

THE CHICKEN FARMER

Canada-United States Chicken Trade

As the reopening of the North American Free Trade Agreement (NAFTA) nears, United States President Trump's attention appears to have shifted from criticizing Mexico to attacking Canada. While President Trump had previously assured Canada that the U.S. wanted only to "tweak" their trading relationship, his tone towards his northern neighbor has become increasingly aggressive. President Trump claims that Canada has done "some very unfair things" to the United States, particularly in terms of agricultural trade. He has directed U.S. officials



to conduct assessments on several bilateral trade agreements, including an assessment of the impacts that NAFTA has had on the economies on both sides of the border. In terms of the chicken sector, it is clear that the United States has significantly benefitted from its trade relationship with Canada.

Between 1993 – the year before NAFTA came into effect – and 2015, the value of the trade in all goods between the U.S. and Canada grew by 179 per cent, while the volume of U.S. chicken exports to Canada grew by nearly twice that much to 321 per cent. According to the USDA, since 2012 Canada has consistently been the U.S.' second

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THE UNITED STATES' SUCCESSFUL EXPORT OF CHICKEN TO CANADA HAS LARGELY BEEN MADE POSSIBLE THANKS TO THE CANADIAN CHICKEN SECTOR'S SUPPLY MANAGEMENT SYSTEM.


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most important chicken export destination after Mexico, both in terms of volume and value. Furthermore, the overall value of U.S. broiler meat exports to Canada grew by 144 per cent from CA\$ 272.1 million in 2000 to CA\$ 664.9 million in 2015.

In terms of trade deficits, which is an area of particular concern to the current U.S. Administration, the United States has consistently enjoyed a surplus in its trade of poultry products¹ with Canada. While the United States' overall agricultural trade surplus with Canada fell 20 per cent between 2000 and 2015, the U.S.'s poultry trade surplus with Canada increased 14 per cent from CA\$ 206.7 million in 2000 to CA\$ 274.7 million in 2015, while it experienced trade deficits in all other livestock sectors.

The United States' successful export of chicken to Canada has largely been made possible thanks to the Canadian chicken sector's supply management system. This unique Canadian

system orients Canada's domestic poultry production towards primarily supplying its domestic market, and consequently not generating surpluses intended for export. Also, as per Canada's trade agreements, and in particular NAFTA, Canada provides real and predictable market access to its trading partners, like the United States, representing 7.5% of its previous year's domestic production. This predictability is vital to the chicken sector in both countries. Canadian producers are able to accurately set their annual production, while the American sector benefits from a stable export market.

Although various sectors, agricultural and otherwise, will fall under the scrutiny of North American trade analysts, bureaucrats and politicians as NAFTA is renegotiated, the chicken sector should rest assured that its U.S.-Canada trade is thriving and fair to producers on both sides of the border. 

¹ The "poultry and poultry products" category, which includes broiler, turkey, duck and other poultry products, has been used in order to align import and export trade data.

NEW website to address consumer concerns is launched!



We're excited to let you know that our new website, www.letstalkchicken.ca has been launched! This was created to be a consumer-friendly resource to answer all the questions we commonly get about how chicken is raised in Canada. It avoids getting too technical, while still being factual and honest to explain how chicken gets from farm to table.


It's about sharing the facts rather than the CFC position on things, and we have intentionally tried to minimize references to CFC so that it can be a tool for everyone to use and share. We have shared this resource with our retail and restaurant partners, encouraging them to utilize it as well.

Inspiration for this project came from the National Chicken Council's Chicken Check-In website, which takes a similar approach.

While letstalkchicken.ca focusses strictly on concerns around production, chicken.ca remains as a resource to promote chicken

the food, featuring recipes, nutritional information and safe food handling tips. We are currently in the process of re-vamping chickenfarmers.ca to focus on policy issues, government relations, and promoting the "love your farmer" message.

As with all websites, this new site will be continually updated as information changes or different messages need to be communicated.

We hope you like the new website, find it useful, and can promote it through your networks! 



March 2017

Dear farmers,

I want to first celebrate a job well done for our industry with the completion of our recent third party audit of the Animal Care Program. This first report shows that “the national Animal Care Program has been implemented effectively and maintained on an on-going basis.” It is thanks to the collective work of all farmers that we have these successes to celebrate and promote.

This achievement comes at a critical time when our downstream partners in the retail and restaurant sector are facing intense pressure about on-farm standards. Having this credible report to point to is critical in CFC’s efforts to promote the Animal Care Program and to maintain one national standard for animal care across all Canadian chicken farms. To this end, CFC is actively communicating with associations and individual companies to educate them about the program and its effectiveness.

With this in mind, I am writing to remind each of you of the responsibility you have to the birds you raise, to the industry, to your fellow farmers, to your customers and to all Canadian consumers for upholding high principles of animal health and welfare on your farm. We are counting on you to be vigilant against the mistreatment of birds.

Maintaining high animal care standards is integral to our job as farmers, and demonstrating this is a prerequisite in the current marketplace.. Our Animal Care Program is an excellent example of the proactive nature of the industry, and we proudly stand behind the program, as it is consistent with the Code of Practice and international standards. With increasing attention on the broiler chicken industry, it is important that all farmers continue to consistently implement the Animal Care Program on a daily basis to maintain the program’s credibility.

It is important to note that if a farm is found not to be complying with the Animal Care Program standards, or is causing undue suffering to birds, they can face strict penalties or lose their certification based on provincial board regulations/policies. Additionally, while it is CFC’s role to promote and defend good management practices, there is no defense for the mistreatment of birds.

This is as important now as it ever was: every Canadian chicken farmer has a responsibility to uphold good animal health and welfare standards on their farm. It takes only one farm to discredit the industry, and to impact how restaurants, retailers, and consumers view our industry. All farmers should take the time to re-ensure tight security on farms, carefully screen and supervise employees, and take appropriate measures to exercise the utmost in due diligence.

Rightly or wrongly, our industry will continue to face ongoing scrutiny and we will have to combat continued attempts to erode consumer trust in our practices. This should serve as a reminder for all farmers to review your production practices to ensure that you are providing the highest level of animal welfare to be able to demonstrate appropriate animal care and to ensure industry’s credibility and sustainability for years to come.

Sincerely,

Benoît Fontaine

Chair

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Hill Watch

Chicken Farmers Charge the Hill

Chicken Farmers of Canada hosted another successful Lobby Day on May 2, 2017, spreading our across the Parliamentary precinct in an effort to build better relationships with Parliamentarians, discuss our issues, and create awareness of the Raised by a Canadian Farmer brand.

Lobby Day allowed farmers and provincial boards to have constructive, thoughtful conversations with MPs and Senators from their provinces regarding topics such as supply management, our Animal Care and On Farm Food Safety Assurance programs, and our issues regarding spent fowl and the Duties Relief Program. The chicken sector was represented by CFC Directors, Alternates, Provincial Board managers and staff, and provincial Directors.

Throughout the three days representatives were in Ottawa, groups had 70 meetings, including:

- 2 Ministers
- 8 Senators
- 11 Parliamentary Secretaries
- 65 MPs
- 2 Minister's Senior office staff

Chicken Farmers of Canada representatives were able to meet with some key players on our files, such as the Parliamentary Secretaries to the Ministers of Public Safety, Agriculture, and International Trade, and Foreign Affairs.

The “tailgate party” reception that was planned for Parliamentarians that evening was unfortunately cancelled due to a gas leak in the area. An impromptu party was instead held at the CFC offices and enjoyed by producers, CFC staff, MPs, and Hill staffers. CFC is aiming to host another “tailgate party” in November.

SM4 JOINT ANNUAL RECEPTION

The Joint Annual Reception (JAR) hosted by the four national poultry agencies – CFC, Canadian Hatching Egg Producers, Egg Farmers of Canada and Turkey Farmers of Canada took place on March 22nd this year, falling on the same day as the federal budget.

This annual event welcomed attendees from all over the agriculture sector, including key political and departmental staff, stakeholders from other non-supply managed commodities, and many industry suppliers. Agriculture and Agri-Food Minister Lawrence MacAulay gave remarks, reaffirming the government's strong support for supply management. Despite the many parties happening around the Hill following the budget, the JAR had a strong turnout from MPs and Senators from all parties and provinces.



Canadian Hatching Egg Producers' Chair Jack Greydanus, Turkey Farmers of Canada Chair Mark Davies, Egg Farmers of Canada Chair Roger Pelissero, and Chicken Farmers of Canada Chair Benoît Fontaine pose with Agriculture and Agri-Food Minister Lawrence MacAulay at the Joint Annual Reception hosted at the Château Laurier on March 22nd.

The ever-popular event served an excellent selection of dishes prepared with Canadian chicken, turkey and eggs, and featured a slideshow of farming throughout the generations.

SENATE STANDING COMMITTEE ON AGRICULTURE AND FORESTRY

CFC was invited to appear before the Senate Standing Committee on Agriculture and Forestry on May 11th to discuss their study on the potential impact of the effects of climate change on the agriculture, agri-food and forestry sectors. Mike Dungate and Jessica Heyerhoff presented on behalf of CFC, speaking on the chicken industry's Life Cycle Assessment, the impact of carbon pricing, and the improvements Canadian chicken farmers are making to their operations, barns and genetics to improve efficiency and enhance the environment. **CF**

New Flock Information Reporting Form Version 8.0 – Implementation date **June 15, 2017**

A new version of the Flock Sheet, Version 8.0, is being released with modifications made at the request of the Canadian Food Inspection Agency (CFIA). These modifications close the gaps between the current information on version 7.0b of the flock sheet and the requirements of the CFIA Meat Inspection Regulations.



The new version 8.0 requires farmers to provide information about the route of administration of any medications administered at the farm for therapeutic use, for any medication or vaccines at the hatchery, or for any vaccines given on-farm. All medication with a withdrawal period (therapeutic and preventive) used in the last 14 days must be recorded (previously this only applied to the last 7 days).

If any disease or syndromes were diagnosed in the flock and not treated, the date that the flock recovered must now be recorded.

Farmers are encouraged to take the time to read through the instructions found at the back of the Flock Sheet on how to fill out the form before it is sent to the processing plant. An example has been provided here, with stars to indicate the major areas of change from the previous version.

With the release of the flock sheet version 8.0 in June 2017, an electronic version will also be made available to farmers via their provincial boards. Version 8.0 will need to be used from June 15 2017 onwards.

A column for the route of administration of medication (i.e. feed, water, injection, spray, other) has been added in Section A. 

List of changes (question numbers correspond to version 8.0):

Questions

- 1** Medication and vaccines at hatchery – Last day of treatment and route of administration must now be recorded.
- 2** Vaccines administered on-farm – Route of administration, last treatment date and dose must now be recorded.
- 3** Medications for treatment – Route of administration, and flock recovery date must now be recorded.
- 4** Date on which the flock has recovered from a diagnosed disease must now be provided in column G.
- 5** The requirement is now to declare for the last 14 days for any species of birds (not only in the last 7 days in chicken).

Chicken Farmers of Canada's Antimicrobial Use Strategy Moves Forward

At its May board meeting, Chicken Farmers of Canada (CFC) made the decision to revise its antimicrobial use (AMU) strategy. CFC Directors agreed to eliminate the preventive use of Category II antibiotics by the end of 2018. In addition, they established a goal to eliminate the preventive use of Category III antibiotics by the end of 2020, contingent on a re-assessment at the end of 2019.

CFC appreciates and is committed to the significant amount of work and collaboration that will be required to accomplish this revised strategy. The objective of this announcement is to encourage all stakeholders to become actively engaged and participate in the successful implementation of this strategy.

This strategy builds on CFC's objective of eliminating the preventative use of antibiotics of human importance and has been guided by CFC's comprehensive AMU strategy that involves reduction, surveillance, education and research. Industry's leadership on AMU reduction was first demonstrated in May 2014 when the preventive use of Category I antibiotics was eliminated.

By implementing this strategy, CFC is taking a proactive stance to make sure that our industry can keep using antibiotics for treatment purposes. CFC supports the responsible use of antibiotics and believes that antibiotics are an important tool for the agriculture sector to maintain animal health and welfare, and to ensure a safe food supply.

The strategy is based on the recommendations of an industry AMU reduction working group that CFC initiated in 2015. Their recommendations were to eliminate the preventive use of Category II's by the end of 2018, and to eliminate the preventive use of Category III antibiotics; however, a date was not established for Category III's as there were a number of outstanding issues, such as the availability of properly labelled feed alternatives, which remained to be solved.

In considering these recommendations in July 2016, CFC Directors were also concerned about the outstanding issues and decided not to implement the working group recommendation, but to continue with the ban on preventative use of Category I's, and to conduct a re-assessment of further elimination at a later date. The decision in May was taken on the basis of progress on some of the outstanding issues, including the anticipation of a successful new registration process for feed alternatives, as well as the increasing concern that actions taken by retail and foodservice companies in the absence of an industry strategy might limit the options of the industry to determine how best to proceed.

AMU strategy

The revised strategy continues to support the responsible use of antibiotics to provide continued confidence to customers, consumers and government. CFC's strategy has evolved to the following:

- » Maintain the use of ionophores and chemical coccidiostats for preventive use
- » Maintain the use of antibiotics of human importance for therapeutic purposes
- » Eliminate the preventive use of Category II antibiotics by the end of 2018
- » Establish a goal to eliminate the preventive use of Category III antibiotics by the end of 2020, contingent on a re-assessment at the end of 2019 of industry's readiness for such a change

This is not a "Raised without the use of antibiotics" strategy. A key element of the strategy is to maintain the use of ionophores (those antimicrobials not used in human medicine) and chemical coccidiostats, along with antibiotics for therapeutic purposes to maintain the health and welfare of birds. Antibiotics will continue to play an important role in the health and welfare of birds in the Canadian chicken industry.

While some stakeholders would have liked a more firm commitment on the elimination of Category III antibiotics, this strategy represents the best process to meet the goal of eliminating the preventive use of antibiotics of human importance. Establishing the 2020 goal is important so as to be transparent with industry and consumers about the direction of the reduction strategy, and to allow time for industry to measure the impacts. The phase-in period will allow the industry to assess the impacts on animal health, welfare and production, and to adapt to the elimination of these uses.

There is increasing focus on the use of antibiotics in agriculture, both internationally through the World Health Organization and domestically through the federal government's action plan on antimicrobial resistance and use. This strategy is an important step to remove the Canadian chicken industry from the conversation and to solidify chicken as a healthy choice in the eyes of consumers.

In the coming months, engagement will be needed from different stakeholders to focus on the key issues that will determine the strategy's success. These include 1) finalizing the approval process for antibiotic alternatives, 2) the sharing of economic costs, 3) investing in research to provide alternative solutions, 4) solidifying the definitions of preventive and therapeutic use under different production scenarios, 5) developing strategies to ensure chick quality, and 6) working on enforcement and surveillance via CFC's On-Farm Food Safety Assurance Program.

Success will not be possible without the active participation of all industry value chain members and CFC strongly encourages all of you to be fully engaged in the process to develop an implementation strategy in order to promote a strong, unified Canadian chicken industry.

Aligning the OFFSAP and Animal Care Programs with the Raised by a Canadian Farmer brand



THE SUCCESS OF THE BRAND CONTINUES TO GROW, WITH 18 DIFFERENT RETAIL, FOOD SERVICE AND PRIMARY PROCESSING COMPANIES SIGNED ON TO-DATE.

CFC's "Raised by a Canadian Farmer" brand was launched in late 2013. The brand is a distinct logo that is made available to Canadian retailers, primary processors and foodservice operators to use on their packaging as a way of promoting Canadian chicken to consumers. In support of the brand, a large scale traditional and digital promotional campaign was created to address Canadian consumers' desire to know the origin of their chicken and reinforce the already healthy image of Canadian chicken.

The success of the brand continues to grow, with 18 different retail, food service and primary processing companies signed on to-date.

Thus far, the brand strategy has focused on the message that Canada's chicken farmers raise chicken that contributes to a healthier diet for Canadian families with fresh, nutritious chicken, which is low in fat and healthy. Moving forward, this message will be evolving to promote that Canadian chicken is part of a healthier diet and it's raised by farmers you can trust.

This new direction with the brand message is supported by the fact that social license and public trust are now major defining issues for agriculture in Canada. Consumer concerns are evolving to include a multitude of issues, and maintaining trust in our farmers and our product is essential to continue doing business.

Canadian chicken farmers have already done a great deal of work on programs and policies which address public trust issues, and the strategy going forward aims to leverage this in association with the brand logo. To that end, CFC is now going through the process of re-branding the On-Farm Food Safety Assurance Program (OFFSAP), the Animal Care Program (ACP) and the newly published

Sustainability Strategy to more closely align with the brand. In this way, the goal is that consumers look for the Raised by a Canadian Farmer logo on the chicken they buy, understanding that it represents not only healthy, Canadian chicken, but also chicken that they can trust is raised to high standards in food safety and animal care.


Development is now beginning on new logos for each of the three new program names:

**Raised by a Canadian Farmer
Food Safety Program**

**Raised by a Canadian Farmer
Animal Care Program**

**Raised by a Canadian Farmer
Sustainability Excellence**

Logos for these will closely resemble the current Raised by a Canadian Farmer logo to ensure consistency and familiarity with consumers.

CFC is excited about this new initiative and the opportunity to further promote the hard work of our chicken farmers across the country – this is what brings meaning to the brand and has helped to fuel the growth of our industry. Stay tuned for further updates once logo development is complete! 

Canada's Farmers Grow Communities launches 2017 program

The Canada's Farmers Grow Communities program provides an opportunity for Canadian farmers to strengthen their communities.

January 27, 2017 – Canada's 150th anniversary is an excellent opportunity to celebrate the historical role of farmers in growing our nation. The Canada's Farmers Grow Communities program, sponsored by the Monsanto Fund, provides yet another opportunity for Canadian farmers to strengthen their communities by nominating their favourite local charities to win grants of \$2,500.

Over the first five years of the program, more than 300 rural charities have received almost \$1 million thanks to farmers. The fascinating stories of the farmers, the charities and their connections to the community paint a colourful portrait of rural Canada which will now be shared on the Canada's Farmers Grow Communities blog.

"Farmers are often unsung heroes in Canadian history," says Kelly Funke, public affairs manager for Monsanto Canada. "But farmers deserve credit for their contributions. That's why we created this program, and why we've now added a blog to our website to further highlight the stories behind the farmer heroes and their chosen charities."

The list of charities can include almost any non-profit organization based in rural Canada. Winners have included 4H clubs; rural daycares; libraries; volunteer fire departments; hospitals; schools; ag societies; senior centres; and other community facilities.

Farmers who are considering an application are encouraged to visit the Canada's Farmers blog at <http://canadasfarmers.ca/blog/> for inspiration and to think about their own local charities or non-profit organizations. It takes just five minutes to apply and be entered into the random draw.

Once again in 2017, two \$2,500 grants will be awarded in each of 33 different territories across the grain growing regions of northeastern B.C. (Peace River district), Alberta, Saskatchewan, Manitoba, Ontario, Quebec and the Maritime provinces. Applications are open now through September 30, 2017. And anyone can suggest a charity for a farmer to discover! Simply visit www.CanadasFarmers.ca where complete contest rules and an online application form are available. Winners will be selected by random draw on or about Nov. 1, 2017 and notified by Nov. 15, 2017.

See more at: www.canadianpoultrymag.com. 



FARMERS ARE OFTEN UNSUNG HEROES IN CANADIAN HISTORY, BUT FARMERS DESERVE CREDIT FOR THEIR CONTRIBUTIONS. THAT'S WHY WE CREATED THIS PROGRAM, AND WHY WE'VE NOW ADDED A BLOG TO OUR WEBSITE TO FURTHER HIGHLIGHT THE STORIES BEHIND THE FARMER HEROES AND THEIR CHOSEN CHARITIES."

Successful third party audit demonstrates effective implementation of on-farm programs




In 2016, Chicken Farmers of Canada (CFC) began implementing a system of third party audits for both the On-Farm Food Safety Assurance Program (OFFSAP) and Animal Care Program (ACP). With the first year of audits now complete, the final audit report confirms a job well done: the OFFSAP and ACP have been implemented effectively and animal care and food safety preventive measures have been consistently applied.

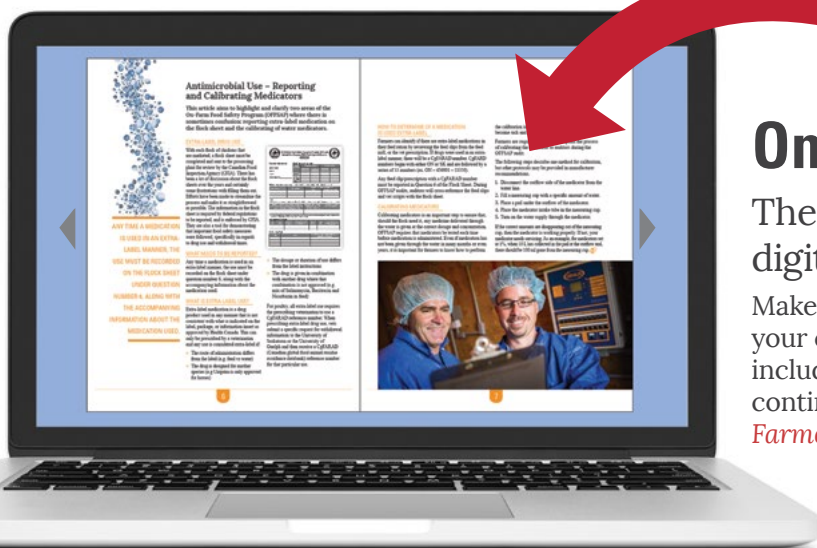
It is thanks to the collective work of all farmers that we have these successes to celebrate and promote. The audit report came at a critical time for the Canadian chicken industry, when our downstream partners in the retail and restaurant sector were (and still are) facing intense pressure about on-farm standards. Having credible standards in place is essential to responding to criticisms about our industry and helping to maintain one national standard for all Canadian chicken farms – third party audits have become an expected component of this.

The third party audit being implemented is comprehensive in covering not only implementation at the farm-level, but also evaluating CFC auditors for consistency and compliance, as well as performing audits of the management system at the provincial and national level.

Performing the third party audits is NSF International, an internationally-recognized third-party certification body accredited by the American National Standards Institute to ISO 17065. Their auditors are professionals with years of experience performing animal care and food safety audits for the agricultural sector. Third-party audits were conducted in all provinces and over 90% of CFC's on-farm auditors were evaluated.

Third party audits will continue to take place each year and will be an important tool for CFC to demonstrate and promote the effectiveness of our on-farm programs and the hard work of all our farmers in maintaining high standards.

Congratulations! The commitment of all farmers to these programs is a big part of the success of our growing industry. 



Only 1 issue left!

The newsletter is going digital starting August 2017.

Make sure your provincial board has your current contact information – including an e-mail address to continue receiving *The Chicken Farmer* once we go digital.