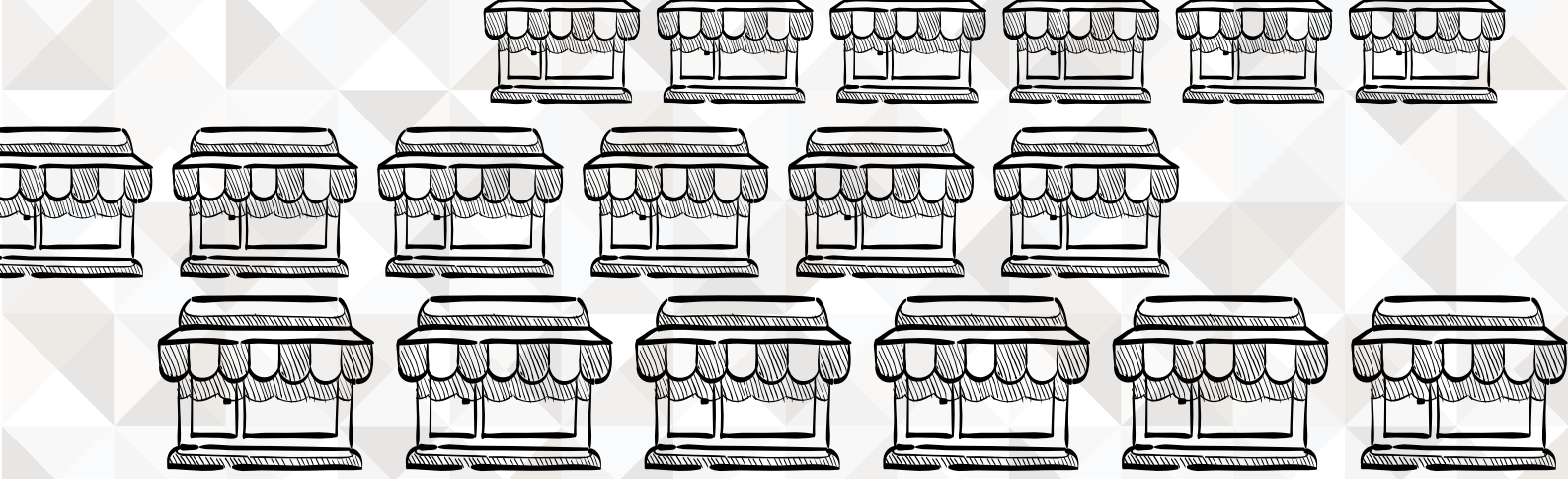


KEEP CHICKEN Canadian!

YOU CAN FIND CANADIAN CHICKEN IN EVERY GROCERY STORE ACROSS THE COUNTRY. FRESH, HEALTHY AND AFFORDABLE – IT'S NO WONDER IT'S THE COUNTRY'S #1 MEAT.



THANKS TO THE SYSTEM OF SUPPLY MANAGEMENT, EVERY CANADIAN CAN ENJOY CHICKEN THAT'S FRESH, HIGH-QUALITY, AND RAISED IN CANADA.

HERE ARE A COUPLE OF REASONS WE NEED TO KEEP IT THAT WAY:

Canadian Chicken Means Canadian Prosperity

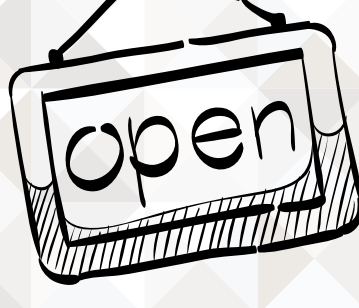
THANKS TO THE SYSTEM OF SUPPLY MANAGEMENT, CANADIAN CHICKEN FARMERS ARE ABLE TO COUNT ON A STEADY AND FAIR RETURN FOR THEIR WORK.

STRONG FARMERS MEAN A STRONG ECONOMY – CANADA'S ECONOMY SHOWS IT:



PAY \$1.9 BILLION IN TAXES, SUPPORTING CRITICAL SERVICES WE ALL RELY ON

CANADA'S CHICKEN FARMERS SUPPORT 78,200 JOBS FROM COAST TO COAST



CONTRIBUTE \$5.8 BILLION TO CANADA'S GDP

Canadian Chicken Means World-Class Safety Standards

CANADIANS HAVE HIGH EXPECTATIONS FOR THEIR FOOD: THEY EXPECT IT WILL BE SAFE, FRESH, AND WHOLESOME.

CANADA'S CHICKEN FARMERS TAKE THAT SERIOUSLY.



EVERY CHICKEN FARMER IN CANADA IS AUDITED UNDER OUR MANDATORY ON-FARM FOOD SAFETY ASSURANCE PROGRAM AND ANIMAL CARE PROGRAM.



Canadian Chicken Supports Canadian Families

SUPPLY MANAGEMENT CAREFULLY MATCHES SUPPLY WITH DEMAND, ENSURING A STEADY RETURN FOR FARMERS.

THIS MEANS THAT THEY'RE SUSTAINABLE FAMILY FARMS, WHICH CAN BE PASSED ON FROM GENERATION TO GENERATION.

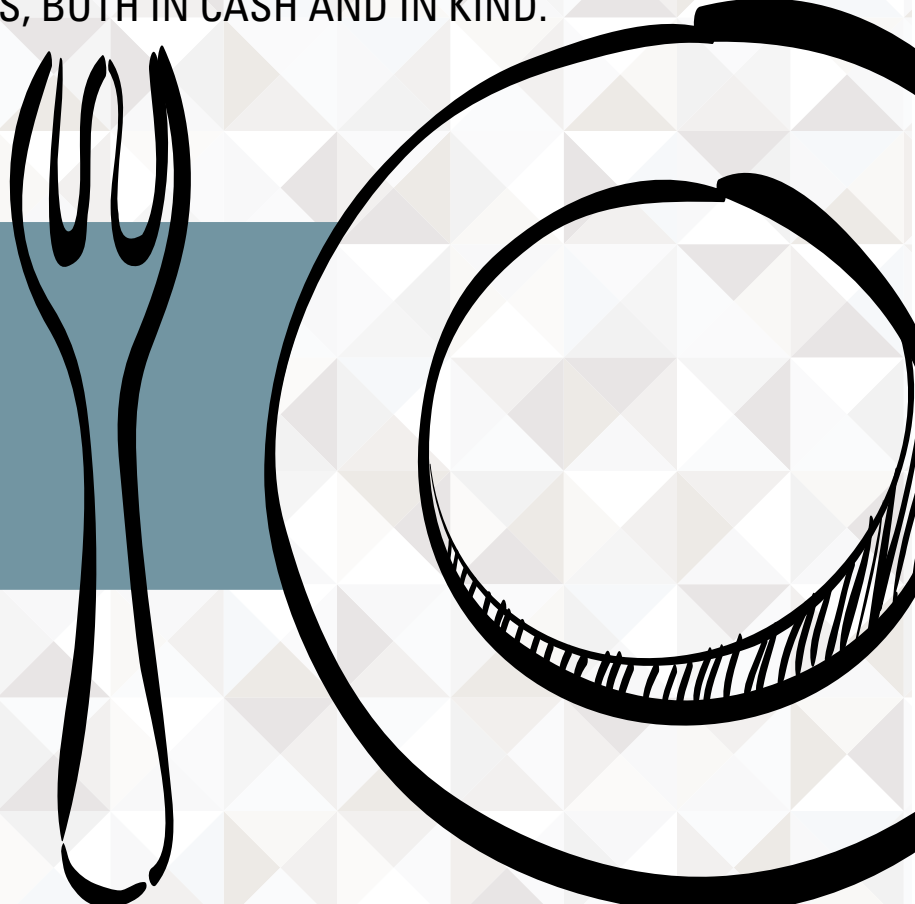
THANKS TO SUPPLY MANAGEMENT, OVER 90% OF FARMS ARE FAMILY OWNED AND OPERATED.

Canadian Chicken Supports Canadian Communities

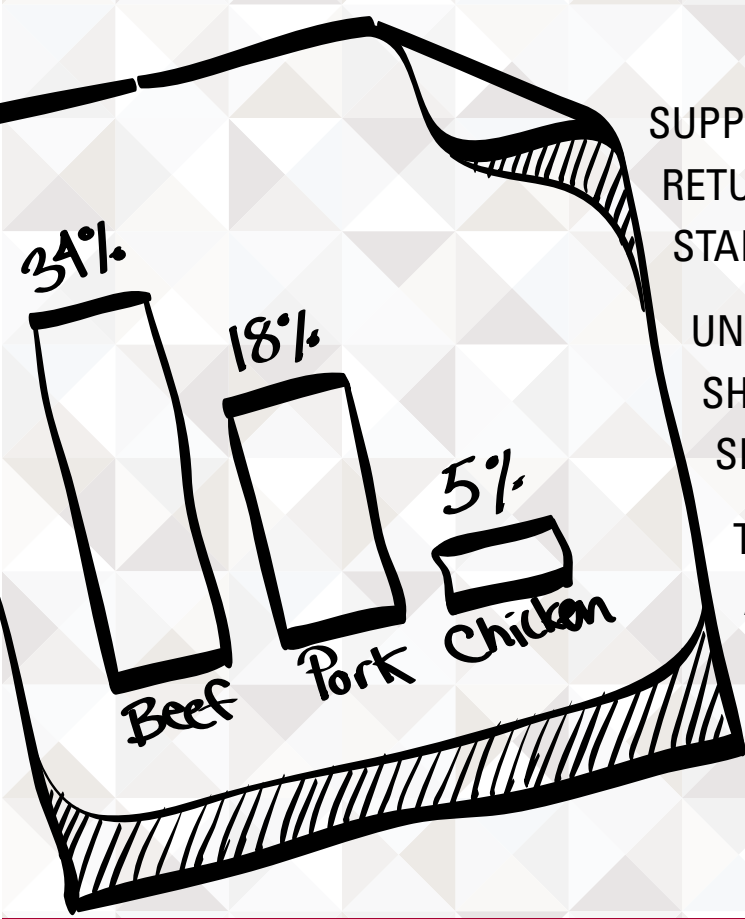
SUPPLY MANAGEMENT MEANS THAT CHICKEN FARMERS CAN CONFIDENTLY REINVEST IN THEIR COMMUNITIES AND HELP THOSE WHO NEED IT MOST.

CHICKEN FARMERS OF CANADA CONSISTENTLY WORKS TO HELP THOSE IN NEED WITH DONATIONS TO FOOD BANKS, BOTH IN CASH AND IN KIND.

OVER THE PAST SEVEN YEARS, CHICKEN FARMERS OF CANADA HAS DONATED OVER \$300,000 TO LOCAL FOOD BANKS.



Canadian Chicken Means a Price you can Trust



SUPPLY MANAGEMENT MEANS A STABLE RETURN FOR FARMERS. BUT, IT ALSO MEANS A STABLE PRICE FOR YOU.

UNDER SUPPLY MANAGEMENT, THERE ARE NO SHORTAGES OF CHICKEN, AND THUS NO PRICE SPIKES.

THAT'S WHY, SINCE 2013, THE PRICE OF BEEF AND PORK HAS INCREASED BY 34% AND 18% RESPECTIVELY WHILE, IN COMPARISON, CHICKEN ONLY ROSE BY 5%.

WE NEED TO DO OUR BEST TO KEEP CHICKEN CANADIAN. WE ONLY ENJOY FRESH, SAFE CANADIAN CHICKEN SO LONG AS FAMILY CHICKEN FARMS REMAIN VIABLE AND PROSPEROUS. THAT MEANS WE ALL NEED TO HELP.

GO TO CHICKENFARMERS.CA TO LEARN HOW YOU CAN HELP KEEP CHICKEN CANADIAN.