



You have a choice in the chicken you buy. Canadian chicken farmers deliver on those choices.



Chicken Farmers are 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 Canadian values. They are proud ambassadors in promoting their good management practices and the system that allows them to earn a fair wage for their work.

For more information on the Canadian chicken industry, contact:

Chicken Farmers of Canada

www.chickenfarmers.ca | Twitter: @theinsidecoop



Canadian Poultry & Egg Processors Council

www.cpepc.ca



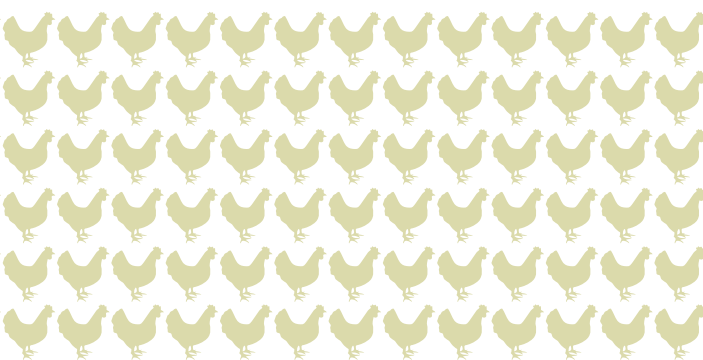
The Truth About Chicken Farming in Canada



Real Farms, Real Farmers, Real Standards.



In Canada, the vast majority of chicken farms are not owned by companies; rather, over 90% of farms are family-owned and operated. Farmers have a system that matches their production to Canadian demand. As a result, consumers are assured a reliable supply of fresh, high-quality chicken and farmers receive a solid income for their work.



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. Chickens today do grow faster than they did 40 years ago, as a result of improved breeding. Contrary to what you may have heard, the rate of lameness, mortality and ascites (which affects heart health) have declined significantly.

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.

