



We have a comprehensive and meaningful chicken welfare policy. Animal rights groups claim that mistreatment of animals has no place in society today. We agree.



Canadian Chicken Farmers
Proud to Raise the Chicken
that Canadians Trust.

Canadian chicken farms are run by hardworking men and women who take to heart their responsibility to uphold animal health and welfare on their farm and share Canadian values. They are proud ambassadors in promoting their good management practices and believe that there is no defense for the mistreatment of birds.

For more information on our Animal Care Program or the Canadian chicken industry, contact:

Chicken Farmers of Canada

www.chickenfarmers.ca | Twitter: @theinsidecoop



Canadian Poultry & Egg Processors Council

www.cpepc.ca



Let's replace
gossip with
facts.

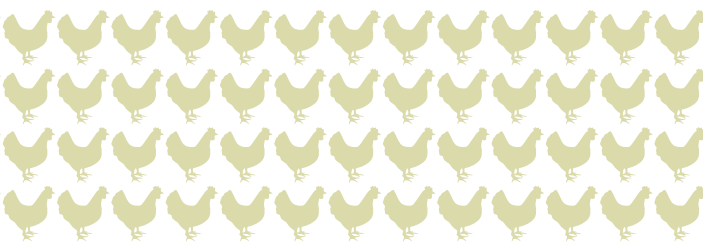


Real Farms,
Real Farmers,
Real Standards.



Mercy for Animals, a U.S.-based activist organization, has recently been using sensationalized video footage and accusations implying that this is representative of Canadian chicken farms. This tactic is shameful, inaccurate, deliberately misleading, and undermines the hard work and animal welfare standards of local Canadian farmers.

As an activist group with an ultimate agenda to eliminate animal agriculture, this group and others have made it clear that what we do will never be good enough.



Six Facts You Should Know About How Canadian Chickens Are Raised:

1. Over 90% of Canada's chicken farms are family owned and operated.
2. Canada's farmers are paid for each bird that is processed. Not only is it common sense for farmers to take care of their birds, it is good economic sense as well.
3. There is a mandatory, robust, third-party-audited Animal Care Program that is administered across all Canadian chicken farms.
4. In Canada, barns are cleaned out after every single flock and fresh bedding is laid out prior to the arrival of new chicks.
5. The density of Canadian chicken production is lower or consistent with other countries.
6. The use of hormones and steroids in chicken production has been illegal since the 1960s. Bird health is better than it has ever been. Mortality and lameness concerns have vastly improved over the last several decades, due to good management of flock health.

Chicken Farmers of Canada's Animal Care Program is based in science. It is founded on codes developed by the National Farm Animal Care Council (NFACC). NFACC is a world leader in bringing together stakeholders with different perspectives – farmers, veterinarians, processors, transporters, animal welfare associations, and provincial/federal governments – and includes a public consultation period.

Our program is also third-party audited by an internationally-recognized, third-party certification body, accredited by the American National Standards Institute to ISO 17065.

