

Supply Management, Productivity and Innovation

Fact:
THE STABILITY THAT SUPPLY MANAGEMENT PROVIDES ALLOWS PRODUCERS TO INNOVATE AND BE PRODUCTIVE.

Myth:

SUPPLY MANAGEMENT IS A SYSTEM THAT DISCOURAGES PRODUCTIVITY AND INNOVATION.

SUPPLY MANAGEMENT MEANS WE USE A QUOTA SYSTEM TO ENSURE THERE ARE NO SURPLUSES OR SHORTAGES OF CHICKEN ON THE MARKET, WHICH CREATES STABILITY.

AS A RESULT, SUPPLY-MANAGED FARMERS DO NOT RELY ON GOVERNMENT SUPPORT PROGRAMS AND SUBSIDIES.

THIS ENABLES A HEALTHY, VIABLE SECTOR IN WHICH PRODUCERS CAN INVEST BACK INTO THEIR COMMUNITIES AND BUSINESSES WITH CONFIDENCE.

Fact:
IT ISN'T JUST FARMERS THAT BENEFIT FROM THE STABILITY SUPPLY MANAGEMENT PROVIDES. EVERYONE WORKING WITH THESE PRODUCTS THROUGHOUT THE VALUE CHAIN, BENEFITS FROM IT, IMPACTING THE CANADIAN ECONOMY.

SUPPLY MANAGEMENT GENERATES JOBS IN FARMING, PROCESSING, VETERINARY WORK, TRANSPORTATION, RETAIL, AND EVEN RESTAURANTS.

THE CANADIAN CHICKEN SECTOR GENERATES EMPLOYMENT AND HELPS SUSTAIN AGRICULTURAL COMMUNITIES IN EVERY PROVINCE ACROSS THE COUNTRY.



SUSTAINS **87,200** JOBS

CONTRIBUTES **\$6.8** BILLION TO CANADA'S GDP

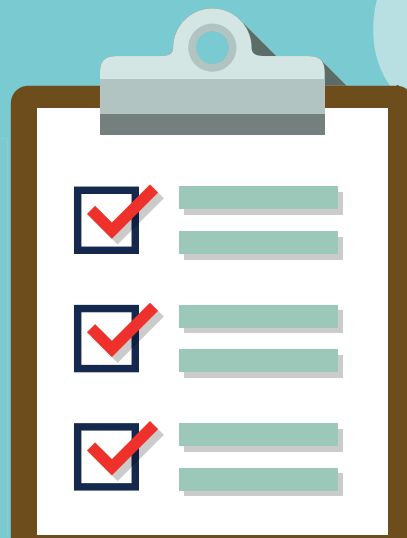
PAYS **\$2.2** BILLION IN TAXES (INSTEAD OF SEEKING TAXPAYER MONEY THROUGH SUBSIDIES)

PURCHASES **2.6** MILLION TONS OF FEED, SUPPORTING OTHER FARMERS IN TURN.

Fact:
RESEARCH AND INNOVATION IS THE FOUNDATION THAT PROVIDES FARMERS WITH THE INFORMATION AND TOOLS TO PROTECT BIRD HEALTH AND WELFARE.

CHICKEN FARMERS OF CANADA IS A FOUNDING MEMBER OF THE CANADIAN POULTRY RESEARCH COUNCIL, AND THE MAJORITY OF CHICKEN FARMERS OF CANADA'S RESEARCH FUNDS ARE DIRECTED THROUGH THEM.

NEARLY HALF OF THE RESEARCH FUNDING HAS BEEN DIRECTED TOWARDS BIRD HEALTH AND ANTIBIOTIC ALTERNATIVE RESEARCH, AND OVER **20** PROJECTS HAVE BEEN FUNDED TO ADDRESS ANIMAL WELFARE.



OUR ON-FARM FOOD SAFETY ASSURANCE PROGRAM (OFFSAP) HAS RECEIVED FULL FEDERAL, PROVINCIAL, AND TERRITORIAL GOVERNMENT RECOGNITION.

Fact:
INNOVATION CAN BE FOUND IN OUR RIGOROUS FOOD SAFETY AND QUALITY PROGRAMS.

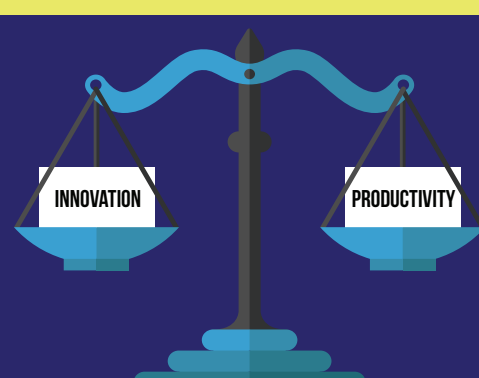
THE ANIMAL CARE PROGRAM IS BASED ON THE NATIONALLY DEVELOPED **CODE OF PRACTICE**.

SUPPLY MANAGEMENT HAS ALLOWED CHICKEN FARMERS OF CANADA'S PROVINCIAL BOARDS TO MAKE THESE PROGRAMS MANDATORY.

100%
OF CANADA'S CHICKEN FARMERS ARE CERTIFIED ON BOTH PROGRAMS.

AS A RESULT, CANADIANS ARE ALWAYS GUARANTEED A STEADY SUPPLY OF FRESH, HIGH-QUALITY, SAFE CHICKEN THAT IS RAISED WITH TO THE HIGH ANIMAL CARE STANDARDS THAT THEY EXPECT.

WITHOUT STABILITY, THERE CAN BE NO INVESTMENT IN INNOVATION AND PRODUCTIVITY. SUPPLY MANAGEMENT PROVIDES THE CANADIAN CHICKEN SECTOR WITH THAT OPPORTUNITY.



WANT US TO BUST SOME OTHER SUPPLY MANAGEMENT MYTHS?

SEND US YOUR QUESTIONS VIA TWITTER USING THE HASHTAG #IHEARTCHICKENFARMERS – STAY TUNED TO SEE IF YOUR MYTH GETS BUSTED!

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