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THE **K** CHICKENFARMER

in this issue

- 2 Health Canada Publishes 2nd Annual Food and Nutrition Highlights Report
- 4 CPRC Update
- 6 Election Outreach
- Working with Reduced
 Antibiotic on your farm –
 a podcast series
- **10** Atlantic Industry Research Chair update
- **11** Feeds Regulation Renewal Are you impacted?





CHICKEN ACROSS CANADA



Chicken Month is coming up in September, and this year, CFC's social media platforms will be celebrating chicken stories from Canadians of all cultural backgrounds.

We'll explore who they are, where they are from, and how their favourite or native chicken dish holds a special place in their heart and talk about how chicken is an important part of their cultural heritage.

If you, or someone you know has a cool story and/or an amazing chicken dish to go along with it, please let us know and you could be featured this Chicken Month! Send an email to **jgraham@chicken.ca**

HEALTH CANADA PUBLISHES 2ND ANNUAL FOOD AND NUTRITION HIGHLIGHTS REPORT

Health Canada released their second annual **Food and Nutrition Highlights Report** July 15th, through Health Canada's website. The 2020 report is part of their commitment to make more information available to the public, partners, and stakeholders.

This second edition gives an overview of the work undertaken in 2020 to support healthy eating, food safety and innovation, as well as how they contributed to the Government of Canada's comprehensive response to the COVID-19 pandemic.

"While the pandemic has challenged all of us, we continued to work to promote and implement evidence-based nutrition policies and standards, and advance initiatives under the Healthy Eating Strategy. We also forged ahead to modernize our

THE REPORT COVERS HEALTH CANADA'S KEY ACCOMPLISH-MENTS IN:

- » Promoting healthy eating
- » Supporting evidence-informed decision making
- » Monitoring the food environment
- » Ensuring the safety of Canada's food supply
- » COVID-19 and food safety
- » Setting safety standards
- » Pre-market oversight
- » International collaboration

It also includes some key metrics from the new Canada Food Guide:

- » Food guide snapshots accessed*: 695,310
- » Translated snapshots accessed*: 57,364
- » e-newsletter subscribers: **52,300**
- » Website visits: 2,945,000
- » Times content featured on social media: 1 million
- » Food guide recipes accessed*: **800,000**

* accessed = ordered + downloaded + viewed

regulations to address the issues, irritants, and bottlenecks that affect innovation and growth in the agri-food sector." – Pierre Sabourin, Assistant Deputy Minister and Manon Bombardier, Associate Assistant Deputy Minister.



Of note, there was a section on nutritional quality (excerpt below is from the section of the report that starts on page 15 of the **PDF** available though the page link at the top of this article or directly here **https://www.canada.ca/content/ dam/hc-sc/documents/services/publications/ food-nutrition/highlights-faits-saillants-2020/ highlights-2020.pdf**):





Canada's food supply is extensive and dynamic, with close to 25,000 new products introduced over the past five years. The Healthy Eating Strategy takes a comprehensive approach toward improving the food environment, with initiatives aimed at improving the quality of the food supply. To monitor and assess the impact of the Healthy Eating Strategy on nutritional quality of the Canadian food supply, we are tracking the availability of foods high in nutrients of public health concern (saturated fat, sugars and sodium) on the Canadian market. Foods containing 15% or more of the daily value of these nutrients are considered "high in" these nutrients.

Using 2017 nutrition data that University of Toronto researchers collected about prepackaged foods, we established a baseline for the nutritional quality of the Canadian food supply. The baseline shows that about half the prepackaged foods sampled (just over 17,600) on Canadian store shelves in 2017 were high in at least one of the three nutrients of concern. Health Canada found that the following select food categories had a tendency to be high in nutrients of concern: bakery products, beverages, cheese, condiments and sauces, chips and snacks, frozen entrees and sides, candies, cookies, soups, deli meats, dried fruit, and plant-based meat alternatives.

Using more recent market research data, Health Canada also looked at how the food supply changed after the launch of the revised food guide, specifically regarding plant-based foods. Canada's food guide recommends regular intake of vegetables, fruit, whole grains, and protein foods, and among protein foods, to consume plant-based more often. MORE THAN HALF OF THE NEW PLANT-BASED, PROCESSED ALTERNATIVES TO MEAT, FISH OR EGGS WERE HIGH IN SODIUM. IN ADDITION, THE MAJORITY OF THE PLANT-BASED DESSERTS WERE HIGH IN SUGARS AND SATURATED FAT (E.G., CONTAINING 15% OR MORE OF THE DAILY VALUE FOR THESE NUTRIENTS OF CONCERN).

Between the launch of the new food guide in January 2019, and December 2020, 120 plant-based products entered the Canadian market. Of these new products, many are dairy alternatives (30%), snack foods (26%), processed meat, fish, or egg alternatives (15%), and desserts (11%). Although plant-based, many of these products are not in line with Canada's food guide recommendations. More than half of the new plant-based, processed alternatives to meat, fish or eggs were high in sodium. In addition, the majority of the plant-based desserts were high in sugars and saturated fat (e.g., containing 15% or more of the daily value for these nutrients of concern). Moreover, more than one third of dairy alternatives, snacks, and processed meat, fish, or egg alternatives were high in saturated fat.

CPRC UPDATE

PELLETS WITH PUNCH

NEW POULTRY FEED TREATMENT USES ESSENTIAL OILS TO MANAGE NECROTIC ENTERITIS

Canadian chicken and turkey producers won't have to wait much longer for a product that controls a problematic poultry disease as effectively as preventative antibiotics. Thanks to a decade of research that led to product development and successful on-farm trials using essential oils, researchers expect their feed treatment for controlling necrotic enteritis (NE) will soon be on the market.

NE is a devastating poultry disease that starts in a bird's gut, and often leads to death in young birds. Drs. Qi Wang, and Joshua Gong, research scientists with Agriculture and Agri-Food Canada (AAFC) have used microencapsulated essential oil products to control NE and to study its impact on chicken growth performance. They recently put the product to the test on broiler farms.

"Development of viable alternatives to antibiotics to control NE disease has become highly significant to the poultry industry," says Wang. "For this project, our original plan was to conduct six trials on Ontario farms, to see how the product performed on real farms."

The researchers successfully completed five on-farm trials before the research was halted due to the COVID-19 pandemic. Fortunately, during one of the trials the farm experienced an NE outbreak, and the team was able to see their product in action. "In this trial, we had two treatments – one higher dose and one lower dose, as well as a positive and negative control group. Both doses eliminated the outbreak," Wang says. "We saw improved gut health and improved growth performance – it was what we had hoped for."

Wang says the product – which uses materials that are already safe for consumption – involves a unique process of spray-drying the essential oil into a powder form to encapsulate and protect the essential oil. From there, the oil powder is added to feed and undergoes a pelleting process. The product is in the pre-commercialization stage with Gowans Feed Consulting.

"Microencapsulation of the product protects the essential oil so it can improve the amount being delivered to the bird's gut," says Gong. "It is more effective to control pathogens and improve gut health, and the on-farm trials provide proof of concept that our product works."

INELS XILLING





AAFC research scientist Joshua Gong (left) and AAFC research scientist Qi Wang (right).

Gong notes the finished product will come at a higher price than antibiotic-treated feed, but it is comparable to other antibiotic alternatives on the market.

"There are already several sectors waiting for this product, including organic producers and those who produce antibiotic-free chickens for the premium market," says Gong.

As a next step, Wang says their commercialization partner is working to access the technology required to produce the product on a commercial scale. She says the spray dryer, which is essential to manufacturing the product, is a popular technology in other fields such as foods and pharmaceuticals, but so far accessing one for commercial use has been challenging.

"We knew incorporating the essential oils into feed would make it easier for producers to use on farms, but there may be a delay in getting the spray-drying process set up," says Wang. "With some additional work we may be able to deliver the product in liquid form through drinking water in the short term. Our goal is to get this to market as soon as possible."

BACKGROUND

This research is funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster which is supported by Agriculture and Agri-Food Canada as part of the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. Additional funding was provided by Chicken Farmers of Saskatchewan, and in-kind support from L.E.L. farms and Gowans Feed Consulting.



ELECTION OUTREACH

Like many Canadians, Chicken Farmers of Canada (CFC) has been closely monitoring the news and the action in the House of Commons in anticipation of the next election. Currently, the fixed election date indicates that the next federal election is October 2023 but given that the governing Liberals only have a minority, it is unlikely that Parliament will last until then. The current political climate gives indications that there may be an early Fall election.

With this in mind, CFC has been getting our election materials ready, and working with partners on outreach. The SM4 (the four national poultry agencies) has been meeting with federal party representatives and putting forward our asks for their party platforms, including support for supply management and no further concessions in future trade agreements.

THE CURRENT POLITICAL CLIMATE GIVES INDICATIONS THAT THERE MAY BE AN EARLY FALL ELECTION.

PRIVATE MEMBER'S LEGISLATION

Previous editions of The Chicken Farmer saw us tracking Private Member's Bills before the House of Commons that were of importance to Canadian chicken farmers. Given that the House has risen for the summer, it is unlikely that the majority of those proposed pieces of legislation will pass. However, Bill C-208 sponsored by Manitoba MP Larry Maguire, passed both Houses of Parliament and received Royal Assent on June 29, 2021. The bill amends the Income *Tax Act* to provide tax relief to families who wish to transfer shares of small businesses or family farm and fishing corporations to their children. It allows those business owners to claim proceeds from the sale of shares to an adult child or grandchild as capital gains, rather than as dividend payments. Previously, the Income Tax Act made it more costly for small business owners to transfer shares of their business to their children than to sell those same shares to an outside

party. The government has indicated that it intends to bring forward amendments to the Income Tax Act that honour the spirit of Bill C-208, in order to safeguard against any unintended tax avoidance loopholes that may have been created with its inception. Bill C-208 is welcome news for families who want to keep the family farm for their next generations

AGRICULTURE CLEAN TECHNOLOGY PROGRAM ANNOUNCEMENT

In early June, Minister of Agriculture and Agri-Food, Marie-Claude Bibeau, announced details of the new \$165.7-million Agricultural Clean Technology Program at the farm of Pierre Luc Leblanc, President of les Éleveurs de volailles du Québec. Under the program, farmers and food processors will have access to funding to help develop and adopt the latest clean technologies to reduce greenhouse gas (GHG) emissions and enhance their competitiveness.

The new Agricultural Clean Technology Program focuses on three priority areas: green energy and energy efficiency; precision agriculture; and the bioeconomy; and has two funding streams:

The 5-year (2021-2026) Adoption Stream will support the adoption of clean technologies, with a priority on those that meaningfully reduce GHG emissions. Eligible recipients will have access to non-repayable contributions for projects that are at least \$50,000 in total cost.

The Government of Canada will contribute up to 50% for projects with for-profit recipients and up to 75% for not-for-profit recipients. The program will allocate \$50

ELIGIBLE RECIPIENTS WILL HAVE ACCESS TO NON-REPAYABLE AND REPAYABLE CONTRIBUTIONS OF UP TO \$2 MILLION FOR PROJECTS, NORMALLY COST-SHARED 50-50 WITH THE GOVERNMENT OF CANADA.

million specifically for the purchase of more efficient grain dryers for farmers across Canada and \$10 million towards powering farms with clean energy and moving off diesel.

The 7-year (2021-2028) Research and Innovation Stream will support pre-market innovation including research, development, demonstration and commercialization of agricultural clean technologies. Eligible recipients will have access to non-repayable and repayable contributions of up to \$2 million for projects, normally cost-shared 50-50 with the Government of Canada.

Applications for this program are now open. Eligible recipients include for-profit organizations, not-for-profit organizations and Indigenous groups for both streams. For further information, please visit: https://agriculture.canada.ca/ en/agricultural-programs-and-services/ agricultural-clean-technology-program-researchand-innovation-stream.





Minister of Agriculture and Agri-Food, Marie-Claude Bibeau, and Pierre Luc Leblanc, President of les Éleveurs de volailles du Québec



Executive member Tim Klompmaker (right) with Senator Rob Black at his farm in Ontario.

FARM TOURS ARE AN INCREDIBLY EDUCATIONAL AND INFORMATIVE TOOL TO HELP PARLIAMENTARIANS LEARN MORE ABOUT THE CANADIAN CHICKEN SECTOR AND TO UNDERSTAND WHY WE ADVOCATE FOR CERTAIN ISSUES.

FARM TOURS

CFC is pleased to see farm tours with Parliamentarians return as provinces open up and distancing restrictions ease. Farm tours are an incredibly educational and informative tool to help Parliamentarians learn more about the Canadian chicken sector and to understand why we advocate for certain issues.

On July 16, CFC Executive member Tim Klompmaker hosted Senator Rob Black and his staff for a visit at his farm in Ontario. Senator Black is a strong advocate for the agriculture sector and took great interest in learning more about Canada's number one meat protein. We appreciate his continued support for Canadian chicken farmers!

AGRICULTURE CARBON ALLIANCE

The Agriculture Carbon Alliance has been working diligently throughout the spring to build the brand of the organization and raise awareness amongst government decision makers. The Alliance met with Agriculture and Agri-Food Minister, the Hon. Marie-Claude Bibeau in late May to try and advance the group's issues. In particular, the group would like to see carbon tax exemptions for farmers, revised carbon offsets criteria, and further research and rebates available to the sector. The Alliance continues to meet with Ministers' offices on these important topics throughout the summer.

CFA UPDATE

The Canadian Federation of Agriculture held their annual summer meeting virtually on July 15-16. A full agenda included updates from CFA staff on communications activities, the Grocery Code of Conduct, the Canada *Grain Act* review, the Women in Agriculture project, and heard from the Canadian Agricultural Human Resources Council, the Dean's Council, and The Co-Operators. Other topics of interest were outreach for the anticipated federal election, the September FPT Ministers' meeting, and the UN Food Systems Summit.

WORKING WITH REDUCED ANTIBIOTIC ON YOUR FARM – **A PODCAST SERIES**



The purpose of the Chicken Farmers of Canada's (CFC) antimicrobial stewardship strategy is to control, monitor, and reduce antimicrobial use where possible.

For the reduction strategy to be successful, it's imperative that the whole stakeholder chain work together to share lessons learned. For CFC, this means supporting Canadian chicken farmers through education and awareness.

In a series of podcasts Canadian chicken farmers, veterinarians and other experts discuss their experiences, stories, importance of the antimicrobial use (AMU) strategy and recommendations for tackling challenges on farm.

In one of the podcasts, Dr. Neil Ambrose, a poultry veterinarian and the Director of Veterinary services for Sunrise Farms based in British Columbia, highlights key strategies for successful production with reduced antimicrobials.

REVISITING KEY HUSBANDRY PRACTICES

Going back to the basics. Brooding, biosecurity, litter quality, rearing environment, and water quality are some examples of basic management areas that sometimes get overlooked and lead to health challenges to the flock. While technology has come significant ways and have incredible control capacities, it should not replace producer knowledge and their presence in the barn.

REVIEWING WHY WE DO THINGS THE WAY WE DO

Overlapping with revisiting key husbandry practices is understanding why things are done the way they are. It could be as simple as how improper barn temperature can have an effect on bird stress levels or slightly more complicated areas of management such as ventilation during hot and humid weather.

The benefits of attention to detail and consistency

Like many others, Dr. Ambrose placed emphasis on implementing strategies and techniques that are catered specifically to each farm. This means paying close attention to detail and practicing consistency throughout the entire flock.

Listen to Dr. Ambrose's podcast on the Farmer Resource Portal, as well as more information on CFC's AMU strategy at **chickenfarmers.ca** and on **letstalkchicken.ca**.

ATLANTIC INDUSTRY RESEARCH CHAIR UPDATE

Since 2018, Dr. Deborah Adewole has been fulfilling the role as the Poultry Industry Research Chair in the department of Animal Science and Aquaculture at Dalhousie University located in Truro, Nova Scotia. In this role, Dr. Adewole focuses on research and technology development in nutrition/nutrigenomics, related to sustainable antibiotic reduction for chicken production.



To date, Dr. Adewole has led a number of research projects to address issues the chicken industry is facing. Dr. Adewole and her team recently completed a trial that focused on finding nutritional strategies to prevent oxidative stress in white stripping (WS) and wooden breast (WB) myopathies on broiler chickens.

The results from this project showed promising results with using folic acid for reducing white stripping score in female birds and the inclusion of grape pomace showed potential benefits to protein metabolism and liver function of the chickens. Breast meat abnormalities such as WS and WB are major problems affecting the broiler industry.

The fillets affected by these muscle defects could potentially compromise the quality of the meat and negatively affect the visual appearance leading to increased rejection by the consumer. Dr. Adewole's research could be of great benefit to elucidate the muscle defects and improve broiler meat quality.

Another important research area Dr. Adewole has focused on is improving broiler gut health with the inclusion of dietary ingredients and/or in-ovo delivery of bioactive substances. One study demonstrated that the injection of the probiotic product in-ovo yielded better feed conversion compared to the in-water and in-feed delivery of the probiotic treatment during the grower phase.

In another study, the inclusion of dietary fiber (3% oat hulls) indicated the potential to improve growth performance and carcass weight. Producers may also see THIS TYPE OF RESEARCH IS CRUCIAL TO CHICKEN FARMERS OF CANADA'S (CFC) ANTIMICROBIAL USE STRATEGY. THE EXPLORATION OF VARIOUS APPROACHES TO IMPROVING BROILER GUT HEALTH AND PROVIDING THE BIRDS WITH AN OPTIMAL START CAN ASSIST IN REDUCED USE OF ANTIMICROBIALS FOR DISEASE PREVENTION.

direct economic benefits associated with replacing a portion of corn in the diet with 3% coarse or extruded oat hulls.

This type of research is crucial to Chicken Farmers of Canada's (CFC) Antimicrobial Use Strategy. The exploration of various approaches to improving broiler gut health and providing the birds with an optimal start can assist in reduced use of antimicrobials for disease prevention.

The Research Chair position was established by CFC, the Atlantic Poultry Research Institute, Dalhousie University, and the province of Nova Scotia. CFC is proud to support the work being led by Dr. Deborah Adewole.

FEEDS REGULATION RENEWAL – ARE YOU IMPACTED?



The Canadian Food Inspection Agency (CFIA) has launched a 90-day public consultation from June 12 to September 10, 2021 to gather feedback on the proposed changes to the Feeds Regulations.

As the current Feeds Regulations were published in 1983, amendments are required to establish a feed framework that includes hazard analysis, preventive controls, traceability, increased recordkeeping requirements, licensing and increased international and domestic regulatory alignment.

The Feeds Act and Regulations only apply to on-farm feed mills if the feed is sold off the farm, if the feed is medicated, or if the feed contains any substance that presents a risk of harm.

However, adding a whole grain to a medicated commercial feed is considered on-farm feed mixing as part of the Feeds Regulations.

The main changes for on-farm feed mills will be the requirements around preventive control plans and traceability. See the factsheet prepared by CFIA on the impact of the new regulations for **on-farm feed mills.**

Benefits of these new regulations to the industry include allowing the use of veterinary health products in feed, the publishing of a publicly available list of veterinary health products and other products that have been approved for use in feed, using incorporation by reference to update documents with more ease and greater frequency, reducing the need for approval and registration of feeds, increased labeling and flexibility around

THE FEEDS ACT AND REGULATIONS ONLY APPLY TO ON-FARM FEED MILLS IF THE FEED IS SOLD OFF THE FARM, IF THE FEED IS MEDICATED, OR IF THE FEED CONTAINS ANY SUBSTANCE THAT PRESENTS A RISK OF HARM.

the claims that can be made, and better use of resources to focus on innovation, technology, and harmonization across jurisdictions.

The full text of the new regulations were published in **Canada Gazette** I and more information can be found on CFIA's **Feed Regulatory Modernization** webpage.