



THE CHICKEN FARMER

Volume 21, Issue 1-2 | SPRING 2019

Revised Canada's Food Guide Released

On January 22nd, Canada's Health Minister held a press conference to announce a new food guide. This is one part of Health Canada's Healthy Eating Strategy that the government launched back in 2016. The food guide revision, along with food labelling changes, and restrictions on marketing to children are how the government aims to help make the healthier choice the easier choice.

Highlights from the new food guide include:

- » Actionable advice for Canadians on healthy food choices and healthy eating habits including cooking more often and being mindful of eating habits
- » Updated recommendations on saturated fat, sodium, and sugars including guidance on confectioneries and sugary drinks such as soft drinks, sweetened milk and juice
- » Mobile-responsive web content to support Canadians to eat healthy whenever, and wherever they go



CONTINUED ON PAGE 2

in this issue

- | | | |
|---|---|---|
| <p>3 CFC's Animal Care Program Wins Award!</p> <p>4 Recent Trade Developments</p> <p>6 2018 Year in Review</p> | <p>9 Chicken Farmers of Canada Releases 2nd Sustainability Report</p> <p>10 Pathogen Reduction Initiatives – What you need to know</p> <p>11 Donation to Ottawa Food Bank</p> | <p>12 The importance & value of the VCP relationship</p> <p>14 Another Successful Third-Party Audit for the <i>Raised by a Canadian Farmer</i> Animal Care and Food Safety Programs</p> |
|---|---|---|



www.chicken.ca
www.chickenfarmers.ca

Editor: Marty Brett – mbrett@chicken.ca
Graphic Designer: Karen Ronayne – kronayne@chicken.ca



Vegetables, fruit, whole grains, and protein foods should be consumed regularly. Among protein foods, consume plant-based more often. Why? Patterns of eating that emphasize plant-based foods typically result in higher intakes of vegetables and fruit, nuts, soy protein, and fibre; and lower intake of processed meats and foods that contain mostly saturated fat.

- » Eating more vegetables and fruit is linked to a lower risk of cardiovascular disease
- » Eating more nuts or soy protein is linked to improved blood lipid levels
- » Higher fibre intake is linked to improved blood lipid levels and a lower risk of cardiovascular disease, colon cancer, and type 2 diabetes
- » Processed meat has been linked to colorectal cancer and foods that contain mostly saturated fat are linked to unfavourable blood lipid levels and a higher risk of type 2 diabetes
- » Protein foods include legumes, nuts, seeds, tofu, fortified soy beverage, fish, shellfish, eggs, poultry, lean red meat including wild game, lower fat milk, lower fat yogurts, lower fat kefir, and cheeses lower in fat and sodium. This is being promoted through all the documents

There are other guidelines, as well:

- » Foods that contain mostly unsaturated fat should replace foods that contain mostly saturated fat
- » Water should be the beverage of choice
- » Processed or prepared foods and beverages that contribute to excess sodium, free sugars, or saturated fat undermine healthy eating and should not be consumed regularly

- » There are health risks associated with alcohol consumption
- » Foods and beverages offered in publicly funded institutions should align with Canada's Dietary Guidelines
- » Cooking and food preparation using nutritious foods should be promoted as a practical way to support healthy eating
- » Food labels should be promoted as a tool to help Canadians make informed food choices

The release included a couple of the tools for the new guide, with more to come later this year. We've circled what we think is the chicken in red on the artwork included in phase 1 of the launch.

WHAT'S NEXT?

The new guide is a big change from the last version. CFC will continue to monitor the rollout, and the materials that are being prepared for health professionals, and the public.

In our own materials, publications, social media, and advertising we will continue to highlight the benefits of including chicken as part of a healthy diet and to use visuals such as the one that we circulated right after the guide launched to remind Canadians that chicken is still part of the food guide.

For more information about the Food Guide please refer to: <https://food-guide.canada.ca/en/>

And for CFC's Nutrient Analysis Report, it can be found at: <https://www.chicken.ca/health/view/78/nutrient-analysis-report-fresh-canadian-chicken> 



CFC's Animal Care Program Wins Award!

At a gala dinner held on Wednesday, January 30th, it was announced that Chicken Farmers of Canada (CFC) had won a DUX Grand Prix Award for its innovation in the Producer (*Technology and New Farming Practices*) category!

This is a great announcement for CFC, as it gives our program and our brand additional credibility in the eyes of consumers, foodservice, and government.

“Canada’s 2,800 chicken farmers from coast to coast are proud to have a program that demonstrates to consumers that we are delivering upon their expectations by providing world class, mandatory, and third-party audited animal care,” said Benoît Fontaine, Chair of CFC, during the acceptance speech.

It goes beyond simple bragging rights – this is a renowned award that recognizes the programs that make the *Raised by a Canadian Farmer* brand so unique and the optimal choice for industry partners to promote as well.

“The Animal Care Program is one part of the *Raised by a Canadian Farmer* brand, and it is a part from which are farmers derive a great deal of pride,” said Fontaine. “Canadian chicken is a nutritious choice for Canadian family, and it’s raised by farmer you can trust.”

ABOUT THE DUX AWARDS


The DUX Eat Better, Live Better program was created by Edikom, a leading communications firm in the food industry. It was created initially in Quebec, to recognize Quebec-based companies that contribute to healthier diets. Soon after, it was expanded out

to the rest of Canada, and includes the participation of several national food organizations and companies.

The program is a vast movement of leaders who seek to improve their products, the environment and dietary choices to promote health and wellness among their communities. When the program started in 2011, it only targeted companies. It now rewards players in the agrifood sector for their health-focused innovations, and contributions to agriculture that deliver on consumer expectations.

Within that framework, there is the DUX Grand Prix Awards to publicly honour action and innovation by recognizing leaders in agriculture, in healthy nutrition, in education and in consumer understanding.

During the DUX Gala, over 20 awards are presented in these three board categories: Products, Communications, and Projects. The jury is composed of some thirty personalities who have diverse expertise in health promotion and agri-food industry (with a minimum of 8 people per category). Nominees positions their organizations as leaders in the industry through initiatives encouraging healthy eating habits and meeting consumer needs.

(FYI, “Dux” comes from the Latin for “leader.”) 



Recent Trade Developments

THE COMPREHENSIVE AND PROGRESSIVE AGREEMENT FOR TRANS-PACIFIC PARTNERSHIP

The implementation of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) officially began on December 30, 2018 with the opening of 326,417 kg of chicken market access, the equivalent of one month of the Year 1 commitment of 3.9 million kilograms (Mkg). Year 2 of the agreement's implementation commenced two days later on January 1, 2019, when an additional 7.8 Mkg of duty-free access became available to imports of chicken meat from fellow CPTPP countries.

Although it has not yet completed its ratification of the agreement, Chile is expected to be able to take full advantage of its ability to fill 100% of Canada's 2019 CPTPP chicken Tariff Rate Quota (TRQ) long before the end of this year.

THE CANADA-UNITED STATES-MEXICO AGREEMENT

The Canada-United States-Mexico Agreement (CUSMA) was formally signed by U.S. President Donald Trump, outgoing Mexican President Enrique Peña Nieto, and Canadian Prime Minister Justin Trudeau at a ceremony held alongside the G20 Leader's Summit in Buenos Aires on November 30, 2018. The implementation of this new North American trade pact will take place on the first day of the third month after all parties have ratified it.

Through CUSMA, the U.S. secured 62.9 Mkg of country-specific access to

the Canadian chicken market, meaning that this duty-free access will be available only to products originating from the U.S. Having thus minimized the competition it currently faces from Brazil and Thailand – Canada's second and third largest sources of imports – the U.S. has assured its position as Canada's number one source of chicken imports. Once the CUSMA's 15-year implementation period is finalized, Canada will have granted an additional 12.7 Mkg of chicken market access to the U.S., increasing the current access of 7.5% of Canadian production to 8.5%.

For Canada and Mexico, the CPTPP ratification process is expected to proceed swiftly and with minimal opposition. In Canada, the process requires the implementing bill to be submitted first to the House and then the Senate for consideration and approval. These steps completed, the bill will then undergo Royal Assent and become enforceable by law. In Mexico, the process is even more streamlined. Once a Senate majority approves the treaty, the President of Mexico can decree the law into force and the agreement will be considered implemented and enforceable.

Although the ratification and implementation processes for the United States are also well known, the current political environment there has produced uncertainties surrounding their timelines. According to the 2015

Trade Promotion Authority law, once a trade treaty has been signed, the U.S. President has 60 days to submit to Congress a list of the changes that would be required to U.S. law, and the International Trade Commission (ITC) has 105 days to submit its report on the economic impact of the trade agreement. The ratification bill will then be introduced to the U.S. Congress. Once it passes through the House of Representatives and the Senate with a simple majority, the President can issue a proclamation that will bring into effect the agreement's ratification and implementation.

In accordance with the Trade Promotion Authority law, U.S. Trade Representative Robert Lighthizer submitted the list of required legislative changes to Congress on January 29, 2019. While the ITC should have had its report submitted by March 15, 2019, the U.S. federal government shutdown that ran from December 22, 2018 to January 25, 2019 has delayed the report's release until possibly April 19th. Even once the ITC is able to complete its report, the political tensions between the Democratic-led House of Representative and the Republican-held Senate could still scuttle the agreement's progress towards ratification. Consequently, international trade observers are keeping a close eye on events in the U.S., as they will determine when the CUSMA finally comes into effect.

THIS INCREASE IN ACCESS IS EXPECTED TO RESULT IN ANNUAL LOSSES OF \$240 MILLION IN GDP CONTRIBUTIONS TO THE CANADIAN ECONOMY, AS WELL AS 3,100 JOBS NATION-WIDE.

UPDATE ON THE AAFC POULTRY AND EGG WORKING GROUP

Based on 2017 production, once both the CPTPP and the CUSMA have fully entered into force, the combined chicken market access conceded by Canada will increase from the 7.5% of annual production it was prior to the agreements to 10.7%. This increase in access is expected to result in annual losses of \$240 million in GDP contributions to the Canadian economy, as well as 3,100 jobs nationwide. Overwhelmingly, these impacts will be felt in rural communities.

The Government of Canada has convened a poultry and egg working group to focus on designing strategies that ensure these sectors are able to adjust to the new levels of market access and continue to succeed despite them. The group started meeting in December with the aim of concluding its discussions by the end of March.

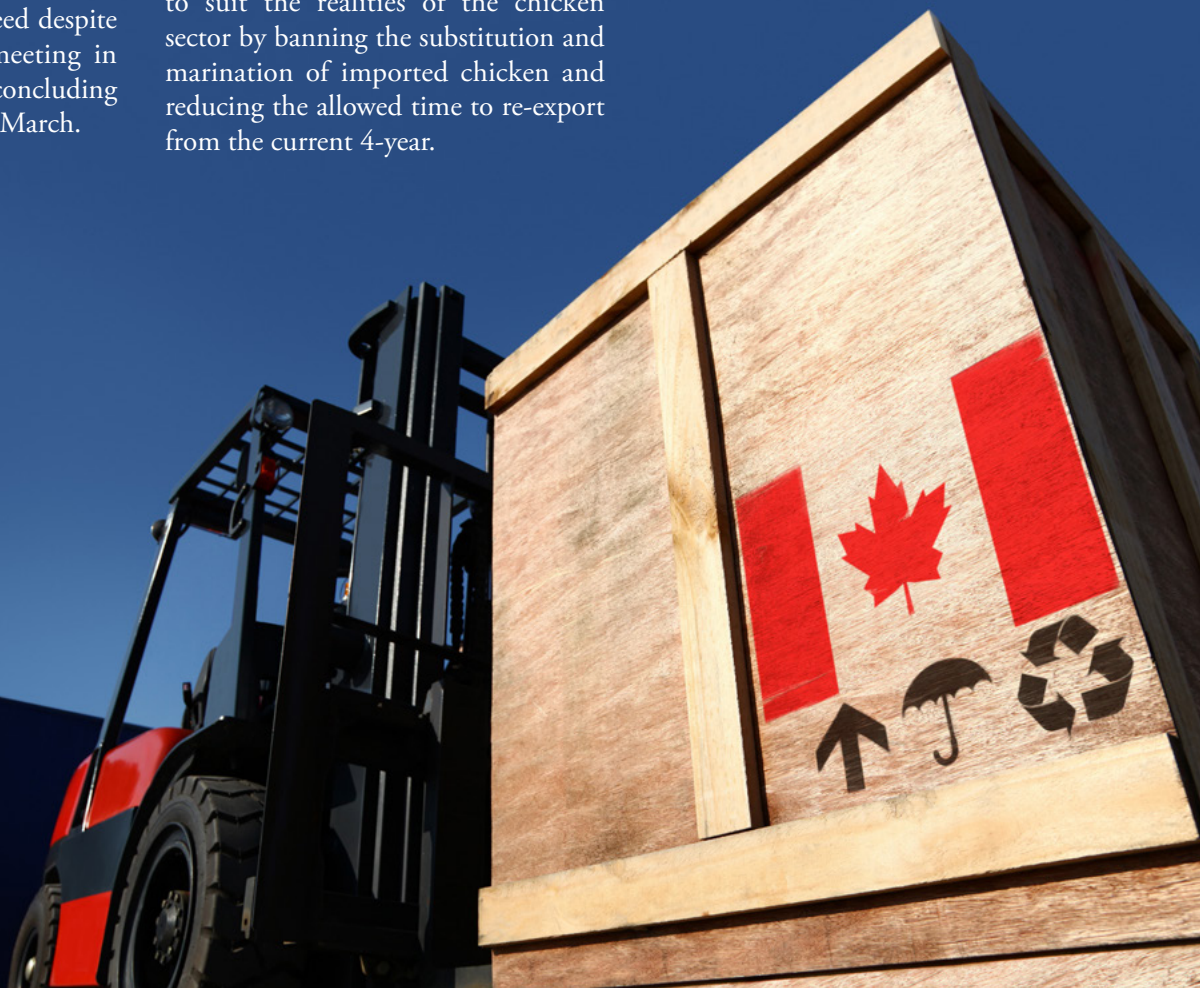
Chicken Farmers of Canada (CFC) has presented the government with ideas for mitigating measures that would aid producers adjust to the increased influx of imports. These include the development of an investment tax credit program that would support producers as they invest in further improvements to their operations, a market development fund that would help promote Canadian-raised chicken a TRQ allocation methodology designed to ensure minimal market distortions, and the enforcement of Canadian production standards on imports.

Furthermore, CFC representatives have insisted that it is now critical for the government to improve the control of imports to ensure that the domestic market is no longer subject to leakages or illegal imports. For instance, the Duties Relief Program must be adjusted to suit the realities of the chicken sector by banning the substitution and marination of imported chicken and reducing the allowed time to re-export from the current 4-year.

As well, the issue of broiler meat being fraudulently imported as spent fowl must be resolved by including the DNA test that can distinguish between broiler meat and spent fowl in customs verification processes.

Finally, the government must commit to ensuring that no further access to the Canadian chicken market is conceded in future trade agreements, such as the ongoing Mercosur FTA talks, or in any future WTO discussions.

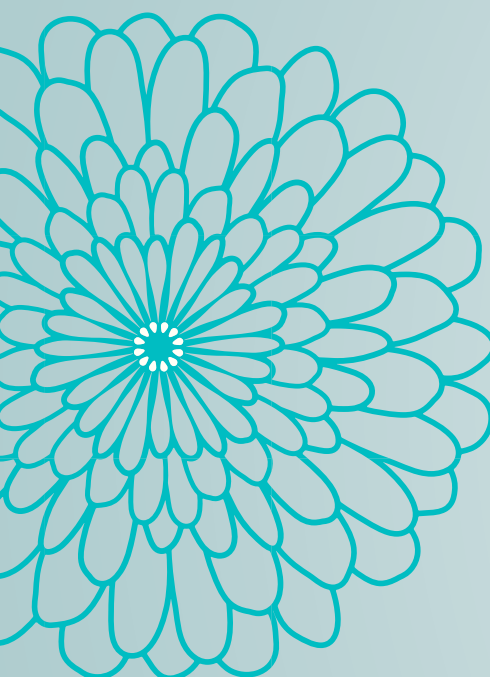
CFC looks forward to collaborating with the Government of Canada through this working group to support the short- and long-term interests of Canadian chicken farmers. **CF**





Hill Watch

2018 Year in Review



CHICKEN FARMERS OF CANADA'S GOVERNMENT RELATIONS HIGHLIGHTS

Lobby Day

The 2018 Chicken Farmers of Canada's (CFC) Lobby Day was held on May 29th. CFC Directors and provincial board members spread out over Parliament Hill and participated in over 90 meetings with over 100 people, including Ministers, Parliamentary Secretaries, MPs, Senators, and Hill staffers, discussing how they can better help and support the Canadian chicken industry. This annual event is an important activity in the Chicken Farmers of Canada government relations strategy, by building relationships, discussing our issues, and creating awareness of our industry and our brand.

Prime Minister at the Downtown Diner

The annual SM5 Downtown Diner on Sparks Street in Ottawa had a special guest in 2018 – Prime Minister Justin Trudeau! The PM stopped by with Agriculture Minister Lawrence MacAulay to chat with farmers about trade and the importance of supply management.

Party Conventions

CFC staff and representatives attended the Liberal and Conservative party policy conventions both held in

Halifax, in April and August respectively. Representatives attend these biennial events in hopes of building relationships with Parliamentarians, their staff, and grassroots members, while ensuring the voice of the Canadian chicken industry is heard.

NAFTA negotiations

Launched in 2017, the NAFTA renegotiations concluded in late September of 2018. Chicken Farmers of Canada representatives attended every agriculture negotiating round throughout the year. The new deal, coined the Canada-United States-Mexico Agreement (CUSMA), granted the US 62.9 million kg of country-specific access to the Canadian chicken market. Once fully implemented, Canada will provide a further 12.7 million kg of CUSMA market access, in addition to the current level of 90.1 million kg.

Joint Annual Reception

SM4 groups and producers hosted their Joint Annual Reception at the end of March in Ottawa. Attendees included Parliamentarians, and chicken, turkey, egg, and hatching egg producers from all over the country. Treasury Board President and MP Scott Brison whose riding in Nova Scotia contains the most poultry farms in the province gave remarks on behalf of the federal government.



Prime Minister Justin Trudeau and Minister Lawrence MacAulay meet with SM5 representatives at the 2018 Downtown Diner held in Ottawa in June.

Farm Tours

Chicken Farmers of Canada hosted two farm tours with MPs in 2018. Of note, Ginette Petitpas-Taylor, the Minister of Health visited a farm outside of Moncton, NB to learn how the important work Canadian chicken farmers do keeps the birds and Canadians' food safe.

CFA

The Canadian Federation of Agriculture focused on some important initiatives in 2018. Whether it was the ongoing NAFTA negotiations, labour shortages, BRM review, or the Agri-Food Strategy Table recommendations, CFA represented the voice of Canadian farmers. As CFA members, CFC participated in a number of these discussions, including the annual roundtable with Federal-Provincial-Territorial (FPT) agriculture Ministers and annual Lobby Day.

FPT


The CFA held a roundtable with Federal, Provincial, and Territorial Ministers in July to discuss emerging topics of importance in agriculture. The roundtable featured opening remarks from Agriculture and Agri-Food Minister Lawrence MacAulay, as well as the host-Minister of Agriculture from BC, Lana Popham. The key discussion topic was the Agri-Food Economic Strategy Table and how the FPT governments can address the barriers to growth and better collaborate with industry on the strategy. FPT Ministers then met for the remainder of the week to address trade issues, the ongoing BRM review, the Agri-Food Economic Strategy Table's recommendations, and the cannabis industry.

Industry Showcase

CFC hosted an industry showcase in late November on Parliament Hill, highlighting a variety of aspects of

the Canadian chicken sector such as animal care, supply management, and processing. Competing with a number of other events that evening, the showcase was still very well attended by MPs, Senators, staffers, and industry invitees. Two thousand dollars was donated to the Ottawa Food Bank as a result of guests spinning our "Wheel of Chicken". For more about the event and some pictures, see page 39 of the Hill Times: www.hilltimes.com/wp-content/uploads/2018/11/112618_ht.pdf and see it here on page 8.

Healthy Eating Strategy

Health Canada has been developing a new strategy that aims to improve the food environment in Canada to make it easier for Canadians to make healthier choices. As such, CFC lobbied the Minister of Health and her office in 2018 pertaining to the introduction of Front-of-Pack labelling and proposed changes to the Canada Food Guide. 



PARTY CENTRAL

by Emily Haws

Chicken Farmers party with Olympians, while MacAulay celebrates 30 years, and Newfoundland Shed shindig draws hundreds

Now-retired Rio Olympic swimmers Brittany McLean and Hillary Caldwell were at the Chicken Farmers' event, promoting a partnership between the Chicken Farmers and Swimming Canada.

If you were looking to party hop last week, Nov. 21 would have been the night for you. At least five parties in the Parliamentary Precinct had people mingling, jiving, and sharing a bite to eat with friends.

The Sir John A Macdonald Building had a distinctly Atlantic flare to it that night, with the Newfoundland and Labrador Tourism Association holding its second annual Newfoundland Shed Party in the building, and in a room nearby, Agriculture Minister Lawrence MacAulay held a party to celebrate his 30th consecutive year as an elected Member of Parliament.

The Chicken Farmers of Canada also held its annual showcase in the Wellington Building; the Canadian Medical Association held its second annual Hill reception at the National Arts Centre; and the Federation of Canadian Municipalities held an advocacy days reception in the Drawing Room of the Château Laurier.

Party Central started at the Chicken Farmers' showcase, which was invite only, then headed to Mr. MacAulay's reception, and finally popped into the Newfoundland Shed Party. All three were hopping, and party hopping seemed to be the key theme of the night.

The Chicken Farmers' party featured several hors d'oeuvres, including a cold kabob consisting of chicken, cheese, and apples covered in a sweet cinnamon glaze. The main dish of the night was a hard shell taco with pulled chicken, along with curried, coconut, or soy breaded chicken. The food was good, but a few people remarked the taco shells were a bit stale.

As expected, MPs from rural ridings came out in force, including Liberal Francis Drouin, Conservatives Bev Shipley, Ed Dreesheen, Luc Berthold, Cheryl Galant, Jacques Gourde, James Bezan, Denis Paradis, Kerry Diotte, and NDP Alistair MacGregor. Bloc MP Xavier Barsalou-Duval and Green Party Leader Elizabeth May were also spotted.

The most interesting guests of the night were probably former Olympic swimmers Brittany McLean and Hillary Caldwell, who were both medalists at the 2016 Rio Summer Olympics. They were there promoting the partnership between the Chicken Farmers' and Swimming Canada, and Ms. McLean told Party Central about what it's like to be a retired swimmer.

While she still loves the sport, she said she's expanding her repertoire, and now

spends most of her time in the pool coaching or mentoring. After competing at the Olympic level, she said it can be difficult to swim recreationally.

Party Central walked into Mr. MacAulay's party while a video of him throughout the years was playing, which ended with Mr. MacAulay himself thanking the crowd for supporting him and his wife, Frances. Quite a few Liberal ministers were spotted in the crowd, including Health Minister Ginette Petitpas-Taylor, Crown-Indigenous Relations Minister Carolyn Bennett, Government House Leader Bardish Chagger, and Intergovernmental Affairs Minister Dominic LeBlanc, who was looking fashionable in a sealskin coat.

Conservative MP Steven Blaney told Party Central about a trip he took with Mr. MacAulay that really bonded them together, despite sitting on opposite sides of the aisle. Mr. Blaney was one of several guests wearing MacAulay-themed buttons, which he said he found on the tables throughout the room.

Later in the night, Mr. Blaney was spotted talking to Defence Minister Harjit Sajjan, who also hit up the nearby Shed Party later in the night. Though Party Central missed it amid the night's party hopping, social media confirmed Prime Minister Justin Trudeau was at the party to celebrate Mr. MacAulay and spoke a few words.

Others celebrating Mr. MacAulay's long tenure included House Speaker Geoff Regan, Senate Speaker George Furey, PMO Canada-U.S. relations director Brian Clow, and Liberal MPs Kyle Peterson, Judy Sgro, Roger Czuzner, and Alexandra Mendes were also spotted, but with more than 300 people in the room there were probably many others. Several young children were also in the room.

The food looked to be simple platter fare, such as fruit, cheese, and veggies, but most was eaten by the time Party Central arrived. Mr. MacAulay's party was not as liberal on the libations, it seems, as it was a cash bar.

Anyone looking for a drink, of course, could just head to the Shed Party downstairs, where craft Newfoundland spirits were on the menu. Newfoundland screech chocolates were also on sample, as were other Newfoundland-inspired eats. It was difficult to hear anyone in any of the three parties that night, but particularly so at this shindig amongst the large crowd and loud Newfoundland music. Mr. Trudeau even stopped by to sing a tune, with a video clip shared by Veterans Affairs Minister Seamus O'Regan on social media.

Gerald Butts, Mr. Trudeau's principal secretary, was in the crowd, as was National Revenue Minister Diane Lebouthillier. CTV News' Rachels, including Rachel Aiello, Rachel Gilmore, and Rachel Swatek were also spotted, along with their new colleague Annie Bergeron Oliver.

ehaws@hilltimes.com
The Hill Times

MPs cheer for chicken at the annual showcase on the Hill

The Hill Times photographs by Andrew Meade



Conservative MP Kerry Diotte spins the Wheel of Chicken, which tests one's knowledge of food labels.



Olympic Rio swimmer Hillary Caldwell stands with Swimming Canada's Nathan White looking at the Rio Bronze Olympic medal, while another guest looks on.



Liberal MP Denis Paradis and Stuart Nikkel, Manitoba Chicken Producers.



Chicken Farmers of Ontario's Tim Klompmaker and Liberal MP Francis Drouin.



Green Party Leader Elizabeth May and Chicken Farmers of Canada's Lauren Kennedy.

MacAulay celebrates 30 years on Parliament Hill ...'MAAAGINE!'



Intergovernmental Affairs Minister Dominic LeBlanc and Senate Speaker George Furey.



Mr. MacAulay thanks the crowd.



Guests sported many buttons of Mr. MacAulay.



Mr. MacAulay and Health Minister Ginette Petitpas-Taylor.



Trade Minister Jim Carr, right, in conversation.

INNOVATE with Lean!

Certificate & Advanced Certificate in Lean for the public sector

Alpen Path Solutions
Lean Training Centre & Micro Lab
alpenpathsolutions.com/training • 613.680.2953



OVER 25 YEARS OF GOVERNMENT EXPERIENCE

Chicken Farmers of Canada Releases Second *Sustainability Report*



Sustainability is important to Canadian consumers. They want to know where their food comes from and they want to know that the work behind producing it is environmentally, economically and socially sustainable – chicken farmers deliver.

This is the message Chicken Farmers of Canada's (CFC) recently updated **Sustainability Report**.

It provides a high-level summary of all the work that Canada's chicken farmers are doing

to keep the industry sustainable. The report covers all aspects from our robust and credible on-farm programs, to our positive results from the recent life cycle assessment, right through to the stability and value provided by our supply management system.

This new report reaffirms the objectives and values of our Sustainability Excellence Commitment that was launched in 2016. Our key values of sustainability are:

- » Protecting bird health and welfare
- » Producing safe chicken for Canadians
- » Preserving the health of the land and of our farms
- » Providing value to Canada, and affordable food to Canadians through supply management

A notable addition to this report is the inclusion of some results from the life cycle assessment (LCA) that was recently completed with the help of the entire chicken supply chain. An LCA is an internationally-recognized approach to assess the impacts associated with all of the stages of a product's life. There is a well-established protocol for LCA subject to ISO (International Organization for Standardization) methodology.


The environmental LCA provided the chicken industry with benchmarks for its carbon footprint, and water and energy usage, while the social LCA provided a qualitative assessment of the industry's socioeconomic performance. Conducting an LCA is part of our strategy to support our industry's work in maintaining consumer and buyer confidence that supply chain risks are adequately

addressed. It can also improve industry's social license and assurance to consumers that chicken is safe and produced in an efficient and responsible way.

The key findings are as follows:

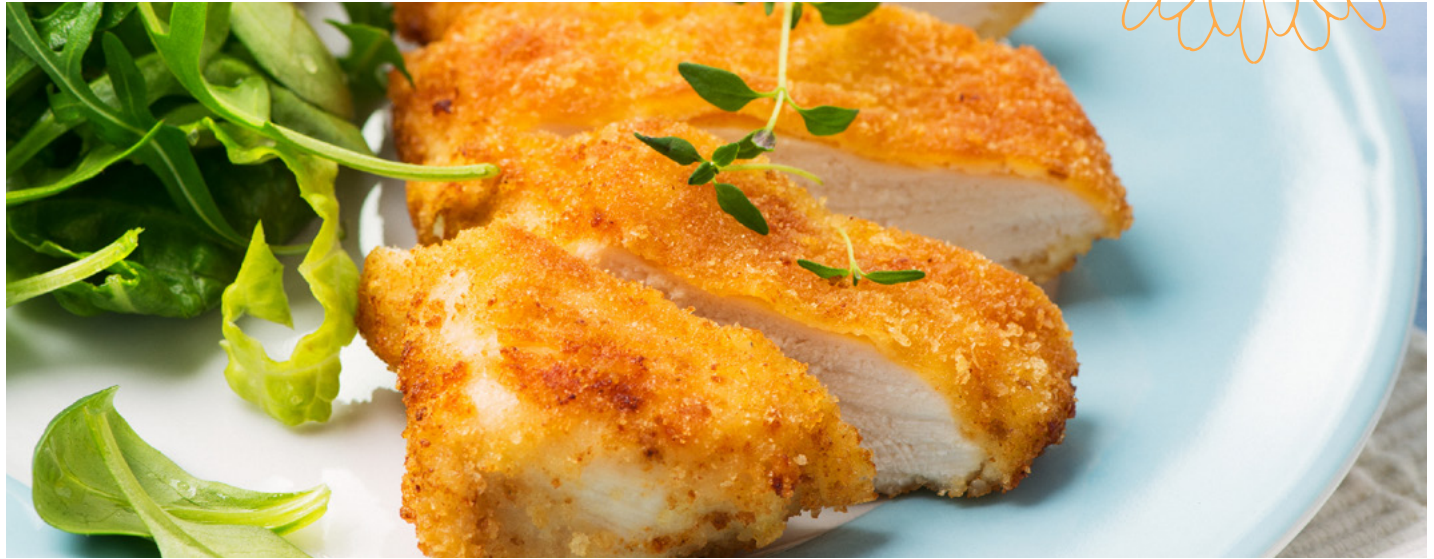
- » Considering the average carbon footprint of chicken around the world, Canadian chicken has one of the lowest carbon footprints of all
- » Since 1976, environmental performance significantly improved because of major productivity gains and significant improvements in feed conversion ratio:
 - There has been a 37% reduction in the carbon footprint per kg of chicken produced
 - There was also a 45% reduction in water consumption per kg of chicken in the same timeframe,
- » Per kilogram of protein, the carbon footprint of Canadian chicken is lower than that of other livestock commodities produced in North America
- » 62% of the entire sector's total energy use comes from renewable sources, with chicken feed accounting for the bulk of renewable energy consumption
- » Over 90% of Canadian chicken farmers are engaged in their communities by providing free services to community members or by being engaged in municipal or regional organizations
- » Over 90% of Canadian chicken farmers pay their workers a salary over the provincial minimum wage and about 70% offer their employees benefits such as insurance and bonuses in addition to other benefits in kind

These findings are very strong messages to communicate about the excellent environmental and social performance of our sector. CFC will be working throughout 2019 to promote these messages, as well as the overall messages in the Sustainability Report, to consumers, government, and stakeholders in the retail and restaurant sectors. This will be in a number of different ways, including print ads, social media and video content, as well as letters and in-person meetings.

Our industry has a great story to tell. 

Pathogen Reduction Initiatives – What you need to know

Part of the work that Chicken Farmers of Canada (CFC) does is to monitor the pressures on our industry, and determine if any actions or mitigation steps should be taken to reduce risks. Over the last few years, there has been significant external pressure mounting regarding pathogen reduction in poultry and CFC has been actively engaged with the government on this.



MAJOR GOVERNMENT PRIORITY – AND HERE TO STAY

The Public Health Agency of Canada (PHAC) has issued a number of public health notices regarding outbreaks of *Salmonella* illness linked to raw chicken, including frozen raw breaded chicken, over the past two years. These have stemmed from 15 different outbreak investigations across the country related mainly to *Salmonella* Enteritidis (SE), but also other serotypes.

Underscoring the importance of this issue, a statement from the Council of Chief Medical Officers of Health was released in the Fall about the risk of *Salmonella* illness from raw chicken (i.e. not just frozen raw breaded product). They called for immediate action to prevent these illnesses and ensure the safety of Canadians.

Multiple levels of government have been engaging the entire poultry supply chain for several years to discuss pathogen reduction, and in the past year

these meetings have evolved into more operational discussions about on-farm surveillance and mitigation strategies.

The high priority on this file has been made clear by government, and will remain this way for the foreseeable future. This is also reflected in CFC's work, as pathogen reduction was deemed to be a critical priority for the organization in 2019.

In addition to government attention to this issue, *Salmonella* illness has had a fair bit of media coverage in the last couple of years, and most of it is focused on chicken.

PRESSURE TO ACT

CFIA took steps last year to mandate maximum *Salmonella* levels in frozen raw breaded chicken products, but it has been clear through discussions that they are concerned about *Salmonella* in all types of raw poultry. The industry-government pathogen reduction working group is now examining

surveillance options and management protocols to reduce SE along the supply chain. The goal will be centered around a public health target for number of illnesses, rather than setting prevalence limits for each sector. A lot remains to be determined in terms of the operational issues of surveillance and mitigation measures, and this will be a focus for the CFC Production Committee in 2019.

What is clear is that movement on this issue is necessary to address the public health concern and to maintain consumer and government confidence in our product and programs. CFC will continue to keep farmers updated throughout this process.

COMMUNICATION EFFORTS

While food safety begins on the farm, consumers also have a role to play. To this end, both CFC and the federal government have a number of resources to educate consumers on proper cooking and safe food handling practices.

CFC will continue to communicate this message, and also to implement the *Raised by a Canadian Farmer* On-Farm Food Safety Program (OFFSP) which has been in place since 1998 with great success. When engaging with the government on issues like pathogen reduction, being able to speak about the success and credibility of OFFSP goes a long way in demonstrating the commitment of all farmers to producing safe food for Canadians.

BACKGROUND INFORMATION ON SE IN CHICKENS

SE is a specific *Salmonella* serotype of interest because of its link to human illness cases and because there are differences in its epidemiology as compared to other salmonellae. The most common type of infection is the carrier state, in which infected animals carry the pathogen for a variable period

of time without showing any clinical signs. This is thought to be the main risk factor for salmonellosis illness in humans, as the bacteria can transmit in poultry meat to humans.

SE can be present in chickens through both vertical and horizontal transmission and contamination of feed and feed ingredients is possible but less common than for other serotypes. Other sources to consider include bedding, water sources, rodents, darkling beetles, and cross contamination from people, previous flocks or equipment; the requirements in the OFFSP address these risks. The bacteria are often persistent in the environment, especially in dry dusty areas, but are susceptible to disinfectants when used properly.


The usual route of infection for SE is fecal-oral, although infection through the upper respiratory tract and the conjunctiva have also been reported.

Clinical infection of broilers with SE is less common but can occur. Signs may include depressed, ruffled feathers, closed eyes, diarrhea, vent pasting, loss of appetite and thirst, or stunting in older birds. In addition to good biosecurity and management practices, vaccines and probiotics can help in addressing *Salmonella* and advice on these can be obtained from your vet.

Sources:

<https://www.merckvetmanual.com/digestive-system/salmonellosis/overview-of-salmonellosis>

<http://www.thepoultrysite.com/diseaseinfo/133/salmonellosis-s-enteritidis-and-s-typhimurium-infections/>

<https://www.sciencedirect.com/science/article/pii/S1198743X15010307> 




Donation to Ottawa Food Bank

Chicken Farmers of Canada firmly believes that it's important to give back to our communities and support those that are less fortunate. We believe that every Canadian should have access to a healthy source of protein, and we believe that we can make a contribution to help make that happen.



We have been proud partners and supporters of the Ottawa Food Bank since 2007 and continue to find new ways to work together to fight hunger in Canada's capital. Each year, through the Chicken Challenge food donation program and staff donations, we continue to support the mission of the Ottawa Food Bank.

The annual Chicken Challenge food donation program provided another \$50,000 worth of frozen chicken products to the Ottawa Food Bank. This was the ninth successful year of the program, which solicits bids for frozen chicken products from a Canadian processor to be donated to the food bank.

In addition, \$4,500 was collected through yearlong staff donations and 50% matching Chicken Farmers of Canada donations. Altogether, nearly \$54,500 was donated in 2018. This brings the total contribution to the food bank since we became partners and supporters in 2007 to over \$544,500! 



The importance and value of the Veterinarian-Client-Patient relationship



TWO IMPORTANT DATES HAVE RECENTLY PASSED FOR CHICKEN FARMERS IN CANADA.

As of December 1, 2018, Health Canada moved all medically important antimicrobials (Category I, II, and III) to the Prescription Drug List. This means that these antimicrobials can now only be obtained with a vet prescription (requiring an effective relationship with a veterinarian, or VCPR) and are no longer available over the counter.

Shortly after, on January 1, 2019, the revised *Raised by a Canadian Farmer* Animal Care Program came into effect, making it mandatory that chicken farmers develop a flock health plan. While these are two separate initiatives, they align in recognition of the important role played by veterinarians in maintaining animal health, public health, and mitigating consequences associated with animal diseases.

WHAT IS A VCPR?

The veterinarian-client-patient relationship (VCPR) at its core describes the professional working relationship between a veterinarian, a client, and the patient. This must be established before a veterinarian can extend professional services to a client, except in emergency circumstances. A VCPR is not established by simply

signing a contract with a veterinarian. Rather, the medical records must show evidence of professional interaction between the veterinarian, client, and patient. This can include records of diagnostic tests, recommendations, case follow-up, and farm visits. The medical records must substantiate that an appropriate VCPR exists.

VCPR

CONSULTING WITH A POULTRY VETERINARIAN IN ORDER TO DEVELOP A FLOCK HEALTH PLAN IS A GREAT WAY TO INITIATE A VCPR AND CAN BE THE BACKBONE OF THIS RELATIONSHIP.

In Canada, the provincial regulatory body for veterinarians sets the standard for what is necessary and sufficient for a valid VCPR. In Ontario for example, a VCPR exists when the following conditions are met. First, the veterinarian has described the scope and extent of their services and the client has accepted these. The veterinarian assumes the responsibility for clinical assessments, decisions, and recommendations regarding the health and welfare of the animals. The veterinarian must be satisfied that they have recent and sufficient knowledge of the patient, management, and facilities in order to make informed assessments. Lastly, the client agrees to follow the veterinarian's recommendations and prescriptions. The establishment of a VCPR can happen through conversation, with key aspects noted in the medical record.

Under the VCPR, the client may work with more than one veterinarian, depending on what veterinary specialization is needed. In the context of agriculture, this relationship may not necessarily be established with the poultry farmer, but rather with a designated agent that is authorized to represent the owner, such as a flock manager or field service person. And once a VCPR is established, it is usually not necessary for the veterinarian to physically be at the farm each time they make a recommendation. Once they are familiar with the flock and the farmer or flock manager, advice and recommendations may sometimes be given over phone or email, based on lab results, for example.

VCPR AND DEVELOPING A FLOCK HEALTH PLAN

Consulting with a poultry veterinarian in order to develop a flock health plan is a great way to initiate a VCPR and can be the backbone of this relationship. The purpose of the flock health plan is to create a planned, managed approach to flock health that promotes both the health and welfare of the birds. The plan is a living document that should provide strategies for disease prevention, rapid diagnosis, and effective treatment.

To assist with this, a flock health plan SOP has been provided in the new Animal Care Program manual. A poultry veterinarian can further assist with recommending appropriate vaccination programs and protocols for disease prevention and managing sick or injured birds. Veterinarians should be considered members of the flocks' health management team, as they can play a valuable role in development and design of production systems and prevention practices.

BENEFITS OF WORKING WITH A VETERINARIAN

Investing in a VCPR and working with a veterinarian is not only useful at the time of a flock health emergency when treatment is needed, but also in developing and reviewing farm management techniques to avoid emergencies in the first place. The expertise and advice of a veterinarian can not only improve flock health, but also the bottom line.

By working on preventative healthcare in the flock, the veterinarian can help you to improve key performance and welfare parameters such as feed conversion ratio, livability, condemnations, and footpad scores. Even a small improvement can have a large impact on profit. For example, the economic benefit of veterinary advice leading to a 1% reduction of condemnation in a chicken broiler flock of 25,000 marketed at 2.2 kg, would lead to an additional 550 kg per flock. If priced at \$1.60 per kg, it would translate to a gross increase in income of \$880, that otherwise would be lost.

A 2% reduction in mortality would bring in \$1,750, which could be achieved through mitigation of issues with *E. coli* infection or necrotic enteritis. Working with a veterinarian on preventative flock health can have an excellent return on investment for your farm.

With credit to the Ontario Association of Poultry Veterinarians for content in this article. 

Water Line Settings Video

We know that fresh, good quality drinking water is critically important for bird health and growth. To ensure that birds have access to this water at all times, water line settings need to be carefully managed and adjusted as birds grow.

Towards this end, Chicken Farmers of Canada has created a water line settings video which talks about the different aspects to consider in adjusting and managing water lines in the barn. This video can serve as a good refresher and can be used as on-farm training tools for new hires or as part of any on-farm training.

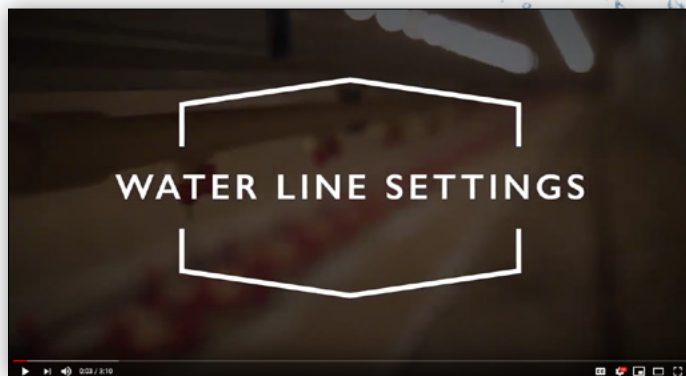
Points covered in the video include:

- » What to think about when setting water lines
- » Adjusting water pressure: how to, and what to consider
- » Measuring flow rate
- » Drinker height adjustment
- » Common problems and solutions

There should be no restriction in the amount of water offered to the birds and adjusting water line settings can help to

achieve this while also reducing the potential for litter quality or footpad problems due to water spillage.

For more information click below to view this guide to adjusting water line settings in the barn:



Another Successful Third-Party Audit for the *Raised by a Canadian Farmer* Animal Care and Food Safety Programs

For the third year in a row a comprehensive third-party audit was conducted on Chicken Farmers of Canada's (CFC) two key programs: the *Raised by a Canadian Farmer* Animal Care and On-Farm Food Safety programs. CFC is proud to share the positive outcome of the 2018 audit.

The third-party audit is conducted by NSF International. NSF is an internationally recognized third-party certification body that uses PAACO (Professional Animal Auditor Certification Organization) certified auditors and is accredited by the American National Standards Institute to ISO 17065. Audits take place at the national office, three to four provincial board offices, on a sample of farms in every province, and on CFC's on-farm auditors. In

2018 this was amended to include all auditors, each of whom undergo two witness audits from NSF.

The 2018 audit conducted by NSF concluded that both programs have been implemented effectively, maintained on an on-going basis, and that appropriate measures for each program were consistently applied. Additionally, NSF's on-farm assessment demonstrated that CFC has effectively and consistently implemented the programs.

The third-party audit is a component that adds credibility to these programs and validates the hard work that producers put in every day to achieve the high standards of chicken production that Canadians know and trust.

Being able to communicate the audit results is important for our customers to trust in the programs that are being implemented. This credibility allows the Canadian chicken industry the benefit of having one national program for all farmers across the country. **CF**