

# THE CHICKEN FARMER

Volume 20, Issue 4 | AUGUST/SEPTEMBER 2018

## Trade Negotiations Update

### CPTPP UPDATE

On June 14, 2018, now-former Minister of International Trade, François-Philippe Champagne introduced legislation in the House of Commons for the ratification of the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP). The trade agreement will enter into force 60 days after its official ratification by at least six of its 11 members. As the Government of Canada has repeatedly stated its intention to enjoy the first mover advantage of being among those first six countries, it is expected to implement the legislation shortly after the House returns in mid-September.

So far, Mexico and Japan have ratified the agreement and several others are expecting to do so in the coming months.

Despite this intention to move quickly to ratify the agreement, there have been no indications on how the government foresees helping the supply management sector adjust to the new CPTPP market access concessions.

When the conclusion of the original Trans-Pacific Partnership was announced in October 2015, the government announced a suite of measures designed to assist the supply management sectors adjust to the increased level of access; however, when the CPTPP was concluded and signed earlier this year, no such measures were mentioned. Under the CPTPP, Canada granted an additional 2.1% access into the domestic chicken market, increasing its overall access from 7.5% to 9.6%.

CONTINUED ON PAGE 2



## in this issue

- |   |   |   |   |    |                                 |
|---|---|---|---|----|---------------------------------|
| 2 | 2018 Canadian Society of Animal Science Award | 5 | How-to-Video: Calibrating Your Medicator        | 10 | White vs. Dark Meat Consumption |
| 3 | 2018 Chicken Data Booklet is Published        | 6 | 2018 Marketing Update                           | 11 | Tribute to R.W. (Scott) Simmons |
| 4 | PM Visits Downtown Diner                      | 9 | Promoting the Responsible Use of Antimicrobials |    |                                 |



The Government of Canada has announced that it will be holding official consultations with the supply management sectors throughout the summer. Through these consultations, Chicken Farmers of Canada will work with the government to develop appropriate measures, and continue to press for the final resolution of the three import control issues that have long been facing the chicken sector: fraudulent spent fowl imports, the inappropriate inclusion of chicken products in the Duties Relief Program, and the vague definition of Specially Defined Mixtures.

### CANADA-U.S. TRADE RELATIONS

On May 31, 2018, the United States announced that, in the name of national security, it was imposing tariffs on imports of certain steel and aluminum products from allies such as Canada and the European Union, at the rates of 25% and 10%, respectively. On July 1, 2018, in response to this unjustified trade action, the Canadian government enacted “perfectly reciprocal” – i.e. dollar for dollar – retaliatory countermeasures against select imports from the U.S.

Under these countermeasures, imports of select steel products from the U.S. will face a 25% tariff, and imports from the U.S. of select aluminum products and a short list of other products,

including prepared meals and prepared meats containing chicken or spent fowl, pizza, quiches and soups, will face a 10% tariff.

The full list of items affected by the countermeasures is available here: [www.fin.gc.ca/access/tt-it/cacsap-cmpcaa-1-eng.asp](http://www.fin.gc.ca/access/tt-it/cacsap-cmpcaa-1-eng.asp)

It is important to note that these countermeasures are not being imposed on general spent fowl imports, but only on prepared meals and meats that contain some spent fowl, principally in cooked-diced form. As well, although there is no detailed data on how much chicken product is contained in imports of pizza, quiche, and soup, clearly, chicken ingredients are important components in these products. Together, these items represent an annual average of CAD 317.8 million in imports from the U.S.

Chicken Farmers of Canada joins the rest of Canada in condemning the U.S.’s unjustified and aggressive trade actions. Chicken Farmers of Canada is also supportive of the Canadian government’s enactment of these countermeasures, as they present the Canadian food sector in general, and the Canadian chicken sector in particular, with the opportunity to expand domestic production and processing activities. **CF**

## 2018 Canadian Society of Animal Science Award

Each year, Chicken Farmers of Canada sponsors the Canadian Society of Animal Science “Animal Industries Award in Extension and Public Service”.

This award recognizes outstanding and consistent service to the animal industries of Canada in technology transfer, leadership, and education in animal production. The recipient of the award may be employed in any sector of the Canadian animal industry, and the contributions must be distinct from those of research.

The award is handed out annually at the Canadian Society of Animal Science

conference, held in July each year.

This award is jointly sponsored by the Canadian Cattlemen’s Association, Dairy Farmers of Canada, Chicken Farmers of Canada, and the Canadian Pork Council.

This year’s recipient is Dr. Daniel Lefebvre, General Manager of Valacta, Dairy Production Center of Expertise for Eastern Canada. Daniel holds a Ph.D. in dairy cattle nutrition from McGill University and has worked at Valacta for 25 years as head nutritionist, then Manager of R&D and General Manager since 2009.

With Valacta, Daniel has contributed to the development and adoption of many tools to foster the use of milk recording for nutritional monitoring and herd management, including software and laboratory services such as milk urea and ketones.

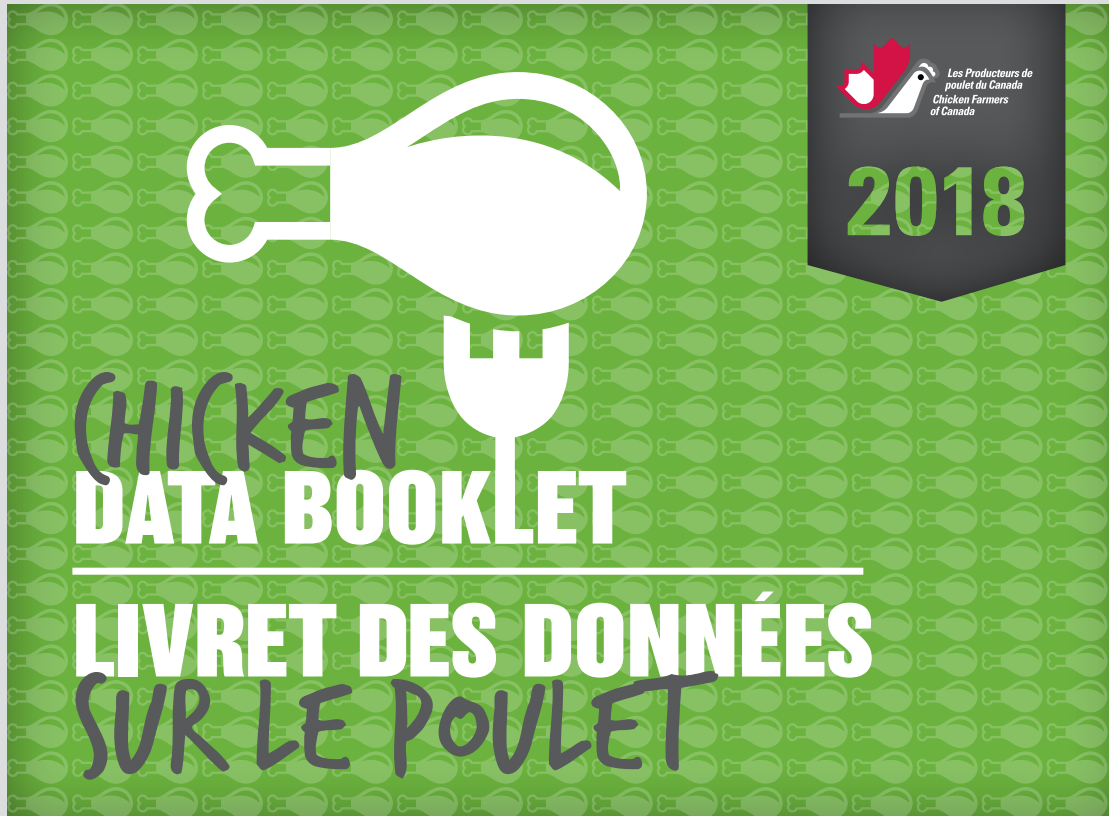
### Congratulations Dr. Lefebvre!

*Know a deserving recipient from the poultry sector? Provide your nomination to Chicken Farmers of Canada in preparation for next year’s call for nominations.*




# 2018 Chicken Data Booklet Published

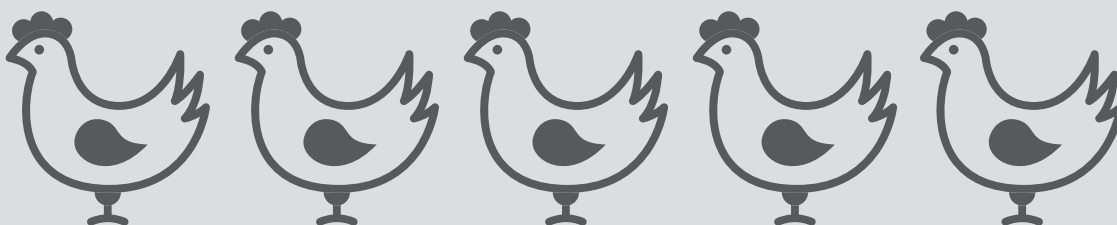
The Chicken Data Booklet provides a historical collection of chicken industry data. Every year, Chicken Farmers of Canada publishes the Chicken Data Booklet, and has done so for over 30 years. This year's edition was launched at the July Summer Meeting in Halifax, Nova Scotia.



The Data Booklet is a resource for many, targeting audiences from chicken farmers, processors, further processors, retailers, and restaurateurs, to news agencies, government departments, and students.

#### Highlights:

- » Canadians consumed over 1.2 billion kilograms of chicken in 2017
- » The average Canadian ate 33.1 kilograms of chicken in 2017—that is 0.6 kilograms more than last year!
- » In 2004, chicken overtook beef for meat consumption in Canada, and has since retained the title for #1 protein. In 2017, chicken accounted for 37.4% of meat consumption
- » Farmer prices continue to drop, reaching 153.5¢/kg (weighted average), the lowest point since the record high price of 171.0¢/kg in 2013
- » According to the latest numbers, Canada was the 9<sup>th</sup> leading chicken exporting country in the world, the 17<sup>th</sup> largest producer, and the 15<sup>th</sup> largest consumer
- » For more information, or to read the 2018 Chicken Data Booklet online, please visit [www.chickenfarmers.ca/resources](http://www.chickenfarmers.ca/resources). 







# Hill Watch

## Prime Minister Visits Downtown Diner

Prime Minister Justin Trudeau and Agriculture and Agri-Food Minister Lawrence MacAulay stopped by the SM5's "Downtown Diner" on June 12<sup>th</sup> to meet with farmers and grab a quick bite. This annual pop-up diner hosted on Sparks Street in Ottawa welcomes Parliamentarians, staffers, and the public to enjoy a delicious treat made from dairy, poultry, and egg products, while chatting with Canadian farmers.



During their chat with farmers, the Prime Minister and Minister reconfirmed their government's strong support for Canada's successful supply management system. Acknowledging that we are in a trade war with the United States, the Prime Minister remains steadfastly committed to ensuring the best outcomes for Canadian farmers and the Canadian economy in the NAFTA renegotiation

### CABINET SHUFFLE

The Prime Minister did a shake-up of his Cabinet in mid-July, mostly to reflect changes in the political landscape across the provinces, as well as to highlight key ridings heading into the 2019 election. Of note, former Minister of Natural Resources, Jim Carr, now holds the portfolio of International Trade Diversification, replacing François-Philippe Champagne, who moved to Infrastructure and Communities.

### CANADIAN FEDERATION OF AGRICULTURE SUMMER MEETING

The Canadian Federation of Agriculture (CFA) gathered in Vancouver, B.C. the week of July 16<sup>th</sup> for their annual summer meeting, and to address issues and priorities of CFA members.

Of note, the CFA received an update on international trade from Canada's Chief NAFTA Negotiator, and discussed the government's Agri-Food Economic Strategy Table with its Chair.

CFA also presented an overview of its federal government priorities, including its pre-budget consultation submission and the Producing Prosperity Campaign, in the lead up to the 2019 federal election.

### FEDERAL, PROVINCIAL, TERRITORIAL MINISTERS' MEETING

Following their summer meeting, the CFA held a roundtable with Federal, Provincial, and Territorial Ministers to discuss emerging topics of importance in agriculture. The roundtable featured opening remarks from Agriculture and Agri-Food Minister Lawrence MacAulay, as well as the host, Minister of Agriculture, Lana Popham. The key discussion topic was the Agri-Food Economic Strategy Table and how the FPT governments can address the barriers to growth and better collaborate with industry on the strategy.

FPT Ministers then met for the remainder of the week to address trade issues, the ongoing BRM review, the Agri-Food Economic Strategy Table's recommendations, and the cannabis industry. 

# How-to-Video:

## Calibrating Your Medicator



Testing the medicator in the barn is an important step to make sure that the medicator is dosing at the correct level, and that medication is administered to the flock over the correct amount of time.

In fact, Chicken Farmers of Canada's *Raised by a Canadian Farmer* On-Farm Food Safety Program requires that water medicators be tested before each time a medication is administered. The results of the test, and any deviations and subsequent repairs, are to be recorded on the Flock-Specific Record Form, or equivalent record form.


TO MAKE THIS JOB A LITTLE  
EASIER, CHICKEN FARMERS  
OF CANADA HAVE RELEASED  
A VIDEO THAT EXPLAINS THE  
PROCESS STEP-BY-STEP.

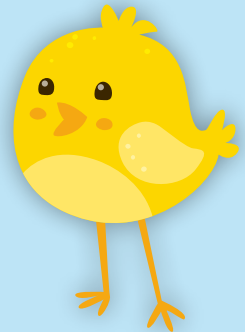
The video was first produced by Les Éleveurs de volailles du Québec, and it was then translated to English by Chicken Farmers of Canada.

This video has been narrated by Dr. Martine Boulianne – Professor and Poultry Research

Chair in the Faculty of Veterinary Medicine at the University of Montreal.

Prior to calibrating your medicator, check the manufacturer's instructions for their calibration process. The following calibration method is an example of how to perform these tests. Other methods, including manufacturers' recommendations, can also be used to test accuracy.

- » Disconnect the outflow side of the medicator from the water line (usually connected by a union or a "quick connect" coupler)
- » Use a measuring cup that measures mL and fill with water
- » Place the end of the medicator intake tube into the measuring cup, place a pail under the outflow of the medicator, and turn on the water supply through the medicator
- » If the correct amounts are disappearing out of the measuring cup, then the water medicator is working properly. If not, your medicator needs servicing 





# 2018 Marketing Update

Chicken Farmers of Canada is having an extremely active year in its Communications and Marketing. Here are some highlights from the second quarter of this year:

## TWITTER PARTIES

Chicken Farmers of Canada hosts four to five Twitter parties per year. A Twitter party is a live virtual party that is hosted on Twitter using a hashtag that allows people to follow a conversation based on a topic of interest. Twitter parties allow us to start a dialog by tweeting out questions around Canadian chicken, chicken recipes and the RBCF brand and in return extend our reach to gain new followers.

In April, we held a #NoNakedChicken Twitter party where we talked about BBQ season and covering your chicken thighs and breasts with marinades and rubs.

The #NoNakedChicken Twitter party generated over 29 million impressions – and over 258k impressions for the French hashtag, #PasDePouletNu.

Our Twitter parties run for an hour starting at 9 PM EST and participants are asked to RSVP and follow us on Twitter to be eligible to win a prize.



The next Twitter party is scheduled to take place on August 15<sup>th</sup> and will have a back to school theme using the hashtag #SchoolURChicken where quick and easy chicken recipes will be shared.

Twitter has recently changed its algorithms and our impression levels were substantially reduced – we are working with our social media consultants to determine next steps. This is a broad change that has impacted all Twitter participants – CFC is still scoring very well.

## CHICKEN CHATS (#CHICKENCHAT)

We also host 10 monthly daytime chicken chats every third Wednesday of each month starting in February and ending in November.

These are public conversations around one specific hashtag #chickenchat where we discuss health topics, including the importance of chicken in your diet. The chats are led by nutrition expert Kelly Atyeo-Fick, President and Founding Partner at LiveWell Marketing.

- » In April, the topic was spring greens. The chat generated over 15 million impressions.
- » In May, the topic was Healthy Long Weekend & Healthy Chicken Recipes – 14 million impressions.
- » In June, the topic was on healthy BBQ recipes and generated 21 million impressions.

## RAISED BY A CANADIAN FARMER (RBCF) BRANDING PROGRAM

### Promotion of the RBCF Brand Raised by a Canadian Farmer Phase Two

Chicken Farmers of Canada recently wrapped Phase Two of its Branding Strategy. Here are some of our results: We launched brand new creative on May 7<sup>th</sup>. It's a new look, new feel and new approach for us. Here's the one that aired. [www.youtube.com/watch?v=tXiyEicz2M8](http://www.youtube.com/watch?v=tXiyEicz2M8)

UPDATE



For your reference, we also created a version with no contest, so we could run it on our social channels. Please feel free to use/share.

[www.youtube.com/watch?v=eDGGhaiopCU](http://www.youtube.com/watch?v=eDGGhaiopCU)

Here's a shorter, 15-second version – use/share this, too (no contest) [www.youtube.com/watch?v=K7m162XzIew](http://www.youtube.com/watch?v=K7m162XzIew)

The French version of these ads will be also uploaded to our YouTube channel. We are working with TVA to voice over the French videos.

The contest campaign consisted of three weeks of national TV, two waves of email marketing in Chatelaine and Today's Parent, promotion by our Brand Ambassadors, and Facebook/Instagram advertising.

In French, we ran a full-page ad in the BBQ edition of Coup de Pouce magazine, we did email marketing via Ricardo and a full Coup de Pouce newsletter, as well as Facebook/Instagram advertising.

#### Overview of Results:

We had strong results and our messaging appears to be resonating with our target audiences. In particular, our email marketing exceeded benchmark norms, and our contest entries and overall engagement were higher than a year ago.

Website traffic to [chicken.ca/poulet.ca](http://chicken.ca/poulet.ca) spiked during the campaign, and we cannot deny that, despite everything we hear about the medium, television continues to be a key brand driver for awareness for the label. The cost per impression of national English TV still works out to less than our leading social media channels, meaning that it is important for us to maintain television as a key component.

Our e-marketing initiatives continue to exceed benchmarks, with Chatelaine outperforming Today's Parent. Chatelaine email marketing had an open rate of 34% and a click through rate of 18% (compared to benchmarks of 28% and 6% nationally). Today's Parent was less successful, with an open rate of 19% (consistent with Today's Parent benchmark of 18%) but a click through rate of 12%, far exceeding Today's Parent's benchmark of 4%.

In French, our email marketing with Ricardo resulted in an open rate of 33%, and Coup de Pouce's open rate was a whopping 97%.

Our contest saw an increase of 27% in entries in French and 6% in English, with a total number of entries at just under 20,000. The number of CFC newsletter engagements increased by 69% in French and 55% in English with total opt-ins at over 11k. We have over 57,000 newsletter subscribers now. Our mobile app also got over 300 new downloads.

This is the first year that we used UTM codes – codes that will help us track where traffic is coming from. These confirm that contests are a great driver to reinforce audience engagement with our brand.

For Phase Three, we'll be further integrating our new creative across social and digital channels.

This is an image of the English email marketing.

From our families to yours, **AWESOME** Canadian chicken.

# THE HICKORY DICKORY CLUCK CHICKEN SANDWICH



Produced by a **CANADIAN FARMER** | **Produit par un PRODUCTEUR CANADIEN**

Visit **chicken.ca** for more **awesome** recipes and a chance to celebrate summer with

## \$5,000!

**Enter Now**

No purchase necessary. Contest closes Sunday, June 3, 11:59 p.m., 2018. Open to residents of Canada over the age of majority. Prizes: one (1) grand prize valued at approximately \$5,000. Up to three (3) entries per person. Odds of winning depend on number of eligible entries received. Must correctly answer a mathematical skill-testing question to win. Entry form and full contest rules at [www.chicken.ca/contest](http://www.chicken.ca/contest)

We are currently in a Swiss Chalet campaign for their tacos – you can see it **here**! We are also in their regular TV commercial – which you can see **here**, as well as their recently launched **poutine ads**, and their **Family Date night ads**, among others. It looks like we're right across their television campaigns now. Take a look!

## SWIMMING CANADA

As you know, Canadian chicken is the “official protein of swimming in Canada”. Chicken Farmers of Canada is a proud supporter of Swimming Canada and has been since 2012.

In 2016, we jointly produced a fantastic video featuring Olympic medalist Hilary Caldwell. Called “The Farm”, the video features Hilary getting some extra ‘coaching’ from one of our farmers, Derek Janzen from B.C. It was so fun! We did a whole promotional campaign around it.

On June 21<sup>st</sup>, our film crew and Swimming Canada worked on “The Farm 2” – where

Hilary (having recently announced her retirement) gets a chance to turn the tables on Derek, who'd helped her two years ago. As far as we're concerned, swimming is a life skill – not just a sport.

While we love supporting athletes, we also love supporting kids and recreational swimmers while they learn this most important, fundamental and necessary requirement for Canadian life.

Take a look at “The Farm” to remind you of how awesome it was – and stay tuned for the sequel!

[www.youtube.com/watch?time\\_continue=49&v=WLARiIsJzrM](http://www.youtube.com/watch?time_continue=49&v=WLARiIsJzrM)

WHILE WE LOVE  
SUPPORTING ATHLETES,  
WE ALSO LOVE  
SUPPORTING KIDS AND  
RECREATIONAL SWIMMERS  
WHILE THEY LEARN  
THIS MOST IMPORTANT,  
FUNDAMENTAL AND  
NECESSARY REQUIREMENT  
FOR CANADIAN LIFE.

## Brand Ambassador Program

Chicken Farmers of Canada works with five Brand Ambassadors who help promote awareness of the Raised by a Canadian Farmer brand and who share important key messages about the industry. Each month they are tasked to create a delicious seasonal chicken recipe, blog about it, including information on the brand and share these on their respective social media platforms.

### Michelle Sutter – [powered-by-mom.com](http://powered-by-mom.com)

**April** – Jerk Chicken and Mango Avocado Salsa

**May** – Grilled Hawaiian BBQ Chicken Recipe

**June** – Chicken Kebabs with Za'atar Recipe

### Stacey Vaughn – [simplystacie.net](http://simplystacie.net)

**April** – Sweet and Sour Chicken

**May** – Honey Sriracha Chicken

**June** – Chicken Caesar Pasta Salad

### Randa Derkson – [thebewitchinkitchen.com](http://thebewitchinkitchen.com)

**April** – Caribbean Chicken with Pineapple Salsa

**May** – Easy Greek Chicken

**June** – 5 Herb Chicken Pasta Salad

### Marie Noelle Marineau – Marginale et heureuse

**April** – Grilled Sesame Chicken / Poitrine de poulet au sésame


**May** – Chicken Burger with Asian Slaw / Burger de poulet à la salade de chou à l'asiatique

**June** – Chicken Caesar Pasta Salad / Salade de pâtes au poulet alla Cesare

### Marie-Eve Caplette – [marieevecaplette.com](http://marieevecaplette.com)

**April** – Greek Chicken Kebabs / Brochettes de poulet à la Grecque

**May** – Spicy BBQ Drumsticks / Pignons de poulet épicés au BBQ

**June** – Crispy Sriracha and Coconut Chicken / Poulet croustillant sriracha et coco 



# Promoting the Responsible Use of Antimicrobials

The federal government is implementing several regulatory and policy initiatives to promote the responsible use of antimicrobials in animals.

Examples of these initiatives include:

- » Improving oversight of medically important antimicrobials
- » Regulatory changes for increased oversight on active pharmaceutical ingredients (APIs) for veterinary use
- » Regulatory changes for the personal importation of antimicrobials for food-producing animals
- » Reporting of antimicrobial sales information by animal health manufacturers

These initiatives are part of the **Pan-Canadian Framework for Action on Antimicrobial Resistance and Use** that was released in 2017.

In particular for chicken farmers, Health Canada is moving all Category II and III antimicrobials to the Prescription Drug List – this means that as of December 1, 2018 farmers will need a veterinary prescription to access medically important antimicrobials, and the locations to obtain/purchase those antimicrobials will be changing.

This change will require producers to have a veterinary prescription prior to purchasing antimicrobials. In addition, antimicrobials that were previously available over the counter will only be sold by licensed veterinarians or pharmacists pursuant to a veterinary prescription. These changes will also impact producers that mix feed on-farm.

IT IS IMPORTANT  
THAT PRODUCERS  
TAKE THE  
APPROPRIATE  
STEPS NOW TO  
FACILITATE THE  
IMPLEMENTATION  
OF THIS UPCOMING  
CHANGE.

this upcoming change. Discuss this change with your veterinarian and supplier to be prepared for the December 1, 2018 implementation date.

Health Canada has also released the accompanying infographic with a view of promoting responsible antimicrobial use and highlighting the modes of resistance transfer and the call for action.

For more information, Health Canada has published information on antimicrobial resistance and use in animals on its **website**. (this can be downloaded at: <https://www.canada.ca/en/public-health/services/publications/drugs-health-products/working-together-promote-responsible-use-antimicrobials-animals.html>) **CF**



# White vs. Dark Meat Consumption

We're always surprised about how passionately people feel about their side of the "Team White Meat vs Team Dark Meat" chicken discussion.

What's really the difference between the two? It's myoglobin, the oxygen-carrying hemoprotein that gives dark meat its darker hue. Where there's more myoglobin, there's darker meat and richer nutrients. Myoglobin provides muscles with the oxygen required for exercise and movement. Since chickens are flightless

birds, they use their legs and thighs to get around, making those parts darker than the breast or wings, which also explains why flighted birds, like ducks, have meat that is so much darker.

Check out this information from [chicken.ca](http://chicken.ca):

"For years dietitians, nutritionists, and other professionals have recommended white meat over dark meat because white meat has less fat and fewer


calories. Today, the war on fat has tempered; fat and saturated fat are not the dietary villains we once thought they were. And while dark meat does contain more fat than white meat, it's not as big a difference as you might think and it's this extra fat that gives it its juicy texture.

Dark meat is also richer in nutrients than white meat and contains more iron and zinc.

Whichever you choose, chicken is an excellent source of many important vitamins and nutrients necessary for a healthy diet.

Chicken legs and thighs are an excellent source of many essential nutrients. Iron and zinc, which are important for a healthy immune system, are present in much higher quantities in dark meat than in white meat. Dark meat also has higher quantities of B vitamins, like thiamine, niacin, and B12, all of which help regulate the body's metabolism. Dark meat is also a treat to cook with. Its higher fat content keeps the meat juicy and tender during cooking and adds a richness in flavour that can't be beat."

So, you have choices - if you're a stalwart for either side, give the other a try.

Get more information on what nutrients are found in all cuts of chicken, by clicking on this **Nutrition Cheat Sheet.** 

**DARK MEAT IS  
ALSO RICHER IN  
NUTRIENTS THAN  
WHITE MEAT AND  
CONTAINS MORE  
IRON AND ZINC.**





## Tribute – R.W. (Scott) Simmons



Chicken Farmers of Canada has learned that another of our original Chairs has passed away in May of this year.

R.W. (Scott) Simmons served as Chair of Chicken Farmers of Canada from 1983 to 1985. He took over the reins from Bert Hall, our third Chair. Newfoundland joined Chicken Farmers of Canada in 1980, signing the federal-provincial agreement that the other provinces (except Alberta) first signed in late 1978.

Scott Simmons was inducted into the Atlantic Agricultural Hall of Fame in 1997, a result of all the work he did for farmers since he got involved in the industry in the early 1970s.

From his 1997 induction citation:

*In 1972, what started out as a summer cabin in Pynn's Brook with twelve chickens, two calves and one sheep, developed in four years to become the largest broiler chicken operation in Newfoundland. When Scosim Farms was sold in 1988, it was marketing over six hundred thousand broilers annually.*

*In 1979, he purchased Hammond Farm and during the next ten years, modernized the 25,000 bird layer building, added a 13,000 bird pullet rearing operation, revitalized the dairy operation to a 120 head herd and modernized the forage operation. Today Hammond Farm produces over 500,000 dozen eggs, 26,000 pullets, 650,000 litres of milk, 20,000 bales of hay and 700 tonnes of silage annually.*

*In the last fifteen years, Scott has been Director of Wesco Co-op Ltd., Director of Western Farm Feeds Ltd., Chairman of the Nfld. Egg Marketing Board, Chairman of the Nfld. Chicken Marketing Board, Chairman of the Canadian Chicken Marketing Agency (we are now Chicken Farmers of Canada), and Vice-Chairman of the Canadian Egg Marketing Agency. Currently he is a Canadian Representative of the International Egg Commission and involved with the ongoing G.A.T.T. negotiations.*

Scott lived a long and vibrant life and passed away peacefully in his sleep in the early hours of Sunday May 20, 2018. Scott was born in Lewisporte, NL on October 4, 1932, the first of 10 children to Willis and Ida Simmons. His family includes Ruby, his wife of 63 years, five children, 12 grandchildren, and six great-grandchildren.

Scott did much for the Newfoundland chicken industry and in his role as head of Chicken Farmers of Canada during our formative years.

He will be missed.

