



THE CHICKEN FARMER

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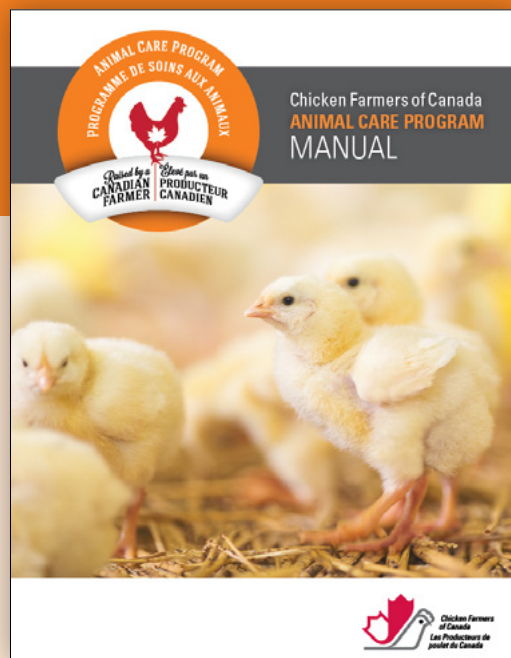
Updates to *Raised by a Canadian Farmer* Animal Care Program Manual are Coming

In 2016, the National Farm Animal Care Council (NFACC) released a new *Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys*. In response, Chicken Farmers of Canada began the Animal Care Assessment Framework process (ACAF) – through NFACC – to review the *Raised by a Canadian Farmer* Animal Care Program (ACP) standards, and bring them in line with the new Code of Practice.

Chicken Farmers of Canada has been working diligently to incorporate the new Code of Practice requirements into the ACP manual and to include practical implementation feedback received in consultation with stakeholders.

Producers have already seen many of the updates, which were implemented in 2017 as Highly Recommended (HR) production practices. The new version of the manual is an opportunity to incorporate these updates into the manual and revamp the 2009 edition to reflect 2018 production standards.

CONTINUED ON PAGE 2



Before the Plate is a new Canadian film that answers the questions, tells the stories, and introduces you to the people behind where our food comes from and how it gets to our plate.

www.beforetheplate.com

Click here to request that Netflix add it to their site:
[Request TV Shows or Movies | Netflix Help Center](#)



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Producers can expect the new manual to be similar in structure to the last version with updates to the following sections and issues:

- » Section 1 – Worker’s and Management (Previously Section 8)
- » Section 3 – Environment (Previously Section 2)
 - Ammonia and CO2
 - Lighting
- » Section 5 – Bird Monitoring and Handling (Previously Section 4)
- » Section 6 – Health Care Practices (Previously Section 5)
 - Flock Health Plan
 - Mortality
 - Euthanasia
- » Section 7 – Emergency Management and Preparedness (new section)
- » Section 8 – Catching and Loading (Previously Section 6)

Additionally, the Standard Operating Procedures (SOPs) and Flock-Specific Record forms have been adjusted to reflect the updates to the manual and new versions of these forms will be included with 2018 ACP manual, as will a new sample audit checklist.

While the new ACP manual will be made available to producers in late 2018, implementation will take place in January 2019 in order to give everyone a chance to review the new manual prior to its implementation. Therefore, auditors will start using the new Audit Checklist beginning January 1, 2019.

The new ACP manual will be available electronically on the chickenfarmer.ca website within the resources section. Print copies will be made available producer meetings or will be sent by mail, depending on the province, and distribution timelines. Additionally, a brochure outlining the changes that have taken place since the last version of the manual will be included with the print version and will also be available online for easy indexing. 

Barn Water Sampling How-To Video

We know that it’s important to sample barn water at least annually to eliminate water as a potential cause of illness in birds. However, the water sample results are only as good as the samples that are taken.

It is therefore important to review water sampling procedures and ensure the best, most representative samples are sent to the lab in order for the analysis to serve a strong decision making tool.

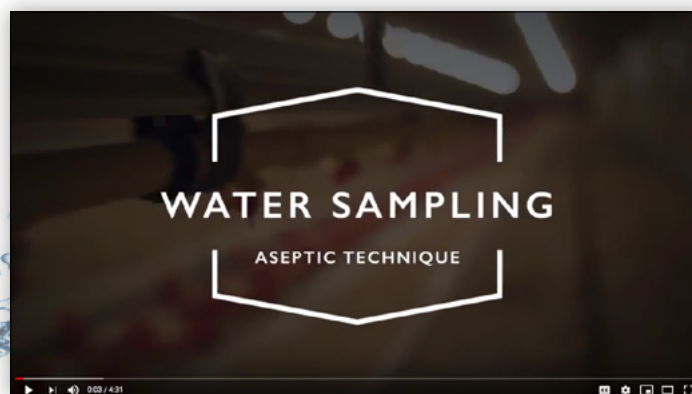
Towards this end, Chicken Farmers of Canada has created a barn water sampling procedure video that demonstrates how to take a sound water sample. This video can serve as a refresher on water sampling and can be used as on farm training tools for new hires or as part of any on-farm training.

Information covered by the video includes:

- » Where water samples should be taken
- » The number of samples needed per water source
- » Follow-up testing when a problem is identified
- » How to avoid waterline and water sample contamination
- » A visual demonstration of proper water sampling procedure

Remember, that while the *Raised by a Canadian Farmer* On-Farm Food Safety Program only requires testing on an annual basis, sanitation should be an ongoing practice as part of a comprehensive water management plan.

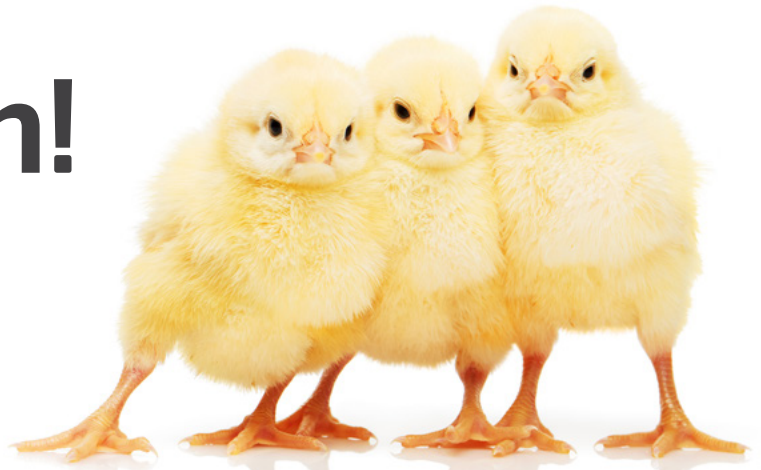
For information like this and more click below to view the step-by-step guide to successful barn water sampling:



Coming Soon!

The second edition of the antimicrobial use (AMU) magazine, *AMU Strategy: A Prescription for Change* is on the way!

This second edition of the magazine will be distributed electronically by Chicken Farmers of Canada and your provincial board in the fall of 2018.



If you missed the first edition, [click here](#) to check it out!

As the industry prepares to eliminate the preventative use of category II antimicrobials by the end of 2018, this second edition sets out to support producers by focusing on management practices at the farm, specifically brooding.


Brooding is a key management period with the goal of creating an optimal environment to promote animal well-being, encourage water and feed consumption, and to reduce disease pressure in the barn. Setting birds up well in the first week can have a significant impact on the health and growth of the flock through to the end of the grow-out.

Features of this edition include a shorter, electronic-only format with a focus on video content. Key brooding management practices will be discussed by industry professionals and veterinarians.

There is no one-size-fits-all approach when it comes to strengthening management practices, each barn and each flock is unique. That's why it's important to work closely with hatcheries, veterinarians, feed mills and suppliers to review management practices now and start the work of assessing which areas can be strengthened and make changes as necessary.

Chicken Farmers of Canada's antimicrobial use strategy has been designed to answer public-health and marketplace concerns regarding antimicrobial use and resistance. The goal of the strategy has been to provide confidence to consumers and governments about responsible antimicrobial use within the chicken sector and to preserve effective treatment options. To be clear, the AMU strategy:

- » Maintains the use of antimicrobials to treat illnesses
- » Maintains the use of ionophores (Category IV antimicrobials – those not used in human medicine)
- » Focusses on eliminating the preventive use of antimicrobial of importance to humans

This strategy provides a sustainable means of meeting consumer expectations, while protecting the health and welfare of birds. 

FEATURES OF THIS EDITION INCLUDE A SHORTER, ELECTRONIC-ONLY FORMAT WITH A FOCUS ON VIDEO CONTENT. KEY BROODING MANAGEMENT PRACTICES WILL BE DISCUSSED BY INDUSTRY PROFESSIONALS AND VETERINARIANS.

USMCA Secures Greater U.S. Access to Canada Chicken Sector



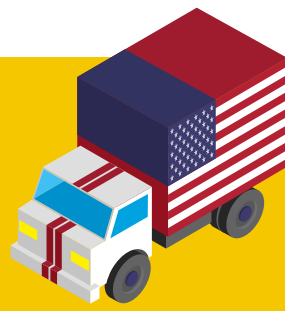
With negotiations under the new United States-Mexico-Canada Agreement (USMCA) complete, and despite the fact Canada's chicken sector is giving up additional access, chicken farmers are relieved that over a year of uncertainty over the future of the agricultural landscape in Canada is over.

The new agreement replaces the outgoing NAFTA deal and came to pass at the 11th hour, before a U.S.-imposed September 30th deadline. The past four weeks of negotiations were intense, with Canada's negotiators reasserting that they preferred no deal to a bad deal.

The USMCA ensures continued stability for farmers, while guaranteeing the United States access to our market. This will result in an increased market access of over 12 million kilograms. This comes on top of the additional access granted under the CPTPP agreement and the

existing WTO access, representing more than 10.7% of our existing production when those agreements are fully implemented.

It is important to note that the Canadian chicken sector has always



been a strong presence within international trade. As the 14th largest importer of chicken in the world, imports enter Canada duty-free or at a very low tariff.

With the additional access generating additional imports into Canada, it will be more important now than ever for the government to ensure that it maintains its commitment to ending existing practices that currently cost the Canadian chicken industry thousands of jobs, millions of kilograms in production, millions of dollars in revenues and millions of dollars in GDP contributions to the Canadian economy. These current practices include being able to import unlimited quantities of chicken by importing broiler chicken and falsely declaring it as spent fowl, and allowing companies to substitute high-value imported cuts with low-value domestic cuts for re-export.


Chicken Farmers of Canada was also very disappointed to learn about the unprecedented additional access that Canada had to concede for dairy products and shares the concerns that these changes will impact the overall supply management system in Canada.

When increased levels of market access are granted to supply management sectors, it weakens the import control pillar of the system, which allows farmers to safely predict imports and ensure that they produce enough to satisfy our country's needs.

“Without a predictable level of imports, and when more access is given, production decreases in Canada,” says Fontaine, “This results in lost jobs, lost production and decreased consumer access to Canadian-raised products, not to mention the reduction in the contribution to Canada’s economy.”

Over 90% of Canadians believe that supply management is important for Canada’s dairy, poultry and egg farmers, and that it is important for the government to support them. Given the contributions that supply management makes to the economy, food safety, animal care and research, it makes great sense to preserve it.

“The Canadian chicken sector is a leader in food safety and animal care. It sustains over 87,000 jobs, and contributes \$6.8 billion to Canada’s Gross Domestic Product. That’s all thanks to the stability provided by supply management,” says Benoît Fontaine, Chair of Chicken Farmers of Canada. “While there is more being given to the already substantial market access in our sector, we look forward to working with the Government of Canada in order to implement changes that are in the best interest of Canada’s chicken farmers.”

Chicken Farmers of Canada is committed to continuing its work with the Government of Canada to ensure a prosperous and sustainable future for the chicken sector and its many contributions to the fabric and economy of Canada. 



THE CANADIAN CHICKEN SECTOR IS A LEADER IN FOOD SAFETY AND ANIMAL CARE. IT SUSTAINS OVER 87,000 JOBS, AND CONTRIBUTES \$6.8 BILLION TO CANADA'S GROSS DOMESTIC PRODUCT. THAT'S ALL THANKS TO THE STABILITY PROVIDED BY SUPPLY MANAGEMENT, WHILE THERE IS MORE BEING GIVEN TO THE ALREADY SUBSTANTIAL MARKET ACCESS IN OUR SECTOR, WE LOOK FORWARD TO WORKING WITH THE GOVERNMENT OF CANADA IN ORDER TO IMPLEMENT CHANGES THAT ARE IN THE BEST INTEREST OF CANADA'S CHICKEN FARMERS.





Hill Watch




Conservative Biennial Convention

Chicken Farmers of Canada representatives attended the Conservative Party Convention at the end of August in Halifax in an effort to network and educate delegates on the importance of supply management.

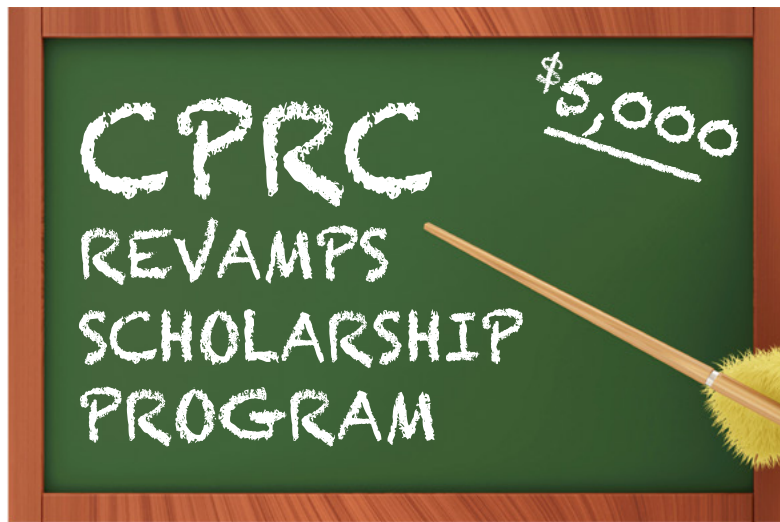
In the lead up to the Convention, riding associations put forward proposed policy resolutions to be debated amongst delegates, including one that called for the dismantling of supply management. The resolution was to be discussed and voted on in a breakout workshop, but due to time constraints, this never happened. Dairy, poultry, and egg producers hosted a popular reception that evening that was attended by delegates, MPs, and Conservative leader Andrew Scheer.

MINISTER OF HEALTH AND CHAIR OF AGRICULTURE COMMITTEE VISIT NEW BRUNSWICK FARM

Marc Cormier welcomed Minister of Health Ginette Petitpas-Taylor and Chair of the Agriculture Committee, Pat Finnigan, to his farm in New Brunswick in early September. The New Brunswick MPs learned about our mandatory on farm programs that keep the birds safe and healthy, and ensure Canadians have a steady supply of fresh, high-quality chicken. Marc and his brother Serge talked about the importance of supply management to Canada's rural areas and our

overall economy, while stressing how the system ensures food security across the country. The group also discussed the proposed changes to the Canada Food Guide and how chicken must remain an integral part of Canadians' diets. 





The Canadian Poultry Research Council (CPRC) began their annual **Poultry Scholarship Program** in 2006. Every year since, one postgraduate student studying an aspect of poultry science at a Canadian University has been eligible to apply for the \$5,000 scholarship. There have been 11 recipients of the scholarship awarded to students across the country studying topics ranging from *Salmonella* reduction to chicken genetics and everything in between.

The 2017 postgraduate scholarship was awarded to Camila Marcola. Camila is a Ph.D. student under the supervision of Dr. Ben Willing, at the University of Alberta (Department of Agricultural, Food and Nutritional Science). Camila's research aims to understand the interactions between chickens and their gut microbiome and at identifying commensal microbes that could improve poultry performance and disease resistance.

While Camila continues her research program, many of the past recipients have gone on to build diverse careers within the poultry industry as veterinarians, professors, researchers, nutritionists, public servants and food safety specialists. For example, Kayla Price received the Poultry Scholarship in 2013 and accepted a position with Altech as the Canadian Poultry Technical Manager where she maintains her ties with research while

providing technical service. Kayla continues to publish research papers while working at Alltech and recently contributed to CFC's antimicrobial use magazine, *AMU: A Prescription for Change* released in January 2018. To learn more about scholarship recipients and their research visit **CPRC's Scholarship Program** page.

CPRC is continuing this successful scholarship program and is working to bolster the impact of the scholarship by restructuring the way it is funded and delivered. The program's objectives are:

- » To encourage and support graduate students to carry out research in an aspect of poultry science
- » To build Canada's intellectual capacity in poultry science
- » To promote graduate research in poultry science at Canadian universities

THE CALL FOR APPLICATIONS WILL BE POSTED ON THE CPRC WEBSITE ALONG WITH AN ANNOUNCEMENT IN CANADIAN POULTRY MAGAZINE IN OCTOBER 2018. MAKE SURE TO CONTINUE TO VISIT THE CPRC WEBSITE TO FOLLOW THE NEW PROGRAMS DEVELOPMENT.

The call for applications will be posted on the **CPRC website** along with an announcement in Canadian Poultry Magazine in October 2018. Make sure to continue to visit the **CPRC website** to follow the new programs development. 



Chicken Farmers Celebrate Lower Carbon Footprint and Commit to Ongoing Excellence

In 2017, Chicken Farmers of Canada launched its first life cycle assessment (LCA) of the Canadian chicken value chain to measure the environmental and social performance of Canadian chicken production.

From coast to coast, farmers and businesses participated in this important study involving the entire supply chain of chicken production and the results are in!

With thanks to all those that participated, the Canadian chicken value chain now has the opportunity to effectively communicate the positive results, and the great work that is being done coast-to-coast. Having LCA results to properly demonstrate industry's environmental footprint is becoming increasingly important as environmental initiatives are prominent elements of both government and retail/restaurant strategic priorities and policies.

THE ENVIRONMENTAL FOOTPRINT – KEY FINDINGS

- » Considering the average carbon footprint of chicken around the world, Canadian chicken has one of the lowest carbon footprint of all.
- » Per kilogram of protein, the carbon footprint of Canadian chicken is lower than that of other livestock commodities produced in North America based on FAO's assessment of global livestock emissions.
- » 62% of the entire sector's total energy use comes from renewable sources, with chicken

feed accounting for the bulk of renewable energy consumption.

- » Since 1976, environmental performance significantly improved because of major productivity gains and significant improvements in feed conversion ratio.

- In the last 40 years, the carbon footprint of the sector was reduced by 37%.

- Water consumption has been reduced by 45% in the same timeframe.

THE SOCIAL PERFORMANCE


- » **Canada's chicken farmers are committed to food safety & animal care:** Canadian chicken farmers are certified on the mandatory *Raised by a Canadian Farmer* On-Farm Food Safety Program (OFFSP) and Animal Care Program (ACP), both of which are 3rd party audited.
- » **Dedicated social license:** Over 90% of Canadian chicken farmers are engaged in their communities by providing free services to community members or by being engaged in municipal or regional organizations.
- » **Competitive working conditions:** Over 90% of Canadian chicken farmers pay their workers a salary over the provincial minimum wage and about 70% offer their employees

benefits such as insurance and bonuses in addition to other benefits in kind.

A PLEDGE TO CONTINUAL IMPROVEMENT

This is a good news story for Canadian chicken farmers. The LCA demonstrates, with facts and figures, the industry's strong performance record and commitment to sustainability, which is increasingly important to customers and consumers.

As indicated by Benoît Fontaine, Chair of Chicken Farmers of Canada, "Our sustainability journey is a process of continual improvement. We have come a long way with the implementation of on-farm programs, and with the growth in our industry which has contributed to the Canadian economy and helps support rural communities. But we'll always have more work to do and we will continually evolve to improve our practices and deliver on the expectations of Canadian consumers."

To learn more about the Canadian Chicken LCA check out the **Sustainability Assessment of the Canadian Chicken Value Chain** infographic. 

New CFC-Supported Poultry Industry Research Chair

Chicken Farmers of Canada has partnered with the Atlantic Poultry Research Institute, Dalhousie University and the province of Nova Scotia to establish an Industry Research Chair position focusing on Sustainable Antibiotic Reduction.

Dr. Deborah Adewole has been selected to fulfill this position and she began her new role in August at Dalhousie University's Faculty of Agriculture located in Truro, Nova Scotia.

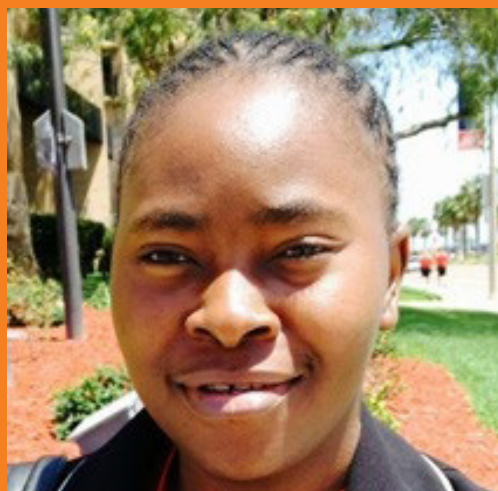
Dr. Adewole is originally from Nigeria where she obtained a bachelor degree in Agriculture and moved to Winnipeg, Manitoba in 2009 to pursue her masters and PhD in Animal Science at the University of Manitoba, specializing in poultry and swine nutrition.

Dr. Adewole brings a strong background in poultry nutrition from her experience at the University of Manitoba under the direction of Dr. Bogdan Slominski and Dr. Martin Nyachoti. This experience includes the investigation of the use of dietary ingredients that have the potential to reduce the impact of removing antibiotics from the diet.

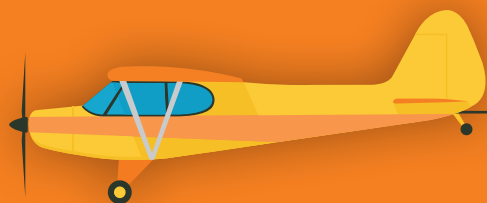
In this role, Dr. Adewole is primarily responsible for research and technology development in nutrition/nutrigenomics, related to the production of chickens without antibiotics, and will conduct research and development activities that support responsible use of antimicrobials for chicken production.

Anticipated outcomes from Dr. Adewole's work include development of a chicken research program that meets the needs of the national chicken industry for the sustainable production of chicken with responsible use of antimicrobials. The research program will foster multidisciplinary research addressing ecological and economic sustainability of the chicken industry through nutrition and management of commercial chickens.

Please join us in welcoming Dr. Adewole as a valued member of our team as we work to reduce antimicrobial use together. 



ANTICIPATED OUTCOMES FROM DR. ADEWOLE'S WORK INCLUDE DEVELOPMENT OF A CHICKEN RESEARCH PROGRAM THAT MEETS THE NEEDS OF THE NATIONAL CHICKEN INDUSTRY FOR THE SUSTAINABLE PRODUCTION OF CHICKEN WITH RESPONSIBLE USE OF ANTIMICROBIALS.



WELCOME

Let's Celebrate

National Chicken Month!

Did you know that September was National Chicken Month? Each year, Chicken Farmers of Canada has celebrated chicken farming throughout the whole month of September and this year, we are as excited as ever!

WHAT IS NATIONAL CHICKEN MONTH?

It is a time to celebrate chicken farmers from coast to coast – they work hard to provide Canadians with fresh, high-quality chicken on a daily basis. Not only that, but we celebrate the benefits chicken farming brings to Canada, whether it's economic contributions, a safe and steady food supply, or even how nutritious and delicious chicken is!

National Chicken Month is also a time to talk about the care our farmers take when it comes to raising their birds. Our farmers all follow the mandatory *Raised by a Canadian Farmer* programs – they set out regulations and guidelines for the care and handling of the birds our farmers raise. Each program has strict guidelines that are audited on a regular basis.

The *Raised by a Canadian Farmer* logo provides additional assurance that the chicken Canadians buy is safe, fresh, of high quality, and was raised by caring hands.

WHY NATIONAL CHICKEN MONTH SO IMPORTANT?

As the years go by, we've noticed a disconnect between consumers and their knowledge of where their food comes from. In fact, 84% of Canadians purchase fresh chicken, yet most of them do not understand how the chicken gets to their local retailer. This is why National Chicken Month is

so important; it gives us the platform to tell the story behind Canadian chicken farming, and debunk myths surrounding our industry. For example, 43% of Canadian consumers believe that chickens are raised without hormones or steroids, when in fact hormones and steroids have not been used in Canadian chicken production for more than 50 years! By continuing to deliver our messages through fun activities and contest, we are able to reach Canadian consumers and help them understand how their chicken went from gate to plate.

So what do we do to celebrate these hardworking farmers? Chicken Farmers of Canada is proud to put on and promote various activities throughout the month in order to get people talking about everything chicken. In past years, we have had activities such as a Twitter Party, a National Recipe Contest, a Farmer Selfie contest, and even a Pool Peeps colouring contest – which brings everyone together!

Our farmers' personal favorite is our annual Cook Off videos called Chef D'Oeuvres, which is created in partnership with Swimming Canada. This head-to-head cooking competition takes farmers out of the barn and into the kitchen to compete against a National Canadian swimmers. This year we have farmers Catherine and Tatyana Keet go up against Olympians Martha McCabe and Savannah King as well as farmer brothers Félix and Anthony Morin battling Olympian Charles Francis and Paralympian Camille Bérubé. These fun videos will be

posted throughout the month, with Canadians voting on social media as to which recipe reigns supreme. Missed any of the previous videos? Make sure to check out our **YouTube channel** to see them all! **CF**

HAPPY NATIONAL CHICKEN MONTH!

