

# THE CHICKEN FARMER

## Chicken Farmers of Canada Signs New Allocation Agreement

### New Chicken Agreement Encompasses Differential Growth

Chicken Farmers of Canada is proud to announce the signing of a new allocation agreement that will see 55% of future growth allocated based on provincial comparative advantage factors.

This landmark agreement has been over six years in the making. Challenges, starts & stops, and roadblocks were ever present but, at the end of the day, have been overcome through this new agreement. Negotiations were most intense from 2012 through 2014.

“The challenges over the years have been many, and have required the whole industry to pull together as a team to overcome the differences, realize the important similarities – our shared vision – and then move forward to completing this agreement,” said Dave Janzen, Chair of Chicken Farmers of Canada. “This is great news for farmers, and indeed for the whole Canadian chicken industry as it shows, yet again, that supply management continues to evolve to changes in the marketplace.”

*Continued on page 2*



### in this issue

- |   |   |    |  |
|---|---|----|--|
| 4 | New research debunks Canadians' misconceptions about agriculture                        | 8  | New research debunks Canadians' misconceptions about agriculture |
| 6 | Effect of acidified drinking water on the reduction of pathogens in commercial chickens | 10 | Studying Ready-to-Eat Meats                                      |



CONTINUED FROM PAGE 1

“I am proud of us all for the efforts that have been made to ratify this new allocation agreement, and to modernize the allocation process for the coming years,” said Janzen. “You have shown tenacity and perseverance in making these changes to show that supply management is indeed a modern, evolving system.”

Differential growth has been a critical priority for Chicken Farmers of Canada for some time and its completion is consistent with the organization’s 5-year strategic plan which calls for efforts to improve the efficiency of the value chain, while maintaining production in all provinces. Under the new agreement, all provinces will share in future growth.

The new memorandum of understanding covers the future growth and allocation process by factoring in 55% of future production based on comparative advantage factors. Alberta, which had withdrawn from the federal provincial agreement last year, was the first to sign the new agreement and is launching their process at the provincial level to formally rejoin the national agency. 





# Chicken Farmers of Canada Launches the New Grocery Shopping App

**Get shopping with chicken.ca! Our new grocery app is here! Our new grocery list app makes shopping a breeze. You can create multiple shopping lists which can be customized according to event, share your lists with other members of your household for easy shopping, and browse our selection of over 700 chicken.ca recipes for healthy meal ideas. Best of all, it's FREE! Available for iPhone and Android.**

Since now more than half of our web traffic is mobile, we saw a golden opportunity to retain users and integrate our new brand messaging into their everyday lives by giving them an easy, free way to create and share shopping lists. Now, customers can research, share and add ingredients to their shopping list on the go, syncing their favourite recipes back to their chicken.ca account.


Features of the app include:

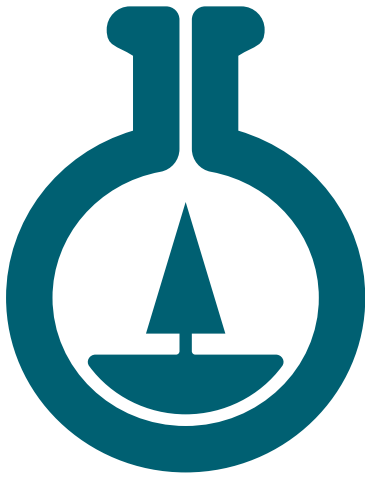
- Sharing of lists with real-time syncing
- Over 600 chicken.ca recipes, including nutritional information, tips, tricks and more
- Ability to add any ingredient from chicken.ca recipes to your list
- Database of over 350 common grocery items
- Ability to categorize items your own custom items

To download the app, visit:



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While you're at it, ask for the "Raised by a Canadian Chicken Farmer" seal in stores to ensure you are cooking with fresh, Canadian chicken raised on our farms! 



## New research debunks Canadians' misconceptions about agriculture

Farming in Canada is not what many Canadians think it is, according to *Realities of Agriculture in Canada – A sector of innovation and growth*, a new report from the Canadian Federation of Independent Business (CFIB). In fact, the majority of farmers – fifty-one per cent – plan to adopt new, innovative technologies over the next three years, and 44 per cent are planning to expand their business.

According to a recent study commissioned by the federal government, Canadians have many misconceptions about the agriculture industry, including that it's not innovative, is shrinking, it potentially harms the environment, and that family farms are becoming extinct.

"This is not Old MacDonald's farm. Our new report debunks Canadians' outdated view of the Agriculture sector," said Marilyn Braun-Pollon, CFIB's vice-president of Agri-business.

"Agriculture in Canada is vibrant and innovative. The sector contributes over \$100 billion to the economy and supports one-in-eight jobs," added Mandy D'Autremont, CFIB's senior policy analyst, Agri-business and co-author of the report.

CFIB's report outlines four key realities of farming:

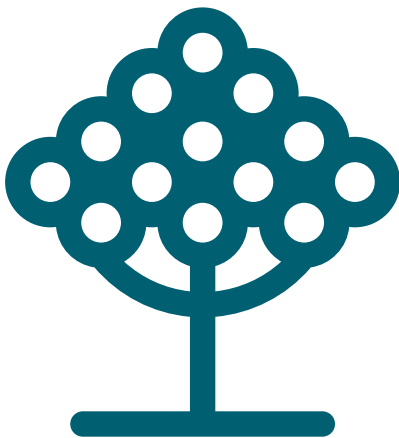
- Reality #1 – Agriculture is innovative and modern
- Reality #2 – The agriculture sector is growing
- Reality #3 – Farmers are taking action to protect the environment
- Reality #4 – Farms are staying in the family

"This study highlights the ambition and optimism that make agriculture a major driver of the Canadian economy," said Federal Agriculture Minister Gerry Ritz. "Our Government will continue to partner with industry to invest in research and innovation, ensuring Canadian farmers remain competitive in the global market well into the future."

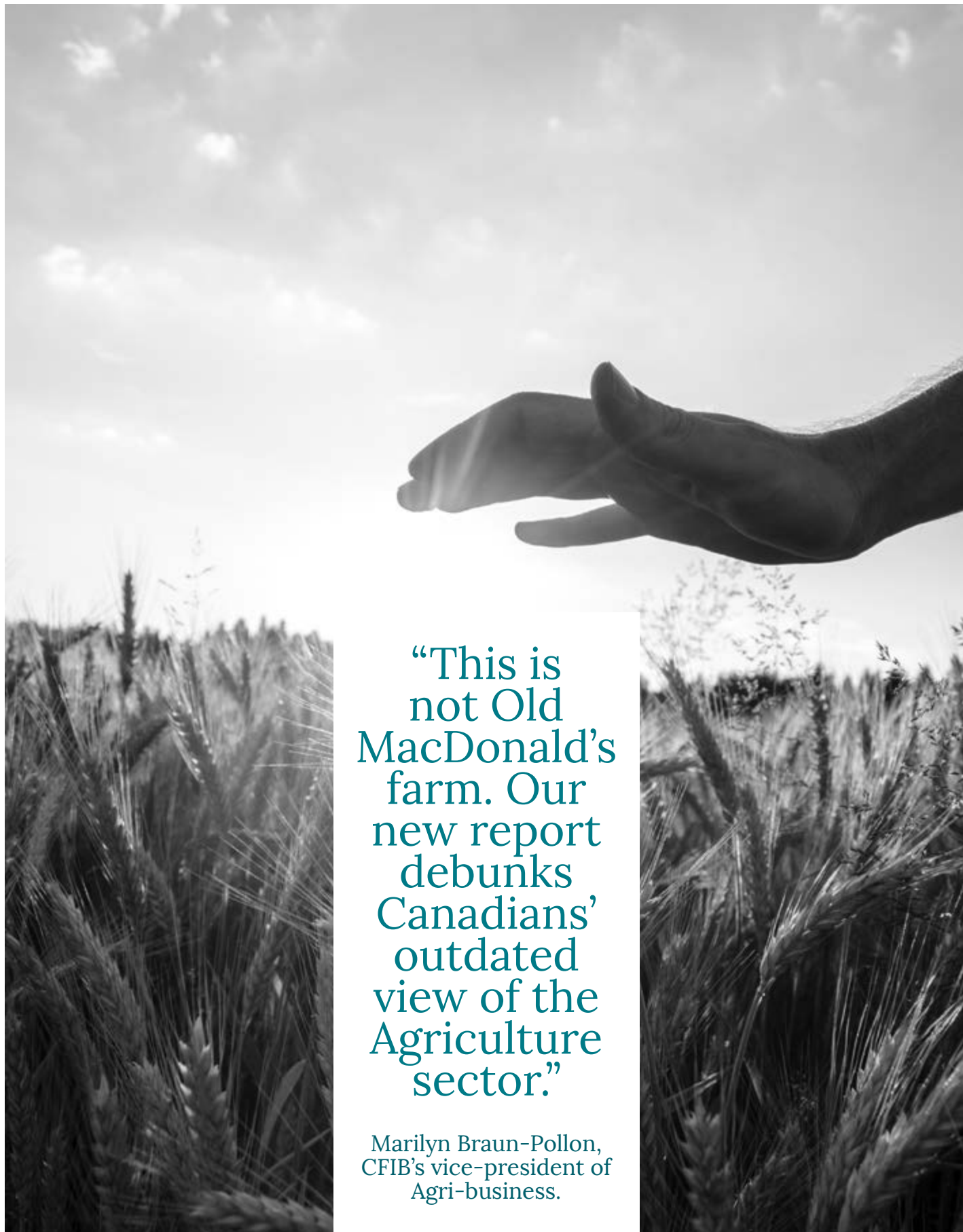
The report adds the farmers' voice, but the work doesn't stop there.

"Beyond promoting the agriculture sector, government policies need to foster agricultural competitiveness. Farmers' priorities for government action include further reducing red tape and the total tax burden, as well as increased focus on industry research, development and innovation," concluded Braun-Pollon.

CFIB is the *business voice for agriculture*, representing 7,200 independently owned and operated agri-businesses in the country, the majority of which are primary producers. 







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Agri-business.

# Effect of acidified drinking water on the reduction of pathogens in commercial chickens

There are two current Federal-Provincial-Territorial governments initiatives aimed at pathogen reduction in chicken.

The first is the Pathogen Reduction Initiative led by the Canadian Food Inspection Agency to establish baseline information on prevalence and concentration of *Salmonella* and *Campylobacter* in chicken and to set performance targets for its reduction.



The second initiative, led by Health Canada and the Public Health Agency of Canada, looks at intervention measures to control poultry-related human *Salmonella Enteritidis* illnesses in Canadians. Both these initiatives will lead to pressure to re-examine current production practices and intervention steps throughout the chain to reduce the pathogens load in chicken. One mitigation practice that can be used by producers is adding organic acid to water.

## What are Organic Acids?

Organic acids are part of, or can be produced from, animals and vegetable matter and always contain carbon and at least one other element. Common organic acids are acetic acid found in vinegar; citric acid found in citrus fruits; tannic acid found in oak galls; formic acid which occurs in insects and plants; lactic acid, a constituent of sour milk; oleic acid, found in animal fats and vegetable oils; and oxalic acid, found in edible plants.

## Pathogens

Studies have demonstrated that during feed withdrawal there is an increase of *Salmonella* incidence in broiler crops; this effect is characterized by lactic acid reduction, pH increase and a consequent increase of *Salmonella* in the crop. Increased *Salmonella* levels can



# ONE MITIGATION PRACTICE THAT CAN BE USED BY PRODUCERS IS ADDING ORGANIC ACID TO WATER.

be problematic at processing plants where the evisceration process can result in contamination of the chicken meat and surrounding carcasses.

*Salmonella* is a major cause of foodborne illness in humans and it is important for the chicken industry is to work together to reduce this pathogen risk.

## Research Results

Researchers have found that reducing the pH level in water, with the addition of organic acids (lactic acids, citric acid, etc.) during the feed withdrawal period, significantly decreases the growth of pathogenic bacteria like *Salmonella* and *E. Coli*, which multiply more efficiently in more alkaline environment. Lactic acid, for example, has been found to reduce the number of recovered *Salmonella* Enteritis by 99% (Avila et al.).

The addition of organic acids in drinking water 24 hours before the start of pre-slaughter feed withdrawal can reduce crop and cecal *Salmonella* colonization and can be an important strategy to reduce *Salmonella* contamination of chickens during processing. When used properly, the organic


acids have no effect on epithelial cells of the oesophagus, crop, small intestine, or cecum.

## List of Organic Acids

- Acetic Acid
- Butyric Acid
- Citric Acid
- Formic Acid
- Fumaric Acid
- Lactic Acid
- Malic Acid
- Propionic Acid
- Sorbic Acid
- Tartaric Acid

## Using Organic Acids

Prior to using water acidification, the product, its concentration and pH and the interaction with the water source must be taken into consideration. Lowering the pH of the water by adding organic acid creates an inhibitory effect by disrupting the enzymatic reaction and nutrition transportation system of the bacteria.

Speak with your service provider about the proper use of organic acids and their potential ability to help reduce pathogen contamination during the feed withdrawal process. 

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## Delicious Canadian Chicken – A Diabetic-Friendly Choice

Today, there are more than nine million Canadians, including children and youth, living with diabetes and pre-diabetes and this number is expected to grow. About ninety percent of those with diabetes have type 2, a form that is largely preventable through lifestyle changes and a healthy diet.

Chicken Farmers of Canada is helping the fight against diabetes by providing front-line health professionals educational with tools to help Canadians make healthier food choices. As a proud sponsor of the Canadian Diabetes Association's national conference in Winnipeg from October 23–25, CFC staff spoke to clinicians, diabetes educators and other health care professionals about fresh, Canadian chicken as an important part of a healthy diet. With over 700 nutritious recipes at [chicken.ca](http://chicken.ca), many categorized for special dietary needs, CFC presented healthy recipe options to over 2,000 delegates.

Our factsheet *Diabetes: Making the Right Food Choices* (free of charge to health professionals in pads of 50) highlights simple steps to help patients manage diabetes through essential dietary guidelines. It points out, for example, that lean protein like chicken is a great choice to include in a diabetic-friendly diet. Chicken is carbohydrate free, naturally, and has little effect on your blood sugar levels.

As an excellent source of high quality protein, chicken can be included in breakfast, lunch and dinner. Protein provides energy and has an important role in helping patients manage diabetes. Eating adequate protein at all meals slows digestion and will help individuals feel full longer. Below are some wonderful diabetic-friendly recipes from [chicken.ca](http://chicken.ca) selected by our consulting dietitians.

A diet that includes whole foods, like the recipes on page 7, will also be low in sugar and trans fats, while higher in fibre, which helps to maintain a healthy blood pressure and balance blood fats like cholesterol at the same time.

Another concern with diabetes is the number of people that have diabetes, and don't know it yet. 2014 was a year of raising awareness and identifying the risk of diabetes for the Canadian Diabetes Association.

The following campaign material was created and distributed via e-mail, Twitter, and Facebook:

### **Don't Be Risky – Take the Test and Check Your Risk**

Untreated, type 2 diabetes can cause severe health problems and even be fatal. Early diagnosis and awareness can make all the difference. Find out if you are at risk by filling out the short CANRISK diabetes test at [dontberisky.ca](http://dontberisky.ca), and take charge of your health.

Knowing the risk factors can help Canadians take action to prevent or delay the development of diabetes. Early detection for those who have the disease can decrease complications and improve an individual's quality of life.

If you're already living with type 1 or type 2 diabetes, this is your chance to share the test with your friends and family.





A

### CHICKEN AND EGG IN A MUG

[WWW.CHICKEN.CA/RECIPES/CHICKEN--EGG-IN-A-MUG](http://WWW.CHICKEN.CA/RECIPES/CHICKEN--EGG-IN-A-MUG)

Your cells need fuel in the morning to start your day – so managing your blood sugar level starts at breakfast. This recipe is low in carbohydrates and packs a high energy protein punch. Pair it with one slice of whole grain bread and you will have a complete breakfast.



B

### EASY CHICKEN STUFFED PEPPERS

[WWW.CHICKEN.CA/RECIPES/EASY-CHICKEN-STUFFED-PEPPERS](http://WWW.CHICKEN.CA/RECIPES/EASY-CHICKEN-STUFFED-PEPPERS)

Peppers are not only full of antioxidants (cancer fighting nutrients) and vitamins and minerals, but they are low in “natural sugars” helping to keep your blood sugars low. The high protein content of lean ground chicken will help keep you satisfied longer.



C

### BROCCOLI, BOCCONCINI & CHICKEN SALAD

[WWW.CHICKEN.CA/RECIPES/BROCCOLI-BOCCONCINI-AND-CHICKEN-SALAD](http://WWW.CHICKEN.CA/RECIPES/BROCCOLI-BOCCONCINI-AND-CHICKEN-SALAD)

This gorgeous salad has fewer calories, fat and sodium than other popular broccoli salads and is a smart lunch to take to work. Thyme, rosemary and sage provide an amazing flavor and you will get your protein and fibre too. Adding more fibre to your diet helps stabilize your blood sugars. **CF**

# Studying Ready-to-Eat Meats

**Ready-to-eat (RTE) meat products, such as deli meats, are being studied by Agriculture and Agri-Food Canada (AAFC) scientists to ensure their safety and find new ways to make healthier products.**

A team led by Dr. Sampathkumar Balamurugan of AAFC's Guelph Food Research Centre is working on two research studies to ensure that industry processing techniques of RTE meats provide the safest and healthiest food options for Canadians.

## Reducing Harmful Bacteria in Sausage

In Canada, food safety guidelines for meat processing companies are established by Health Canada. Any deviation from these guidelines requires meat processing companies to scientifically validate processing methods by demonstrating they control pathogenic bacterial populations in their products. The most common way of achieving this is by heating the product to kill bacteria. However some traditional RTE meat products, such as salami, are not cooked but are fermented and dry cured.

Dr. Balamurugan is examining how different fermentation and dry curing processes impacts seven serotypes of *E. coli*, including O157:H7 and six non-O157, but still pathogenic, in dry-fermented sausages. *E. coli* O157:H7 is a serious disease-causing foodborne bacteria. Processing techniques used in industry must reduce *E. coli* O157:H7 as per regulations, but it is not clear if they will control other pathogenic serotypes of *E. coli*.

“This research will lead to a better understanding of how the food industry can better prevent foodborne illnesses and how pathogens respond to food.”

– Dr. Sampathkumar Balamurugan, Lead Research Scientist

Dr. Balamurugan is quick to point out that this research does not have to be limited to *E. coli*. Other common food-borne pathogens like *Listeria monocytogenes* and *Salmonella* could also be tested this way to ensure RTE meat food safety for Canadians.

## Impacts of Salt Reduction

Salt present in RTE meats serves a vital role as a food preservative to enhance shelf life and functionality in terms of flavor and palatability. However today's consumers want healthier food options and this is frequently achieved by reducing salt content in food. Dr. Balamurugan is examining how reducing sodium chloride (salt) in RTE meats and replacing it with an alternative compound, like potassium chloride or calcium chloride, will impact shelf life in these products.

He is specifically looking at RTE meats that have been processed using a high pressure/cold pasteurization technique, which kills all bacteria present with minimal changes to the characteristics of foods.

“We found that reducing salt content in RTE meats actually increases the efficiency of high pressure treatments,” says Dr. Balamurugan. “Higher efficiency means reduced treatment times, which saves energy and reduces processing costs, which is beneficial for industry and the environment.”

These research projects were conducted at the Guelph Food Research Centre's Pilot Plant. The Pilot Plant is a unique food research facility that enables researchers to perform highly sophisticated and controlled experiments involving pathogens in a safe environment.

One of the key goals of AAFC research is to provide Canadian consumers with a variety of safe and beneficial choices while opening up new marketing opportunities for Canada's farmers and food processors through scientific innovation.

## Key Highlights

- Dr. Balamurugan is testing seven types of pathogenic *E. coli* to assess how effective different sausage processing methods are reducing them.
- *Listeria monocytogenes* and *Salmonella* could also be tested in this manner.
- Dr. Balamurugan has found that by reducing salt content in RTE meats high pressure treatments are more effective, which can help reduce processing costs while saving energy. 