



THE CHICKEN FARMER

Usage & Attitudes Study 2013

Every three years, Chicken Farmers of Canada launches a nation-wide consumer survey, called the Usage & Attitudes Study, to learn more about consumers' habits, use and thoughts about chicken.

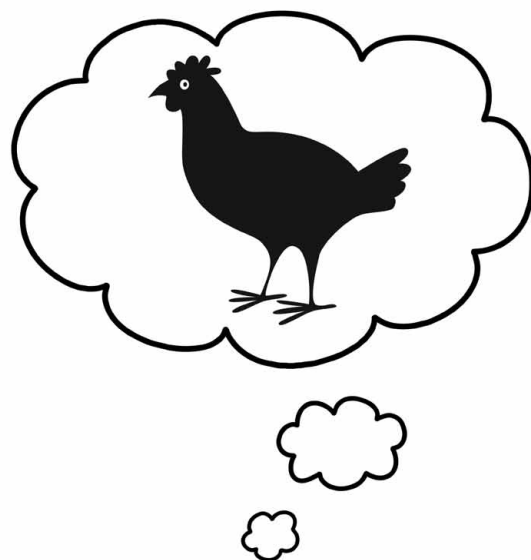
The study examines consumption in general and other aspects, including but not limited to, shopping habits, use of ready-to-eat meals and prepared foods, dining out and attitudes towards Canadian versus imported chicken.

Perceptions are also examined, as are habits surrounding buying chicken and preparing it at home. Health issues and animal care issues round out the research.

The data is used widely by industry and provides CFC with an understanding of the factors influencing consumption. It allows CFC and its partners to determine the direction of future industry trends and future consumer promotions.

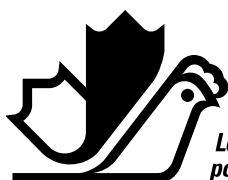
A great deal has changed in the years since CFC began these studies. For instance, when this process began, cholesterol in chicken was a significant concern for consumers. This is no longer the case – and no longer figures

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89% of consumers want to know if their chicken came from Canada.

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as a part of the study. Consumer awareness about issues, like animal care and antibiotic use in animal feed, has grown substantially, however, and makes up a pertinent and relevant part of the research.

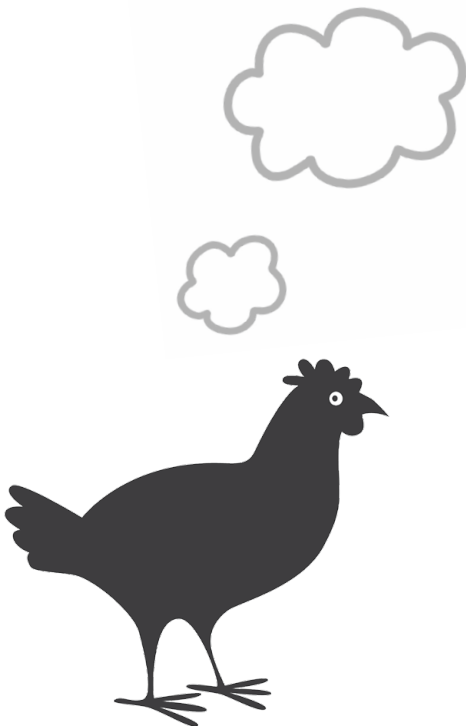
It's expected that this year, there will be continued mention of animal care and antibiotic issues, as well as mentions about chicken's health profile and price. Also, with increasing exposure to recipes from other countries, it's expected that there will be more mention of dark meat as a preferred purchase choice (though it's not expected to outweigh consumer preference for white meat).

2013 marks the beginning of the next set of research being launched. CFC has engaged Leger Marketing to conduct a series of focus groups to ensure that CFC is asking the most pertinent and relevant questions, as well as to ensure that any new and evolving issues are captured in the actual Usage & Attitudes Study, which will be conducted later this winter.

Results from the 2013 study will be presented at the CFC Summer Meeting in July.

In 2010's study, the following highlights were found (it will be interesting to see if anything has changed):

- Consumption levels for poultry, meat and fish were strikingly stable, as were purchase habits. Respondents were consuming chicken nearly nine times a month (in other words, roughly twice a week), most of it (71%) being white meat.
- In an average month, respondents continued to cook and eat chicken at home far more frequently than they ate chicken purchased elsewhere.
- Chicken outperformed other meats in most categories. It was seen as the tastiest, one of the freshest, the best value for money, and one of the least expensive. Additionally, chicken was considered a meat that the entire family enjoyed.
- Boneless, skinless chicken breasts, regular chicken breasts, and whole chicken were the most popular items among respondents, though significantly fewer are purchasing regular, bone-in chicken breasts and chicken cold cuts compared the 2007 study.
- 89% of consumers were interested in a label denoting whether their chicken came from Canada. 



Former CFC Chair Awarded Diamond Jubilee Medal

David Fuller, past Chair of CFC, has been awarded the 2012 Queen Elizabeth II Diamond Jubilee Medal in recognition for his work on behalf of Canada's chicken farmers and for leading the industry for over 13 years.

David was at the helm through some of the most critical challenges facing the Canadian chicken industry.

“David’s 13 years at the head of CFC were not just about giving back to the country, but of dedicating himself to the interests of Canadian chicken farmers and the Canadian chicken industry,” said Dave Janzen, Chair of Chicken Farmers of Canada. “It represents an incredible commitment and sacrifice. As farmers and as an industry, we have been absolutely blessed to have had his leadership and passion.”

“I was pleased to nominate David for the Queen’s Diamond Jubilee medal,” said Agriculture Minister Gerry Ritz. “David has been a stalwart in Canadian Agriculture for decades and I thank him for his years of service. David’s career highlights how Government and industry can work together to advance Canadian agriculture.”

David represented the industry on 6 continents and over 20 countries during his time in office. He participated at many international trade and agriculture events, including World Trade Organization Ministerial Conferences in Seattle, Cancun, Hong Kong and Geneva, numerous Cairns Group Farm Leaders meetings, International Federation of Agricultural Producers conferences and the World Poultry Congress. He was also part of several CFA trade delegations and played a leading role in international trade discussions.

“I look forward to continuing to work with David as he serves on our Agri-Innovators committee,” added Minister Gerry Ritz.

With almost two decades of experience as a member of the CFC Board of Directors, David was a driving force behind the strategic development of CFC’s vision and its role in Canadian agriculture. **CF**



THE DIAMOND JUBILEE MEDAL

A new commemorative medal was created to mark the 2012 celebrations of the 60th anniversary of Her Majesty Queen Elizabeth II’s accession to the Throne as Queen of Canada. The Queen Elizabeth II Diamond Jubilee Medal is a tangible way for Canada to honour Her Majesty for her service to this country. At the same time, it serves to honour significant contributions and achievements by Canadians.

During the year of celebrations, 60,000 deserving Canadians will be recognized.



Safe, Safer, Safest

Since the first audit in 2001, CFC and our stakeholders have worked diligently to increase enrollment in the program. To date, close to 96% of our 2,700 farmers are certified under OFFSAP and are audited on an annual basis. The program is managed and delivered by the 10 provincial boards.

To date, nine provinces have enforcement mechanisms through regulations and policies. To ensure consistency on farm implementation and on-farm auditing process, CFC staff conducts internal audits in all provincial boards and witness audits on a sample of auditors every year.

Government Recognition

The Federal-Provincial-Territorial (FPT) governments have developed a set of requirements for on-farm food safety programs that guide commodities towards full recognition of their programs. CFC has been the first commodity to receive Phase I Technical Recognition for its producer manual and HACCP-based generic model and the second commodity for Phase II Technical Recognition for its management manual.


Now, CFC is in the final stage of receiving Phase III Technical Recognition for the Implementation Assessment of *Safe, Safer, Safest*. The Free Range program has also undergone the Phase I Technical Review revision process for the *Free Range OFFSAP and ACP* manual and has received that recognition from the FPT governments. CFC will be the first commodity to receive full recognition for its on-farm food safety program.

The Phase III recognition process started in June 2012, with the contracting of the Guelph Technology Centre (GFTC) as the third party auditor. GFTC completed the

3rd party OFFSAP audit at the national level, and at three provincial board offices (Ontario, British Columbia and Nova Scotia) which included 12 witness audits on 6 different auditors. Overall, GFTC have indicated that the CFC OFFSAP Management system and on-farm audit practices are credible and robust. CFC will now work with CFIA as they review the 3rd party audit report and documentation and will obtain a final decision for spring 2013.

As part of the FPT requirements, and in order to maintain the technical standards, CFC have to conduct reviews of the OFFSAP and Free Range OFFSAP manuals. The intent will be to have new versions of the manuals ready for the fall 2013.

Thoughts on *Safe, Safer, Safest* or Free Range OFFSAP manuals and programs?

CFC is asking for farmers to submit their suggestions for modifications to the On-Farm Food Safety programs – *Safe, Safer, Safest* and Free Range OFFSAP. As part of the review process, CFC wants to hear from those that use one of the programs every day. Let us know what you like, what you think needs to be changed, or what should be added. 

Please forward your comments by March 15, 2013 to:

cfc@chicken.ca

OR

350 Sparks Street, suite 1007, Ottawa, Ontario, K1R 7S8

News From the Hill

Winter Session

As Parliament resumed after its winter break the week of January 28th, this is a good time to examine the policy horizon to see what is coming up next. 2013 actually marks the mid-point in the Conservative Governments' four-year mandate from the May 2011 election. The government has indicated that it will continue to focus on the economy and job creation in the upcoming session.

While the house was on break, the Government held a series of pre-Budget consultations across Canada. On January 25th, CFC's Executive Director, Mike Dungate, joined the Minister of State (Finance), Ted Menzies, along with other representatives of the business sector, academics and innovators for a consultation session in St John's, Newfoundland. This was a unique opportunity for CFC to provide input from the farmer's perspective.

The Honourable Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway, held another pre-budget consultation in Brampton, Ontario, with members of the Indo-Canadian business community.

During the meeting he reiterated the government's commitment to a strengthened Canada-India trade and investment relationship. Minister Fast also announced that a seventh round of negotiations toward a Canada-India trade agreement will be held in New Delhi, India from February 5–7, 2013.

"The economy remains our government's top priority, and securing access to large, dynamic and fast-growing markets,

such as India, is a key part of the most ambitious trade expansion plan in our nation's history," said Minister Fast. "That is why I am pleased to be hearing from business leaders as we discuss the best way to continue to create jobs, growth and long-term prosperity for Canadian families."

A Canada-India joint study concluded that a trade agreement between the two countries could boost Canada's economy by at least \$6 billion. Canada has identified core economic opportunities in India in the energy, agriculture, infrastructure and education sectors.

CFA

The 2013 Canadian Federation of Agriculture's (CFA) Annual General Meeting is scheduled for February 26–28, 2013 at the Delta Ottawa Centre Hotel. This is an election year, and three executive officer positions are up for grabs, that of President, 1st Vice-President and 2nd Vice-President.

CFC will be represented at the AGM by CFC's CFA Board representative, Mike Pickard, CFC's 2nd Vice-Chair, Martin Dufresne, and CFC's Senior Government Relations Advisor.

On February 14, 2013, the CFA will also mark Food Freedom Day, a program that they launched in February 2007 which notes the date by which Canadian households have earned enough household income to pay the farmers' share of their food dollar. The program highlights the importance of making food choices that support Canadian agriculture and

agri-food industry and points out that it only takes families a few weeks to pay the farmer share.

Growth in food expenditure, which has been relatively slight when compared to areas like recreation, rent and fuel, or transportation & communications, has not come close to matching growth in disposable income. For Food Freedom Day to shift by one day there needs to be a 2.5% change in disposable income spent on food.

National Party Conventions

The NDP Convention is scheduled for March 12–14, 2013 in Montreal. Thomas Mulcair will be bringing his party back to Quebec, the province that propelled them to Official Opposition status in the last election.

The Liberal Party will hold its long-awaited Leadership Convention on April 14, 2013 in Ottawa. Provincially, on January 26, 2013, the Ontario Liberals elected a new Liberal Leader and in Quebec, Liberals will choose their new Leader on March 17, 2013. These changes at top-level posts for the Liberals will give a clear indication on where the Party plans to go with regards to policy.

The Conservative Party Convention will be held from June 27–29, 2013, in the Prime Minister's home riding of Calgary. The convention will focus on setting policy, learning the latest news from the Party and electing members for the governing National Council. **CF**

More Data on the Impact of the TPP

Over the past few years there has been extensive debate about the merits of – and even the likelihood – of Canada joining the negotiations for the Trans-Pacific Partnership (TPP).

The debate continues after Canada (and Mexico) was accepted as the latest to join this regional trade initiative. The question has evolved from “what if” to “what will Canada gain from participating?”

The TPP consists of 11 members with the original four from 2005 being Brunei, Chile, New Zealand and Singapore. In 2008, four more joined the fold as the U.S., Australia, Peru and Vietnam saw the appeal and asked to join. Negotiations continued over that whole time and further requests to join were received by the TPP. They added three more members in the following years: Malaysia (2010), Canada and Mexico (2012).

The bilateral trading environment has seen a drastic increase in interest and participations since the World Trade Organization (WTO) Doha Round languishes in its 12th year. Many countries such as Canada are looking more and more to bilateral and plurilateral agreements to further their trade agendas and to keep international trade moving.

A recent economic analysis done by the Peterson Institute for International Economics indicate that the TPP deal could net \$74 billion in gains for the current 11 members – and \$24 billion alone for the U.S. – over the next 12 years. The estimated gain for the U.S. would be generated by the economic impact on China, estimated to be a loss of \$21 billion, due to TPP members having greater access than China to the U.S. market after the completion of an agreement.

This estimated transfer of wealth from China to the U.S. brings credibility to some critics arguing that one of the U.S. main goals of the TPP is to counteract the rise of China’s trade at the expense of the U.S. economy. Although these studies projecting the potential gains resulting from trade agreements are based on so many assumptions that their conclusions must be taken with a grain of

salt, it does point in the same direction of the critics of the U.S.-driven initiative.

While the U.S. is pushing for an aggressive timeframe to complete the TPP by October 2013, China has been moving towards its “own” regional trade agreement called the Regional Comprehensive Economic Partnership (RCEP). This partnership is also in development and has 15 Asian participants, alongside China. According to the same study, this vast partnership is projected to yield \$644 billion in income gains over the same

12 year period as the TPP; \$297 billion would be China’s.

There are several reasons for the vast difference in value for these two agreements. One has to do with the protectionism in place in RCEP countries versus the relatively open trading environments of TPP members. This means there is less to gain for TPP members. When you factor in the size of the economies involved in the RCEP as well – economic giants China, India and

Japan – then small changes in access are amplified to produce much larger results.

It has been suggested that Japan, South Korea, Indonesia, Thailand and the Philippines have all been interested in the TPP. Based on the numbers, it would certainly pump up the volume for the TPP in comparison to the RCEP as the addition of those 5 economies to the TPP would expand the economic impact of the TPP to over \$500 billion. There has even been some discussion about merging the two, but those with more restrictive trade environments are unlikely to make that plunge.

It’s still a numbers game, and for now there continues to be a strong push to get the TPP finalized so that members can start benefiting from preferential access before other countries achieved similar agreements, thus reducing the estimated benefits resulting from the TPP. **CF**



Canada and the United States Sign Agreement on Animal Disease Zoning

In mid-January, Agriculture Minister Gerry Ritz announced that Canada and the United States intend to recognize each other's zoning measures during highly contagious foreign animal disease outbreaks.

Although foreign animal disease outbreaks are very rare in North America, this arrangement will help to minimize trade disruptions, while still preventing the spread of disease, should an outbreak occur.

“Cross-border trade in live animals, meat and other animal products and by-products contributes billions of dollars each year to Canada's economy,” said Minister Ritz. “This arrangement will keep U.S. market opportunities open for Canadian producers should a foreign animal disease outbreak occur, all while protecting human and animal health.”

Over \$250 billion of direct investment by each country in the other and bilateral trade of more than half-a-trillion dollars a year in goods and services create and sustain millions of jobs in both our countries. At the U.S.–Canada border, nearly one million dollars in goods and services cross every minute.

This zoning initiative fulfills a commitment made in the December 2011 Joint Action Plan of the Canada-United States Regulatory Cooperation Council (RCC), which is aimed at better aligning the two countries' regulations. The main goal of the RCC is to enhance the economic competitiveness and well-being of the Canada and the U.S., while maintaining high standards of animal health, public health and safety and environmental protection.

Under the arrangement, each country intends to accept each other's decisions on establishing, maintaining and releasing a disease control and eradication zone if an outbreak of a foreign animal disease, such as foot-and-mouth disease or classical swine fever, occurs.

In practice, the arrangement will mean that if Canada were to establish a disease control and eradication zone anywhere in Canada, the United States Department of Agriculture would continue to allow imports of live animals, animal products and by-products from disease-free areas of Canada. Once Canada released the zone, the U.S. would allow trade to resume from that area. Reciprocal arrangements would apply in the case of zones established anywhere in the United States.

Other food safety initiatives announced back in 2011 to standardize many of the regulations, paperwork, and inspection procedures to reduce duplication and allow for more cross-border traffic of goods and services going forward include:

- Develop common approaches to food safety, in light of food safety modernization efforts in both countries, to jointly enhance the safety of the United States–Canada food supply and minimize the need for routine food safety surveillance inspection activities in each other's

country (applies to products within the mandates of both the U.S. Food and Drug Administration and the Canadian Food Inspection Agency).

- Enhance equivalence agreements for meat safety systems to streamline, simplify, and, where possible, reduce import and administrative procedures, while maintaining public health outcomes.
- Establish mutual reliance on jointly acceptable food safety laboratory recognition criteria, test results, and methodologies to ensure food safety laboratory testing conducted in one country is acceptable to regulators in both countries and facilitate cross-utilization of laboratory results by industry and regulators (applies to products within the mandates of both the U.S. Food and Drug Administration and Canadian Food Inspection Agency).
- Streamline the certification requirements for meat and poultry including, where possible, the reduction or elimination of redundant certification, data elements, and administrative procedures for shipments flowing between the United States and Canada.

For more information on the Canada-United States Regulatory Cooperation Council (RCC), visit:

www.actionplan.gc.ca/RCC



FARM MANAGEMENT CANADA
GESTION AGRICOLE DU CANADA

“The Step Up program has given me the confidence needed to manage a farm business of my own. It demonstrated the importance of mentoring and apprenticing at a farm level, and the benefits of this type of hands-on targeted farm-level training. Based on my experience, I hope to one day mentor aspiring farmers in the future.” – Arden, Mentee

STEP UP: Where enthusiasm meets experience

A national umbrella for Canadian farm business management activity, Farm Management Canada (FMC) is the only organization devoted exclusively to the development and delivery of advanced business management information, tools and resources to position Canada’s farmers for success.

Young and beginning farmers are the future of the Canadian agriculture industry. FMC believes in a practical approach to learning with a focus on firsthand farm management experience.

STEP UP

STEP UP is an on-farm mentorship program for those interested in learning Farm Business Management Skills in a hands-on setting. Through the STEP UP Program, Mentees are paired with an experienced farm manager who engage them in the day-to-day management of a farm operation to see how goals are set, decisions are made, and to get their hands dirty in the process! Typical mentorships last 6 months, but the minimum is eight weeks.

“...all the mentees we have hosted here at Duck Creek have all gone on to a continuous engagement in farming of one kind or another!” – Duck Creek Farms, Mentor

Refreshed in 2011, STEP UP is the only national, bilingual mentorship program that focuses on developing farm management skills within all regions, production sectors, farm size, and across languages. Typically attracting young and beginning farmers, STEP UP also caters to those transitioning within the industry, to connect with and learn from leading farm managers.

The STEP UP program is enhanced by its national partnership network with the Canadian 4-H Council Canada’s Outstanding Young Farmers’ Program, and the Canadian Young Farmers Forum.

Mentors not only share their knowledge and passion, but are an inspiration for others to follow their dreams. Along the way, mentors are sure to gain valuable new ideas, insights and perspectives.

STEP UP is focused on achievement. The STEP UP Learning Contract allows Mentees to pinpoint very specific learning goals. Progress Reports ensure positive progress towards achieving the learning goals.

Who can be a Mentor?

Anyone who is an experienced farm manager interested in taking the time to pass on the best of his/her farm business management knowledge. Mentors receive an honorarium for participating!

Who can be a Mentee?

Anyone who is interested in agriculture and is at least 18 years old.

“Overall it is the confidence I have gained from observing and participating in the day to day of an already established farm. I love the in-depth look into the Mentor’s farm and farm life. It has been more learning than any research or book could give – it is hands on!” – Mentee Lindsay

Where?

This is a national program. You can choose a placement close to home or in another province.

When?

This program is a minimum of 8 weeks long. You can start as early as April 1, 2013.



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Aside from gaining friendship, having a mentee allowed me to make time to evaluate all aspects of my farm. It was nice to share ideas with someone and brainstorm new business ideas.... and have a willing worker on the farm! – Mentor Lori Gillis



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I like that the STEP UP program is executed with professionalism..... I think it offers a generous honorarium, and is a worthwhile way of bringing new entrants into the field of agriculture. I look forward to working with our next Mentee.
– Mentors Brendan & Marcelle, ON

How to get involved?

We are accepting applications now!

Website: www.fmc-gac.com/step-up

Email: stepup@fmc-gac.com

Phone: 1-888-232-3262

All New Nutrition Factsheets: Get the Latest Health & Nutrition Information

CFC has been working closely with registered dietitians to optimize the information needs of their patients and Canadians about managing health issues, such as cardiovascular disease and diabetes, with a healthier diet that includes chicken.

As such, CFC updated its nutrition factsheet series in 2012 with a fresh design and four new factsheets to bring forth new, relevant information based on consumer health trends and drivers, and research in nutrition science.

The all new factsheets are:

Issue 2 – Healthy Living for Women: It's In Your Hands

Women know that the path to improving their health is not solely based upon medical treatment or the knowledge that they are disease free. Taking steps to be healthy also requires a holistic approach. Finding ways to eat right, become active, sleep well and manage stress help optimize our opportunities to live long and well.

Issue 10 – Men's Health: Take Action & Make Healthy Choices

Can you guess the top three health issues for men? In Canada, these are cancer, cardiovascular disease, and diabetes. The good news is that men can prevent or lower their risk of developing these conditions by making small, positive changes.

Issue 11 – Gluten-Free Eating

We're hearing more about gluten and gluten-free foods lately. Could a gluten-free diet be healthier for you? Let's look at the facts.

Issue 12– The Ama-Zinc Nutrient: Essential for Good Health

A well-balanced diet not only tastes great, but also provides essential vitamins and minerals. Zinc is a mineral that you need in small amounts every day to stay healthy. Find out why zinc is important for good health?

CFC now has 12 nutrition factsheets in its series, as well as a snack and beverage food journal, and weekly food journal. A relevant recipe section with detailed nutrient information accompanies every factsheet, and directs readers to chicken.ca for additional, nutritionally beneficial recipes. Dietitians, nurses and other health professionals have been ordering the nutrition factsheets in bulk throughout 2012.

This series is also available to consumers for downloading on CFC's Health Portal (chicken.ca/health). Click to the Portal and get the all new Facts! 



For a weekly update on the WTO trade negotiations, visit: chickenfarmers.ca/international-trade/geneva-watch



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TELL US WHAT YOU THINK!

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