



Chicken Farmers of Canada 2019 Election Key Messages

- Alongside the 2,800 other chicken farmers in this country, I operate under supply management, a system that guarantees a fair return for my work, while providing Canadians from coast to coast with fresh, local, high-quality food, made by Canadians.
- Thanks to the stability of supply management, my fellow 16,000 poultry, dairy and egg farmers and I are able to support our vibrant communities, and sustain jobs in the processing, further processing, veterinarian, transportation, and food retail sectors—and beyond!
- We are a vital part of our community's economy and the economies of other communities across the country.
- Canada's chicken farmers are a stabilizing force across the country, producing prosperity in every corner. In rural areas, farmers raising high-quality chicken are able to reinvest in their farms and their communities. In turn, Canada's urban areas receive a consistent supply of fresh, high-quality protein on their plates.
- Over 90% of supply management farms are family-owned, and many of these are multi-generational.
- We need to keep the conversation going on the importance of supply management to our communities and to our economy throughout the election campaign – farmers like me are counting on your continued support.

Raised by a Canadian Farmer

- The *Raised by a Canadian Farmer* brand, available at grocery stores and at restaurants, ensures Canadians that the chicken they are purchasing is raised in Canada. It stands for all of the on-farm programs I use and the commitments I have made to raise my flocks to meet the highest standards of care, quality and sustainability.
- In fact, in a recent survey, almost 90% of Canadian shoppers think it's important that the chicken they buy is raised in Canada and would be more likely to buy chicken if it had a label showing that their chicken is Canadian raised.

On-Farm Food Safety Program

- Chicken Farmers of Canada ensures I follow our On-Farm Food Safety Program. This program is mandatory on every farm and third-party audited across every province.
- This program offers a set of standards for best practices in biosecurity and disease prevention on the farm.



- The Program has received federal, provincial, and territorial government recognition, including full recognition by the Canadian Food Inspection Agency.

Animal Care

- Chicken Farmers of Canada also requires that I follow a strict, mandatory and auditable Animal Care Program to ensure the highest standard of animal care is upheld on chicken farms across the country.
- The Animal Care program is based on the Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens, and Turkeys, as developed by the National Farm Animal Care Council (NFACC). NFACC is a leading authority on farm animal care—it includes animal care requirements based on research and scientific review.
- Farmers are third party audited annually to ensure they meet the requirements of the program.
- 100% of Canadian chicken farmers are certified on the program.
- Good animal care affects the product consumers purchase—comfortable birds are healthy birds, and healthy birds provide the safe high-quality chicken meat farmers like me are proud to produce.

Sustainability

- Farmers are also committed to sustainability through innovation, by preserving the health of the land, providing value to Canada's economy, and growing affordable food for Canadians. Canadian chicken farmers are leading the pack with our on-farm practices.
- Over the last 40 years, Canadian chicken farmers have adopted practices on the farm to reduce our environmental impact, resulting in 37 per cent lower carbon footprint, 37 per cent reduction in non-renewable energy consumption, and 45 per cent less water consumption.

Economic Contribution

A driving force in the Canadian economy, the chicken sector's 2,803 chicken farmers and 191 processors generate employment and help sustain agricultural communities in every province.

The sector:

- sustains 87,200 jobs
- contributes \$6.8 billion to Canada's Gross Domestic Product
- pays \$2.2 billion in taxes
- purchases 2.6 million tons of feed, supporting other farmers in turn



Trade

- Canada has successfully negotiated fourteen trade agreements with 51 countries since 1994, all of which have opened new markets for Canadian exports while preserving supply management.
- Unfortunately, additional market access was provided under the CPTPP and CUSMA negotiations which will result in additional imports replacing Canadian-raised chickens. When these agreements are implemented, the access provided by Canada will be equivalent to 10.8% of our production.
- The tariff rate quotas on supply-managed commodity imports provide Canada's trading partners with stable and predictable market access, which is highly valued in the world of international trade.
- Canada is the 17th largest importer of chicken in the world
- Canada has provided sufficient access to other countries and must not further erode our local production under other negotiations such as the ongoing Mercosur and WTO trade talks

Issues

Spent Fowl

- Spent fowl are egg-laying hens that are processed for their meat once they have reached the end of their production cycle.
- While there are import limitations on broiler meat (the chicken that I raise), there are no restrictions on spent fowl imports.
- As a result, some importers have been purposely mislabelling broiler chicken meat as spent fowl in order to circumvent import controls.
- The issue of spent fowl has an impact not only at the farm level, but throughout the economy:
 - These illegal imports have resulted in estimated annual losses of 1,400 jobs to the Canadian work force, \$105 million in contributions to the national economy, \$35 million in taxes, and at least \$66 million in government revenues due to tariff evasion.
- In 2014, with financial support from Chicken Farmers of Canada, Trent University successfully developed a forensic DNA test that can verify whether a given product contains chicken, spent fowl or a combination of the two.
- If elected, Canada's chicken farmers need you and your colleagues to work towards incorporating the DNA test as a means of import verification for spent fowl meat.



Duties Relief Program

- The Canadian Border Services Agency (CBSA) administers the Duties Relief Program (DRP), a program that has been designed primarily for industrial and manufacturing goods and not perishable agricultural products that are subject to tariff rate quotas.
- Under the DRP:
 - Substitution is permitted, meaning high value imported cuts such as boneless chicken breasts can be replaced by lower value domestically-sourced cuts or spent fowl
 - Re-exportation can take up to four years, even though Health Canada recommends that frozen poultry be stored for no longer than one year
 - The addition of water and salt to meat products (marination) is permitted
- Global Affairs Canada (GAC) administers the Import for Re-export Program (IREP), another program that has been designed specifically for products subject to import controls, such as chicken.
- If elected, Canada's chicken farmers need you and your colleagues to update the rules governing the import and re-export of perishable agricultural products that are subject to tariff rate quotas under the Duties Relief Program. These changes would include banning the substitution and marination of imported chicken cuts, reducing the allowed time to re-export from the current 4-years, and requiring participants to submit regular export and inventory reports. Furthermore, applicants who have been barred from the Import for Re-Export Program (IREP) should not be eligible to participate in the DRP – and vice-versa.

Antimicrobial use and resistance

- Antimicrobial resistance is a significant concern for farmers – from an animal health perspective and a public health perspective.
- Chicken Farmers of Canada is actively implementing a comprehensive antimicrobial use strategy that involves reduction, surveillance, education and research.
- The focus of the industry's antimicrobial use strategy is on the preventive use of antibiotics of human importance:
 - The preventive use of Category I antibiotics (those most critical to human medicine) was eliminated as of May 2014.
 - The preventive use of Category II antibiotics was eliminated at the end of 2018, and the elimination of the preventive use of Category III is currently being evaluated.
 - We are able to take on these initiatives thanks to supply management



- Maintaining the use of antibiotics for treatment of disease is essential to protect the health and welfare of the birds in our care and to ensure a safe food supply.

How candidates can help:

- Talk to farmers in your riding about how you can help the Canadian chicken sector
- Ensure your party voices its support for supply management system in the election
- If elected, engage with your colleagues and fellow Parliamentarians on how you can help the Canadian chicken sector grow the economy and better serve Canadians by:
 - Implementing the DNA test to determine if an imported product is spent fowl or broiler chicken
 - Ensuring changes to the Duties Relief Program
 - Supporting enabling regulations and policies for the commercialization of alternative products (e.g. probiotics, vaccines) to meet industry/government antimicrobial use reduction targets