



# THE CHICKEN FARMER

Volume 20, Issue 1 | FEBRUARY/MARCH 2018

## Chicken Farmers of Canada's **AMU** magazine is now available!

The first edition of the Antimicrobial Use (AMU) magazine, *AMU Strategy: A Prescription for Change* is available electronically as well as in print!

The magazine is a tool developed to support the implementation of Chicken Farmers of Canada's Responsible AMU Strategy, which seeks to answer the public health threat of antimicrobial resistance (AMR), to maintain consumer confidence, and to provide our customers a sustainable means of meeting government and consumer expectations – while protecting animal health.

CONTINUED ON PAGE 2

## in this issue

- 2 Auditor Training
- 3 Update from the World Trade Organization's 11<sup>th</sup> Ministerial Meeting

- 4 2017: Government Relations Highlights
- 7 Raised by a Canadian Farmer Branding Program

- 8 Third Party Audit Report
- 9 Government Gives Away Market Access: Chicken Farmers React







Chicken Farmers of Canada recently announced our antimicrobial use strategy, which eliminates the preventive use of Category II antimicrobials by the end of 2018, and sets a goal to eliminate the preventive use of Category III antibiotics by the end of 2020. This strategy builds on the industry's elimination of the preventive use of Category I antibiotics in 2014.

The AMU strategy focusses on elimination of the preventative use of antibiotics of human importance, while maintaining antibiotics to treat disease.

The electronic version enables easy browsing from any device with quick access to embedded online resources.

Access a copy today and discover a wide range of topics and perspectives from industry experts relating to AMU in chicken production, including:

- » Strategy details and timelines
- » The importance of working together and getting involved
- » Practical, expert advice on brooding management, managing gut health, cleaning waterlines, feed alternatives, and vaccines
- » Plus much more!

Click on the magazine cover image to access the digital version or to request a print copy simply contact your provincial board or get in touch with us at [cfc@chicken.ca](mailto:cfc@chicken.ca). 

## Auditor Training


The 14<sup>th</sup> annual auditor training session took place in Ottawa this past November. Auditors from across the country met for two days to:

- » Learn from each other by sharing experiences
- » Promote consistent implementation of the program and auditing across the country
- » Determine strategies that help promote consistent implementation and auditing nationally
- » Provide input into auditor support needs and future training sessions

Attendees were composed of auditors, certification, and delivery agents who received updates on Chicken Farmers of Canada's antimicrobial use strategy, revised audit frequency, new program names and logos, as well as an update on the

upcoming *Raised by a Canadian Farmer* Animal Care Program manual expected in the fall of 2018.

Dr. Michele Guerin from the University of Guelph provided additional enrichment to the training session by presenting her research on sanitation and its impact on bacterial load in the barn.

Auditors are an integral part of the success and credibility of the *Raised by a Canadian Farmer* Animal Care and On-Farm Food Safety programs. This training session re-affirmed the role of the auditor and highlighted the increasingly important part they play in demonstrating the integrity of these programs to customers and consumers. 





# Update from the World Trade Organization's 11<sup>th</sup> Ministerial Meeting




The 11<sup>th</sup> Ministerial Conference (MC11) of the World Trade Organization (WTO) took place from December 10 to 13 in Buenos Aires, Argentina. While expectations about what could be achieved were low going into the Ministerial, even less progress was actually made. This was especially true in terms of the agricultural negotiations.

For instance, although WTO Members had been mandated to resolve the issue of public stockholding for food security purposes at the last ministerial meeting in 2015, they were unable to reach a solution at MC11. Members were not even able to agree on a ministerial declaration, so the ministerial meeting ended with only a statement from the meeting's Chair, Argentinian Minister Susana Malcorra, and a closing speech from WTO Director General, Roberto Azevêdo.

Although there was no agreement on a detailed post-MC11 work program in the area of agriculture, Members did reaffirm their commitment to continue to work on the three pillars of the agricultural negotiations – domestic support, market access, and export competition – as well as non-agricultural market access (NAMA),

services, development, trade-related aspects of intellectual property rights (TRIPS), and rules, as well as trade and environment. The WTO talks will recommence in Geneva, Switzerland in the New Year.

While in Argentina, Chicken Farmers of Canada representatives met with farmer organizations from the EU, France, Ireland, Norway, and Switzerland, growing and re-enforcing the existing international network of like-minded organizations.

**UPCOMING:** The sixth round of the modernization of the North American Free Trade Agreement (NAFTA) is scheduled to take place in Montreal from January 21 to 28, just as this issue of Chicken Farmer is being put to press. 



# Hill Watch

## 2017: Government Relations Highlights

### NAFTA

Following his inauguration, U.S. President Donald Trump launched a renegotiation of NAFTA. Chicken Farmers of Canada representatives attended every agriculture negotiating round in 2017, meeting with government and elected officials to remind them we have a great relationship with U.S. poultry, and of the important contribution supply management makes to the Canadian economy.

### JOINT ANNUAL RECEPTION

The Joint Annual Reception (or “JAR”) of the four national poultry agencies – Chicken Farmers of Canada, Canadian Hatching Egg Producers, Egg Farmers of Canada and Turkey Farmers of Canada took place on March 22<sup>nd</sup>, at the Fairmont Château Laurier in Ottawa. 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 spoke and provided attendees with an update on the current state of Canadian agriculture.

### LOBBY DAY AND TAILGATE 1.0

The May 2<sup>nd</sup> Lobby Day took place on Parliament Hill, with farmers and provincial board representatives participating in over 70 meetings with Ministers, Parliamentary Secretaries, MPs, Senators, and staffers. The ‘tailgate’ party reception planned for that evening was unfortunately cancelled due to a gas leak in the area, but the impromptu office party was still a hit!

### CONSERVATIVE LEADERSHIP CONVENTION

Chicken Farmers of Canada Chair, Benoît Fontaine, and staff attended the Conservative Leadership Convention at the end of May to speak with Conservative MPs and party delegates about the importance of their continued support for supply management. Saskatchewan MP Andrew Scheer won in the 13<sup>th</sup> round with 50.95% of the vote.

### COMMITTEE APPEARANCES

Chicken Farmers of Canada accepted several invitations, and appeared before House and Senate committees throughout the year to address a wide range of issues of importance to our sector. We were pleased to be invited to the House Standing Committee on Health to discuss Antimicrobial Resistance, the House Standing Committee on Agriculture and Agri-Food to discuss both the transportation of animals, and the Food Policy for Canada, and the Senate Standing Committee on Agriculture and Forestry to discuss climate change.

### FEDERAL, PROVINCIAL, TERRITORIAL MINISTERS ANNOUNCE THE CANADIAN AGRICULTURAL PARTNERSHIP

Federal, Provincial, and Territorial agriculture Ministers convened in St. John’s, Newfoundland in the summer to finalize the details on the next policy framework, entitled the Canadian Agricultural Partnership (CAP). The CAP is a five-year, \$3 billion investment that will strengthen the agriculture, agri-food and agri-based products sector, ensuring continued



Right: Agriculture and Agri-Food Minister  
Lawrence MacAulay

Left: Saskatchewan MP Andrew Scheer with Chicken  
Farmers of Canada's Chair Benoît Fontaine



innovation, growth and prosperity. The CAP will focus on six priority areas for the next five years: Science, Research, and Innovation; Markets and Trade; Environmental Sustainability and Climate Change; Value-added Agriculture and Agri-food Processing; Public Trust; and Risk Management. Agriculture groups from across the country also met with the Ministers during the week to explore priorities and strategies to help grow the industry.

### A FOOD POLICY FOR CANADA

The Minister of Agriculture and Agri-Food and his office consulted Canadian consumers and stakeholder groups in 2017 in the development of a national Food Policy, as mandated by the Prime Minister. The yet-announced policy will set a long-term vision for the health, environmental, social, and economic goals related to food, while identifying actions that can be taken in the short

term. The policy will also be a way to address issues related to the production, processing, distribution, and consumption of food. Chicken Farmers of Canada participated in consultation sessions, met with the Minister's office, and appeared before Committee on this topic.

### KARSH AGGIES AD HOC WORKING GROUP

Following the 2015 federal election, an ad hoc working group of agriculture representatives in Ottawa was formed to discuss happenings on the Hill that impact our industries. Meeting on a monthly basis, this group heard from a variety of government representatives in 2017 including the Parliamentary Secretary for Canada-U.S. Relations, Assistant Deputy Ministers from Finance and Agriculture and Agri-Food, and the All-Party rural caucus.


CONTINUED ON PAGE 6



## CHICKEN MONTH

To mark September's Chicken Month, Glengarry-Prescott-Russell MP Francis Drouin rose in the House of Commons to make an enthusiastic member's statement to recognize the hard work of Canada's 2,800 chicken farmers.

## NOVEMBER RECEPTION – TAILGATE 2.0

The annual fall Parliamentary reception was held on November 22<sup>nd</sup> and attended by over 300 MPs, Senators, staffers, and industry invitees. The tailgate-themed food and drinks were enjoyed by guests, and \$570 was raised for the Ottawa Food Bank. 



Top: Glengarry-Prescott-Russell MP Francis Drouin.

Bottom: CFC Staff at the 'tailgate' party reception





# Raised by a Canadian Farmer Branding Program


Chicken Farmers of Canada has expanded its Raised by a Canadian Farmer (RBCF) brand to incorporate the programs that farmers use to raise their birds to the highest standards of care, quality and sustainability.

Three new logos were created, each supporting the RBCF brand. These logos give farmers recognizable symbols that they can use to demonstrate the innovation, pride, and hard work they put in every day to implement some of the highest standards in food safety and animal care, and it proudly confirms their commitment to keeping their work environmentally, economically, and socially sustainable.

## RAISED BY A CANADIAN FARMER PARTICIPANT PROGRAM

We are pleased to announce that the RBCF brand participation continues to grow. Licensing agreements are currently held with the following 25 processors, retailers, and foodservice operators, with others signing on regularly.

## RAISED BY A CANADIAN FARMER BRAND PROMOTION

This year the brand presence will be increased through four waves of traditional and digital advertising as well as four seasonally-themed national consumer contests. The quarterly campaigns will grow consumer awareness of the brand and drive consumers to the [chicken.ca](http://chicken.ca) website. Each campaign will have a focus on “Canadian chicken is part of a healthier diet and it’s raised by farmers you can trust”, including a call to action, “Ask for the Raised by a Canadian Farmer label at your local grocery store”. 



FOODSERVICE	RETAILERS	PRIMARY PROCESSORS
Chorizo's	Federated Co-op	Blue Goose
Fat Bastard Burrito	Fiesta Farms	Eden Valley Farms
Mary Brown's Inc.	Kudrinkos	Granny's Poultry
Montana's Cookhouse	Sobeys	Maple Leaf Prime
Nando's	Vince's Market	Maple Lodge Farms
Prime Pubs	Walmart	Retail Ready Foods Inc.'s LiberTerre chicken
Seven Eleven		Sunrise Farms
Swiss Chalet		Twin Maple Products' Yarrow Meadow Certified Organic Chicken
Turtle Jack's restaurants		Yorkshire Valley Farms
Wild Wings		



# Third Party Audit Report

Since 2016, Chicken Farmers of Canada and the provincial chicken boards have undergone third party audits to ensure that the Raised by a Canadian Farmer On-Farm Food Safety Program (OFFSP) and the Animal Care Program (ACP) have been implemented effectively, maintained by farmers on an ongoing basis, and continue to meet the Federal, Provincial, and Territorial government recognition program requirements.


NSF International is an internationally recognized third-party certification body and is accredited by the Occupational Safety and Health Administration ([osha.gov](http://osha.gov)), the Standards Council of Canada (SCC) ([scc.ca](http://scc.ca)), the American National Standards Institute (ANSI) ([ansi.org](http://ansi.org)) to ISO 17065 and the International Accreditation Service ([iasonline.org](http://iasonline.org)).

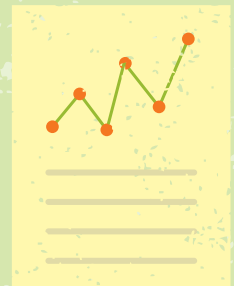
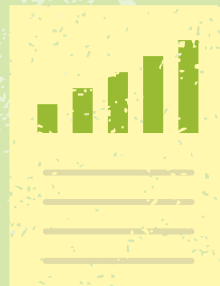
Third-party audits are conducted annually by NSF, an independent organization, to determine whether programs and products comply with specific standards for safety, quality and performance.

Canadian chicken farmers are proud to deliver on expectations of Canadian consumers – and proud to be able to demonstrate this commitment through the implementation of food safety and animal care programs at the farm. The third party audit is a component that adds credibility to these programs and

validates the hard work that producers put in every day to achieve the high standards of chicken production that Canadians know and trust.

In 2017, for each OFFSP and ACP Implementation Verification, it was concluded by NSF that both programs have been implemented effectively, maintained on an on-going basis, and that appropriate measures for each program were consistently applied. Additionally, NSF's on-farm assessment demonstrates that Chicken Farmers of Canada has effectively and consistently implemented the programs.

The positive outcome of NSF's 2017 audit reflects the work, care and commitment to continuous improvement demonstrated by industry stakeholders and producers and are integral to success of the Raised by a Canadian Farmer OFFSP and ACP. 





# Government Gives Away Market Access: Chicken Farmers React

Chicken farmers in Canada are concerned about the impact of decisions taken at the conclusion, on January 23<sup>rd</sup>, of discussions on the new Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) agreement.

The agreement includes concessions on market access for chicken products that were granted in the original Trans-Pacific Partnership (TPP) in response to U.S. demands. Given that the U.S. has since withdrawn from the TPP, those concessions should have been taken off the table. This is especially true since none of the other partners have provided anything in exchange for this increased access to the Canadian chicken market.

The new CPTPP access represents an additional 2.1% of the Canadian production that will be imported, in addition to Canada's existing commitments of 7.5% for a total of 9.6%.

"It is more important than ever that the government start closing the loopholes and implementing the programs that were previously promised when the TPP was first concluded,"

said Benoît Fontaine, Chair of Chicken Farmers of Canada, referring to commitments, made in October 2015, to deliver the support programs and implement the anti-circumvention measures relating to chicken. These include mislabeled broiler chicken imported as spent fowl, the addition of sauce to circumvent import quotas and excluding supply-managed products from DRP (duties relief program) to stop the loopholes announced at the conclusion of the original agreement.

Together, the circumventions have resulted in annual losses of:

- » Over \$139 million in farm cash receipts
- » 4,456 jobs
- » \$335.3 million to the GDP
- » \$11.9 million in tax revenues

"Increased access to the Canadian chicken market, especially without gaining something in return, is going to impact jobs from coast to coast," said Fontaine. "These programs will help lessen the damage being done by the giving away of our market access."

Fontaine adds, "We need to make it clear that we have reached the limit of what we can give in any future negotiations. If the U.S. wants access to our market, for example, they are welcome to rejoin the CPTPP."

Chicken Farmers of Canada represents the 2,800 chicken farmers from coast to coast, and ensures that the Canadian chicken that consumers want is safe, delicious, and raised to the highest standards. **CF**

