



THE CHICKEN FARMER

Canadian Poultry Research Receives Support from Government

On February 18th, it was announced that Agriculture and Agri-Food Canada will contribute \$4 million to Canadian poultry research under the AgriInnovation Program (AIP), part of the Growing Forward 2 program.

The announcement was made at the Arkeil Poultry Research Station, University of Guelph. Funding will support a Poultry Science Cluster, which the Canadian Poultry Research Council (CPRC) will administer.

“The Canadian poultry industry is a key contributor to Canadian agriculture and our overall economy,” said Minister of Agriculture, Hon. Gerry Ritz who made the announcement. “Collaborative research investments such as these advance the sustainable production and profitability of the Canadian poultry industry, while further improving animal health.”

A “cluster” brings together multidisciplinary teams of scientists to solve complex problems and to create synergies in research efforts. It is a way to make the most of available resources and supports a strong business case for investing in Canadian poultry research. Pooling intellectual and financial resources to address issues of common interest is a powerful way to maximize the impact of our collective investment in research.

continued on page 2



in this issue

3 | Two Past-Chairs of CFC
Passed Away in Early 2014

4 | News from the Hill

6 | Farmer Survey Short of Participants

7 | Deadline for Category I Antibiotic
Usage Approaches



The Canadian poultry industry is a key contributor to Canadian agriculture and our overall economy

– Minister of Agriculture,
Hon. Gerry Ritz

CONTINUED FROM PAGE 1

“Our member organizations have made a strong commitment to Canadian poultry research in both funding and resources and take pleasure in partnering with Agriculture and Agri-Food Canada in this important initiative,” said Roelof Meijer, CPRC Chairman and turkey producer from Alberta.

The Poultry Science Cluster provides capacity to resolve many current issues facing the poultry industry. The unique cooperation among scientists, industry partners and government departments across Canada will synergize efforts to address these issues. The scale of the Cluster allows for basic research and more near-term, applied studies that will provide both immediate answers and future information for the poultry and food industries, as well as factors impacting consumer wellbeing.

“The cluster approach allows industry and researchers to take a longer term view than usual when planning and conducting research on important issues for the poultry industry, consumers and society in general,” said Meijer. “I offer my thanks to Minister Ritz for the federal government’s support of poultry research, which helps to ensure a vibrant and sustainable industry.”

The Cluster application focused on four themes, each encompassing several industry priorities:

- 1. Poultry Infectious Diseases**, as they impact poultry health and/or zoonosis.
- 2. Alternative Animal Health Products and Management Strategies** that enhance avian immune function and mitigate the impact of infectious pathogens while displacing the need for traditional antimicrobials.
- 3. Poultry Welfare and Wellbeing** throughout the production chain, as impacted by early immune function, bird harmony within various alternate farm production systems, restricted feeding options of breeding stock, bird stocking density, and the effects of temperature extremes during live bird transport.
- 4. Environmental Stewardship** as impacted by emissions of particulate matter, ammonia and greenhouse gases and their effect on poultry, poultry workers and the industry’s environmental footprint.

Chicken Farmers of Canada, along with the four other national poultry organizations, established the Canadian Poultry Research Council (CPRC) back in 2001 to foster innovation, science and education within poultry research. The Council was established with a mandate to create and implement programs for research and development that address current and future industry needs.

Since 2001, CPRC has allocated over \$2.9 million to foster poultry research and these funds have been leveraged to over \$14 million. 

Two Past-Chairs of CFC Passed Away in Early 2014



Eric Meek, CFC Chair 1979

Eric Meek, from Canning, Nova Scotia, the first Chair of Chicken Farmers of Canada – or the Canadian Chicken Marketing Agency as it was known back then – passed away recently on January 5, 2014 at the Valley Regional Hospital in Kentville.

A lifelong farmer, Eric was born in 1933 and grew up on the family farm in Canning, Nova Scotia. Upon his graduation from the Nova Scotia Agricultural College in 1954, he returned home to farm with his father full-time. They formed a partnership under the name of L. B. Meek and Son and over the years, they had layers, broilers, potatoes, peas, beans, forage and grain, ran a beef feed lot and had “U-Pick” vegetables and strawberries.

In 1966, Eric was a founding member of the Nova Scotia Chicken Marketing Board. He was a strong voice of the province’s chicken farmers and served diligently on the Board for 24 years, 11 as Chairman.

A long-time advocate of producer-controlled marketing of farm products, Eric assumed the chairmanship of the Canadian Broiler Council at a time when an effort was being made to establish a national system of production and marketing management for chicken in Canada. In 1977, he spent much of his time traveling across Canada promoting the formation of a National Chicken Agency. The Agency was formed in 1978 and he was elected as the first Chairman.

In 2004, Eric was recognized as one of the top 50 most influential people in the Canadian poultry industry by the Canadian Poultry Magazine and in 2005 he was inducted into the Atlantic Agricultural Hall of Fame.

Arthur Edmund “Bert” Hall, CFC Chair 1981-1982

Arthur, or Bert as everyone knew him, passed away on February 1, 2014 at the Pembina Manitou Personal Care Home. He was the 3rd chair of CFC and served in 1981-1982.

Bert was born in 1920 and started farming with a turkey hatchery which he started with his brother before WWII. In 1956, the family moved to Manitou and Bert assumed the position of shareholder, director, and general manager of Manitou Broiler Farms, a position he held until his retirement in 1985. He then went on to serve as the mayor of Manitou from 1986-1992.



During his tenure at Manitou Farms, he held many executive positions for a variety of farm organizations and he was heavily involved in agriculture policy at the provincial and federal levels. The list of organizations he served with included: Chicken Farmers of Canada (Chair for two years), the Manitoba Chicken Broiler Producers Marketing Board (where he

was Chair for 15 years), the Manitoba Farm Bureau (President for two terms), and the Canadian Federation of Agriculture (Director). He was also considered to be one of the founding members of KAP (Keystone Agricultural Producers) and in 1988 was appointed a member of the Manitoba Natural Products Marketing Council.

He too was elected to his provincial agriculture hall of fame, a recognition he received in 1999 along with other accolades for his professional and personal contributions to agriculture and rural life in Manitoba.

Eric and Bert will be missed. 

News from the Hill

CFA Annual General Meeting

The theme for this year's Canadian Federation of Agriculture (CFA) Annual General Meeting was "Keeping It Competitive – Today's Family Farm". The meeting held in Ottawa on February 25th and 26th welcomed delegates from across Canada to discuss and debate policies, as well as to bring forward recommendations on a range of issues, including trade, research, and taxation.

The Minister of Agriculture, the Hon. Gerry Ritz, attended the President's reception where he addressed attendees and took numerous questions from producers on a range of issues, from grain transportation and CETA – where he reaffirmed support for supply management – along with other topics. The Minister was attentive and spent time with delegates one-on-one and had some frank discussion with producers.

Malcolm Allen, the NDP's Agriculture Critic addressed delegates and highlighted the need for and interest in CFA's industry-led National Food Strategy. CFA also met with the Official Leader of the Opposition, the Honourable Thomas Mulcair, where the topic of discussion was Western grain transportation.

Justin Trudeau, Leader of the Liberal Party, also addressed members and covered multiple issues including national food security, international trade, support for supply management, research, and grain transportation.

Liberal Party Convention

The 2014 Liberal Policy Convention held in Montreal from February 20th to February 23rd was attended by over 3,000 attendees; new and long-time party members, leaving behind the

old Martin-Chrétien party splits. Delegates spoke openly about the party's prospects for 2015.

Discussions included: liberal identity and key policies such as dying with dignity, health care, pensions, Senate reform, the Ukraine, and the effects of social media on election campaigns. Thirty-two resolutions went to plenary on Sunday and were debated. All passed and will be considered by the leader and his election team as part of the party's policy and election platform.

In his keynote address, Justin Trudeau focused on the middle class, sustained growth leading to balanced budgets through investments in education and infrastructure; responsible resource development (stricter environmental policy), a resilient and diverse economy, and opened markets for trade and innovation. Coming out of the convention, Trudeau failed to commit his support for supply management but did the following week at the Canadian Federation of Agriculture's Annual General Meeting.

Anna Gainey was voted in as the new president of the party replacing Mike Crawley. Gainey will work closely with Trudeau and continue to build on Crawley's foundation. Both Gainey and Trudeau will work together to take the Leader's message directly to the grassroots across the country.

In the House – The 2014 Federal Budget

On February 11th, the Minister of Finance, the Hon. Jim Flaherty, delivered his budget in the House of Commons. The 2014 Federal Budget was considered by some to be a more minor document, as it pertains or relates to supply management and agriculture as a whole. Most relevant to our industry were the announcement in food safety investments, rural

broadband investments, and a private sector steering committee with an awareness campaign for a 'made in Canada' brand.

\$390 million investment in food safety

- \$153.6 million over five years for 200 more inspectors and enhancing programs that target high-risk foods. Funding is intended to develop programs that will minimize food safety risks and enhance the capacity to prevent unsafe food imports from entering Canada.
- \$30.7 million over five years for development of a "Food Safety Innovation network" to better align federal and provincial jurisdictions, as well as laboratories. "The network will allow food safety data to be compiled, analyzed and shared in real time, allowing for more rapid detection of, and response to, food safety hazards."
- \$200 million over five years is dedicated to continue routine BSE-related programming aimed at safeguarding human and animal health.

\$305 Million Investment in Broadband for Rural & Northern Canada

- To provide \$305 million over five years to extend and enhance access to high-speed broadband networks to a target speed of 5 megabits per second for up to an additional 280,000 Canadian households.

Made in Canada Brand

- A private sector steering committee will be established to lead the development of a 'made in Canada' consumer awareness campaign. 



Restaurants Canada – New Name for Canada’s Restaurateurs and Foodservices Organization

In late February, the Canadian Restaurant and Foodservices Association announced a name change. The new name will be Restaurants Canada – the voice of foodservice.

“Our new name and logo have been more than a year in the making,” said Garth Whyte, President and CEO. “Guided by a special task force made up of CRFA Directors and staff, we surveyed members and employees about what makes our association strong. Three themes that came to the fore were leadership, voice and knowledge.”

The new brand will include the launch of a new website in April at restaurantscanada.org.

According to Restaurants Canada, the site will contain a rich array of information, along with tips and tools for Restaurants Canada members only. 2014 is also 70th anniversary of the organization and the rebranding is an opportunity to “look back on our achievements and refocus for the future” said Whyte.

Since its founding in 1944, Restaurants Canada has grown to 30,000 members across the country and members represent every sector of Canada’s vibrant and innovative foodservice industry, including restaurants, bars, cafeterias, coffee shops, and contract and social caterers. There is a representative from Restaurants Canada on the Chicken Farmers of Canada Board of Directors. 



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

... the rebranding is an opportunity to “look back on our achievements and refocus for the future”.

- Garth Whyte,
President and CEO, CRFA

Farmer Survey Short of Participants

At the end of 2013, Chicken Farmers of Canada launched a new farmer survey (last conducted in 2007) covering a wide array of topics. It covers areas such as farm size, farm diversity, employment, food safety, animal care, and interest in international trade.

Provincial boards and farmer representatives were consulted and their feedback was incorporated along the way.

This survey is a unique opportunity for CFC to better understand farmers, so that strategic considerations can be made for the agency's growth and development, as well as its public and government relations, which are very important – especially in light of the ongoing trade negotiations and the ongoing discussions about supply management.

As CFC continues to work on the new and evolving public relations strategy for supply management issues, it will be using this information to promote our farmers and tell a positive story about our industry to media and the general public.

CFC also uses this information to review its current level of service and to establish benchmarks for quality and quantity of information.

We have good news stories that we need to tell, but need you to help us write them!

The survey is primarily to be conducted online (1,100 participants), but we are seeking a further 300 farmers to do it by phone instead. Overall, we are looking for 1,400 survey participants – but are only at 541 (online and phone combined) so far. We estimate that the survey will take about 30-45 minutes to complete.

The survey's URL is legerweb.com/chicken-poulet.

There is also a phone portion that Leger is doing RIGHT NOW, so you may receive a call from them in the coming weeks asking you to participate!

The survey 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 means that the survey is anonymous – unless you declare your interest in the prizes and identify yourself during the closing portion of the survey.

Farmers will be entered in the draw for participating in the online or the phone surveys.

Thank you for participating in the 2013/2014 Farmer Survey and for providing the data and tools necessary for CFC to promote our farmers and our industry to the media, bureaucrats and the general public! 

ALL ENTRIES WILL QUALIFY TO WIN:

One of ten, \$250 donations to a food bank/soup kitchen of their choice (tax receipt) AND a \$250 gift card or certificate to the store of your choice. The grand prize will be a draw for a \$1,000 donation (tax receipt) AND a \$1,000 gift card or certificate to a store of the winner's choosing.



Deadline for Category I Antibiotic Usage Approaches

Chicken Farmers of Canada (CFC), in collaboration with hatcheries and processors, are implementing a new policy regarding the preventive use of Category I antibiotics in chicken production.

As of May 15, 2014, the preventive use of Category I antibiotics will no longer be allowed at the hatchery or on-farm for commercial meat birds.

Antibiotics are ranked (Categories I through IV) by Health Canada, based on their importance to human medicine. Category I antibiotics are considered to be of the highest importance to humans, and include third and fourth generation cephalosporins (e.g. Excenel®) and fluoroquinolones (e.g. Baytril®).



Enforcement of this policy will be through CFC's On-Farm Food Safety Assurance Program (OFFSAP) and by way of industry and government surveillance programs. A mandatory requirement has already been included in the revised version of the OFFSAP.

This policy does not impact therapeutic use for disease treatment when prescribed by a veterinarian. Therapeutic use will remain an option to maintain bird health and welfare, as decided by a veterinarian.

As a result of this policy, changes are being made to the Flock Information Reporting Form (Flock Sheet). A question will be added to the form specifically asking if Category I antibiotics have been used on-farm in a preventive manner. Along the same lines, a statement will also be added to hatchery delivery slips stating that Category I antibiotics have not been used in a preventive manner at the hatchery. Farmers should expect to see these new flock sheets by June 2014.

The withdrawal of the preventive use of cephalosporins at the hatchery level may result in higher first week mortality rates. However, a significant proportion of the industry has either never used Category I antibiotics or has

successfully transitioned away from Category I antibiotic using alternative practices and management techniques, which provides credibility to the current policy approach. In other segments of the chicken industry, Category I antibiotics are rarely used.

To ensure the success of this initiative, it is essential that all partners in the poultry industry actively participate in the implementation. To be successful, the highest level of management practices must be implemented to ensure flock health throughout the supply chain. CFC has been working with industry stakeholders to ensure a coordinated approach. The key points of focus for each sector include:

- Breeder farmers: hatching egg quality and farm management practices
- Hatcheries: sanitation (cleaning and disinfection protocols) and hatchery management practices
- Chicken farmers: brooder management and first week mortality expectations; contacting a veterinarian when a disease is suspected in newly placed day-olds

Industry AMU Strategy

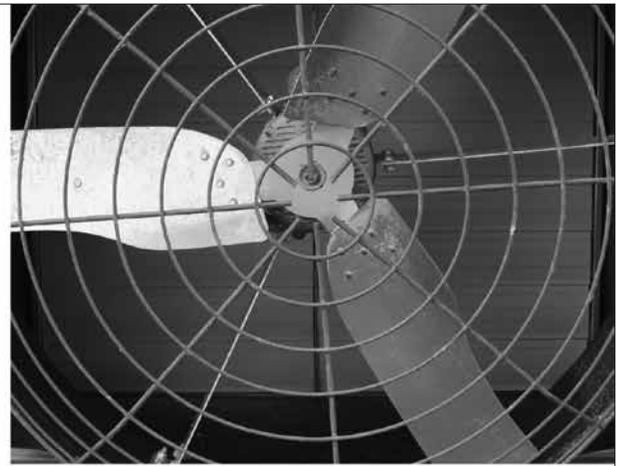
This AMU reduction strategy is one component of CFC's larger Antimicrobial Use (AMU) Strategy.

The objective of CFC's AMU strategy is to control, monitor and reduce AMU in the chicken industry in order to preserve effective treatment options. The intent is that the initiatives undertaken as part of this strategy will provide the needed confidence to consumers and to governments that AMU in the chicken industry is responsible.

Elements of CFC's strategy include:

- Defining antimicrobial use and analyzing antimicrobial resistance (AMR) trends
- Reviewing best management practices
- Ensuring effective controls of AMU in Canada
- Educating stakeholders on the issues of AMU and AMR
- Research and availability of alternative products

More information on the strategy can be found on CFC's website at: chicken.ca/antibiotics. 



Principles of Responsible Antimicrobial Use

New principles have been incorporated into the revised version of the OFFSAP which was released in the fall of 2013.

The new version of the OFFSAP contains a brochure which clearly outlines the principles of responsible antimicrobial use, and all new principles have been incorporated as requirements into Chapter 6 of the manual. These principles represent industry's continuing commitment to the responsible use of antimicrobials.

The development of these principles is one component of CFC's larger Antimicrobial Use (AMU) Strategy.

The new principles outline the requirements around the purchase, storage, use and recording of antimicrobials. These principles are based on long-standing requirements of CFC's On-Farm Food Safety Assurance Program (OFFSAP) as well as including new elements.

Elements of the principles include:

- Only using products approved by the Veterinary Drugs Directorate of Health Canada
- Consulting veterinarians based on clinical signs of disease
- Considering the categorization system for antimicrobials when selecting antimicrobials for use
- Not permitting the preventive use of Category I antimicrobials
- Not permitting the use of Active Pharmaceutical Ingredients (API) or products obtained under the Own-Use Importation (OUI) provision (i.e. products imported from another country)
- Implementing biosecurity and poultry health programs to reduce the incidence of disease and the potential need for antimicrobials

Farmers will be familiar with many of these requirements as they have been integral components of CFC's OFFSAP for many years. CFC's OFFSAP is mandatory in all 10 provinces and has received full federal, provincial and territorial government recognition. 



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!

Send us your feedback at: www.chicken.ca

Editor: Marty Brett - mbrett@chicken.ca

Graphic Designer: Stephanie St.Pierre - sstpierre@chicken.ca