

THE CHICKEN FARMER

Codes of Practice for Chickens, Turkeys, and Breeders Being Updated

On July 31st, Pierre Lemieux, MP and Parliamentary Secretary for Agriculture announced \$2.2 million in funding from Agriculture and Agri-Food Canada, on behalf of Agriculture Minister Gerry Ritz. The funding, through their AgriMarketing Program will enable the National Farm Animal Care Council (NFACC) to continue work on the Codes of Practice.

The announcement was made at Arkell Poultry Research Centre, University of Guelph. The funding, administered via the Canadian Animal Health Coalition, will support various NFACC activities, and will include the revision of the Code of Practice for Chickens, Turkeys, and Breeders.

CFC is actively participating on the Code Development Committee, with Director Vernon Froese as committee Chair, and Alternate Rudy Martinka as CFC's representative. The Codes of Practice are nationally developed guidelines for the care and handling of farm animals. There is a diverse group of stakeholders involved, bringing

continued on page 2



in this issue

3 | CFC Serves Dietitians from Coast to Coast

6 | Federal, Provincial and Territorial (FPT) Meetings in Winnipeg

4 | Agriculture Canada Studies Ag Awareness

9 | Canada Day in the Capital



NFACC report on the current research on key welfare areas for poultry can be found at:

[www.nfacc.ca/resources/
codes-of-practice/chickens-
turkeys-and-breeders/
Poultry_SCReport_Nov2013.pdf](http://www.nfacc.ca/resources/codes-of-practice/chickens-turkeys-and-breeders/Poultry_SCReport_Nov2013.pdf)


CONTINUED FROM PAGE 1

credibility to the Codes process. These include farmers, transporters, veterinarians, animal welfare and enforcement agencies, retail and food service organizations, processors, governments and researchers.

The NFACC Code development process begins with a Scientific Committee that writes a report to summarize the current research on key welfare areas for poultry. You can read the report on NFACC's website. The report focusses on research conclusions. The Code Development Committee will use this scientific report as a basis for writing the Codes. However, conclusions of what will be in the final Codes cannot be made based on these reports as the Codes need to balance many important considerations such as what is possible, when it is possible and how it is possible.

CFC's Animal Care Program is based on the current Codes of Practice and will therefore be revised to be based on the new Codes. To leverage CFC's position at meetings of the Code Development Committee, discussions have been taking place with the Production Committee and Provincial Boards on potential changes in both the Codes and the Animal Care Program standards. These have so far included discussions about animal based measures, lighting programs, and euthanasia guidelines.

CFC is also participating on a technical committee led by the Poultry Industry Council to develop a practical guide for acceptable on-farm euthanasia methods. This resource will be practical and of use to farmers for identifying methods of euthanasia that are approved and acceptable and knowing the steps required to carry out each euthanasia method properly and humanely.

CFC's Animal Care Program is designed to demonstrate and maintain the high animal care standards of Canadian chicken farms. Farmers are audited annually to assess the implementation of the program and determine if the mandatory requirements of the program are being maintained. Approximately 95% of Canadian chicken farmers are certified on the program. 

CFC Serves Dietitians from Coast to Coast

Chicken Farmers of Canada was pleased to be an important sponsor and proud exhibitor at the Dietitians of Canada's National Conference held in Ottawa June 12-14. The Dietitians Conference is an ideal forum for CFC representatives to meet face-to-face with nearly 1,000 registered dietitians from across the country.

Dietitians work in all kinds of organizations, in many different settings, and are Canadians' trusted experts for evidence-based food and nutrition information (www.dietitians.ca).

The National Conference presents an annual opportunity for dietitians, other health professionals, and government and industry representatives to stay abreast of nutrition research and to discuss issues specific to their interests or practices. The Exhibitor Showcase, a half-day event, provides CFC and other representatives from the food and beverage industry the opportunity to showcase their latest products, resources, and services.

As the science of nutrition is the central focus of the Conference, many exhibitors promote the theme of eating for wellness. Chicken Farmers of Canada is no exception. CFC has a vested interest in promoting health and nutrition because we care about what Canadians serve their families. With over 700 nutritious recipes at chicken.ca, many categorized for special dietary needs, CFC presented to conference delegates healthy recipe options and information kits about its Nutrition Factsheet Series.

CFC now has 12 nutrition factsheets, as well as a snack and beverage 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. Though CFC's factsheets and journals are most widely used by Canada's registered dietitians, these are a great tool for all consumers.

Go to www.chicken.ca/health and get all the facts. 



Agriculture Canada Studies Ag Awareness

Results of a new study by Agriculture and Agri-Food Canada (AAFC) reinforce the urban-rural divide when it comes to awareness of where food comes from, where it is grown, and who is responsible.

The new study, conducted through focus group sessions from coast to coast, took place last December and points out the ongoing misperceptions that urban dwellers have for farming and agriculture in general. It also indicates that Canadians tend to have a pessimistic view in terms of the future outlook for the sector.

The research study was designed to feed into strategies aimed at shifting public perceptions and the development of communications products and approaches with the ultimate goal of increasing public understanding and interest in the sector. It assessed current perceptions; sought views on the role and perceived efficacy of government investment in agricultural research, innovation, and science; identified knowledge gaps; examined the effectiveness of AAFC communications tools and tactics; and determined the preferences and desire for types of

communication and content that would engage and inform the public.

Participants in the focus groups from urban areas generally feel quite disconnected from the sector with many admitting they have no real understanding of where their food comes from, how it is made, processed, and delivered or what is required to get products from the farm to the table. Apart from their role as consumers, the closest many participants had been to a farm was via school field trips or family outings berry picking. And, while there appears to be a small segment who are more knowledgeable, terms like 'farm to table' seem to have become part of the popular vocabulary without any real understanding of what the movement stands for or what the term means.

This lack of understanding contributes to some of the wariness about the 'science' behind

the production of food and the initial tendency to react skeptically when R&D and science are brought into a discussion about agriculture. Participants had a vague sense that the sector was (or should be) important or significant within the Canadian economic landscape. Most underestimate the number of people employed in the sector for two reasons:

- They don't have a strongly formed picture of the entirety of the sector
- Impressions are that consolidation is reducing employment within the sector

Many are surprised to discover Canada is a significant exporter of agricultural products. A small minority had heard something about the CETA (mostly the issue of its impact on Quebec fine cheese producers). Otherwise, awareness was very superficial and no real understanding of the net benefits to Canadian consumers.

The role of marketing boards is not an aspect of the system that many exhibit an awareness of, much less a deeper understanding. (Note that the subject was not discussed thoroughly in every group due to low awareness and understanding.) Once broached, the topic did generate lively discussion and debate among participants – Why do we need them? Who is appointed to a marketing board? How are decisions made about quotas?



The discussion generally netted out as follows in terms of the impact and value of supply management:

- Producers benefit from income security, although it is likely the larger producers that are the primary beneficiaries
- Consumers experience reduced choices, restricted competition and higher prices

Few have any grounded sense of the contribution of the sector to the Canadian economy and are uncertain as to the outlook. Some pessimism about the sector is apparent in all locations and this is related to reports of consolidation, increase in foreign investment and ownership (in both primary and secondary parts of the sector), as much as it is to anecdotal information.

With 80% of Canadians now residing in urban centres, the disconnection with the Canadian agriculture and agri-food sector is likely to increase in the absence of initiatives to raise awareness and understanding.

The sector is not one that is closely identified with innovation, at least not on a top-of-mind basis. Many don't have a strong sense that basic farming practices have evolved significantly over the last several decades. Probing around the topic of innovation or research and development in the sector initially yields concerns about GMOs and bio-engineering of agricultural/food products (more negative than positive).

However, there is a desire to know and learn more. At the conclusion of focus groups, participants clearly recognized their perceptions were not aligned with the reality.



The study's authors made some recommendations based on the results.

“There are tremendous opportunities to raise awareness, understanding and appreciation of the sector, particularly in terms of the level of change taking place across the board. Efforts should not be limited to urban areas alone, although urban centers should be a priority.

Initiatives need to take into consideration the following, in order to ensure success:


- Regionally-targeted
- Understanding how consumers get and process information
- Using a variety of channels, tools and formats, including:
 - Traditional advertising
 - Tools containing interactive features
 - Leverage existing platforms with good reach to key audiences, already primed (radio/television documentaries and/or Food/Discovery networks, food blogs, etc.)

Authenticity is key:

- Let Canadians hear from those in the sector (establish a more personal connection)
- ‘Slickly produced’ formats are discounted as marketing-speak
- Speak in plain language, lay terms and in a way that clearly underscores the benefits to consumers

Provide alternatives:

- Short, factual figures and information, incorporating some elements of surprise
- For those who want to learn more (drive to websites for more detailed content)”

The study was conducted by the Strategic Counsel, based in Toronto, and the report can be found at: epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/agriculture_agri-food/2014/040-13/report.pdf. 

Federal, Provincial and Territorial (FPT) Meetings in Winnipeg

Agriculture Ministers Focus on Emerging Opportunities for a Growing Sector of Canada's Economy

Canada's federal, provincial and territorial (FPT) Ministers of Agriculture concluded their annual meeting in Winnipeg on July 18th after focused discussions on creating opportunities for a dynamic agriculture and agri-food sector in Canada. Ministers continue to plan for long-term success, while taking necessary actions to further strengthen the sector, which contributed \$106.9 billion to Canada's GDP in 2013.

FPT Ministers committed to enhancing collaboration between governments, academia and industry to continue to build a modern and competitive sector that contributes to Canada's economy and economic growth. Ministers will maintain efforts to improve infrastructure, strengthen the regulatory framework, enhance market access and development, and advance investment in innovation.

"Federal-provincial-territorial collaboration and partnership is essential in ensuring the long-term success of Canadian Agriculture," said the federal Minister of Agriculture and Agri-Food, Gerry Ritz. "We continue to work with industry to build a modern, science-based environment that will make Canada a destination of choice for R&D and value-added processing investment. By focusing on access to new growth markets and emerging opportunities, we will ensure that the sector continues to serve as an engine of economic growth for the Canadian economy."

Ministers recognize the federal government's activities to modernize the existing variety registration system based on feedback received through industry engagement. Ministers agreed on the need to ensure a strong system for transporting grains so that Canadian shippers remain competitive in markets at home and abroad. Ministers supported the development of a comprehensive and collaborative approach to emergency management, including the management of plant and animal health risks.

In order to attract new investment and keep Canada's farmers on the cutting edge, Ministers discussed Canada's plan to strengthen plant breeders' rights, while ensuring farmers' privilege for farm-saved seed. Globally, they are supportive

of expanding trade opportunities including working to break down market access barriers. They will continue reducing unnecessary regulatory burden, and removing barriers to innovation. Ministers stressed the importance of the quality of Canadian and imported products (reciprocity of standards), and the strict controls to which all foods are subject.

The Ministers discussed ongoing trade negotiations, such as those between Canada and the European Union (EU) and the Trans-Pacific Partnership. They emphasized the importance of signing trade agreements that benefit the agriculture and agri-food sector, while recognizing the importance of supply management in Canada.

In discussing the new cheese access that would be provided to the EU under the Canada-EU Free Trade Agreement, Ministers recognized the importance of the federal government's commitment to monitor impacts and provide compensation. Together, federal and provincial governments continue to stand alongside Canadian and U.S. industry to deliver a unified message of the negative impacts that U.S. Country of Origin Labelling (COOL) is having on both sides of the border.

Provincial and territorial ministers highlighted the vital importance of the Temporary Foreign Worker Program (TFWP) to the agricultural sector, including food processing, and discussed the importance of addressing workforce challenges in the short and long-term. They agreed to monitor and report back on the impacts of federal reforms and work with the federal government to address the ongoing needs of the sector.

The Ministers also discussed other key topics such as bee health and social license—the importance of maintaining public trust in agricultural practices. Ministers reflected on the situation facing farmers in Saskatchewan and Manitoba as a result of recent flooding.

"Agriculture is the cornerstone of the economy, built on innovation," said Manitoba's Minister of Agriculture, Food and Rural Development, Ron Kostyshyn. "We will continue to work with counterparts across the country to build opportunities close to home and around the world for producers, processors and the entire value chain through strategic investment. At the same time, we must

continue to focus on important issues for producers like water management, trade, business risk management, food safety and transportation.”

Quick Facts

- Agriculture is shared jurisdiction in Canada. The federal, provincial and territorial governments work closely together in the development and delivery of policies and programs.
- The Canadian agriculture and agri-food system is a complex and integrated supply chain which includes input and service suppliers, primary producers, food and beverage processors, food retailers and wholesalers, and foodservice providers. The activities along this supply chain generate significant economic benefits at both the federal and provincial/territorial levels.
- In 2012, the Canadian agriculture and agri-food sector employed over 2.1 million people, and provided one in eight jobs in Canada.
- Canada is the world’s fifth-largest exporter of agriculture and agri-food products, with 2013 exports of \$50.4 billion.

Some of the themes discussed by the Ministers included:

Innovation

In order to meet growing global demand, Ministers discussed the need to increase agricultural productivity through adoption of new technologies, improved production and business practices, increased research and development, and labour investments. Building on the current five-year *Growing Forward 2* (GF2) policy and programs, Ministers examined longer-term issues,

trends and strategies that will guide the future success of the sector. In this context, Ministers were briefed on the recommendations in the final report of the Agri-Innovators Committee which provides a foundation for government and industry action in key areas to support tomorrow’s globally successful sector.

Regulations

Regulatory modernization efforts will further enhance sector competitiveness and maintain a world-class system that protects the health and safety of Canadians with the appropriate level of oversight. Ministers recognize the importance of the proposed Canadian Food Inspection Agency (CFIA) outcomes-based transformation initiatives to reduce unnecessary regulatory burden, and remove barriers to innovation, while ensuring alignment of FPT actions.

International Strategy and Trade

With almost half of Canada’s total agricultural production destined for export, the sector’s growth potential lies in its ability to expand markets abroad, making this a key priority for both industry and governments. In 2013, the Canadian agri-food and seafood industry exported a record \$50.4 billion. Ministers continue to support efforts to stimulate innovation and cultivate a competitive advantage that complements governments’ pro-trade market development initiatives, recognizing the importance of supply management. Ministers remain supportive of an ambitious international agenda including trade negotiations, market access and market development activities, and of ongoing collaboration to maximize

the impact of international efforts. The Canadian wine industry presented an overview of their sector, which stressed the importance of this agricultural growth area, for both domestic and export trade markets.

Business Risk Management (BRM)

Just as the vibrant Canadian agricultural sector continues to transform and grow, so too does the risk landscape. In order to mitigate the economic costs of adverse events, Governments significantly bolstered insurance programs under *Growing Forward 2* (GF2) to serve as a producer’s first line of defense. This includes enhancements to crop insurance, as well as the new Western Livestock Price Insurance Program. In addition, GF2 includes an extensive suite of Business Risk Management (BRM) programs to help producers cope with severe market volatility and natural disasters. FPT governments will continue to monitor and evaluate BRM programs, and engage industry to ensure they are meeting producers’ needs, and to inform the next policy framework.

Emergency Management

Ministers endorsed proactive work on an approach to mitigate risks, focusing on all components of emergency management: prevention, preparedness, response, and recovery. Part of this work will complement FPT governments focus on better collaboration between governments, academia and industry in exploring avenues to prevent animal and plant health risks which pose a threat to the sustainable and economic well-being of the sector. Ministers

Continued on page 8

also noted the significant work undertaken with industry towards the development of a Livestock Market Interruption Strategy, and recommitted their support to this project to ensure its completion in 2015.

Agri-Innovators Committee Delivers Recommendations

The Agri-Innovators Committee, launched in September 2012, was mandated to provide advice to the Minister of Agriculture and Agri-Food on various aspects of innovation for the sector, with a view to accelerating the development and adoption of innovation to make the sector more profitable, competitive, and sustainable.

“I wish to thank the Agri-Innovators Committee members for their report on how action and investments can be directed to maximize the results and returns that are most relevant to producers and the entire value chain,” said Minister of Agriculture and Agri-Food, Gerry Ritz. “The recommendations in the report provide guidance for ongoing industry leadership and will help inform how to create the right enabling environment for sector innovation and competitiveness to flourish.”

The Committee looked at impediments to the advancement of innovation and recommends concerted action in four key areas: regulatory reform, investment climate, public-private collaboration and entrepreneurial culture. The report concludes that ongoing industry leadership is critical in driving innovation to enable sector success.

The Committee was the first of its kind and its creation underscored Canada’s support for

ideas that work to meet the evolving consumer demand for high-quality Canadian food. The Committee was established to complement *Growing Forward 2* initiatives, a five-year, \$3-billion investment by FPT governments focused on innovation, competitiveness and market development.

Our past chair, David Fuller from Nova Scotia was a member of the committee and put significant effort into participating on behalf of Canada’s chicken industry.

“We are proud to have our past chair named to such a prestigious post,” said current CFC chair, Dave Janzen. “Research and innovation help industries remain responsive and are critical for Canada to be competitive on the world stage. We have earned the trust of Canadians by continually committing to innovation in new products, programs, technologies and processes that help our industry grow and thrive.”




Overall Committee Recommendations

Committee deliberations on the four themes resulted in the following six overarching and interrelated recommendations:

1. Canada needs a competitive business environment to become a destination of

choice for investment, especially in R&D and value-added processing.

2. A “fast-to-market” mindset among governments, academia and industry is critical to compete in global markets.
3. A modern science-based regulatory environment is a key component of a competitive business environment that enables access to appropriate inputs and maximizes global market access opportunities. Alignment across various jurisdictions within Canada is necessary.
4. Better coordination, collaboration, and leveraging of resources, as well as a customer-driven focus, are achievable through R&D partnerships and clusters involving government, academia, and industry.
5. Benchmarking is an important tool for understanding our current capacities and assessing them against those of our competitors (e.g. adoption of new products, practices, processes, and technologies), as well as for ensuring more productive use of existing and future resources.
6. Building awareness of the opportunities in the agriculture and agri-food sector, as well as explaining the role of modern agricultural technologies, and Canada’s robust approval processes for food and novel production techniques will be critical to support an innovative sector.

CFC supports the ongoing investment in research through the Agri-Science Clusters, Agricultural innovation and several other streams which will help develop new technologies and products. 



Canada Day in the Capital

Hungry crowds, delicious chicken, a dancing percussion team and some entertaining cooking demonstrations kept the Chicken Corner hopping this Canada Day in the Capital.

The taste buds were appeased, not just with the cooking demonstrations, but also with the scrumptious chicken sandwich concocted for this year's barbecue.

The recipe, featuring hickory BBQ sauce and coleslaw inside the sandwich (mind-blowing) came to us from our caterer, the Centurion Conference and Event Center, who held a recipe contest for its staff to come up with the recipe for our 22nd Great Canadian Chicken BBQ!

As usual, rave reviews were received for the best tasting sandwich being served downtown on Canada Day. Lines were forming before we even got the first sandwich off the grill. The demand was steady throughout the day, but overall sales were lower than normal due to the high heat, humidity and cloudburst in the early afternoon.

Supporting Food Banks

As in the past, 50 cents from the sale chicken sandwiches and salads at the Great Canadian Chicken BBQ are donated to the Ottawa Food Bank. CFC would also like to thank Maple Leaf Prime for providing the chicken for the event and for helping us do our part in the fight against hunger.

CFC is proud of its ongoing relationship with the Ottawa Food Bank and to be affiliated with such a long-standing and important organization that works to combat hunger in the capital. Last month, 40,000 people received emergency food assistance through the various agencies supported by the Food Bank with nearly 40% of people needing help being children.

Since 2007, CFC has raised over \$225,000, through Canada Day, the annual chicken donation program, staff donations and other initiatives for the food bank.

Continued on page 10

The Chicken Corner

The Chicken Corner had activities and entertainment most of the day, for fans of all ages. CFC gave out balloons and temporary tattoos that were spotted all over Major's Hill Park and Parliament Hill throughout the day for some great visibility. Executive Chef Fouad El-Jadayel, from our food-service partners, the Centurion Conference and Event Center, took the stage again and showed off a variety of different recipes and cooking techniques to large crowds of people. This was our 11th year working with the Centurion.

The Chicken Corner stage was also a noisy place and hosted the percussion duo called BAM. They performed on a variety of tubs, bins, and pipes to generate some fantastic rhythms, many of their songs and dance moves incorporated the audience into their show and kept the Chicken Corner hopping between the cooking demos.

Contest Winner


The Canada Day recipe used at the Great Canadian Chicken BBQ is often chosen as a result of a recipe contest, with a trip to Ottawa to join the festivities as a grand prize. This year, due to the delicious and noteworthy recipe that we already received from the Centurion, we held a different type of contest.

We still called it the Chicken Challenge, but this year we put a spin on it in order to put Canadians' culinary skills to the test!

For the contest, contestants were asked to create a spectacular chicken dish using the following four ingredients including any other items from your pantry or refrigerator. But you **MUST** use all of the four listed ingredients!

1. Chicken thighs
2. Quinoa
3. Mango
4. Ginger ale

The first prize winner Steven Moore won a 3 day, 2 night trip for four to Ottawa (June 30 – July 2, 2014) including transportation and hotel accommodations, a Chicken Farmers of Canada (CFC) prize pack plus a \$500 donation to their local food bank. His recipe, Pan Roasted Ginger Ale Chicken Pita Stuffed with Quinoa, Mango and Black Bean Salad, sounds great!

The second prize winner (Shayna Murray) won a prize pack from CFC plus a \$250 donation to their local food bank and the third prize winner (Shepherd Winfield) won a prize pack from CFC plus a \$100 donation to their local food bank. 

Pan Roasted Ginger Ale Chicken Pita.

Get the recipe at:
www.chicken.ca/recipes/pan-roasted-ginger-ale-chicken-pita

