



THE CHICKEN FARMER

CFC at the National Women's Show – Another Delicious Day Out!

For a second year in a row, CFC expanded its reach to influence consumers, with a particular focus on women (our primary shopper), at the National Women's Show in Ottawa on April 13 and 14.

The National Women's Show is hosted annually in the cities of Ottawa, Toronto, Quebec and Montreal. Since 2002, the show has provided exhibitors with a unique opportunity to meet face-to-face with thousands of women who are looking to connect with people who provide the products and services they use.

With CFC positioned in the high-traffic aisle of the "World of Taste," and over 20,000 attendees in Ottawa, the National Women's Show was a second-time hit! Peter Wright, founder of Creative Sampling Solutions, provided CFC the dynamic opportunity to engage women in conversations about nutrition through cooking demonstrations with chicken, while his behind-the-scenes staff served up delicious taste samples from three of CFC's recipes from the website.

Continued on page 2



in this issue

- | | | | |
|---|---|---|---|
| 3 | Special Report on Trade: The WTO and the Future | 6 | CPRC Update |
| 5 | 2013 CFC Lobby Day | 8 | Farm Management Council to Hold Innovation Roundtable |



CONTINUED FROM PAGE 1

These were:

- Butter Chicken Makeover (lower fat)
- Chicken Legs with Scrumptious Spicy Sauce (nutritious dark meat)
- Polenta Chicken Pizza Bites (gluten free)

A favourite cooking demo of the show is the “Butter Chicken Makeover.” The key health message conveyed for this recipe was the concept of substitution – the idea that you can makeover a classic recipe by substituting high fat ingredients, such as heavy cream, with lower fat ingredients like yogurt. Butter Chicken Makeover is featured under the lower fat category on our website, which is good news to consumers who are mindful of their health but still want the same great taste.

During these cooking demonstrations, CFC staff was on hand, coordinating prize giveaways for the lucky audience members who answered trivia questions about chicken correctly. Staff also had an important opportunity to speak directly with hundreds of women, and promote CFC’s recipe booklet *Eat Right with Chicken.ca*. 

CHICKEN FARMERS OF CANADA HELD A TWITTER PARTY FOR MOMS

ON THURSDAY NIGHT, JUST BEFORE MOTHER’S DAY, CHICKEN FARMERS OF CANADA (CFC) HOSTED A TWITTER PARTY – CALLED #CHICKENHEARTSMOMS – AND IT WAS ALL ABOUT MOTHER’S DAY. IT WAS HELD FROM 9:00-10:00 P.M.

A twitter party is a virtual party, using the Twitter platform which allows Twitter people to connect and discuss a topic of choice. During a Twitter party, lots of topics come up and it is a great opportunity to dialogue directly with participants, introduce new products or get better acquainted with your audience. It can be a great way to promote brands, as during the party, the hosts/guests are the centre of attention of thousands of tweets.

This Party wasn’t actually about chicken hearts. The whole “hearts”

mention refers to a new, societal meme (trend) that puts the symbol into words – i.e. Chicken Loves Moms.

For most of the hour-long Twitter Party, about 45 minutes of that hour, the #ChickenHeartsMoms campaign trended at number 1 in Canada – and we made over 4.2 million impressions.

Top Tweets were about our brunch recipes, a thank you from CFC to Moms everywhere for making chicken Canada’s number one meat, one about most farms in Canada being family owned and another about single

moms making feasts out of nothing (with comments about chicken being a staple).

CFC holds Twitter Parties several times a year and promotes them ahead of time with the event’s hashtag (# address to find the party on Twitter).

For more information on CFC’s online presence, or to join in for the next Twitter Party, follow us on Twitter and Facebook:

facebook.com/chickenfarmers
twitter.com/chickenfarmers

Special Report on Trade: The WTO and the Future



On April 13, 2012, the director of the WTO, Pascal Lamy, announced the establishment of the Panel on Defining the Future of Trade. The mandate of the panel was to examine and analyze challenges to global trade opening in the 21st century. Following a series of meetings, the Panel issued a report entitled *The Future of Trade: The Challenges of Convergence*.

This four-part special report will cover the major topics discussed in the document and provide an overview of the World Trade Organization (WTO) with relation to its future role on the global scene. Each section of the report covers different related topics in an attempt to provide context on current issues for Canadian producers.

Part 1: Introduction – Trade and the WTO


A simple trip to the grocery store is an easy way to get a feel for the importance of trade. As soon as you walk in through the doors, you will most likely be greeted with the appetizing smell of exotic fruits such as mangoes, kiwis and pineapples. Your trip around the world however, is not limited to the fruits – shrimp from Thailand, coffee from Colombia, or even mustard from France made with Canadian seeds are all indicators of our curious palates and increasing demand for foreign products.

Trade does not only help to satisfy our stomachs but also makes contributions to economic growth, development, and prosperity around the world. Recent intensification of trade activity has tied nations together through a complex web of interdependent relationships. That is however, one side of the story. Conflicting interests and concerns over fairness can lead to disagreements between nations. It is the objective of the WTO to prevent such disagreements from breaking out and evolving into full out trade wars.

The WTO was set up through the Uruguay Round negotiations (1986-1994) and became functional in 1995. The purpose of the organization was to replace the previous General Agreement on Tariffs and Trade (GATT), in

existence since 1947. One of the new organization's biggest challenges is the coordination of its 159 members from around the world. The original GATT included 23 countries, making negotiations significantly less complicated. The main functions of the WTO are to facilitate trade through trade negotiations, to implement and monitor members' commitments and to operate a dispute settlement process.

Through its Doha Development round of negotiations launched in 2001, the WTO is attempting to bring its members to a common agreement on a new set of commitments and on particular treatment for sensitive issues such as the protection of agricultural commodities. Negotiations have been difficult and the talks are now stalled with no clear prospect of a re-launch anytime soon.

As a result of failures surrounding trade negotiations under the WTO and the increasing number of regional trade agreements, many are losing faith in the usefulness of the WTO. One thing that skeptics fail to mention however is the organization's success in setting clear and transparent trade rules while managing trade disputes through its dispute settlement mechanism. Either way you look at it, one thing is clear – there is a need for a governing body to manage international trade in this increasingly globalized economy. The WTO provides the platform to fulfill this task, but will need to find a way to deal with challenges concerning negotiations in order to complete it successfully. The establishment of the Panel on Defining the Future of Trade is evidence of the organization's willingness to do just that. 

New Use Restrictions for Commercial Class Rodenticides in Agricultural Settings

Health Canada has announced new restrictions on the use of rodenticides on-farm. These new restrictions came into effect on January 1, 2013 and cover several commercial class rodenticides registered for the control of Norway rats, roof rats and house mice. The intent is to prevent the accidental exposure of children and non-target animals.

These restrictions will not be incorporated into OFFSAP as formal audit items, but auditors will educate farmers about the new restrictions, if required, during future farm visits.

Now is also a good time to review your farm’s rodent prevention protocols and conduct the required maintenance in order to restrict access to the barns and repair winter damage.

The new Health Canada restrictions apply to products registered for use in and around buildings or structures. Use of rodenticides in areas such as fields, crop land, orchards, landfills (garbage dumps) and nurseries is unchanged, unless these areas are open to the public, or bait is accessible to pets or livestock.

The major new requirements are as follows:

- Bait must either be placed in tamper-resistant bait stations or in locations not accessible to children, pets, livestock and non-target wildlife
- Outdoor, above-ground placement of rodenticides must be contained in tamper-resistant bait stations (placing

baits in feed bales without bait stations will still be permitted)

- All stations (indoor or outdoor) must have exterior identification markings noting which rodenticide is being used inside
- Old “T” style PVC (homemade) outdoor stations will not be permitted anymore
- Residential and/or outdoor uses of rodenticides containing certain active ingredients and concentrated products (diluted by the user into solid or liquid bait) are now prohibited

What products can be used in fields and in farm yards for the control of rats and mice?

The following table provides general information on registered use areas for commercial class rodenticides.

Note that for any specific active ingredient, registered use areas may vary among product labels. You are responsible for reading and following all label directions on these and other pest control products.

Continued on page 7

Active Ingredient		Bait Form (i.e., liquid or solid)	Use Areas			
			Indoors	Outdoors around buildings/structures ¹	Landfills (garbage dumps)	Other outdoor areas (e.g., crop land, fields, nurseries)
Non-Anticoagulants	Bromethalin	Solid	✓			
	Zinc Phosphide	Solid	✓	✓		
First-Generation Anticoagulants	Warfarin	Solid	✓	✓		
	Chlorophacinone	Solid	✓	✓	✓	✓
		Liquid	✓			
	Second-Generation Anticoagulants	Brodifacoum	Solid	✓		
Bromadiolone		Solid	✓	✓		
Difethialone		Solid	✓			

¹ Within 15 meters of buildings/structures, or up to 100 meters from buildings/structures if bait is placed along fence lines in a secured, tamper-resistant bait station.

2013 CFC Lobby Day

Using last year's successful event as a template, Chicken Farmers of Canada (CFC) once again held a Lobby Day in conjunction with its Board of Directors meeting on May 9th. Flocking to Ottawa from across the country, CFC's Directors, Alternates, Provincial Board representatives, processors, and staff members spent the day meeting with a variety of Senators and Members of Parliament (MPs) to discuss a number of important issues facing the Canadian chicken industry.

Following their Board of Directors meeting, CFC's delegates were briefed by CFC staff on how the day would unfold and on the key talking points for their meetings.* Though a range of issues were discussed, the focus of Lobby Day was the growing issue of spent fowl imports and the associated recommendations made by CFC's Chicken Imports Working Group; other topics of conversation included supply management, economic contribution, and recent accomplishments in on-farm food safety.

Equipped with a map, schedule, and briefing documents prepared by CFC staff – not to mention weighed down by stacks of information kits – CFC's delegates got plenty of exercise running back and forth across Parliament Hill and nearby government buildings as they met Senators and MPs from an early start, at 8:00 a.m., to 5:00 p.m.

In all, 56 Lobby Day meetings were held on that day, or in the days preceding it, and another 24 meetings have been planned to take place over the course of the summer and into the fall, for a total of 80 meetings. This represents a 14% increase over the previous year's Lobby Day and accounts for roughly 20% of MPs and Senators; these numbers are also indicative of the progress CFC has made towards building ongoing relationships with government officials across the country. The summer and fall meetings present additional opportunities for our industry to speak directly with these policy makers and further existing relationships.

Of the meetings that took place, seven were with Senators – three of which were on the Senate Committee on Agriculture and Forestry – and four were with Ministers, including the Honourable Ed Fast, Minister of International Trade. Shortly before meeting Minister Fast, CFC's Chair, Dave Janzen, and his group were also able to have a brief exchange with the Leader of the Official Opposition, the Honourable Thomas Mulcair.

During the day, CFC's delegates also met with three quarters (nine) of the members of the Standing Committee on Agriculture and Agri-Food, including its Chair and two Vice-Chairs, as well as all three Agriculture and Agri-Food critics. Furthermore, they were able to meet with members of the Standing Committees on International Trade and Finance, both Chairs included.



Though May 9th marked another successful Lobby Day from the perspective of sharing information and addressing key issues with elected officials, it is also important to note the relationship-building aspect of the event as well: from the Minister who kindly sent her driver to pick up a group of lost delegates, to the MP with a penchant for collecting lapel pins, many of CFC's members came back with amusing anecdotes of experiences they shared with their local MPs and Senators.

CFC and its members look forward to continuing this positive trend and successful format with another Lobby Day in 2014. **CF**

*For a copy of the key messages delivered on Lobby Day, please contact your provincial board.

CPRC Update

New Board of Directors

The Canadian Poultry Research Council (CPRC) recently held its Annual General Meeting during which Roelof Meijer, the Turkey Farmers of Canada Board representative, was elected Chair and Helen Anne Hudson, representing Egg Farmers of Canada, was elected Vice Chair. Roelof replaces Jacob Middelkamp, former Chicken Farmers of Canada (CFC) representative, who was on the Board for six years and served as Chair for four.

CPRC Board and staff wish to express their gratitude to Jacob for his dedication and leadership. Ed O'Reilly, CFC Board representative for Newfoundland and Labrador, replaced Jacob on the Board.

The Canadian Hatching Egg Producers (CHEP) representative, Cheryl Firby, is stepping down after three years on the CPRC Board. Cheryl has been a valuable voice in all Board decisions and we wish her well on all her future endeavours.

New Poultry Science Cluster application

On behalf of the Canadian poultry industry, CPRC submitted an application to Agriculture and Agri-Food Canada for a new five-year Poultry Science Cluster under the recently announced AgriInnovation Program (AIP), which is part of the Growing Forward 2 (GF2) policy framework for Canada's agricultural and agri-food sector.

The application is supported by a broad range of industry organizations and companies that have come together to provide resources to support the proposed research. If the application is successful, the new Cluster will secure considerable government funding to match industry's investment, which is significantly larger than the first three-year Science Cluster that ended March 31, 2013.

A "cluster" brings together multidisciplinary teams of scientists to solve complex problems and to create synergies in research efforts. It is a way to make the most of available resources and supports a strong business case for investing in Canadian poultry research. Pooling intellectual and financial resources to address issues of common interest is a powerful way to maximize the impact of our collective investment in research.

The research proposed within the Cluster application represents consensus of needs by the poultry industry and reflects major sector priorities and research target outcomes identified in the National Research Strategy for Canada's Poultry Sector including Economic viability, Genetics, Food Safety, Animal Health Products, Poultry Health, Poultry Welfare, Environment, and Poultry Feedstuffs.

The Strategy was the result of in-depth consultation with producers, producer organizations, the research community (both government and university), and representatives of the poultry processing sector.

The application focuses on four themes, each encompassing several sector priorities:

- **Poultry Infectious Diseases**, as they impact poultry health and/or zoonosis.
- **Alternative Animal Health Products and Management Strategies** that enhance avian immune function and mitigate the impact of infectious pathogens while displacing the need for traditional antimicrobials.
- **Poultry Welfare and Wellbeing** throughout the production chain, as impacted by early immune function, bird harmony within various alternate farm production systems, restricted feeding options of breeding stock, bird stocking density, and the effects of temperature extremes during live bird transport.
- **Environmental Stewardship** as impacted by emissions of particulate matter, ammonia and greenhouse gases and their effect on poultry, poultry workers and the industry's environmental footprint.

The proposed Cluster provides capacity to resolve many current issues facing the poultry industry. The unique cooperation among scientists, industry partners and government departments across Canada will synergize efforts to address these issues.

The scale of the Cluster allows for basic research and more near-term, applied studies that will provide both immediate answers and future information for the poultry

Continued on page 7

Now is also a good time to review your farm's rodent prevention protocols and conduct the required maintenance in order to restrict access to the barns and repair winter damage.

CONTINUED FROM PAGE 4

How do these restrictions impact rodenticide use for a residence in or near a farm yard?

Farm yards can include different types of buildings or structures, including residential buildings. A house in or near a farm yard is considered a residential setting. Residential settings may require different pest control product choices and the use of a tamper-resistant bait station in areas that are accessible to children.

What locations would reasonably be considered not accessible, ('out-of-reach') of children and non-target animals, where the use of a bait station would not be required?

When in doubt – for example, if access by children and non-target animals would be infrequent but still possible – bait stations should be used.

The following are examples of locations that would typically be considered 'out-of-reach':

- slotted floor 'gaps'
- burrows
- between walls
- inside a feed bale or stack

Why is Health Canada placing these restrictions on the use of rodenticides?

These additional protective measures are part of an overall strategy to reduce risk related to the use of several rodenticides containing the following active ingredients: brodifacoum, bromadiolone, bromethalin, chlorphacinone, difethialone, diphacinone, zinc phosphide, and warfarin. These measures are the result of a science-based evaluation of potential risks to human health and the environment as well as the value (i.e., contribution to pest management) of the product. Reports of incidental exposure from Canada and the United States were considered in the evaluation, given the similar use patterns for these products in the two countries.

While the value assessment considers the impacts for users (e.g., cost of implementation) of proposed risk mitigation strategies, this is balanced with the potential impact to human health and the environment.

Public consultation on the proposed additional restrictions included notifying the Federal, Provincial and Territorial Committee on Pest Management and Pesticides of the upcoming regulatory decision, engaging stakeholders in meetings, visits to regions and ongoing work with regional officers. Consultations took place in 2007 (published document REV2007-04) and in 2009 (published document REV2009-05). Comments received from these consultations were considered prior to publication of the final decision document (REV2010-17). All decision documents are available on Health Canada's website.

For more information, please contact the Pest Management Information Service at 1-800-267-6315 or visit Health Canada at consumer product safety website (www.hc-sc.gc.ca/cps-spc/pest/index-eng.php). The factsheet itself is at www.hc-sc.gc.ca/cps-spc/pubs/pest/_fact-fiche/restriction-rodenticides/index-eng.php.

CONTINUED FROM PAGE 6

and food industries, as well as factors impacting consumer wellbeing. We will provide updates on the Cluster application in future issues.

For more details on these or any other CPRC activities, please contact The Canadian Poultry Research Council, 350 Sparks Street, Suite 1007, Ottawa, Ontario, K1R 7S8 phone: (613) 566-5916 fax: (613) 241-5999 email: info@cp-rc.ca, or visit us at: www.cp-rc.ca.

The membership of the CPRC consists of Chicken Farmers of Canada, Canadian Hatching Egg Producers, Turkey Farmers of Canada, Egg Farmers of Canada and the Canadian Poultry and Egg Processors' Council. CPRC's mission is to address its members' needs through dynamic leadership in the creation and implementation of programs for poultry research in Canada, which may also include societal concerns.

Farm Management Council to Hold Innovation Roundtable

The theme of the roundtable is: "Innovation through Collaboration: Working Together to Stand Apart". 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.



100% of 2012 attendees would promote this event to others!

Farm Management Canada connects the agricultural industry across regions, production sectors, language, farm size – you name it – to form a vast network of leading experts to share ideas and leverage resources for greater reach and impact.

National Farm Business Management Innovation Roundtable

The first National Farm Business Management Innovation Roundtable was held in June 2012. As a result of the overwhelming success of the event and in response to participant demand, it will be expanded to a full day session in 2013.

The Innovation Roundtable represents the only meeting

place for a national conversation on farm business management between farmers, government, industry, academia, associations and organizations and all industry stakeholders working together to build a sustainable and competitive agriculture industry in Canada through innovative business thinking.

What participants have said:

- Very professional and an asset to the industry – relevant topics
- This event gives me the opportunity to exchange farm business management ideas with farmers and information providers from across Canada
- Time away from workplace to think, focus and discuss issues and solutions with like-minded individuals
- Opportunity to co-develop with other groups and FMC
- Will use the information collected to guide and direct development of future programs, services and resource development.
- Establish new contacts and strengthen old relationships

Who attends?

- Members and non-members alike from across Canada, including: farmers, advisors, agribusinesses, government, associations, organizations, academia and other industry stakeholders. The majority of the delegates are farmers or farmer representatives.

To register, visit the Farm Management Council website at www.fmc-gac.com. Fees are: farmer member – \$100; farmer – \$125; member – \$150; non-member – \$175.



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



facebook.com/chickenfarmers



twitter.com/chickenfarmers

TELL US WHAT YOU THINK!

Send us your feedback at: www.chicken.ca

Editor: Marty Brett - mbrett@chicken.ca

Graphic Designer: Stephanie St.Pierre - sstpierre@chicken.ca