



THE CHICKEN FARMER

Volume 22, Issue 1 | FEBRUARY 2020



Trade & Policy Update – New Economic Impact Study

Chicken Farmers of Canada recently commissioned a study on the important economic contributions that the chicken industry makes to each province and to Canada as a whole. Based on 2018 data, this study identifies the key indicators of employment, gross domestic product (GDP) and taxation revenue at the sector-level. Combining the producer and primary processor levels provides a comprehensive overview of the chicken sector’s impacts throughout the supply chain; the analysis does not include the further processing sector due to the difficulty singling out chicken-related activities from its overall production.

The direct, indirect and induced impact results are also amalgamated. Direct impacts refer to the effects that are directly the result of our sector’s activity such as farm gate sales and on-site employee wages. Indirect impacts refer to the economic activity resulting from business-to-business interactions such as feed purchases and transportation contracts. Associated to these two are induced effects, which

refer to the changes in household-to-business activity that flow from both direct and indirect effects. For instance, when household incomes increase thanks to the increases in wages and business returns of all industries that are directly and indirectly affected, those households will in turn increase their own expenditures and contribute more to their local economies.

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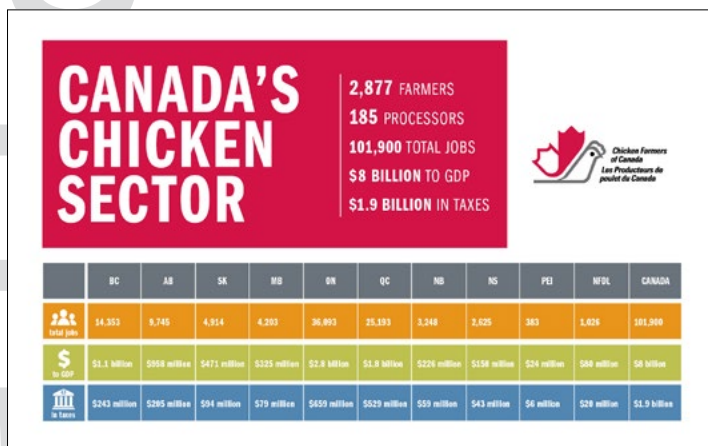
in this issue

- 3 Talking About Pathogen Reduction
- 4 Year in Review – Government Relations Highlights
- 6 Antimicrobial Resistance Strategy Update
- 7 CPRC Update
- 8 NSF report
- 11 Food Freedom Day

In 2018, the Canadian chicken sector's 2,877 farmers and 185 processors:

- » contributed \$8 billion to Canada's GDP;
- » sustained 101,900 jobs;
- » generated \$1.9 billion in taxes (federal, provincial and municipal); and
- » purchased 3 million tons of feed, thereby supporting farmers in other sectors.

Chicken Farmers of Canada has developed the following infographic, which clearly presents the vital role our sector plays in the national and provincial economies, especially in rural areas. You can download the infographic from [here](#) and to keep it on hand for easy reference and for sharing with your local government representatives when engaging with them on industry and trade-related matters.



Here is a link directly to the latest economic contribution data from 2018.


UPDATE ON THE CANADA-UNITED STATES-MEXICO AGREEMENT (CUSMA)

The U.S. Senate gave its approval of the new North American free trade agreement on January 16, opening the way for President Trump's signature and ratification. Having worked with United States Trade Representative Ambassador Lighthizer to resolve their concerns regarding provisions on labour, drug patent protection and enforcement, dispute resolution, and the environment, the Democratically held House of Representatives had approved of the pact on

CANADA IS COMMITTED TO MOVING IN TANDEM WITH THE U.S. TO APPROVE THE AGREEMENT, SO IT IS EXPECTED THAT THE LEGISLATION FOR RATIFICATION WILL BE A TOP PRIORITY ONCE PARLIAMENT RETURNS TO THE HOUSE ON JANUARY 27TH.

December 19, 2019. No changes were requested or made to Chapter 2, the chapter on National Treatment and Market Access for Goods, which outlines the concessions made to Canada's supply management sectors.

Through CUSMA, the U.S. has secured 62.9 million kilograms of country-specific access to the Canadian chicken market, 12.7 million kilograms more than what was provided in the original NAFTA by the conclusion of the negotiations. These gains are significant for the U.S. chicken industry because, not only did they secure additional access, but also the concessions made by Canada restrict all the CUSMA access to products originating from the U.S. alone, whereas the access provided in the NAFTA agreement was global – any of Canada's trade partners could benefit from it. Chicken products originating from the U.S. will now have increased and guaranteed access to the Canadian market without having to compete with other exporters such as Brazil and Thailand, Canada's second and third largest sources of chicken imports.


Canada is committed to moving in tandem with the U.S. to approve the agreement, so it is expected that the legislation for ratification will be a top priority once Parliament returns to the House on January 27th. As Mexico has already ratified the deal, the agreement will come into force on the first day of the third month following its ratification by all three members, which could be as early as May 1st. 

Talking About Pathogen Reduction

Pathogen reduction in poultry is a high priority for both government and industry and was deemed to be a critical priority for Chicken Farmers of Canada for 2020. Significant preparation was made to finalize a plan for implementing a national Salmonella prevalence survey which is being implemented in 2020. The main objective of this surveillance will be to determine the on-going monitoring and mitigation needs that are appropriate for Canadian chicken farms in the future.

Throughout the year, Chicken Farmers of Canada continued to participate on the government-industry working group to address pathogens all along the value chain. Due to the elevated priority placed on pathogen reduction this year, substantial work was done with industry stakeholders to ensure alignment on tackling this critical issue. This will be a continued effort in our industry for years to come.

While food safety begins on the farm, consumers also have a role to play. Another component of Chicken Farmers of Canada's work on pathogen reduction involves increased communications to consumers about safe food handling practices. Communication efforts, mainly online and through social media, have increased to get the message out to Canadians about the importance of properly handling and cooking chicken to avoid any chances of foodborne illness.

These include messages on storage and handling, food thermometers, proper cooking and handling, thawing food safely, and other safe food handling messages. 

FOOD STORAGE

MESSAGE: THE CHICKEN INDUSTRY SUPPORTS SAFE FOOD HANDLING THROUGH THE ENTIRE SUPPLY CHAIN, INCLUDING ENGAGING IN ACTIVITIES TO EDUCATE CONSUMERS IN THE SAFE HANDLING OF FOOD.



HOW LONG CAN YOU STORE CHICKEN?

FRIDGE:
Whole chicken: 2-3 days
Chicken pieces: 2-3 days
Cooked chicken: 3-4 days
Ground chicken: 1-2 days

FREEZER:
Whole chicken: 12 months
Chicken pieces: 6 months
Cooked chicken: 3 months
Ground chicken: 3 months

FOOD SAFETY TIP

MESSAGE: OUR EXPERTS HAVE SPOKEN: WHEN YOU TOUCH RAW CHICKEN, ANY BACTERIA LURKING ON THE MEAT CAN STICK TO YOUR SKIN AND BE SPREAD TO OTHER SURFACES. WASH YOUR HANDS. NOT YOUR CHICKEN.



ALWAYS
WASH YOUR HANDS BEFORE AND AFTER HANDLING RAW CHICKEN

NEVER
WASH YOUR CHICKEN

COOKING TO TEMP



Canadian Chicken - Poulet canadien
Published by Jeff Graham · 11 · December 2, 2019 · 0

The best way to make sure your meat is bacteria-free is to cook it to the correct internal temperature. But how do you know what the correct internal temperature is? Find out by attending chicken school at chicken.ca #canadianchicken

Chicken School - Chicken.ca
Chicken School - Chicken.ca
Chicken Farmers of Canada (CFC) is a national or...
Chicken Farmers of Canada (CF



Hill Watch

Year in Review

Government Relations Highlights

LOBBY DAY

The 2019 Chicken Farmers of Canada Lobby Day was held on May 7th and was the last opportunity for Directors and provincial board members to engage with Parliamentarians before the election in the fall. This annual event is a leading activity in the Chicken Farmers of Canada government relations strategy – it helps build relationships, highlight our issues, and create awareness of the great work farmers do for the economy and Canadians.

ELECTION

The 2019 federal election was held Monday, October 21st, with the Liberal Party of Canada securing a minority government. Chicken Farmers of Canada executed a robust election strategy from the end of July until October to ensure farmers were out meeting with candidates across the country and talking about the importance of supply management and the Canadian chicken sector. Chicken Farmers of Canada looks forward to working with newly elected and reelected Parliamentarians in this new session.

RECIPE CONTEST

Chicken Farmers of Canada held a recipe contest for Parliamentarians in the spring, encouraging MPs and Senators to share their favourite chicken recipes with Canadians. The three finalists were Senator Robert Black, Minister Lawrence MacAulay, and MP Michel Picard. Swimming Canada athletes judged each recipe, and \$17,500 in donations was made to food banks across the country on behalf of the contest.

DOWNTOWN DINER

Despite the rain and drop in spring temperatures, Chicken Farmers of Canada hosted another successful Downtown Diner in Ottawa alongside representatives from Turkey Farmers of Canada, Canadian Hatching Egg Producers, and Egg Farmers of Canada. This annual pop-up diner welcomes Parliamentarians, Hill staffers, and the public to enjoy a delicious treat made from poultry and egg products, while chatting with farmers from coast to coast. Parliamentarians took time out of their busy days to stop by, enjoy some food, and promote the Diner on social media. CTV Morning Live also came by and did some trivia with Chicken Farmers of Canada Chair, Benoît Fontaine.

JOINT ANNUAL RECEPTION

Canada's poultry groups and producers hosted the 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. This annual reception showcases the delicious Canadian food produced by supply managed farmers.

GIVING BACK

Chicken Farmers of Canada's government relations initiatives in 2019 included participating in a number of community events to highlight farmers' dedication to Canadian agriculture and giving back. Sponsorships included events for the United Way, Cystic Fibrosis, the Advancing Women in Agriculture conference, and celebrating Canada's Agriculture Day.

Year in Review

FPT

Canadian Federation of Agriculture representatives met with Federal, Provincial, and Territorial Ministers in July in Quebec City to discuss pressing issues in Canadian agriculture. The roundtable was moderated by CFA President Mary Robinson and featured opening remarks from Agriculture and Agri-Food Minister Marie-Claude Bibeau. Farmers voiced their frustrations to Ministers regarding trade disputes, BRM programming, and external threats. Chicken Farmers of Canada representatives engaged with Ministers and senior public servants at a reception following the roundtable.

FARM TOURS

Chicken Farmers of Canada hosted a number of farm tours across the country with Ministers, MPs, and Hill staffers in 2019. Introducing Parliamentarians and their staff to how Canadian chicken is raised helps decision makers understand how important the sector is to the economy, to safe food, and to Canadians' diets. **CF**



Antimicrobial Resistance Strategy Update

Chicken Farmers of Canada is extending the re-assessment timeframe for preventive Category III elimination; taking a responsible, pragmatic approach to antimicrobial use reduction.

Step 1

Elimination of the preventive use of Category I antibiotics in May 2014

Step 2

Elimination of the preventive use of Category II antibiotics by the end of 2018

Step 3

Eliminate the preventive use of Category III antibiotics

Following an assessment that took place throughout 2019, Chicken Farmers of Canada has reaffirmed its commitment to its Antimicrobial Use Strategy and to eliminating the preventive use of Category I, II, and III antibiotics.

Chicken Farmers of Canada will continue to take a responsible and pragmatic approach to antimicrobial use reduction. The reassessment requires further consultation with industry in order to successfully eliminate the preventive use of Category III antibiotics. As a result, Chicken Farmers of Canada has extended the reassessment timeframe to June 2020.

The Canadian chicken industry has taken major steps in antibiotic reduction, with the removal of the preventive use of Category I antimicrobials in 2014, followed by the removal of Category II preventive use at the end of 2018. The effectiveness of this has been demonstrated by the government CIPARS surveillance program.

A goal had been set to further reduce antimicrobial use (AMU) by eliminating preventive Category III use by the end of 2020, and this was contingent on a re-assessment of industry's readiness for such a change. A single antibiotic, Bacitracin, would have been impacted by this, as it is the only Category

III antimicrobial used preventively in chicken production. Establishing this goal was important to be transparent with industry and consumers about the direction of the reduction strategy, but to also allow time for industry to measure the potential impacts.

Taking into account key aspects of animal welfare and sustainability that remain unresolved, Chicken Farmers of Canada has deferred its decision on setting an implementation date for the removal of the preventive use of Category III antibiotics. The decision will be revisited in our June 2020 meeting. The industry has reiterated its commitment to eliminating Category IIIs but determined that it would not be responsible to commit the entire industry to an elimination date at this time.

Chicken Farmers of Canada's strategy continues to provide a sustainable means of meeting consumer expectations, protecting the health and welfare of birds, and preserving effective treatment options.

The objectives and approach of Chicken Farmers of Canada's strategy works in collaboration with the Canadian government's Pan-Canadian Framework on Antimicrobial Resistance and Antimicrobial Use.

The key guiding elements of the reduction strategy include surveillance, stewardship, and research. Chicken Farmers of Canada will continue collaborating on industry and government surveillance programs to monitor antibiotic use and the impacts of the reduction strategy, while also investing in research to provide innovative solutions.

As always, consumers can be assured that they are not eating the antibiotics that may have been given to the chickens. Canada has strict regulations about antibiotic usage (including ensuring that all Category I to III medications given to birds have a veterinary prescription), and the Canadian Food Inspection Agency monitors and inspects chicken to ensure there are no issues with antibiotic residues in the meat. **CF**

CPRC Update



Bogdan Slominski, University of Manitoba

Going for Gut Health

Potential for yeast-based feed additives continues to grow

Feed ingredients derived from yeast products have been on the market for a number of years, providing a valuable source of protein and benefits to bird intestinal health. For commercial poultry producers, these products offer an effective and inexpensive alternative to antibiotic growth promoters. But there's more work to be done, specifically in researchers' understanding of the components of yeast.

Professor Bogdan Slominski, leader of the novel feed technology research program at the University of Manitoba, has been working with enzyme/yeast-based prebiotic supplements for more than two decades. As part of a four-year project funded in part through the Canadian Poultry Research Council, he prepared products and used them in disease challenge studies with laying hens, broilers and turkeys. This recent work has led to improved technology in Maxi-Nutrio™ a commercially available feed supplement for pigs and poultry from Canadian Bio-Systems Inc., an industry partner and research funder. Maxi-Nutrio is new to the marketplace, and used by a growing number of broiler, layer, and turkey operations.

"I've been specifically working on enzyme supplements for fibre components of feed ingredients because the products would contribute to many benefits for gut health effects," Slominski says. "Additionally, we have sets of data that clearly illustrate the benefits of enzyme pre-treated yeast products, and there is more to do."

Slominski says the products he developed aid bird health in two ways. First, they provide nutrients that encourage the

growth of beneficial bacteria in the gut. The bacteria functions to lower gut pH and fight pathogens such as *Salmonella*, *E. coli* or *C. perfringens*. Another benefit is that saturating the binding sites in the gut prevents the pathogens from attaching and growing.

"What we are really trying to do is make sure that the animals can perform up to their genetic potential and that their gut health is supporting this," says Slominski. "With different additives and good diet formulations and the supply of nutrients with these potential additives, we are trying to manipulate the gut a little, and make sure the gut is performing its function of digestion and absorption effectively."

Now, Slominski is continuing his research with partners in Canada and abroad to leverage expertise and partnerships in novel feed technology and create an enhanced understanding of the chemical nature of the active components of yeast. He says despite a large number of studies carried out to determine the prebiotic effects of yeast products for poultry, scientists still lack the proper identification of components involved in protecting the gut from pathogens.

"In this next step, the focus will be on the release of novel bioactives of yeast using new enzymes along with those used in our earlier research," says Slominski. "We hope to enhance the biological activity of yeast and yeast-derived products, and to determine the effect of enzymatically-released yeast bioactives on gastrointestinal tract development, immune system function, minimizing

"WE ARE TRYING TO MAKE SURE THAT THE ANIMALS CAN PERFORM UP TO THEIR GENETIC POTENTIAL AND THAT THEIR GUT HEALTH IS SUPPORTING THIS."

pathogenic bacteria colonization and improving poultry growth performance."

The plan is to identify the organisms expressing the activities for effective release of yeast bioactives, answering important questions about their mode of action, and leading to enzyme pre-treated yeast products that offer more bioactive properties.

Yeast bioactives technology designed for use as a feed supplement in diets for poultry, swine and ruminants have been available to producers since December 2018.

Slominski's research on the development of yeast products was funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster 2 which was supported by Agriculture and Agri-Food Canada as part of Growing Forward 2, a federal-provincial-territorial initiative. Additional funding was received from industry partner Canadian Bio-Systems. **CF**

CHICKEN FARMERS OF CANADA



Animal Care & On-farm Food Safety Programs



Chicken Farmers
of Canada
Les Producteurs de
poulet du Canada

www.chickenfarmers.ca
www.chicken.ca

NSF report

Chicken Farmers of Canada (CFC) is proud to present the findings from NSF International's 2019 third party audit. For the fourth year in a row NSF's on-farm assessments, witness audits and management audits have demonstrated that CFC has effectively and consistently implemented the *Raised by a Canadian Farmer* On-Farm Food Safety Program and the *Raised by a Canadian Farmer* Animal Care Program.

NSF International is an internationally-recognized third-party certification body and is accredited by the Occupational Safety and Health Administration (osha.gov), the Standards Council of Canada (SCC) (scc.ca), the American National Standards Institute (ANSI) (ansi.org) and the International Accreditation Service (iasonline.org).

Canadian chicken farmers are proud to deliver on expectations of Canadian consumers – and proud to be able to demonstrate this commitment through the implementation of food safety and animal care programs at the farm.

A HISTORY OF COMMITMENT

Representing 2,800 chicken farmers from coast to coast, CFC's *Raised by a Canadian Farmer* On-Farm Food Safety Program and *Raised by a Canadian Farmer* Animal Care Program are concrete, accountable means of demonstrating the pride and commitment of farmers in raising the quality chicken Canadians can trust.

In 2001, CFC proactively implemented an auditable, national On-Farm Food Safety Program and subsequently became the first commodity in Canada to receive full recognition from the federal, provincial and territorial governments for its effective implementation. To maintain recognition, the program undergoes reviews by the federal and provincial governments on a 20-month cycle.

In 2009, CFC furthered its on-farm programming by releasing an Animal Care Program. The program was designed to provide assurance that farmers are meeting appropriate animal care standards.

These programs are developed, maintained and updated by Chicken Farmers of Canada and each provincial board office has the authority for the enforcement mechanisms for each of the programs.

In 2016, CFC initiated third party audits to further demonstrate to customers and consumers both the commitment of farmers and the effectiveness of the programs.

ONE SET OF NATIONAL STANDARDS TO ENSURE CONSISTENCY FROM COAST TO COAST

CFC is the only organization that can audit and enforce one national program for all chicken farmers in Canada.

CFC's *Raised by a Canadian Farmer* On-Farm Food Safety Program is HACCP-based and has been developed to meet and exceed the standards developed by the Canadian Food Inspection Agency and the provincial and territorial governments.

The On-Farm Food Safety Program requirements address personnel training, biosecurity measures, controlling access to the farm, feed and water, cleaning and disinfecting, chicks, input materials, the grow-out period, disease management and record keeping. Each of these farm management aspects has been reviewed to reduce and/or eliminate biological and chemical hazards.

CFC's *Raised by a Canadian Farmer* Animal Care Program was developed based on the *Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys*. This Code is maintained by the National Farm Animal Care Council (NFACC), a world leader in bringing together stakeholders with different perspectives – farmers, veterinarians, processors, transporters, animal welfare associations, researchers, and provincial/federal governments – to develop robust and sound Codes of Practice.

The Animal Care Program requirements address feed, water, space, temperature, air quality, lighting, back-up systems, bedding, bird handling and health care practices. The comprehensive program demonstrates the level of care given to Canadian chickens.

Both programs are managed using the ISO-based Management Requirements of the federal, provincial, and territorial governments for on-farm food safety programs. Each program has mandatory requirements, which farmers must follow to become certified, as well as highly recommended items for continuous improvement of their operations.

AUDITABLE AND MANDATORY PROGRAMS WITH ACCOUNTABILITY FROM EVERY FARM

Using over 25 trained auditors, every farm in Canada is audited annually on both programs. The On-Farm Food Safety and Animal Care Programs are mandatory in all 10 provinces.

In each province, the provincial board has enforcement measures for farms that are not compliant. Enforcement measures vary by province but include monetary penalties, reduction in allocation or license suspensions.

Any removal of certification is communicated with supply chain members – hatcheries and processors – to ensure transparency and enforcement.

CFC IS COMMITTED TO CONTINUOUS IMPROVEMENT. WE EVOLVE AS WE LEARN.

Continuous improvement is integral to CFC's *Raised by a Canadian Farmer* On-Farm Food Safety Program and Animal Care Program – it's the reason the food safety program is in its 5th edition.

On an annual basis, CFC conducts management reviews, internal audits, witness audits of auditors and third party audits of the entire program. Each of these initiatives helps to ensure effective implementation and to refine the programs.

Four examples of CFC's continuous improvement in 2019 include:

- » **Implementation of new Animal Care Program manual:** Starting January 1st 2019, all animal care audits were conducted according to the new program requirements. CFC had been working for over a year to update the Animal Care Program through NFACC's Animal Care Assessment Framework to align the program with the recently updated Code of Practice. The result is that the 2019 program has been fully recognized through NFACC and covers all the requirements in the new Code.
- » **Removal of the preventive use of Category II antibiotics:** Furthering CFC's Antimicrobial Use Strategy and commitment to responsible use, Category II antimicrobials were eliminated in chicken production for disease prevention as of January 1st 2019. This was the second major reduction step in

our strategy which provides a sustainable means of meeting consumer expectations, protecting the health and welfare of birds, and preserving effective treatment options.

- » **Increased vet oversight of medically important antimicrobials:** Regulatory changes by Health Canada took effect at the end of 2018 whereby a veterinary prescription is now required to access medically important antimicrobials. CFC communicated broadly to chicken farmers about this change and welcomed this increase in veterinary oversight.
- » **Approval of prevalence survey for *Salmonella* Enteritidis:** Pathogen reduction is a major priority for CFC and in 2019 a prevalence survey was approved for the main pathogen of interest, *Salmonella* Enteritidis. Set to begin in 2020, the primary objective is to determine the on-going monitoring and mitigation needs that are appropriate for Canadian chicken farms in the future.



Food Freedom Day

The Canadian Federation of Agriculture (CFA) has calculated that by Saturday, February 8, 2020, a Canadian household of average income will have earned enough to pay their entire year's grocery bill.

Each year, CFA examines the proportion of income that Canadians spend on food as a way to explore year-over-year expenditure changes and raise consumers' understanding of Canada's food system, from Farm-Gate-to-Plate.

Canadians spent 10.9% of their disposable income on food in 2019, which is slightly lower than the 11% of disposable income spent on food in 2018. While prices for some foods are set to increase in 2020, these increases have occurred alongside slightly larger increases in disposable income. As a result, this year's Food Freedom Day falls a day earlier than last year's date, which was February 9th.

Farmers only receive a small percentage of the price that consumers pay for food, particularly when the costs of production are taken into account. Canadian farmers

continue to adapt to widely varying costs for inputs such as fuel and fertilizer, and to balance their plans against uncertainties in the marketplace.

Food Freedom Day demonstrates the value that Canadian farmers deliver to ALL Canadians – not only through quality food, but by supporting 1 in 8 jobs, which in turn translates into vital economic contributions for our rural communities.

The future of farming, consumer expectations, the environment and other related issues will take centre stage later this month, when CFA hosts its 2020 Annual General Meeting. The theme of the AGM is “Producing Prosperity for the Next Decade”, looking at the future of farming in Canada. 