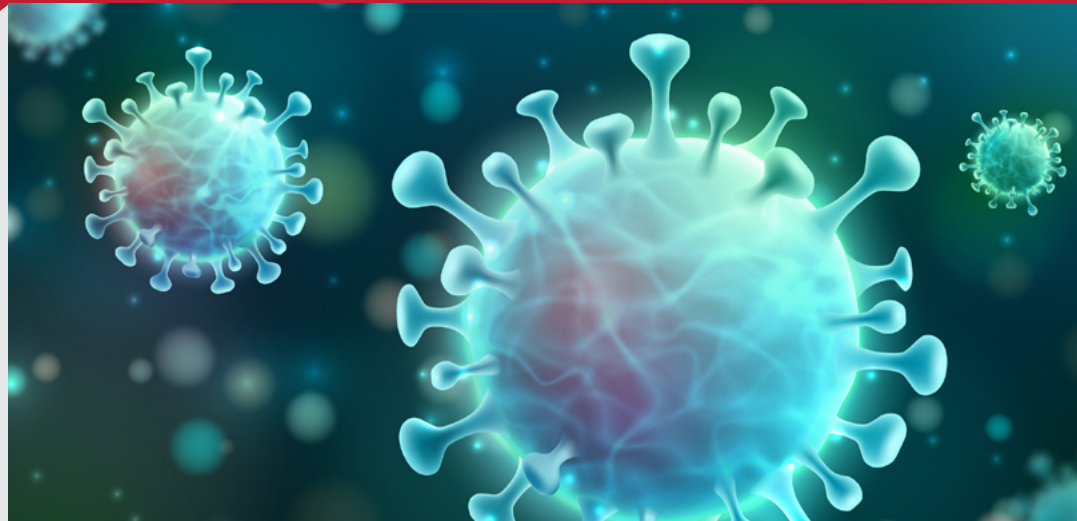


THE CHICKEN FARMER

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www.chicken.ca
www.chickenfarmers.ca



COVID-19 UPDATE

The COVID-19 crisis is challenging for everyone, including those involved with producing the food that goes to Canada's tables. On our page at chickenfarmers.ca, we outline many resources that farmers can use to better understand this situation and how it affects them. As always, farmers should consult with their provincial board for more information on how to keep themselves, their families, and their employees safe and healthy and maintain best practices on the farm.

CHICKEN FARMERS OF CANADA OFFICE

Per provincial regulations that all non-essential premises shut down, the national office is now closed. This became effective at the end of day March 23. We will reopen the offices as soon as we can. Staff will continue to work from home and can be reached via email or phone.

Please note that the anticipated office relocation in early April has been delayed until further notice.

COVID-19-RELATED MEETINGS

Chicken Farmers of Canada is conducting weekly meetings with the Executive Committee, as well as with Provincial Boards regarding the COVID-19 crisis.

CONTINUED ON PAGE 2

The provincial board meetings provide an opportunity for boards to discuss ongoing issues and to determine areas of possible collaboration, and to identify areas that may need to be addressed. Provincial Boards are providing communications directly to their producers.

Other meetings and updates Chicken Farmers of Canada is participating in or hosting:

- » meeting three times weekly with the National Poultry Group (CPEPC and the other feather organizations)
- » participating on an Agriculture and Agri-Food Canada (AAFC) Roundtable call with industry call three times a week
- » participating on a weekly call with Public Safety Canada
- » participating on more infrequent calls with the U.S. Food and Drug Administration

THE COVID-19 OUTBREAK IS
A RAPIDLY EVOLVING SITUATION.
THESE ARE CERTAINLY
UNPRECEDENTED TIMES AND WE
KNOW THAT THIS IS CAUSING NEW
CHALLENGES SPECIFIC TO
THE AGRICULTURE AND
AGRI-FOOD SECTOR.

MESSAGE FROM AAFC

The COVID-19 outbreak is a rapidly evolving situation. These are certainly unprecedented times and we know that this is causing new challenges specific to the agriculture and agri-food sector. To help ensure that you have access to pertinent information, AAFC has launched a new page on its main webpage (www.agr.gc.ca) through which information related to the COVID-19 situation is shared. The new page contains a specific link for industry that contains Questions and Answers to particular issues, as well as a series of related links at the bottom of the page.

AAFC will continue to update the page regularly.

CONSUMER COMMUNICATIONS

Now that most consumers are staying home, we are dialing back our self-promotional efforts in favour of a more helpful approach, by creating a “Cooped Up?” page on our website with helpful resources for consumers to get them through their days. Since more people will be cooking at home, we’re focusing on recipes, batch cooking, cooking with/for kids, and given that consumers will be making more meals at home, we are also featuring proper cooking and handling techniques.

The page is up on our main page at chicken.ca. We also have a page geared at other activities for families. Finally, we have also engaged our brand ambassadors to write an additional post this month, focused on similar themes. Our social media channels are following a similar theme. ▀

CHICKEN FARMERS OF CANADA ANSWERS THE OTTAWA FOOD BANK’S CALL FOR HELP

Chicken Farmers of Canada, whose office is in the nation’s capital, announced March 19th that it will be making a \$20,000 cash donation to the Ottawa Food Bank to assist families in need during the COVID-19 pandemic.



The Ottawa Food Bank issued a call for help on March 16th, explaining that there was a need for cash donations to help Ottawa’s vulnerable families.

Chicken Farmers of Canada has been proud partners and supporters of the Ottawa Food Bank since 2007.

Through the *Chicken Challenge Program* – which secures product donations from a Canadian processor – as well as through staff donations and other programming, Chicken Farmers of Canada’s contributions to the food bank have totaled \$600,000.

“But this is something different,” says Chicken Farmers of Canada’s Chair, Benoît Fontaine, “These are incredibly challenging times for all Canadians. We wanted to answer the call for help and pledge our support, in a meaningful way, to the city and region that our staff call home,”

Chicken Farmers of Canada firmly believes that it’s important to give back to communities and support those that are less fortunate. They believe that every Canadian should have access to a healthy source of protein.

“We believe we can make that happen,” explains Fontaine.

“We are beyond grateful to have the continued support of the Chicken Farmers of Canada,” said Michael Maidment, CEO, Ottawa Food Bank. “This gift is incredibly generous, and we are touched that they are thinking of our community during a time of such uncertainty. This gesture is on top of the already substantial donation of chicken we regularly receive from the chicken farmers.”

“Emergencies like this make things more difficult for everyone, and our team in Ottawa wants to help where they can,” says Fontaine, “Every little bit helps, and we challenge others in the area to do what they can to help.” ▀

THE CHICKEN FARMERS OF CANADA BOARD OF DIRECTORS FOR 2020

BOARD OF DIRECTORS

Chair: Benoît Fontaine (Quebec)

Yvan Brodeur (Canadian Poultry and Egg Processors’ Council (CPEPC) – Chicken Primary Processing)

François Cloutier (Quebec)

Marc Cormier (New Brunswick)

Nick de Graaf (Nova Scotia)

Paolo DiManno (Restaurants Canada)

Paul Dunphy (Newfoundland & Labrador)

Ted Froese (Manitoba)

Derek Janzen (British Columbia)

Don Kilimnik (CPEPC – Further Poultry Processors Association of Canada (FPPAC))

Tim Klompmaker (Ontario)

Nick Langelaar (Saskatchewan)

Dennis Steinwand (Alberta)

Kerry Towle (CPEPC – Chicken Primary Processing)

Barry Uytterlinde (Prince Edward Island)

EXECUTIVE COMMITTEE

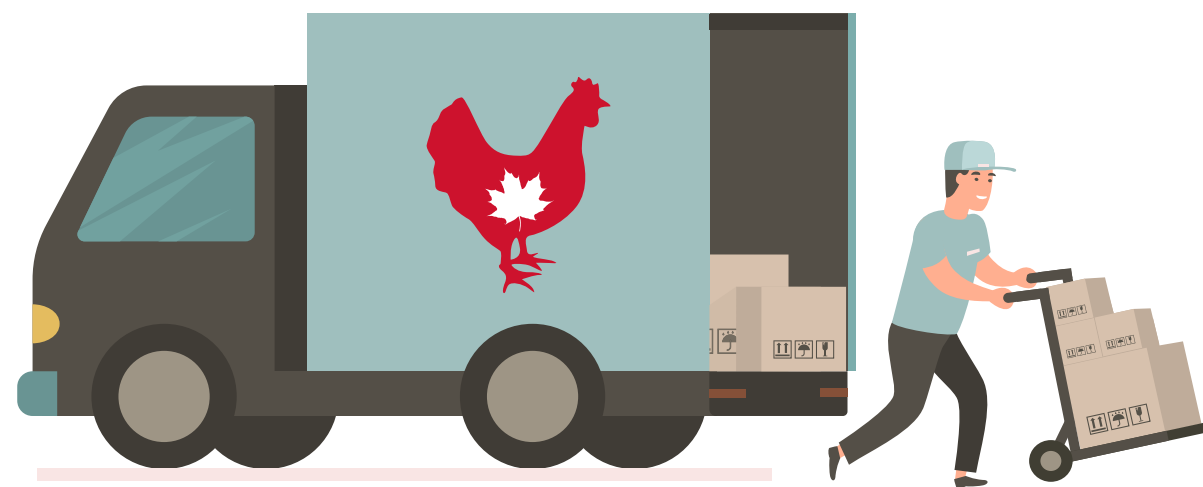
Chair: Benoît Fontaine (Quebec)

1st Vice-Chair: Derek Janzen (British Columbia)

2nd Vice-Chair: Nick de Graaf (Nova Scotia)

Executive Member: Tim Klompmaker (Ontario)

WE'RE MOVING!



Chicken Farmers of Canada is moving to a new space after nearly 20 years at their current address. The new space is at 50 O'Connor, on the 16th floor. Much closer to Parliament Hill, and to several event spaces, the new location will be home to the Ottawa-based office for the foreseeable future.

CHICKEN FARMERS OF CANADA UNVEILS "BRAND" NEW LOGO

Chicken Farmers of Canada is launching a new logo, one that revitalizes its corporate look and demonstrates, visibly, its ability to adapt and change.

This new logo incorporates the distinctive chicken from the *Raised by a Canadian Farmer* brand logo, as well as other key brand markers. The main goal for the new logo is to ensure that there is a visible and identifiable connection between the corporate identity and the brand.

"Chicken Farmers of Canada has a history of being able to adapt and change with the times," said Benoît Fontaine, Chair of Chicken Farmers of Canada. "And change we have over the past 40+ years. When we started, our logo looked very different. And since then, we've been through five iterations of that logo."

This new logo will enshrine the consistency with the brand, not to be identical, but in such a way as to help people understand what we do. And in turn, this will help support the brand and make it easier to promote.

"Now, with our upcoming move to a new, modern office, we believe it's time to change that logo to better reflect who we are," said Fontaine. "In the spirit of evolution, I am pleased to launch the brand-new corporate logo for Chicken Farmers of Canada. It reinforces that our brand is a part of everything we do."

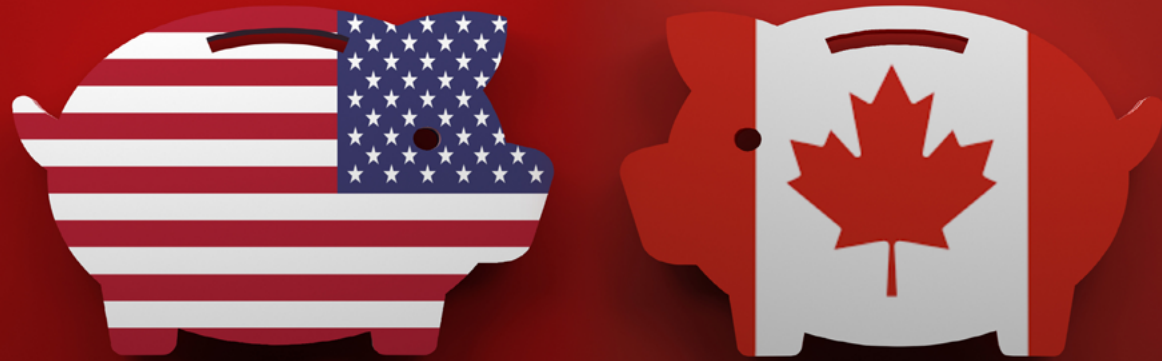
The *Raised by a Canadian Farmer* brand for Canadian chicken was launched four years ago. The Brand continues to grow in the hearts and minds of Canadian consumers, with 36 national and regional industry partners actively using the logo. And, recent studies show that 87% of Canadians believe that it is important that Canadian chicken be labelled as Canadian and that Canadian chicken is raised by farmers they can trust. ■



CHICKEN FARMERS OF CANADA
LES PRODUCTEURS DE POULET DU CANADA

NEW RESEARCH ON CANADIAN CONSUMERS' PERCEPTION OF CANADA-U.S. PRICE DIFFERENCES

Maurice Doyon, Stéphane Bergeron, and Bruce Muirhead recently published the results of their latest research, titled "Canadian Consumers' Perception of Canada-U.S. Price Differences", which explores the assertion that eliminating supply management would reduce the price of Canadian supply management products (dairy, chicken, turkey, eggs, and broiler hatching eggs) to that of their equivalent price at U.S. border retail outlets.



This claim implies that observed price differences in these goods are wholly attributable to the supply management system. The authors postulate that there is in fact an existing Canada-U.S. price difference for all goods – not just for those produced under supply management – and that this all-encompassing differential means that removing supply management would not lower Canadian retail prices.

Because of the challenges of comparing the prices of goods on either side of the Canada-U.S. border, such as the potential for wide price variability over time and across geographic areas, the differing marketing strategies undertaken by retailers, and the different aggregating methodologies used by national statistic bureaus to collect their pricing data, the authors took an indirect approach to their research question, conducting instead a survey on Canadian consumers' perception of price differences in Canada and the U.S.

Given that existing research on consumer knowledge of grocery prices found that, in general, median price estimates closely match real prices, and given further that 90% of Canadians live within 160 km of the U.S. border, that Canadians frequently travel to the U.S. (more than 44 million trips in 2018), and that more than 11 million Canadian households consume cable tv that broadcasts U.S. channels and commercials, the authors assume that, in the aggregate, their respondents' perceptions of cross-border price differences will be relatively accurate.

Overwhelmingly, the survey results demonstrate that the majority of Canadian consumers (71%) perceive the prices for all consumer goods to be higher in Canada than in the

U.S. For instance, 71% of respondents perceive electronic goods to be cheaper in the U.S., 62% and 69% perceive internet and cellphone, respectively, to be less expensive there, and 68% of respondents feel this is the same for cars. When it comes to food products overall, 61% of respondents perceive that prices are lower in the U.S. than in Canada.

Interestingly, there is little observable difference in the perception of prices for supply managed and non-supply managed goods. While 51% of respondents feel that the price for chicken, a supply managed good, is higher in Canada than in the U.S., nearly the same percentage, 47%, feel that this was also the case for beef, a non-supply managed good.

Supply managed dairy products are seen as more expensive in Canada by 37% (fancy cheese) to 55% (cow's milk) of respondents, while eggs, which are also supply managed, are perceived as more expensive by 48% of respondents. However, fruits and vegetables, which are not supply managed, are seen as cheaper in the U.S. by 55% of respondents.

These results imply that most Canadians, perceiving that all goods are more highly priced in Canada, will be wary of the claim that eliminating supply management will reduce the U.S.-Canada price differential for supply managed products. The results also support the authors' assertion that the difference in prices between dairy, poultry, and egg products in Canada and in the United States has little to do with supply management, and thus disprove one of the major arguments made in support of dismantling the system.

The full report can be found [here](#). ■

CANADIAN FEDERATION OF AGRICULTURE UPDATE

The Canadian Federation of Agriculture hosted their Annual General Meeting at the Château Laurier in Ottawa at the end of February, bringing together farm leaders from across the country as well as industry stakeholders and government representatives to help set the priorities for Canadian agriculture in the coming year.

This year's theme for the CFA AGM was "Producing Prosperity for the Next Decade", taking a look at the future of farming and the obstacles and opportunities that it would provide.

Among noted speakers, Agriculture and Agri-Food Minister, Marie-Claude Bibeau, addressed delegates and reiterated her dedication to supply management and to finishing the work on compensation with the poultry and egg groups.

During the AGM, CFA held a press conference that detailed the impacts that the rail blockades were having on Canadian agriculture at the time. The press conference included representatives from Western, Central, and Eastern Canada, supply-managed sectors, and industry partners like Fertilizer Canada.

The press conference had a large impact, with coverage from 22 media outlets including Global, CTV, the Canadian Press, and PrimeTime Politics. The CFA Executive committee conducted interviews afterwards on many outlets, including Bloomberg, Globe and Mail and the BBC. Overall, the event was amplified across several media and social media networks. ■



Nick Langelaar (SK) with Agriculture and Agri-Food Minister, Marie-Claude Bibeau at CFA.

INTERNATIONAL TRADE UPDATE

CANADA-UNITED STATES-MEXICO AGREEMENT (CUSMA) RATIFIED

On Friday March 13th, the Canadian government made good on its commitment to prioritize the ratification of CUSMA. While the political process had already been moving swiftly, the decision to shut down Parliament that day due to concerns about the spread of COVID-19 exponentially sped up the last few steps.

Mexico and the United States have already notified of their ratification of the new North American trade pact. While Mexico had initially ratified the agreement on June 19, 2019, it ratified a protocol of amendment on December 12, 2019, following amendments made by U.S. lawmakers. For its part, the United States ratified the trade pact on January 29, 2020 – the day the Canadian implementing legislation, Bill C-4, was introduced into the House of Commons.

It took less than a month for the House's Standing Committee on International Trade to complete its study of the bill, which was sent back to the House without amendment on February 27. The House approved the bill ten working days later, sending it to the Senate for consideration on the morning of March 13. Within hours, the Senate had voted to approve the bill, and the Governor General had granted it royal assent and brought it into law.

Canada was the last of the three parties to ratify the CUSMA. Since the agreement is to come into effect on the first day of the third month following its ratification by all three countries, this means that the presumptive date of the entry into force is June 1, 2020, although this will need to be confirmed by all three countries due to the uncertainties related to COVID-19.

Through CUSMA, the United States has secured its position as Canada's number one source of chicken imports. Once the agreement has undergone its full 16-year implementation period, the U.S. will have in place 62.9 Mkg of country-specific access to the Canadian chicken market, thereby effectively minimizing the competition it previously faced from Brazil and Thailand - Canada's second and third largest sources of imports.

At the completion of CUSMA's 16-year implementation period, Canada will have opened up an additional 12.7 Mkg of chicken market access, adding to the 26.7 Mkg granted through the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) to increase overall access from 7.5% of Canadian production to 10.8% of domestic production when the agreement was finalized.

The ratification of a further market access opening has occurred while we continue to wait for the Government of Canada to deliver on its promise to fully and fairly help us mitigate the impacts of the CPTPP. Through the swift ratification of the CUSMA, the Canadian government has shown that it can move priorities forward in an efficient and coordinated manner; it must demonstrate the same commitment to making good on its promise of support to the Canadian poultry and egg sectors.

CANADA-MERCOSUR FREE TRADE NEGOTIATIONS DELAYED DUE TO COVID-19

After nearly eight months of suspended activity, the trade negotiations between Canada and Mercosur, the South American trade bloc consisting of Brazil, Argentina, Paraguay, and Uruguay, were poised to restart with Round 8 taking place in Brasilia from March 25 to April 3. However, concerns about COVID-19 have led all parties to postpone the round until further notice.

These negotiations continue to concern our sector, as Mercosur includes both Brazil, which controls 33% of the global chicken market, and Argentina, which has increased its broiler meat exports 27.4% from 124 Mkg in 2018 to an expected 158 Mkg in 2020. Currently, Brazil is Canada's second largest source of chicken imports after the United States, with 17.2 Mkg of imports in 2019. Given especially recent trade concessions, our farmers call on the Canadian negotiating team to hold firm to their position that no further market access will be granted into our domestic chicken market.

THE WORLD TRADE ORGANIZATION (WTO) MINISTERIAL SUSPENDED

On March 12, successive announcements from the Government of Kazakhstan and WTO Director-General Roberto Azevêdo confirmed the cancellation of the upcoming WTO ministerial meeting due to concerns about the spreading COVID-19 pandemic. The organization is said to be exploring options to replace the ministerial, from rescheduling it to holding it virtually. This latter option looks promising as the WTO successfully conducted its regularly scheduled review of Australia's trade policies through a virtual meeting held on March 13th. Chicken Farmers of Canada staff will continue to monitor events at the WTO and work to ensure that discussions there do not result in policies that would negatively impact the Canadian chicken sector. ■

A NEW FLOCK OF YOUNG FARMERS



From left to right: Marika Lemieux, Amy VanderHeide, Premier Dennis King, Evan Lambrecht, Andre van Kammen, and Taylen Van Den Driessche

Chicken Farmers of Canada launched a Young Farmers program back in 2018 and has now welcomed its second group to the program. From coast to coast, these young farmers are the voice of the future, and we are proud to have the following group representing the Canadian chicken sector:

Evan Lambrecht, Ontario
Marika Lemieux, Quebec
Taylen Van Den Driessche, Manitoba
Amy VanderHeide, Nova Scotia
Andre van Kammen, British Columbia

After being selected from a nationwide application process, the young farmers met for the first time in Charlottetown, P.E.I. for the Canadian Young Farmers Forum annual conference. Before the conference commenced, the young farmers had an opportunity to sit down with the Premier of P.E.I., Hon. Dennis King to discuss farming in Canada, public trust, and Canada's number one meat protein. The conference was filled with speakers, breakout sessions, and networking opportunities. Chicken Farmers of Canada's young farmers met other young farmers from across the country and learned more about government relations, succession planning, conflict resolution, resilience, and mental health. It was a great introduction to the resources and support available for young farmers in Canada.

These budding leaders are paving the way in Canadian agriculture through innovation, animal and plant science, and entrepreneurship, and we are proud to support their growth in the sector! ■

CPRC UPDATE

GETTING A HANDLE ON THE GROWING PRESENCE OF IBV VARIANTS

Outbreaks of infectious bronchitis (IB) have been steadily increasing in Canada over the last several years, often occurring in broiler and layer breeder flocks, as well as commercial flocks. There's a troubling trend behind the spike in these outbreaks. Based on diagnostic testing done at the University of Guelph's Animal Health Laboratory, there is an emergence of variants strains of the infectious bronchitis virus (IBV) that are posing new control challenges for poultry producers.

Researcher Faizal Careem is on the search for new control strategies for producers as part of a five-year research project he is conducting to evaluate the economic impact of IBV on Canadian layer sector, as well as evaluating vaccine strategies for control of IB caused by the Delmarva (DMV) variant. Careem is head of the Department of Ecosystem & Public Health, and an associate professor of virology at the University of Calgary Faculty of Veterinary medicine.

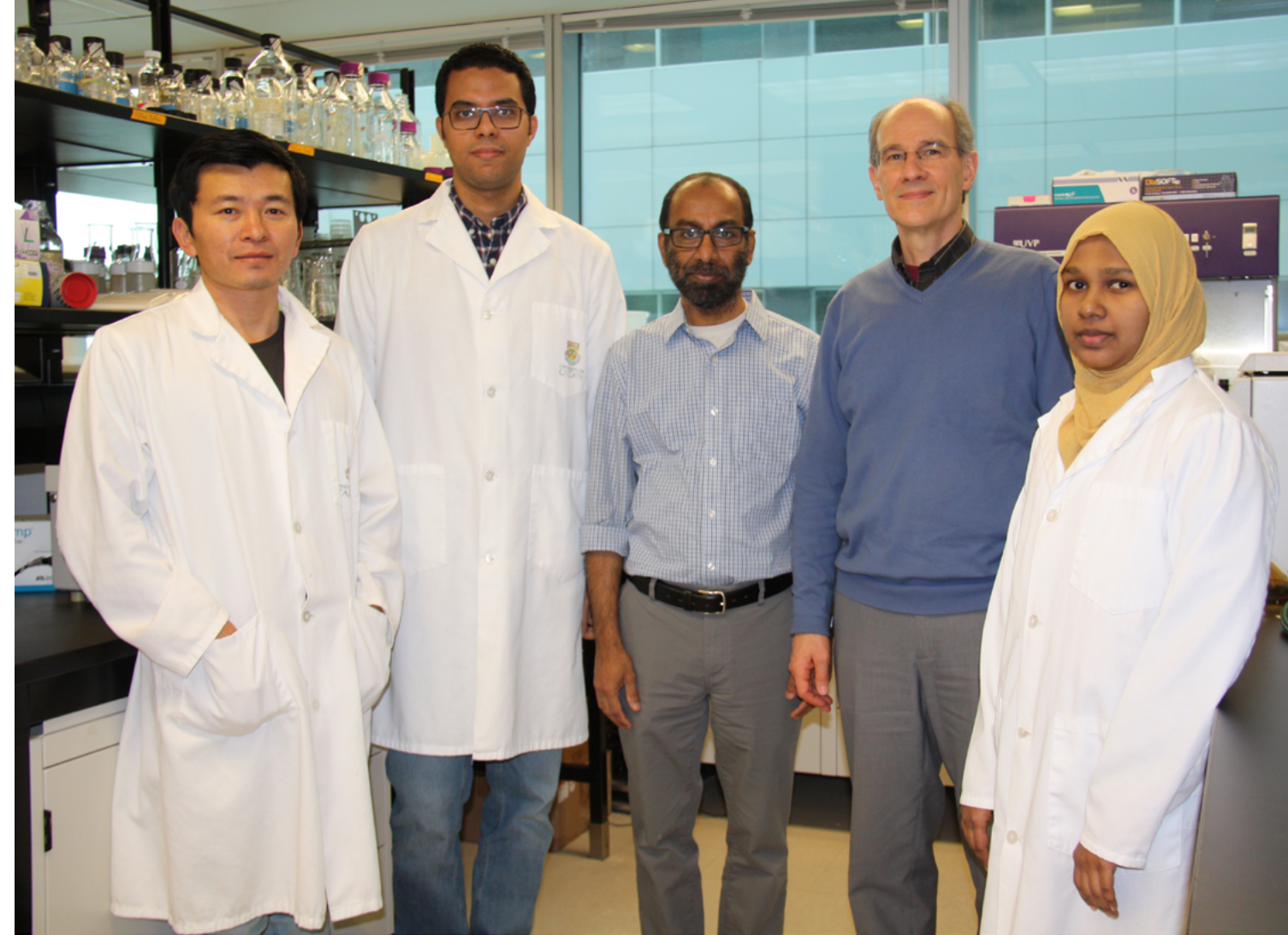
Canadian poultry producers depend on vaccines to protect flocks from IBV. "I think producers know that IBV vaccines are short lived, providing immunity for about three to six weeks," says Careem. The growing presence of new IBV variants signals a need for new strategies to provide effective protection from the virus that, in layers, can decrease egg production by up to 50% compared to unaffected flocks.

"We are evaluating four important IBV variants that are commonly isolated from flocks in Eastern Canada in recent years," says Careem. There are currently no vaccines in Canada that specifically protect against the DMV variant – one of the four variants that Careem is tracking. But it's something that Careem hopes to shed new light with his research.

"IBV is notorious for mutations and recombination, making control challenging," says Careem. "But we don't know whether these variant strains of IBV are impacting the reproductive performance of birds. And if these strains do have an economic impact, we need to develop strategies to help producers deal with IBV, which could include optimising vaccination strategies and developing new, more effective vaccines."

With the growing presence of IBV variants, producers need to consider potential cross protection in an overall IBV control strategy. Cross protection is a strategy for combining and alternating different types of IBV vaccines to deliver better overall immunity to birds and offer better protection against various IBV strains, including some of the variants like DMV that have no registered vaccines available in Canada to specifically control them.

Careem is expecting his first set of data by mid 2020, evaluating egg production issues in commercial layer flocks that have the DMV variant of IBV. Part of his



Careem and his IBV research team (from left to right) Karma Phuntsho (MSc student), Mohamed SH Hussain (PhD student), Faizal Careem, David Hall, Shahnas Najimudeen (PhD student).

five-year project includes evaluating the economic impact of IBV in Canada. "We will also be looking at whether existing vaccines are effective against the DMV variant of IBV, and if not, we'll need to think about developing new vaccines."

In the meantime, if producers have an IBV outbreak and want to check for the presence of variants, Careem suggests they contact their veterinarian to work together on ways to optimize an IBV vaccination strategy. "Veterinarians can test the flock for the presence of IBV variants and adjust the vaccination protocol to provide alternative control strategies, including making sure there is cross protection," says Careem. "Tightening biosecurity is another way to reduce the risk of pathogens on the farm."

Careem's research is funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster 3 which is supported by Agriculture and Agri-Food Canada as part of the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. Additional funding has been provided by Egg Farmers of Canada, and Alberta Agriculture and Forestry. ■

THERE ARE CURRENTLY NO VACCINES IN CANADA THAT SPECIFICALLY PROTECT AGAINST THE DMV VARIANT – ONE OF THE FOUR VARIANTS THAT CAREEM IS TRACKING.

CHICKEN FARMERS OF CANADA CROW AT THE RESTAURANTS CANADA SHOW

This year, Chicken Farmers of Canada was a proud partner in Restaurants Canada's RCShow20 at the Enercare Centre in Toronto. With over 1,100 exhibits; 250,000 square feet of space; more than 190 speakers, panels and workshops; seven competitions; five networking events; two conferences, and 20,000 industry professionals in attendance, this was Canada's leading food and beverage event.

With many consumers taking personal health and nutrition decisions into their own hands, they are becoming more reliant on nutrition information from diverse sources, creating opportunities for misinformation. One of our main objectives at the RC Show was to communicate the truth about the Canadian chicken farming industry, and reaffirm our farmers commitment to food safety, animal care, and sustainability excellence. Another is to promote the *Raised by a Canadian Farmer* brand, and to recruit retailers, restaurants, chefs, and suppliers to join the brand as well.

The theme of this year's show was "Diversify & Thrive", and this year we drastically expanded the scope and depth of our sponsorship, which resulted in additional speaking opportunities and more exposure for the brand. These included:

- » We introduced four panel discussions, where we had a couple of minutes to introduce ourselves, talk quickly about our commitment to excellence, bust a couple of myths, and create a connection with the audiences, by tying our messages into the topic being discussed in the panels. The audiences received our messages enthusiastically, and many came over to chat once the panels were done. The panels we introduced covered topics such as reaching different demographics, reaching large volumes of people, and a fun introduction about Peruvian cuisine, where we had the chance to speak with the Ambassador to Canada from Peru and highlight a Peruvian chef who uses chicken in so many of his restaurant's dishes. The chef highlighted to the crowd that he loved working with Canadian chicken.
- » We sponsored the Garland Discovery Culinary Competition and chicken was a featured ingredient (think Iron Chef), as well as in several cooking

demonstrations, with mentions of Chicken Farmers of Canada, the brand, and promotion of our product. Several chefs at these events spoke about the confidence they have in Canadian chicken and in the farmers as well – some coming over to our booth and learning more about our industry.

- » We were a featured menu item in a pop-up restaurant on the show floor, with menu promotion on the website, show guide and onsite. The chefs at this restaurant told us how they love the versatility of chicken and explained all the different ways they use it.
- » We were promoted throughout the show on Restaurant Canada's social platforms.
- » Our 15-second commercials were featured all over screens at the event.



Scott Buchan of Chicken Farmers of Ontario working the wheel of chicken.



LEFT
Garland Discovery Culinary Competition.

ABOVE
Chicken Farmers of Canada's Marty Brett speaking with Randy Pettapiece, Parliamentary Assistant to the Ontario Minister of Agriculture, Food and Rural Affairs (Rural Affairs).

- » There will be a feature in MENU magazine that includes our information and gives us an opportunity to feature the brand, our sustainability messages, and more.
- » We'll be featured as a part of an e-cookbook that will be compiled after the show to highlight the ways chicken can be incorporated on restaurant menus.
- » We were highlighted at several events, as well, including an opening night event, a Top-to-Top event, and an Industry Night Out event.
- » We included handouts in all the attendees' gift and delegate bags.

At the show, staff were onsite to help promote the *Raised by a Canadian Farmer* brand with a booth featuring the Wheel of Chicken, our large, spin-to-win wheel that encourages dialogue through a series of chicken-related trivia questions. This is a fun and

interactive way of providing targeted education about the realities of chicken farming.

Our miniature farm (complete with miniature chickens) was a hit with the attendees and prompted them to ask engaging questions about chicken farming that allowed us to bust myths about density, confinement, and access to food and water.

ABOUT RESTAURANTS CANADA

Restaurants Canada is a national, not-for-profit association advancing the potential of Canada's diverse and dynamic foodservice industry through member programs, research, advocacy, resources and events. Canada's foodservice sector is an \$89 billion industry that directly employs 1.2 million workers, is Canada's number one source of first jobs and serves 22 million customers across the country every day. ■

WILD BIRD AVIAN INFLUENZA SURVEILLANCE UPDATE



Canadian Wildlife Health Cooperative (CWHC) continues monitoring for the avian influenza (AI) virus. Since 2005, the ongoing surveying is being coordinated by CWHC in partnership with the Canadian Food Inspection Agency (CFIA), Environment Canada, and the Public Health Agency of Canada. It is an effort to support Canada's responsibility to report diseases causing significant morbidity or mortality in domestic and wild animals.

CWHC receives AI testing results from provincial networks regularly. As of December 18th, 2019, there were 781 dead birds and 1038 live birds tested across Canada in 2019. Of the 781 dead birds tested, no birds were confirmed to be positive for the H5 or H7 virus. Of the 1,038 live birds tested one bird confirmed to be positive for H7 virus.

In addition to wild bird surveillance, Canada monitors for notifiable avian influenza through following activities:

- » Passive surveillance in domestic poultry when clinical signs suggestive of notifiable avian influenza are reported
- » Targeted surveillance when notifiable avian influenza is detected
- » Pre-slaughter surveillance in commercial poultry
- » Hatchery supply flock surveillance
- » Voluntary heightened surveillance in the poultry genetic exporters sector

Even with these surveillance results, farmers are reminded to be vigilant about biosecurity to prevent the spread of

viruses such as AI. The spread of AI to domestic poultry can occur through direct contact with wild birds or their droppings unintentionally being brought into the barn.

Producers can minimize the risk of introducing AI to their poultry through adhering biosecurity protocols and practices outlined in Chicken Farmers of Canada's *Raised by a Canadian Farmer* On-Farm Food Safety Program.

World Health Organization (WHO) recently published an article containing guidance for reducing risk if handling AI infected birds. Key protective measures to reduce the risk of infection with avian influenza viruses include:

- » Avoid direct or close contact with infected or dead birds
- » Report sick or dead birds to veterinarians
- » Avoid touching birds with bare hands
- » Use personal protective equipment and make sure to wash hands thoroughly
- » Follow good food safety and food hygiene practices

You can access the complete article [here](#). ▀

FARMER RESOURCE PORTAL

HELPFUL INFORMATION ON ANTIBIOTIC REDUCTION AND PATHOGEN CONTROL

Raising birds with reduced use of antimicrobials and reducing pathogens in the barn are two significant priorities for Canadian chicken farmers.

Chicken Farmers of Canada's strategy for antimicrobial use focuses on eliminating the preventive use of antibiotics of importance to humans. Having successfully eliminated the preventive use of Category I and II antibiotics, the organization is now considering the implementation timeline for eliminating the preventive use of Category III antibiotics.

For the reduction of pathogens, federal and provincial governments have clearly stated the need to reduce *Salmonella* and *Campylobacter* levels. Specifically, the federal government is considering an objective to reduce human illness of *Salmonella* enteritidis by 40% in five years.

A common question we hear is:

WHAT CAN I DO, OR WHAT SHOULD I BE DOING, ON MY FARM?

The truth is that there's no silver bullet solution for either of these issues. Instead, the solution needs to be an integrated approach with value-chain stakeholders to assess the risks and opportunities for each farm.

Farmers are encouraged to work collaboratively with their veterinarian, feed mill, hatchery and processor to examine opportunities within their production system.

Understanding that there is no one solution, Chicken Farmers of Canada has put together information and resources specifically for farmers. These resources include articles, videos, and links to a series of information providing detail on management tips.

Farmer Resource Portal

Welcome to Chicken Farmers of Canada's farmer resource portal. The information and resources here are applicable to both reduced antimicrobial use and pathogen reduction. Use the search bar to find what you're looking for, browse by topic, or look through the various pages to find articles of interest. We will be adding content to this portal regularly and hope that you find it useful. If there are any other topics you'd like us to cover, let us know by emailing communications@chicken.ca.



Brooding

Check out this section for articles and information related to best management practices during this critical period in a bird's life.

[Read More](#)



Feed and Water Management

These are the fundamentals of chicken farming and this section highlights the key aspects to getting it right.

[Read More](#)

You can now access the **Farmer Resource Portal** through the chickenfarmers website under 'On-Farm Food Safety' section. The information in the Farmer Resource Portal is categorized into five main areas:

- » Brooding
- » Feed and water management
- » Necrotic Enteritis and Coccidiosis
- » Flock and environmental monitoring
- » AMU strategy

Within the portal, a number of recommendations are highlighted that you can consider for your operation. We also draw attention to new research and inventions that you could potentially use on farm like the waste-heat recovery system developed by University of Missouri researchers and engineers to potentially reduce propane costs.

This information will be regularly updated, and we hope that you find it useful. If there are any other topics you would like to see addressed here, please let us know by emailing communications@chicken.ca. ▀

TOOLS TO IMPROVE BROODING

MEASURE AND ADJUST

A strong brooding program is key to setting a flock up for success. There are number of important tools you can use to monitor the effectiveness of your brooding conditions for all the chicks in the barn. Two of them are vent temperatures and their crop fill.

CHICK VENT TEMPERATURE

Newly hatched chicks are not efficient when it comes to maintaining their body temperatures at the optimum values. As they are not able to thermoregulate until about day four, they rely on barn environment to regulate their body temperatures. Vent temperature is an excellent way to see if environmental conditions are correct for the chicks. Chick vent temperature six hours after arrival should be 103 to 104°F. An ear thermometer at the vent can be used to take a chick's temperature. If it is more than 1-degree lower or higher, this is an indicator that the brooding conditions in the barn needs to be adjusted.

CROP FILL

Checking for crop fill is a useful means to determine if the birds are comfortable in their environment and that they have found feed and water. If the birds are not comfortable, they will suppress their eating and drinking. Body weight, gut health, and immune competence are all dependent on the ability of the chick to get food and water. Crop fill can be assessed within the first day and after 24 hours (Table 1). They will eat approximately every few hours, so the level of crop fill gradually increases over the first 24 hours. The goal: more than 95% chicks with full crops by 24 hours.



Table 1: Crop fill assessment guidelines.

TIME OF CROP FILL CHECK AFTER PLACEMENT	TARGET CROP FILL (% OF CHICKS WITH FULL CROPS)
2 HOURS	75
8 HOURS	>80
12 HOURS	>85
24 HOURS	>95
48 HOURS	100

*Aviagen 2017

HOW TO CHECK CROP FILL

Collect approximately 10 chicks each from 4-5 different areas of the barn. Feel the crop of each chick using thumb and forefinger. If the birds have found food and water you will feel full, soft and round crop. Texture of the crop is also important. If you're feeling a full crop but the texture is more like the original feed form, this is a sign that the birds have feed but with little to no water. If the crop is empty – the birds have not found feed or water.

Take home message: If crop fills are lower than the target (table 1) and chick temperatures are below or above the targets, reassess your brooding program.

For more information, check out **chick temperature** and **crop fill** videos where Dr. Gillingham discusses the importance of each of these measures. ▀