

**WE HAVE
MOVED!**

See page 3 for more information



Volume 22, Issue 3 | 2020

THE CHICKEN FARMER

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COVID-19 AND CHICKEN SUPPLY

Chicken Farmers of Canada is closely monitoring developments related to COVID-19 and its impacts on Canada. The Board of Directors meets regularly to discuss COVID-19 and how we can maintain an adequate supply in this situation.

Throughout this crisis, the sector has been taking the necessary steps to ensure that the entire value chain operates effectively and keeps supply lines moving to consumers.

ISSUES RELATED TO SUPPLY

The industry has been affected by a decrease in foodservice business and the rapid increase in demand for more retail product. Foodservice represents roughly 40% of our production.

As the COVID-19 issues evolve, some processors need to adjust to the decrease in foodservice demand, and within their own operations, some have had to reduce processing lines, and, in some cases, shut down for periods of time, in order to ensure that they are following government guidelines and regulations regarding COVID-19.

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WHAT ARE WE DOING?

Throughout this time, the entire Canadian chicken sector has been working to determine how to adjust production levels at the farm to respond to reductions in the ability to process our chickens.

In mid-April, the Chicken Farmers of Canada Board of Directors voted to adjust the allocation for period A-163 (May 10 – July 4) to reduce production and address the concerns of our value chain partners. The result is a production reduction of close to 13% compared to the domestic allocation that was agreed to in early February and represents a 9% decrease from production during the same weeks last year.

IT IS IMPORTANT TO NOTE THAT THERE IS NO CURRENT ISSUE WITH SUPPLY AT THE RETAIL LEVEL, AND THAT CONSUMER DEMAND FOR CHICKEN REMAINS HIGH.

At the end of April, the Board of Directors also voted to reduce the period A-164 (July 5 – August 29) allocation by 13% nationally compared to the domestic allocation that was decided in February.

Then, in May, a review was conducted and the A-164 domestic allocation was revised slightly upward. The revised allocation is 12% lower than what was decided in early February and is 10% below production in the equivalent weeks of 2019. This is due to a slight increase of demand by foodservice, as some companies begin the reopening process.

It is important to note that there is no current issue with supply at the retail level, and that consumer demand for chicken remains high. In fact, in the first nine weeks of the COVID-19 lockdowns, over 80% of consumers consistently indicated that they had consumed chicken in the past week and the same number intended to buy chicken the following week. Moreover, consumers indicated that they planned to eat the same amount of chicken in the coming months.

A TESTAMENT TO SUPPLY MANAGEMENT

We are fortunate in that our supply management system allows our sector the flexibility to adjust production according to both consumer demand and to the capacities of our value chain partners. This serves as one of the major advantages of supply management. ▀



WE'VE MOVED!



Effective June 22nd, 2020.

Chicken Farmers of Canada has moved to a new space.

50 O'Connor Street, Suite 1610 | Ottawa, ON | K1P 6L2

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INTERNATIONAL TRADE UPDATE

CANADA-UNITED STATES-MEXICO AGREEMENT (CUSMA) TO ENTER INTO FORCE ON JULY 1ST

On Friday April 24th, the U.S. formally advised Canada and Mexico that it had completed the internal procedures necessary for it to put into effect the new North American trade pact. As both Canada and Mexico had already notified of the completion of their own internal processes, the U.S. notice fulfills the final requirement for the agreement to enter into force, which is to occur on the “first day of the third month following the last notification”. Consequently, the new CUSMA will come into effect on July 1st.

Once fully implemented, CUSMA will ensure the U.S. 62.9 Million kilograms (Mkg) of country-specific access to the Canadian chicken market, securing its position as Canada’s number one source of chicken imports, and minimizing the competition it previously faced from Canada’s second and third largest sources of imports, Brazil and Thailand. Through CUSMA, Canada has conceded an additional 12.7 Mkg of chicken market access on top of the 26.7 Mkg previously conceded by the government through the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

Our sector is facing this double hit of market access opening. And still we wait for the Government of Canada to deliver on its promise to assist our sector mitigate the first of these impacts, the CPTPP. In this time of heightened market instability, the Canadian government must make good on its commitment to fully and fairly support the Canadian poultry and egg sectors.

ARGENTINA LEAVES CANADA-MERCOSUR FREE TRADE NEGOTIATIONS

On Friday April 24th, Argentina announced that it was suspending its involvement in ongoing Mercosur trade negotiations in order to focus on internal matters, such as the growing domestic economic crisis stemming from the COVID-19 pandemic. Mercosur’s three remaining members, Paraguay, Uruguay, and Brazil have committed to ensuring that Argentina’s decision would not impede them from negotiating potential new trade deals. Brazil currently controls 33% of the global chicken market and is Canada’s second largest source of chicken imports after the U.S., with 17.2 Mkg of imports in 2019.

Mercosur has been engaged in trade talks with Canada since March 9, 2018. The eighth round of negotiations had been poised to take place Brasilia from March 25 to April 3; however, concerns about COVID-19 led to the postponement of the round until further notice.

Given the recent entry into force of the CPTPP, the impending entry into force of the CUSMA, and the continued uncertainty brought on by the current global pandemic, whenever the negotiations with Mercosur

recommence, it will be imperative the Canadian government holds firm to its position that no further concessions will be granted into Canada’s domestic chicken market.

THE POTENTIAL IMPACT OF COVID-19 ON CANADA’S DAIRY, POULTRY, AND EGG SECTORS

On April 21st, the Canadian Journal of Agricultural Economics released a special edition looking at the impacts of the COVID-19 pandemic on the Canadian agricultural sector. In it, three University of Guelph academics, Dr. Alfons Weersink, Dr. Mike von Massow, and Brendan McDougall, present their article entitled “*Economic Thoughts on the Potential Implications of COVID-19 on the Canadian Dairy and Poultry Sectors.*”

Published shortly after the onset of COVID-19, the article extols the supply management system for its ability to foster resilience and facilitate adaption to changing market conditions; however, it also points out the challenges that the Canadian dairy, poultry, and egg sectors face – and will continue to face – throughout the pandemic, and even in the post-pandemic world.

Chicken producers have a few advantages over their supply managed counterparts. The chicken production cycle is relatively short, which makes adjusting to changes in demand slightly easier than in, for example, the dairy sector, and chicken meat is easy to freeze and store, although this is limited by storage capacity. Due to existing on-farm bio-security measures, the day-to-day operations on chicken farms are not expected to be directly impacted by COVID-19.

However, the price of individual feed ingredients will increase because of market shocks elsewhere. For example, because ethanol production has fallen to the point where some plants have closed, the supply of dried distillery grains, a feed ingredient that is a by-product of ethanol production, has decreased and its price increased.

Furthermore, chicken production overall is expected to fall due to decreases in demand. Although the retail sector has seen a recent spike in sales, this increase does not come close to compensating for the loss of demand from the hotel, restaurant and institution sectors, which are not expected to recover at any point in the near future. As hotels, restaurants and institutions had been major purchasers of chicken products (they together represent 40% of chicken purchases), their near collapse will have long lasting repercussions on chicken production.

Additionally, due to general income losses in the coming post-pandemic economic recession, retail demand is predicted to fall, which will further impact production. The pandemic has also exposed the potential for bottlenecks at the poultry processing level as plants face reduced capacity due to the implementation of distancing measures, as well as closures due to incidents of worker illness. The reduced throughput of processing plants will again reduce production, and even entail the need to depopulate some barns.

The whole sector coordination that the supply management system depends on should help Canadian dairy, poultry and egg sectors to adapt and recover more quickly from the pandemic than, for instance their counterparts in the U.S. However, the post-pandemic world will continue to present challenges to producers, with net losses in income and a weakened ability to support the rural economies around them. The supply management sectors and all of Canadian agriculture look to the government to provide practical, effective and comprehensive assistance to weather this storm and be able to continue to provide Canadians with the quality safe and affordable food they depend on.

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

BIOSECURITY AT THE BARN ENTRANCE – A CRITICAL CONTROL POINT



We're trying to get people to **wash** their hands, **change** their boots and **put** on coveralls.



Biosecurity measures are in place to protect poultry flocks from transmissible infections — but how effective are they really? Researchers in Quebec and Ontario evaluated biosecurity measures in lab and field conditions — including the contamination occurring when procedures are not followed properly, and the real impact of a good clean. Now, they're using their data to create training materials to share what they learned about sanitation and the risk of contamination at the entrance of barns.

“In Canada we have only two biosecurity requirements coast-to-coast: We are supposed to change our boots when we enter a poultry barn and sign a logbook,” says Jean-Pierre Vaillancourt, University of Montreal. “We discovered half the time people didn't know how to properly change boots to go from one zone to the next, and only a third of barn entries got recorded in a logbook.”

HAVING BIOSECURITY PROTOCOLS MAY NOT BE ENOUGH

In reviewing footage for boot-changing compliance, researchers identified three basic types of errors. Some people didn't change boots at all. Others changed their boots but didn't change them as they transitioned from one zone to the next. The third error occurred when people managed to move into the zone that is considered clean and then change their boots, which in the process contaminated the “clean” zone with the boots they were wearing when they came from outside.

“I wanted to work with real pathogens to see how they spread, and we were able to modify an *E. coli* so it could produce bioluminescence,” says Vaillancourt. “We did a series of experiments and came up with images showing that when a site is contaminated with contaminated boots, a person can contaminate at least 10 metres into the room.”

THE POWER OF A GOOD CLEAN

In the second part of the project, Ontario researchers investigated how pathogen loads are affected by current barn sanitation procedures recommended by the poultry industry. A University of Guelph research team led by Dr. Michele Guerin tested for the presence or concentration of three pathogens in Ontario broiler chicken barns, before and after a clean-out. Cleaning was done as a dry clean, a dry clean followed by a wet clean with detergent, or a full disinfection that included dry and wet cleaning and then a disinfecting agent.

“We were interested in learning how regular sanitation practices on farms impact the presence or absence of *Salmonella* and *Clostridium perfringens*, and the concentration of *E. coli*,” says Guerin.

“With all three pathogens, we found the presence or concentration was lower in the post-sanitation samples compared to the pre-sanitation, or baseline samples,” says Guerin. And worth noting, is that the presence of *C. perfringens*, the causative agent of necrotic enteritis, was higher among disinfected barns than dry-cleaned barns. Guerin says it's a good reminder for producers to discuss the disease challenges they have in their flocks with their veterinarian.

For all three pathogens, the presence or concentration was higher on wooden floors than concrete floors. It's a point worth considering when it comes to new builds, says Guerin.

STICK TO THE BASICS

Vaillancourt's team is now developing recommendations for designing barn entrances that allow workers to easily wash and disinfect. They are also developing training material about the risk of contamination at the entrance of barns. “We are trying to get people to wash their hands, change their boots and put on coveralls. If people would actually do that correctly, we would see a dramatic reduction in disease outbreaks of many kinds all over the world,” Vaillancourt says.



Jean-Pierre Vaillancourt

Vaillancourt's research on assessment and mitigation of contamination risks 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 by Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the Poultry Industry Council, and the University of Montreal. ▀

“WAITING GAME” - CANADA’S CHICKEN FARMERS STILL WAITING FOR SUPPORT



May 8, 2020 (OTTAWA) — While welcoming the Prime Minister’s government announcement regarding financial support for agriculture and agri-food, Canada’s chicken farmers believe that the government does not fully understand what they need to mitigate specific impacts caused by COVID- 19.

Farmers are doing their part to manage this crisis and have done so willingly and at their own expense. They have lowered their production by 12.6% for May and June and by 11% for July and August to address the concerns of their value chain partners and give the system a bit more breathing room.

There is no expectation of compensation for this.

“We’re not looking for compensation for our reduced production,” says Benoît Fontaine, Chair of Chicken Farmers of Canada, “We’ll take care of this ourselves. The issue arises with the potential of having to depopulate flocks. What we’re asking for is a commitment to cover both the value of the birds and the costs related to any required depopulations due to COVID-19.”

The entire value chain has worked tirelessly to avoid having to depopulate flocks, by rerouting birds when plants have had to close due to COVID-19 outbreaks. While no depopulations have happened to date, the unpredictability of the virus means that plant closures and depopulations remain a very real risk, and existing government plans fall far short of covering these losses.

The uncertainties resulting from COVID-19 are in addition to the financial stress farmers were already facing with the ratification of the Comprehensive and Progressive Agreement for Transpacific Partnership (CPTPP). Canada’s 2,877 chicken farmers lost a significant portion of their domestic market and have been waiting on government to announce programs to strengthen the long-term sustainability and competitiveness of the sector for over a year.

“Considering the waiting game we have been playing on CPTPP support since 2018, our farmers need clear decisions on COVID-19-related support. We don’t want to be dealing with these losses for years to come,” explains Fontaine, “Farmers and processors are proud to feed Canadians, and government support will help us continue to do so.”

As referenced in the Prime Minister’s announcement, Canada’s chicken farmers look forward to working with government to address these issues and learn more details on how government will better support them in the coming weeks. ■

AMU STRATEGY UPDATE: CATEGORY III RE-ASSESSMENT

Due to the impacts of COVID-19, Chicken Farmers of Canada has moved the date to consider the re-assessment of eliminating Category III antibiotics by the end of 2020.

Originally scheduled for consideration in June 2020, the re-assessment has been moved to August 2020 to allow time to consider key aspects of animal welfare and sustainability that remain unresolved.

Following the 2019 re-assessment, Chicken Farmers of Canada has reaffirmed its commitment to the Antimicrobial Use Strategy and to eliminating the preventive use of Category III antibiotics.

The objective of the AMU strategy is to provide a sustainable means of meeting consumer expectations while protecting the health and welfare of birds and preserving effective treatment options. ■

CANADIAN FEDERATION OF AGRICULTURE UPDATE

The Canadian Federation of Agriculture has been working hard during the COVID-19 pandemic to voice the concerns of farmers from coast to coast as they struggle with lowered margins and production, loss of sales, and caring for their animals and their crops. The CFA has been holding regular conversations with government officials to address issues pertaining to the Temporary Foreign Workers program, increases in Business Risk Management Funding, and overall government support to help farmers through this unprecedented time. Near the beginning of the crisis, CFA held a virtual press conference to draw public attention to the needs of farmers, generating a lot of media attention and response. The press conference can be viewed here <https://www.youtube.com/watch?v=nJkTTSMiB8U>.



CFA has also been reaching out to general farm organizations, commodity groups, and farmers with a bi-weekly survey to get a sense of where the issues are and how the sector is performing, and relaying those messages to Parliament through appearances before the House of Commons Finance, Industry, and Agriculture and Agri-Food Committees.

At time of print, CFA was preparing for a robust public and government relations campaign to garner support from Canadians for the sector. ■

FEDERAL PROGRAMS UPDATE: COVID-19



The COVID-19 pandemic has created uncertainties for everyone – across Canada, and across the world. During this time, Chicken Farmers of Canada has been working hard to ensure farmers are well equipped on their farms to deal with the changing times and well represented in Ottawa to work with the federal government to advocate for their needs.

The federal government has been working hard to address the needs and concerns of Canadians and Canadian businesses as we navigate the COVID-19 crisis. The Prime Minister has been making announcements almost daily on how the government is supporting and guiding the country through this unprecedented time.

For agriculture and agri-food, the government has announced a number of initiatives and increases to program funding to help farmers and processors. Of note:

- » Creating a \$77.5 million Emergency Processing Fund to help food producers access more personal protective equipment (PPE), adapt to health protocols, automate or modernize their facilities, processes, and operations, and respond to emerging pressures from COVID-19 so they can better supply Canadians with food during this period.
- » Launching national AgriRecovery initiatives of up to \$125 million in funding to help producers faced with additional costs incurred by COVID-19. This includes set-asides for cattle and hog management programs to manage livestock backed-up on farms, due to the temporary closure of food processing plants. This new federal funding will help beef and pork producers and processors adapt to a changing market, and help farmers and ranchers keep their animals longer before marketing.
- » Launching a first-ever Surplus Food Purchase Program with an initial \$50 million fund designed to help redistribute existing and unsold inventories, which could include products such as potatoes and poultry, to local food organizations who are serving vulnerable Canadians.
- » Working with provinces and territories to increase interim payments from 50 per cent to 75 per cent through AgriStability, a federal, provincial and territorial program that supports producers who face significant revenue declines. This change has already been enacted in some provinces.
- » Working with provinces and territories to explore possibilities for expanding the AgriInsurance program to include labour shortages as an eligible risk for the horticulture sector. This work with provincial and territorial partners would insure against lost production due to an insufficient workforce, should producers be unable to find enough labour to harvest.
- » Farm Credit Canada received support that will allow for an additional \$5 billion in lending capacity to producers, agribusinesses, and food processors. This will offer increased flexibility to farmers who face cashflow issues and to processors who are impacted by lost sales.
- » In addition, all eligible farmers who have an outstanding Advance Payments Program (APP) loan due on or before April 30 will receive a Stay of Default, allowing them an additional six months to repay the loan. This important measure, which represents \$173 million in deferred loans, will help keep more money in farmers' pockets during these critical months.



Fotheringham family, a multi-generational family of chicken farmers, in Ontario.

As referenced in Chicken Farmers of Canada's press release following the announcement (on pg.8), we were pleased to see government take important steps in supporting farmers but worry it doesn't go far enough.

The government has indicated that the funds available through the AgriRecovery Framework will cover up to 90% of the costs associated with depopulation, should farmers be in the unfortunate position to have to do so. However, this program does not address the value of the flocks being depopulated, the administrative burden on the farmer, and the lobbying of provincial governments to trigger the initiative and also provide their portion of BRM funding. Traditionally, AgriStability would provide support when there is a large margin decline, but in the case depopulation, it is unlikely the program would be triggered to cover the value of the flock.

We continue to hold discussions with government on how to best address the needs of the Canadian chicken sector at this time. We will ensure that our farmers don't fall through the cracks when it comes to these funding programs. ▀

SUPPORTING RESTAURANTS WITH THE CANADA TAKEOUT CAMPAIGN

With 800,000 foodservice jobs already lost nationwide due to COVID-19 and nearly 20% of restaurants already closed permanently, we have joined forces with Canada Takeout, as well as the Dairy Farmers of Canada, Egg Farmers of Canada, Turkey Farmers of Canada, and Canadian Egg Hatching Producers (collectively the “SM-5”) to support the #TakeoutDay campaign - a national, bilingual effort to drive business for restaurants that remain open as we navigate this unprecedented time.

#TAKEOUTDAY - WHAT WE'RE DOING TO HELP

Restaurants Canada is driving the promotion by leveraging chefs and food industry influencers across the country, and along with the other members of SM5, Chicken Farmers of Canada is encouraging Canadians to order food whenever possible and post on social media using #TakeOutday.

Chicken Farmers of Canada is also leveraging its own influencers to promote the campaign and the *Raised by a Canadian Farmer* brand, posting on its social channels daily, and urging everyone to engage with their favourite restaurants online: leave positive reviews, follow their social media channels, and like/share their posts. Every little bit helps make a difference!

As sponsors, the SM-5 logos are listed on their partners page and have access to all campaign assets and performance metrics.


The SM-5 has engaged a Toronto-based communications partner to assist us in amplifying the campaign, and while it is focused on national media, our team has already begun reaching out at the local and regional level to drive new coverage. We have also shared our press release with industry trade publications.

Prior to issuing our press release, we took steps to ensure the campaign adequately addressed restaurant and consumer concerns about food safety at the delivery level. More information can be found here: <https://canadatakeout.com/food-safety/>

The bilingual SM-5 Press Release was launched on April 16th and generated over 1,400 views. The full text of the release was shared over 75 times across various online publications, and the story was posted over 100 times. Various members of the SM-5 conducted over a dozen interviews regarding the partnership.

The entire campaign has had a digital reach of over 561 million impressions, and a broadcast reach of over 69 million impressions.

Currently, the SM-5 is determining if it will progress onto the next stage of the campaign. Chicken Farmers of Canada is evaluating the influencer program it developed to promote the campaign and will have those metrics soon.

Remember, though, any day is takeout day and if you have the means, you can support your local foodservice establishments and show that you care! 



AVIAN INFLUENZA UPDATE



On April 9th, The U.S. Department of Agriculture's Animal and Plant Health Inspection Service confirmed the country's first case of high pathogenic avian influenza (HPAI) in commercial poultry since 2017. A commercial turkey flock in Chesterfield county, South Carolina infected with highly pathogenic H7N3 avian influenza has been since depopulated and the affected area has been quarantined.

There is evidence indicating that this highly pathogenic strain mutated from the low pathogenic avian influenza (LPAI) strain that had been previously identified in the same area. This is an important reminder to everyone that AI is still circulating and that it's crucial we stay vigilant and continue to practice good biosecurity.

THIS IS AN IMPORTANT REMINDER TO EVERYONE THAT AI IS STILL CIRCULATING AND THAT IT'S CRUCIAL WE STAY VIGILANT AND CONTINUE TO PRACTICE GOOD BIOSECURITY.

Avian influenza is caused by an influenza type A virus which can infect poultry and wild birds. HPAI virus strains are extremely infectious, often fatal to broilers and can spread rapidly from flock-to-flock. LPAI virus strains occur naturally in wild migratory waterfowl and shorebirds without causing illness and can infect domestic poultry, creating little or no symptoms.

While most strains of the AI are found to exclusively infect birds, there are some strains such as H5N1, H7N9, and H5N6, which have caused severe illness or death in people. However, the World Health Organization has indicated that the risk of transmission to the general public is considered to be very low, with the main risk being transmission to people in close contact with infected poultry or wildlife.

In Canada, highly pathogenic avian influenza and low pathogenic H5 and H7 AI viruses are Notifiable Avian Influenza which is a 'federally reportable disease' under the Health of Animals Act. This means that producers,

veterinarians, and laboratories must notify the CFIA of all suspected or confirmed cases. Birds affected by AI can show a variety of symptoms, including:

- » High mortality and sudden death
- » Decreased food consumption
- » Huddling, depression, closed eyes
- » Respiratory signs (cough and sneezing)
- » Decreased egg production
- » Watery greenish diarrhea
- » Excessive thirst
- » Swollen wattles and combs

What can be done to limit the risk of AI infection on Canadian poultry Farms?


AI viruses can spread to domestic poultry through direct contact with wild birds or their droppings and secretions that may be unintentionally brought into the barn. Producers can minimize the risk of AI to their poultry through extra attention to biosecurity protocols and practices.

Chicken Farmers of Canada's *Raised by a Canadian Farmer* On-Farm Food Safety Program outlines the protocols that are critical. Within the Program, an annual review of the SOPs and biosecurity practices is required, which is extremely important given this current AI risk. Farmers are also directed to review any provincial AI/biosecurity protocols as necessary.

Resources for assessing the risks on farm:

CFIA **Assess the Risks of Your Farm – Biosecurity Checklist**

Ghent University (Belgium) – **Biocheck.ugent**

*Information in this article is current as of writing on May 14, 2020. 

RIDDELL-JULIAN SCHOLARSHIP

Chicken Farmers of Canada is proud to announce a new scholarship available through the American Association of Avian Pathologists Foundation (AAAP Foundation). The Riddell-Julian Scholarship is named after two Canadian poultry medicine pioneers, Dr. Craig Riddell and Dr. Richard Julian. The scholarship is funded by Chicken Farmers of Canada, the National Poultry Organizations, and contributions from individual veterinarians. The scholarship is open to undergraduate students currently enrolled in one of the five Canadian Veterinary Colleges.

Dr. Craig Riddell was a member of the Western College of Medicine (WCVN) for 30 years and a member of the AAAP Hall of Honour. He served on AAAP's editorial board and was president from 1985-1986. At the WCVN he taught veterinary and agricultural students, conducted research on poultry metabolic diseases, and performed diagnostic and extension work for the poultry industry. Dr. Riddell supervised seven postgraduate veterinary students and was involved in writing sixty-nine papers on poultry disease in refereed scientific journals.

Dr. Richard Julian graduated from the University of Toronto, Ontario Veterinary College in 1952 with a DVM, VS. In 1964, he was a pathologist and the head of Veterinary Diagnostic Laboratory with the Ontario Ministry of Agriculture and Food. In 1979 he was appointed Professor, Poultry Pathology, Department of Pathology at the Ontario Veterinary College. He was honoured with the 'Ontario Poultry Health Worker of the Year' award in 1984, the Upjohn Achievement Award and the Animal Health Achievement Award for

distinguished research contribution in Avian Medicine in 1994. Prior to retiring in 1994 Dr. Julian authored over 100 articles on musculoskeletal disorders, coccidiosis, ascites, and cardiomyopathy.

The Riddell-Julian scholarship is an AAAP Foundation scholarship and fully endowed and funded through donations to the AAAP Foundation. The AAAP Foundation Scholarships are open to student who are pursuing poultry health and well-being and/or food safety in North America. The Riddell-Julian scholarship is specifically open to undergraduate students enrolled in one of five Canadian veterinary colleges. The scholarship will be awarded based on academic record, letters of recommendation, experience related to poultry, and a brief essay describing career goals. The application deadline is November 1.

The application for the scholarship and information on eligibility can be found on the AAAP website. For more information about AAAP Foundation named scholarships, please contact the AAAP office at aaap@aaap.info.

NFACC IS NOW A DIVISION OF NFAHW COUNCIL

As of April 1, 2020, the National Farm Animal Care Council (NFACC) officially became a division of the National Farmed Animal Health and Welfare (NFAHW) council. This has been in the works for many months and it is a great opportunity to enhance animal welfare collaborations between the two organizations. This alliance will not have any impact on Chicken Farmers of Canada representatives that are part of NFACC.

Previously, the Canadian Animal Health Council carried the role of secretariat for NFACC and it has now moved to operate under NFAHWC in a similar way. The NFAHW Council incorporates two divisions; NFACC and the Canadian Animal Health Surveillance Systems (CAHSS). The NFACC will continue to coordinate a national approach to farm animal welfare. It aims to bring stakeholders together to:

- » develop codes of practice for the care and handling of farm animals,
- » create a process for the development of animal care assessment programs,
- » and provide a forum for open dialogue on farm animal welfare.

For NFACC related updates please visit www.nfacc.ca/

NFAHW COUNCIL
National Farmed Animal Health and Welfare Council

ADVANCING ANIMAL HEALTH AND WELFARE IN CANADA

VISION
Canada values and supports the health, care, and welfare of the farmed animal population and its contribution to the well-being of people, the environment, and the Canadian economy.

PRIORITIES
The Council brings together industry, federal, provincial and territorial partners to provide collaborative guidance on a cohesive, functional and responsive farmed animal health and welfare systems in Canada. Be it animal welfare, emerging diseases, animal health surveillance, antimicrobial use and resistance, or One Health and One Welfare concepts, we work in partnership to elevate farmed animal health and welfare and accelerate results.

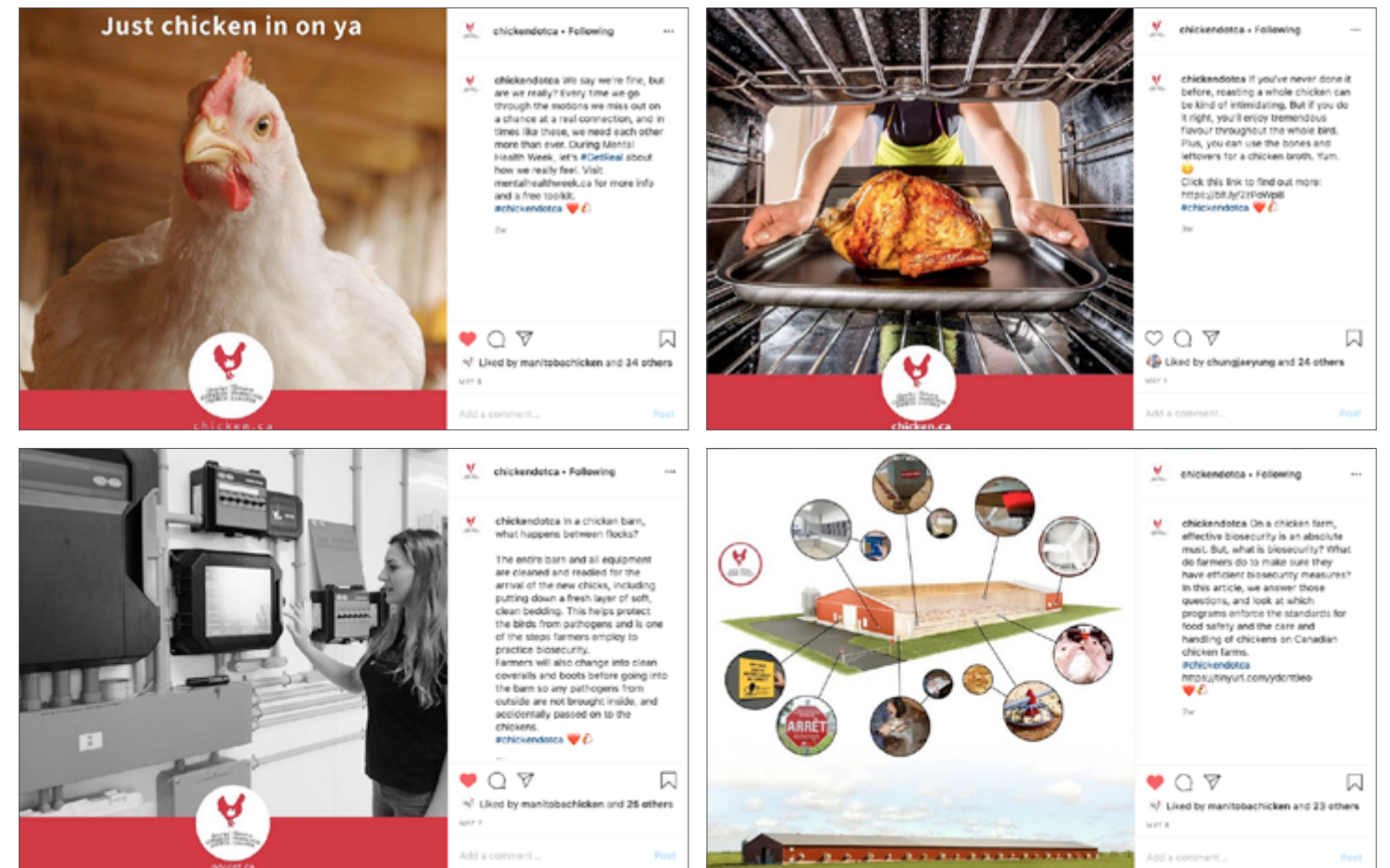
WHAT'S UP ON SOCIAL MEDIA

The unique benefit of social media is that it enables us to talk directly to your customers and followers, but like any relationship, it takes time to build that rapport, and immediate sales pressure will chase them away. According to recent research, more than 40% of digital consumers use social networks to research new brands or products.

In response to that global consumer demand for more intimate social experiences, there continues to be a shift in social media compelling, brands to create more engaging social media content.

However, social media success is not contingent on how many followers an organization has, instead, it depends on reader engagement, and the key in 2020 will be growing one-to-one engagement and deeper relationships with followers on our public feeds.

Here is an example of some of the social media content we've been sharing recently. These posts cover a range of topics, such as; safe food handling, pathogen reduction, farm life, the role of farmers, and COVID-19 support, to name a few.



FAAST REVIEWS

Antimicrobial Stewardship in the Ontario Poultry Industry

The **Farmed Animal Antimicrobial Stewardship (FAAST)** initiative has published a review on the **Antimicrobial Stewardship in the Ontario Poultry Industry**. It focuses on addressing questions and concerns related to necrotic enteritis (NE) and aims to provide producers with management strategies to reduce the risk of developing NE and alternative strategies to antimicrobial use in preventing necrotic enteritis.

The review is composed of two short sections; Understanding Necrotic Enteritis and Prevention strategies of Necrotic Enteritis.

The following topics are addressed in the review:

- » Significance of NE to the industry
- » How to identify it in your flock and risk factors associated with it
- » Management strategies reduce stress, maintain a clean environment, and minimize disease entry
- » Antimicrobial alternatives to promote bird health

This review is now available in both English and French. Keep an eye out for a review on coccidiosis on broiler farms soon to be released by FAAST.

FAAST initiative, created by Ontario Veterinary Medical Association in collaboration with the government, academic, and industry partners, aims to provide educational information to animal owners and their veterinarians. The featured reviews look to improve antimicrobial stewardship in farmed animals, prepare animal owners and their veterinarians for upcoming policy and regulatory changes, and preserve the efficacy of antimicrobials without compromising animal health or food safety. The reviews are presented as online learning modules featuring interactive tools and practical resources. Producers can review and learn at their own pace. 📌

COMING SOON!

THE **Inside
Coop**



podcast