hatchery to Processing Plant*. A review of the Recommended Code of Practice is currently underway through the National Farm Animal Care Council.

CFC is actively involved in this process; CFC sat as the industry liaison on the Scientists' Committee and also has representation on the Code Development Committee. The Scientists' Committee was tasked with conducting a review of the literature in priority welfare areas and the Code Development Committee is the Committee responsible for drafting the new Code.

The Code Development Committee had its first meeting on March 1st. The new Code is expected to be completed in 2014. A review of the ACP will be closely tied to the review of the *Recommended Code of Practice*. Any changes to the new Code will be assessed with respect to their impact on the ACP. **CF**

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Consumer Relations Outreach

CFC continues to participate in major national health-related conferences, which are targeted at health professionals in the fields of diabetes, cardiovascular health, obesity, and nutrition. These venues provided an opportunity to continue to build on our relationship with health professionals and showcase our resources available to them.

These tools, which include factsheets and journals, are available, free of charge, to health professionals or interested consumers either through the CFC website or by mail. The factsheets address healthy eating related to a specific issue such as diabetes or cardiovascular health. CFC now has 12 factsheets and two journals. All of these resources are available in English and French.

Here are some of the upcoming events that CFC is attending in the early part of 2013:

The National Women's Show, Ottawa Convention Centre, April 14-15

Chicken Farmers of Canada will continue to promote chicken as a healthy choice, with a particular focus on female grocery shoppers, at the National Women's Show in Ottawa. Cookbook author Peter Wright, founder of Creative Sampling Solutions, will provide CFC a unique opportunity to engage women in cooking demonstrations with chicken, while his behind-the-scene staff will serve up delicious taste samples from CFC's online recipes. Over 10,000 recipe cards, as well as copies of the newly revised cook booklet, *Eat Right with Chicken.ca*, will be distributed to female shoppers face-to-face.

Waisting Away workshop at the Canadian Obesity Summit, Vancouver, British Columbia, April 30

The "Waisting Away" workshop is a full-day training session designed for health professionals, who work with clients to lose weight, keep it off, and become healthier. Registrants, including dietitians, nurses in cardiac care, diabetes educators, exercise specialists and physiotherapists, attend the workshop for strategies, patient resources and certification in weight management. As a sponsor, CFC has an opportunity to promote its nutrition factsheet series, online recipes, and new cook booklet *Eat Right with Chicken.ca*.



Canadian Nutrition Society Annual Conference, Québec City, May 30 to June 2

CFC will become a new sponsor of the Canadian Nutrition Society's Annual Conference this spring. The Canadian Nutrition Society (CNS) is the leading society integrating disciplines and professions interested in nutrition. This annual meeting will bring together nutrition scientists, health professionals, government and the food and beverage industry for learning opportunities about the promotion of nutritional health and the prevention and treatment of disease. CFC will attend seminars and have an exhibit to promote its patient resources and online recipes.

Dietitians of Canada's National Conference, Victoria, British Columbia, June 13-15

CFC will sponsor the Dietitians of Canada's annual conference, as it does every year. This conference is the ideal forum to meet face-to-face with over 1,000 registered dietitians, discuss with delegates issues specific to their practice, and showcase CFC's nutritional factsheet series and online recipes. **CF**

Spent Fowl Imports Continue to Grow

Canada's chicken industry operates under a supply management which matches production to Canadian demand. Consumers get good value for their money and a reliable supply of quality food at reasonable prices. It is based on three strong pillars (import controls, production discipline and producer pricing).

Predictable imports allow for better planning decisions but the import control system needs to evolve in order to remain relevant and deliver predictability of import access. One of the biggest risks to the Canadian chicken industry is the unfettered and significant increase in old layer and breeding hens imports, commonly referred as spent fowl imports witnessed over the last few years.


Because spent fowl is not subject to the tariff rate quota (TRQ), it is impossible to predict or limit the volume imported through this loophole. This creates a very real erosion of Canadian chicken production and processing, as most spent fowl is labelled as chicken at the retail level and is misleading to consumers who are expecting to be buying Canadian chicken.

Also, as chicken and spent fowl are from identical genetic stock, it is extremely difficult to ensure that imported broiler chicken is not mislabelled as spent fowl in order to circumvent the TRQ and Canada's customs rules. The CFC Board of Directors has identified the integrity of the chicken import pillar as a critical priority for 2013.

CFC has been monitoring closely the importation of spent fowl products and has initially raised the concern under the mandate of the Chicken Working Group report (CIWG), established in 2010 to look at import circumvention issues in the chicken and turkey industries. The CIWG made three

recommendations in 2011 related to spent fowl products. The first one was for the development of a market report on spent fowl imports and domestic supply which is now published every month by AAFC. The second recommendation asked for a certification mechanism to ensure imported products are truly spent fowl and not chicken labeled as spent fowl. The third recommendation asked for a consultation on the opportunity to develop specific labeling regulations for spent fowl products because currently, unless it is whole bird, it can be labeled as chicken.

In 2012, spent fowl imports totaled 105.9 Mkg, 28% more than in 2011. While imports of live spent fowl have remained stable over the last few years at around 13 to 17 Mkg (eviscerated equivalent), imports of spent fowl parts have more than tripled in the last three years from 21 Mkg to 72 Mkg in 2012 with boneless breasts now representing close to 50% of all imports.

In order to avoid the possibility of mislabelled imports, the certification mechanism, as recommended by the CIWG, should be implemented with no further delays. This would have no impact on legitimate imports and would avoid circumvention of Canada's import control system. CFC also seeks the implementation of labelling rules to ensure that products imported as spent fowl are properly identified and marketed as fowl meat and do not mislead the consumers as being chicken products. 

Share of Imports (adjusted for eviscerated weight)

	Year to date March 2, 2013	2012	2011	2010	2009	2008
Boneless Breasts	48.6%	40.0%	30.1%	31.6%	24.8%	23.9%
Bone in Parts	9.3%	13.4%	15.6%	10.5%	4.6%	4.3%
Live (evis. weight)	13.6%	12.5%	20.9%	22.1%	20.2%	21.4%
Chapter 16 Boneless Parts	10.3%	11.1%	13.2%	12.9%	15.7%	15.0%
Bone in Breasts	6.0%	7.9%	2.9%	0.9%	0.2%	0.1%
Boneless Parts	7.7%	7.1%	4.7%	2.7%	2.2%	9.0%
Whole Carcass	0.8%	4.9%	7.4%	17.4%	27.5%	24.6%
Others	3.7%	2.9%	5.2%	1.9%	1.9%	1.8%

Source: AAFC, Animal Industry Division



Joint Annual Reception


The national poultry industries gathered in Ottawa the week of March 18th for their annual general meetings at various hotels and conference and event centres around downtown. The Joint Annual Reception (JAR) was held on the evening of March 20th at the Fairmont Château Laurier.

The JAR represents an opportunity for Directors and staff from all four agencies to mingle with representatives from the other industries, and with invited guests, in a less formal atmosphere. The conversations are still serious, but there can sometimes be a candour or frankness of discussion that justifies meeting “offline” with policy makers and key influencers.

Some of the issues discussed were: World Trade Organization (WTO), the Trans-Pacific Partnership (TPP), and the Canada-EU Comprehensive Economic and Trade Agreement (CETA), to food safety (CFC’s OFFSAP recognition the day before) and spent fowl imports and their role in displacing Canadian production. Farmers and industry stakeholders took the opportunity to get their messages across.

Attendees at the JAR included the Minister of Agriculture and Agri-Food, the Hon. Gerry Ritz, from Battlefords—Lloydminster, Saskatchewan, the Minister of Public Safety, the Hon. Vic Toews, from Provencher, Manitoba, agriculture critics, trade critics, and member members of key House and Senate Committees. Other Members of Parliament and several Senators were also in attendance and represented many different regions of Canada. Many senior ministerial staff were also hand, along with those representing key targeted MPs and Senators.

Government departments were also well represented with staff from Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency, the Public Health Agency of Canada, the Department of Foreign Affairs and International Trade, Public Safety Canada and the Farm Products Council of Canada.

The reception featured an excellent selection of dishes prepared with Canadian chicken, turkey and eggs. 



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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