

Canadian Chicken Farmers

Committed to  
Sustainability




Raised by a  
CANADIAN  
FARMER | Elevé par un  
PRODUCTEUR  
CANADIEN




Sustainability is important to Canadian consumers. They want to know where their food comes from and they want to know that the work behind producing it is environmentally, economically and socially sustainable – **chicken farmers deliver.**

Canadian chicken farmers **take this stewardship seriously** and are proud of the innovation and hard work they put in every day.

Chicken Farmers of Canada's (CFC) key values of sustainability

 Protecting bird health and welfare

 Producing safe chicken for Canadians

 Preserving the health of the land and of our farms

 Providing value to Canada, and affordable food to Canadians through supply management



2009

Animal care audits begin



2016

The Code of Practice for chickens is updated



2019

An enhanced and re-branded *Raised by a Canadian Farmer* Animal Care Program is released



# PROTECTING BIRD HEALTH & WELFARE

This is at the heart of what we do. Canada's chicken farmers are **committed** to ensuring that the birds in their care are healthy and comfortable.



100% of chicken farmers are certified on the Animal Care Program



The Canadian Poultry Research Council has invested in over 25 research projects on animal welfare

The Animal Care Program is mandatory. It provides:

**ASSURANCE**

from annual third-party audits by NSF International



**COMPLIANCE**

through enforcement measures



**CREDIBILITY**





through the NFACC process



# PROTECTING BIRD HEALTH & WELFARE

## CATEGORY OF ANTIBIOTIC

## IMPORTANCE TO HUMANS

I	 Very high
II	 High
III	 Medium
IV	 Low

Category IV antibiotics are not used in humans.  
Nearly 60% of antibiotics used in chicken are this category.\*

2012

Chicken Farmers of Canada's AMU Strategy is developed and on-farm antimicrobial use surveillance begins with the Public Health Agency of Canada

2014

The preventive use of Category I antibiotics is eliminated

2019

The preventive use of Category II antibiotics is eliminated, with the goal to eliminate the preventive use of Category III antibiotics by the end of 2020.

\$4.4 million

The Canadian poultry industry has invested over \$4.4 million in research, which has been leveraged to **over \$25 million.** Nearly half of this has been on bird health and antibiotic alternative projects.

December 2018

As of December 2018, the use of any antibiotics of human importance requires **veterinary oversight** through a prescription.

\* A. Agunos, D. Léger, C. Carson, S. Gow, A. Bosman, R. Irwin and R. Reid-Smith, "Antimicrobial use surveillance in broiler chicken flocks in Canada, 2013-2015," PlosOne, vol. 12, no. 6, 2017.



# PRODUCING SAFE CHICKEN FOR CANADIANS

Food safety begins on the farm. Our program provides Canadians with the **safe, fresh, high-quality** chickens they expect.

The Food Safety Program is mandatory. It provides:



**100% of chicken farmers are certified on the food safety program**



**1998**  
The On-Farm Food Safety Program (OFFSP) is implemented across Canada



**2002**  
The OFFSP farmer manual attains technical recognition from all levels of government



**2013**  
The On-Farm Food Safety Program receives full government recognition



# PRODUCING SAFE CHICKEN FOR CANADIANS



Committed to ongoing review and continuous improvement: *The Raised by a Canadian Farmer OFFSP* is now on its **5th edition**

30

30 trained and qualified auditors conduct the annual food safety and animal care audits



Chicken is **not** “full of antibiotics.” Farmers follow mandatory withdrawal times for medications and this is government inspected.



Traceability: all farms are mapped by GPS, and within **24 hours**, movement controls can be implemented in cases of a disease outbreak.

Since 1976, the Canadian chicken industry has seen major productivity gains and about 20% improvement in the feed conversion ratio. This has resulted in:



lower carbon footprint



lower water consumption



lower non-renewable energy consumption



Compared to other countries, Canadian chicken has the lowest carbon footprint.\*

\*FAO. 2017. Global Livestock Environmental Assessment Model (GLEAM).



# PRESERVING THE HEALTH OF THE LAND AND OF OUR FARMS

The health of our birds and the health of our farms go hand in hand. Healthy farms means protecting the natural environment and ensuring safe farm practices, as well as encouraging new entrants to the industry.



Around 70% of Canadian chicken farmers have completed their provincial Environmental Farm Plan

62% of the energy used to raise chickens comes from renewable sources



Over 90% of Canadian chicken farms are family-owned





# PRESERVING THE HEALTH OF THE LAND AND OF OUR FARMS

Provincial worker safety and farm safety programs are in place throughout the country, promoting best practices to keep people safe on the farm

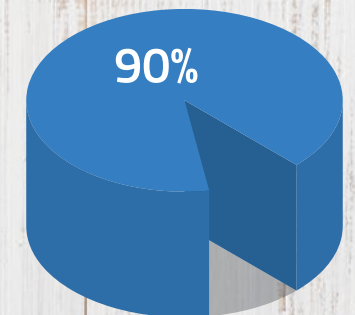


Chicken Farmers of Canada launched its **Young Farmers Program** in 2018 to support the new generation of farmers in Canada

The carbon footprint of chicken is lower than other North American livestock



Over 90% of farmers pay their employees above minimum wage





Since 1978 the Canadian chicken industry has operated in the supply management framework

The Canadian chicken industry:

87,200

Sustains  
87,200 jobs

\$6.8  
Billion

Contributes  
\$6.8 billion to  
Canada's Gross  
Domestic Product

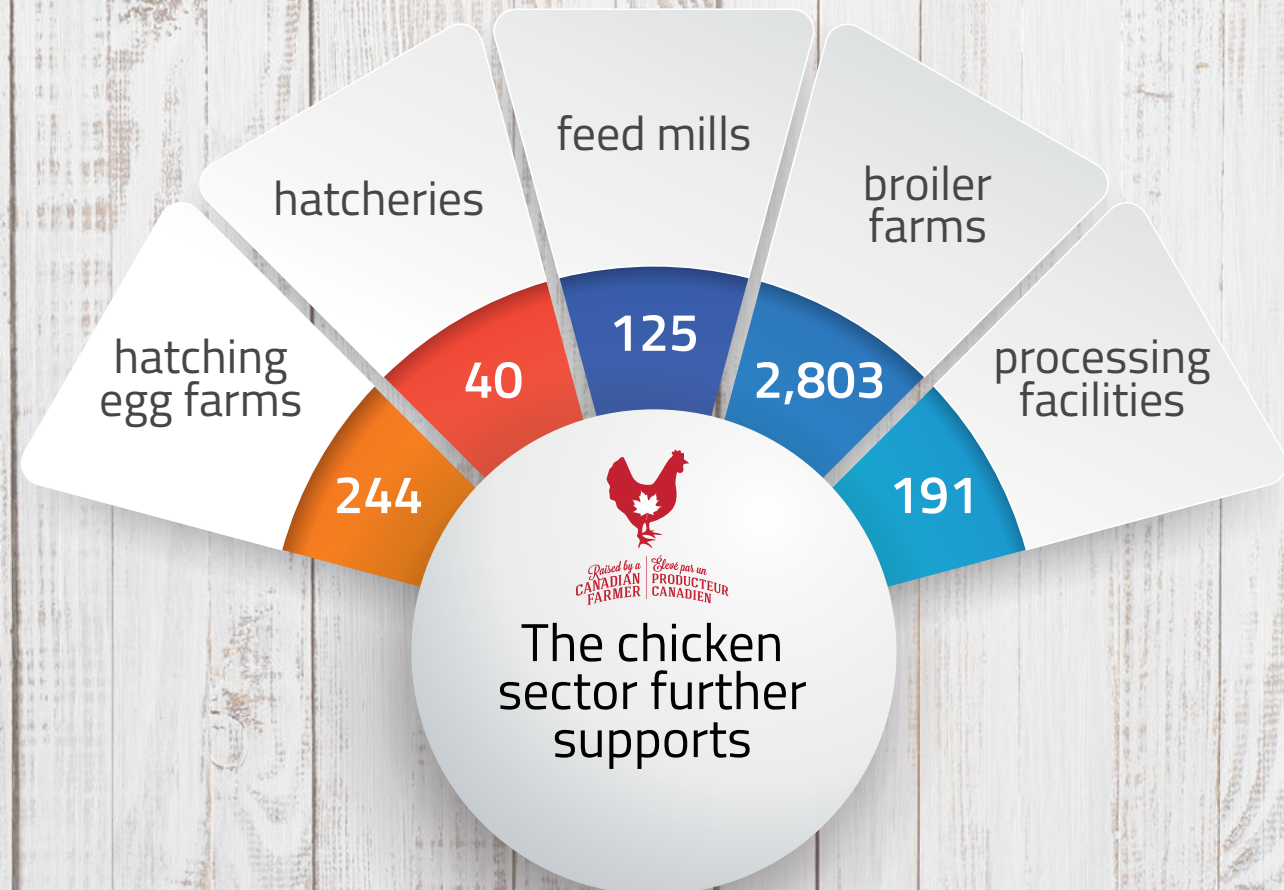
\$2.2  
Billion

Pays \$2.2 billion  
in taxes



# PROVIDING VALUE TO CANADA & AFFORDABLE FOOD TO CANADIANS THROUGH SUPPLY MANAGEMENT

The Canadian chicken industry contributes a great deal to Canadians, thanks to supply management.





# PROVIDING VALUE TO CANADA & AFFORDABLE FOOD TO CANADIANS THROUGH SUPPLY MANAGEMENT

contributed **\$545k**

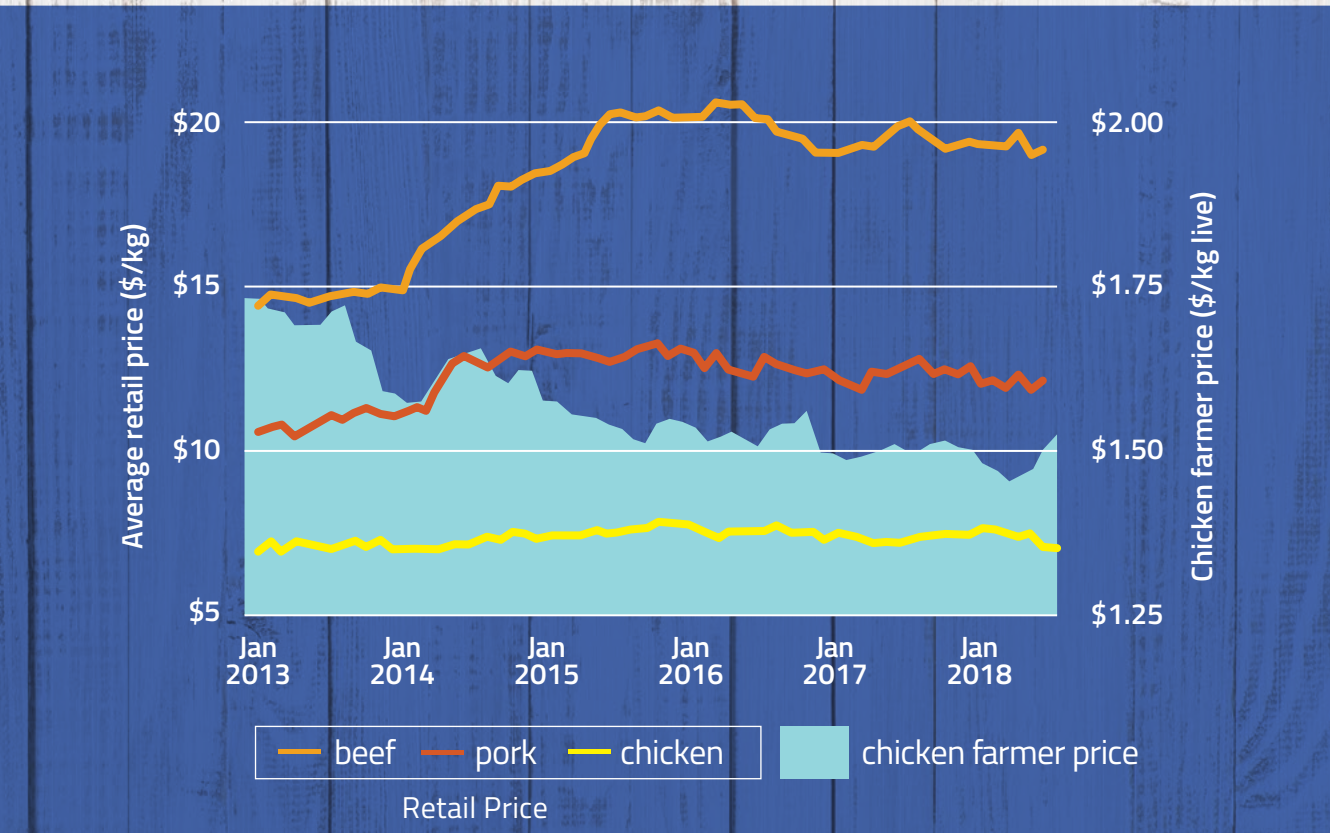
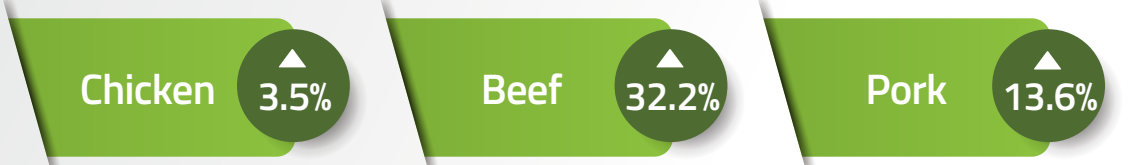
Canadian chicken farmers give back – they have contributed over \$545,000 to the **Ottawa Food Bank since 2007** and contributions have been made to other food banks across the country

**\$1.54** per kg

The average price farmers receive is about \$1.54 per kg of chicken as the flock leaves the farm. It **keeps farms sustainable** by covering a farmer's cost of production



Chicken is the least expensive and most popular meat protein in the country- having risen by only 3.5% since 2013, compared to 32.2% for beef and 13.6% for pork





*Raised by a*  
**CANADIAN  
FARMER**

*Élevé par un*  
**PRODUCTEUR  
CANADIEN**



*Chicken Farmers  
of Canada*  
**Les Producteurs de  
poulet du Canada**

Nov 2018

[chicken.ca](http://chicken.ca)  
[chickenfarmers.ca](http://chickenfarmers.ca)