

PROVIDING VALUE TO CANADA AND AFFORDABLE FOOD TO CANADIANS THROUGH SUPPLY MANAGEMENT

The Canadian chicken industry contributes a great deal to the Canadian economy and our rural communities. This is all thanks to the system we operate within called supply management.



Since **1978** the Canadian chicken industry has operated under supply management.

THE CANADIAN CHICKEN INDUSTRY:



Pays **\$2.2** billion in taxes



Contributes **\$6.8** billion to Canada's Gross Domestic Product



Sustains **87,200** jobs

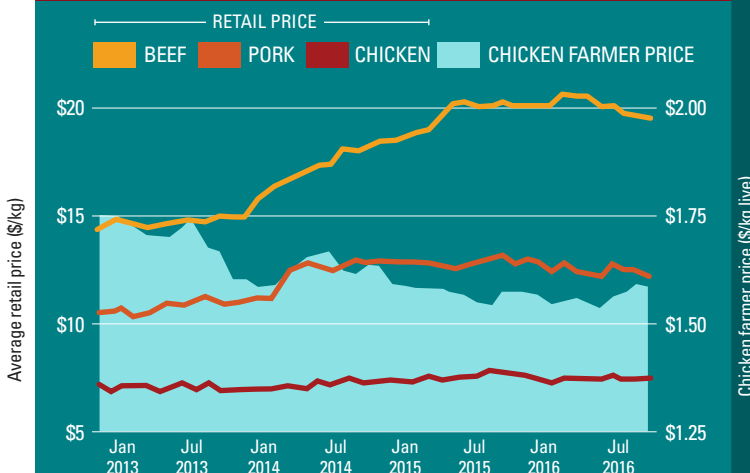
TOP 3 BENEFITS OF SUPPLY MANAGEMENT

- 1 Supply management lets us ensure the supply of chicken is stable and that farmers receive a fair return for their investment and hard work.
- 2 Consumers from coast to coast get a reliable supply of high-quality Canadian chicken at reasonable prices.
- 3 The current structure of supply management eliminates the need for government subsidies meaning Canadians only pay for their chicken once, and not additionally through their taxes.



The average price farmers receive is about \$1.58 per kg of chicken as the flock leaves the farm. It keeps farms sustainable by covering a farmer's cost of production.

Chicken is the least expensive and most popular meat protein in the country – having risen by only **7.1%** since 2013, compared to **33.7%** for beef and **19.2%** for pork.



Canadian chicken farmers support rural communities. The chicken industry purchases **2.7 million** tonnes of feed and grain from local feed mills, and nearly **662 million** chicks from local hatcheries annually, supporting other farmers in turn.



Chicken Farmers are proud supporters of food banks across Canada. For example, our annual Chicken Challenge food donation program provided **\$50,000** worth of frozen chicken products to the Ottawa Food Bank in 2015. This brings our total contributions since we became partners and supporters in 2007 to **\$430,710**.

