

THE CHICKEN FARMER

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UPDATE ON MERCOSUR

WILL BRAZIL'S ENVIRONMENTAL RECORD DERAIL THE EU-MERCOSUR TRADE DEAL?

As Canada continues to engage with Mercosur in the negotiation of a free trade agreement, the trade pact concluded last summer between the Latin American trade bloc and the European Union is increasingly coming under scrutiny within Europe due to Mercosur member Brazil's destructive environmental policies and its president Jair Bolsonaro's threat to withdraw from the Paris Climate Change Agreement.

The Brazilian Amazon is one of the most critical ecological regions on the planet, producing as much as one-fifth of the world's oxygen and storing carbon dioxide that would otherwise cause massive increases to global warming. Since Bolsonaro came to power, the region has seen consistently increasing levels of deforestation. So far this year, the Amazon has been destroyed at a rate 83% higher than it was last year, which represents the worst year-on-year increase in

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a quarter of a century. According to the Climate Observatory, a non-profit organization, “more than 95% of the deforested areas in Brazil are occupied by agricultural activities,” making Brazilian agriculture, if not directly responsible for the destruction, then at the very least its primary beneficiary.

The Rotten Apples of Brazil’s Agribusiness, a study published this summer in the academic journal *Science*, found that 18-22% of soy and 17% of beef exported from Brazil to the EU can be linked to the destruction of Brazilian

The mounting evidence of Brazil’s disregard for the environment has increased pressure within the EU to reject its trade agreement with Mercosur. Already Austria, Belgium, France, Holland, Ireland, and Luxembourg have stated their opposition to the deal based on its potential to accelerate climate change through agriculturally driven environmental degradation. Last month, German Chancellor Angela Merkel also announced that she had “considerable doubts” over whether to back the trade deal due to the accelerated deforestation of Brazil’s rainforests.

The Canadian government has insisted that any trade deal it concludes with Mercosur will include comprehensive and enforceable environmental protections. However, the EU-Mercosur trade deal also includes similar binding commitments to fight deforestation and uphold the Paris Climate Change Agreement – two clauses that Bolsonaro’s administration is actively demonstrating that it has no intent to honour.

The question now is whether Canada believes that the value of its possible trade deal with Brazil and its Mercosur partners, which would encompass an estimated \$9.9 billion worth of bilateral merchandise trade, will grant it greater leverage in Brazil’s environmental policies than did the deal Mercosur signed with the 27 members of the EU, which covers the bilateral trade of approximately \$120 billion worth of goods. ■

rainforests. The report concludes that this link between agricultural production for export and the increasing rates of deforestation is so strong that Brazil should not be considered solely culpable but that all its economic partners “should share the blame for indirectly promoting deforestation and GHG (greenhouse gasses) emissions by not barring imports and consuming agricultural products contaminated with deforestation.”

THE CANADIAN GOVERNMENT HAS INSISTED THAT ANY TRADE DEAL IT CONCLUDES WITH MERCOSUR WILL INCLUDE COMPREHENSIVE AND ENFORCEABLE ENVIRONMENTAL PROTECTIONS.



WORKING WITH REDUCED ANTIBIOTICS ON YOUR FARM – A PODCAST SERIES

The purpose of the Chicken Farmers of Canada’s (CFC) antimicrobial stewardship strategy is to control, monitor, and reduce antimicrobial use where possible.

The key objectives of the industry-wide strategy are:

1. **Defining antimicrobial use and analyzing antimicrobial resistance trends**
2. **Reviewing best management practices**
3. **Ensuring effective control of antimicrobial use in Canada**
4. **Educating stakeholders on the issues of antimicrobial use and resistance**

CFC’s strategy is to eliminate the preventive use of antibiotics of human importance in Category I, II and III. This is not a raised without the use of antibiotics strategy, as Category IV antibiotics (those not important for human medicine) and antibiotics used for treatment of disease are still allowed.

For the reduction strategy to be successful, it’s imperative that the whole stakeholder chain work together to share lessons learned. For CFC, this means supporting Canadian chicken farmers through education and awareness.

During the last few months CFC worked with ACER Consulting to produce a series of podcasts where Canadian chicken farmers, veterinarians and other experts discuss their experiences, stories, importance of the AMU strategy and recommendations for tackling challenges on farm. A total of eight podcasts were produced with two done in French. Over the next three issues of Chicken Farmer Newsletter, we will be sharing important points from these podcasts. All the podcasts can be found on the **Farmer Resource portal**, under the **AMU Strategy** page. In this article, we’ll highlight producer Nathan Martens and Dr. Martine Boulianne.

Listen to Nathan Martens, a third-generation broiler producer from Manitoba as he discusses his perspective on AMU strategy and practices he implemented to refine and reduce the antibiotic use on his farm. Nathan uses lessons he learned from his RWA production to proactively reduce antibiotics for preventative use in his conventional production. Nathan noted that the transition to removing Category III antibiotics from his conventional production was made easier by focusing on good animal husbandry practices and by maintaining open lines of communications with industry partners, especially his veterinarian.

On his farm, Nathan has a comprehensive management program that accounts for all stages of flocks. Special consideration is given to air quality and patterns as they can change and impact the barn environment and litter quality. This was a key lesson he learned from his RWA production and proved to be useful tool as he slowly removed Category III antibiotics from his conventional production. Nathan understands that what works for some won’t work for all, so he recommends working with nutritionists, veterinarians and others to tailor a program specific to your farm.

Dr. Martine Boulianne, a veterinarian and researcher at the University of Montreal, and her team is dedicated to understanding poultry diseases and identifying strategies to reducing the need for antimicrobials in broiler flocks. In the podcast she discusses her perspective on the stewardship, the science behind the stewardship and the need for reduced antimicrobials on farm. Scientific research has shown that the use of certain antimicrobials is related to increased prevalence of resistance in certain bacteria. The stewardship is about protecting the public health as well as protecting tools available for treatment and their durability in the long run.

Some of the commercial broiler research done by Dr. Boulianne and her team include removal of all drugs including ionophores, evaluation of strategies of production with only Category IV antimicrobials, and the impacts of removal of category I antimicrobials. Through these studies Dr. Boulianne provides insight into potential outcomes of the CFC’s antimicrobial strategy and tactics that can be used at the farm. Dr. Boulianne emphasizes the need for data collection, especially related to the removal of category II and III antibiotics to come up with solutions to potential issues. Data collection at the farm level can help not only for the individual farm, but also for the entire industry.

Find all the podcasts on the **Farmer Resource Portal** and more information on CFC’s **antimicrobial strategy** on chickenfarmer.ca ■

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CPRC UPDATE

IMMUNE BOOSTING AI VACCINE

Immune-boosting options show promise for AI protection

The parallels between the current covid-19 pandemic and past avian influenza (AI) outbreaks are not lost on Shayan Sharif.

“In any pandemic, swift and measured actions are needed to contain and control the imminent spread. When a vaccine is available, the options change. And when a vaccine can be made more effective, progress is made,” says Sharif, associate dean of research and graduate studies at the Ontario Veterinary College (OVC) at the University of Guelph.

Sharif led a multi-year research project looking at novel ways to prevent future AI outbreaks by boosting the immune response of the bird. The premise was that if

the bird’s own immune system can rally to work in concert with a vaccine, then the level of disease protection provided will be stronger and more effective.

He looked at immune-enhancing activities to protect birds against AI, and his research holds promise for a solution for Canadian poultry

producers to prevent AI. It also offers vital insights into technology that can boost a bird’s own immune system to be better equipped to fight off AI and other diseases.

THE PARALLELS BETWEEN THE CURRENT COVID-19 PANDEMIC AND PAST AVIAN INFLUENZA (AI) OUTBREAKS ARE NOT LOST ON SHAYAN SHARIF.

TESTING THE POTENTIAL OF PAMPs

Sharif’s research looked at two avenues for helping birds build a stronger defence against disease, particularly AI. The first examined how PAMPs – pathogen associated molecular patterns – could be used to boost immune response.

PAMPs are naturally-occurring microbes that have been extensively studied for more than 20 years. They act as an adjuvant (or immune booster) and can be used with a vaccine or on their own to trigger a stronger response in birds. When PAMPs are used with a vaccine, the vaccine must be a killed form, and that poses some challenges for the route of administration. Killed vaccines don’t always induce enough immune response on their own, and are most effective when injected – an impractical proposition in poultry production.

The search for a better solution led Sharif to nanoparticles as an effective carrier to administer killed vaccines with or without PAMPs.

“Nanoparticles are like tiny cages that can carry vaccine and PAMP molecules directly to target cells in the bird – respiratory or intestinal in the case of AI,” says Sharif. “They have been shown to boost the efficacy of vaccines and PAMPs, and are an effective vehicle for penetrating and integrating into target cells faster and more directly, delivering a better immune response for the bird.”

Sharif’s work confirmed that nanoparticles work well to boost immune response and reduce virus shedding in birds. “There is a lot of promise for nanoparticles and vaccines in poultry and in people,” says Sharif. “In fact it’s a technology that is being investigated in the current work on a coronavirus vaccine.”

ADENOVIRUS AS EFFECTIVE DELIVERY VECTOR

The second technology investigated for boosting immune response was the use of adenovirus as a biological carrier for AI vaccine. Sharif’s colleague



Shayan Sharif, Associate Dean of Research and Graduate Studies at the Ontario Veterinary College (OVC) at the University of Guelph.

Eva Nagy, avian virologist at OVC, led the team that discovered the efficacy of two particular adenoviruses as potential vehicles for delivering the vaccine antigen for AI and a variety of other vaccines.

An adenovirus works as a vector or delivery vehicle for vaccine.

“A vector is like a car that can carry different passengers. In this case, an adenovirus vector may carry the key genes of avian influenza virus that when given to a chicken could confer immunity against the virus,” says Sharif. Through the course of this research project, adenovirus 4 and 9 were licensed and commercialized with a Mexican vaccine company. While there has yet to be a commercial application for Canadian poultry producers, the opportunity is there.

“My hope is that in the near future we will be able to use vectors like adenovirus to carry bits and pieces of AI virus to be used as a vaccine,” says Sharif. The technology also has potential as a carrier for Newcastle and infectious bronchitis vaccines.

Sharif knows nanotechnology holds tremendous promise. “If many of the poultry vaccines we use could be packaged in nanoparticles, we could delivery better efficacy,” he says. And his work on nanoparticles doesn’t start and stop with protecting birds against another AI pandemic – it has potential for Newcastle, infectious bronchitis, Marek’s disease, Campylobacter and *Clostridium perfringens* (the causal agent for necrotic enteritis).

Sharif’s research 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 (AAFC) as part of Growing Forward 2, a federal-provincial-territorial initiative. Additional funding was provided by the Ontario Ministry of Agriculture, Food and Rural Affairs, and Canada’s First Research Excellence Funds. ■



Hill Watch

BIG CHANGES ON PARLIAMENT HILL

In mid-August, the Minister of Finance, Bill Morneau, resigned from both his portfolio and his seat as the MP for Toronto Centre, mostly stemming from a number of allegations he faced regarding his involvement in the government's decision to grant a sole-source contract to the WE Charity organization for the Canada Student Service Grant. As a result of the resignation, the Prime Minister named Chrystia Freeland as Canada's first female Minister of Finance, and Dominic LeBlanc, the President of the Queen's Privy Council, took over her role as Minister of Intergovernmental Affairs, a position he previously held in the last mandate.

At the end of August, MP Erin O'Toole became the new Leader of the Conservative Party of Canada, and the Leader of the Official Opposition. O'Toole's election produces two firsts for the Conservative Party: its first

Leader from outside Western Canada and its first Leader from the Progressive Conservative wing of the Party.

After the new leader was named, the Conservatives made a few changes and one included naming Lianne Rood, the MP for Lambton – Kent – Middlesex as the shadow minister for Agriculture.

PROROGATION

Following this mini-cabinet shuffle, the Prime Minister asked the Governor General to prorogue Parliament until Wednesday, September 23rd. Prorogation of Parliament results in the termination of the session and the termination of parliamentary

business including the work of committees, including the House Standing Committee on Agriculture and Agri-Food, which was slated to study the CPTPP support measures for Canadian poultry and egg farmers.

Following the month-long prorogation, the Governor General commenced a new session of Parliament on September 23rd with a Speech from the Throne, giving the government the opportunity to implement a new mandate.

Chicken Farmers of Canada (CFC) was pleased to see the Speech include that *"The Government will also ensure that those in Canada's supply managed sectors receive full and fair compensation for recent trade agreements. Farmers keep our families fed, and we will continue to help them succeed and grow."* among other direct and indirect references to agriculture.

PARLIAMENTARIAN COOPED UP RECIPE CONTEST

CFC held a "Cooped Up" Recipe Contest for MPs and Senators this summer. The contest asked Parliamentarians to submit their favourite chicken recipe and then tag 3-5 of their colleagues on the Hill to do the same. By participating in the contest, not only did Parliamentarians compete for the best chicken



Left: Recipe contest invitation done by CFC. Right: Image of the winning recipe, submitted by Larry Maguire, MP from Brandon-Souris, Manitoba, with his Chicken and Chickpea Bowl.



recipe, but they also helped support Canada's food banks! CFC started with \$12,000 and for each MP or Senator that submitted a recipe, CFC added an additional \$100 to the pot. CFC will be dividing the total of \$14,000 among three different food banks, one from each region of Canada: Atlantic, Central, and Western Canada.

The two finalists for the contest were Marie-France Lalonde, MP from Orleans, Ontario, with her Chicken with Herbed Cream Cheese and Prosciutto recipe, and Larry Maguire, MP from Brandon-Souris, Manitoba, with his Chicken and Chickpea Bowl recipe.

Gina Sunderland from Manitoba Chicken Producers filmed the making and judging of the two finalist recipes and Manitoba chicken farmer, Louise Neufeld, joined to help with the final judging and to draw the name of a food bank from each of the regions. In the end, Louise drew: Feed Nova Scotia from Atlantic Canada, Feed Ontario from Central Canada, and Food Banks of Saskatchewan in Western Canada. Louise also got to be the lucky tester for each of the recipes!

Although it was a very tight race, with both recipes being delicious and nutritious – Louise's favourite recipe was Larry Maguire's **Chicken and Chickpea Bowl!** Congratulations to MP Maguire for submitting such a delicious recipe. Check out the [video here!](#)

CANADIAN FEDERATION OF AGRICULTURE UPDATE

The CFA was busy throughout the summer developing a public campaign aimed at getting public support for farmers for urban Canadians. Pegged the "Food for Thought" campaign, CFA disseminated a number of videos and advertisements featuring farmers that targeted the GTA, Vancouver, and Atlantic regions in an effort to get consumers thinking about what would happen to the food supply without further government support. The campaign also issued a call to action asking consumers to write their MPs about supporting Canadian farmers. For more information on the campaign, please visit www.supportcanadianfood.ca/.

BRIGID RIVOIRE AWARD FOR CHAMPIONS OF AGRICULTURAL MENTAL HEALTH

Are you aware of a mental health initiative in Canadian agriculture? CFA's Brigid Rivoire Award for Champions of Agricultural Mental Health recognizes a specific initiative that has made outstanding contributions in raising awareness, addressing stigma, and supporting mental health for farmers in their local community. This annual award includes a \$2,000 donation to a mental health initiative of the recipient's choice, along with an invitation to attend the Canadian Federation of Agriculture's (CFA) Annual General Meeting in February with all expenses paid. Learn more here <https://bit.ly/2pdCFOk> ■



UPDATE ON CFC'S AMU STRATEGY - 2020 CATEGORY III GOAL **DELAYED**

Chicken Farmers of Canada is extending the reassessment timeframe for preventive Category III elimination.

The COVID-19 pandemic resulted in the postponement of key meetings between important partners at a provincial level. The success of the strategy thus far has been based on taking a responsible approach to ensure animal welfare and sustainability, and these currently remain unresolved. For these reasons, CFC is delaying the 2020 implementation goal.

The strategy remains a key priority for the Canadian chicken sector and further consultations with the industry will be done to ensure that the sector is taking a responsible, pragmatic approach to antimicrobial use reduction.

QUICK TIMELINE OF THE STRATEGY:

Preventative use of Category I antimicrobials was removed 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's Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS) surveillance program.

A goal has been set to further reduce antimicrobial use (AMU) by eliminating preventive Category III use, contingent on a re-assessment of industry's readiness for such a change.

A single antibiotic, Bacitracin, will be impacted by this, as it is the only Category III antimicrobial used preventively in chicken production.

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.

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

CANADIAN LIVESTOCK TRANSPORT TRAINING PROGRAM IS NOW ONLINE!

The National Farmed Animal Health and Welfare Council has released an updated Canadian Livestock Transport (CLT) training program, now available online. The CLT certification program aligns with national standards of care, the Code of Practice for the Transportation of Livestock and Poultry. The New CLT program content reflect the changes made to the humane transportation requirement under the Health of Animals Regulations in February 2020.

Program Specifics:

- » Two training programs: Livestock and Poultry
 - Poultry module includes turkeys, chickens, and ducks
 - Livestock includes cattle, sheep, hogs, bison, and elk
- » Easily accessible, standardized program offering humane animal transportation certification that is recognized throughout Canada and the U.S.
- » Focusing on key topics such as animal welfare, fitness for transport, animal behaviour and handling, laws and regulations, and contingency management

Under the *Health of Animals Act* Part XII, training is required for all commercial transporters. CLT certification is an essential investment for industry professionals who intend to transport animals between Canada and the U.S. This training is beneficial for livestock and poultry transporters, producers, handlers, catchers and loading crews, receivers, dispatchers, regulators and others who are involved in the production system. All training is accessible online and participants who successfully complete the training will receive a CLT certification card valid for three years.

Visit www.livestocktransport.ca for new program updates and to register for training. ■



RAISED BY A CANADIAN FARMER ON-FARM FOOD SAFETY PROGRAM REVIEW IN PROGRESS

Chicken Farmers of Canada's (CFC) *Raised by a Canadian Farmer* On-Farm Food Safety Program (OFFSP) emphasizes animal health, cleanliness and safety throughout each step of the production cycle and follows strict biosecurity measures to protect animal health and prevent flock infections from outside sources. The mandatory requirements in the program address biosecurity, disease prevention, feed and water management, and record keeping.

The On-Farm Food Safety Program has official recognition from the Canadian Food Inspection Agency (CFIA) for being a credible food safety program.

In order to maintain CFIA recognition, CFC is required to perform a review of the OFFSP producer manual

ONCE ANY CHANGES
ARE APPROVED BY CFC
DIRECTORS, CFC WILL
UNDERGO A REVIEW
OF THE CHANGES WITH
CFIA TO MAINTAIN
RECOGNITION OF THE
PROGRAM.

at minimum every 36 months. While a review is required, approval of modifications and implementation timelines are determined by CFC Directors.

CFC's current manual was approved in 2013 and the last full review was

concluded in November 2016. An update to the manual was done in 2017 to account for the elimination of Category II preventive use.

The review for 2020 included assessing current scientific literature and obtaining input from stakeholders on any potential changes.



CFC's Production Committee has reviewed and assessed the suggested changes and is consulting with provincial boards for feedback on the proposed changes. Once complete, CFC Directors will consider the recommendations for change.

Key areas of proposed changes include clarifications to on-farm feed mixing practices, providing options for cleaning and disinfecting, providing details on in-barn hatching and brooding practices, and detailing the government approvals and label requirements for water and feed additives.

Once any changes are approved by CFC Directors, CFC will undergo a review of the changes with CFIA to maintain recognition of the program. Based on this timeline, a revised manual would be released in 2021. ■

WHAT'S HAPPENING – CFC AND SOCIAL MEDIA

During times of uncertainty, social media platforms like Twitter, Facebook and Instagram, are the first place that people go to share opinions, look for answers, or follow the news - both real and fake. During a crisis like COVID-19, social media is not only an important tool to disseminate information, but it can also be used for community and emotional support.

ENGAGING AND ENTERTAINING CONTENT

Along with our usual posts extolling the virtues of chicken, food safety, and chicken recipes, CFC has continued to connect with our audience through engaging and entertaining posts that provide helpful information, relevant advice, or create a sense of togetherness.

NATIONAL CHICKEN MONTH

September marked the beginning of National Chicken Month, inspiring us to thank our hard-working farmers and share a "chicken fact" every day in September.

THE CHICKEN SANDWICH WAR

As the "chicken sandwich war" wages on between fast-food retailers, CFC has been able to remain neutral while supplying support for our brand holders.

#TAKEOUTDAY

We continue to support Canadian restaurants by bolstering Takeout Day and its message.

COVID-19 has put many people, especially the elderly, those with disabilities, working parents who lost childcare, and those who have lost their jobs, in challenging situations. In this quickly changing landscape, CFC has continued to offer our consumers great content in a real-time context via our website and social media channels, including highlighting nutritious recipes that they can prepare at home, food preparation, safety messages and humorous chicken-related posts. ■



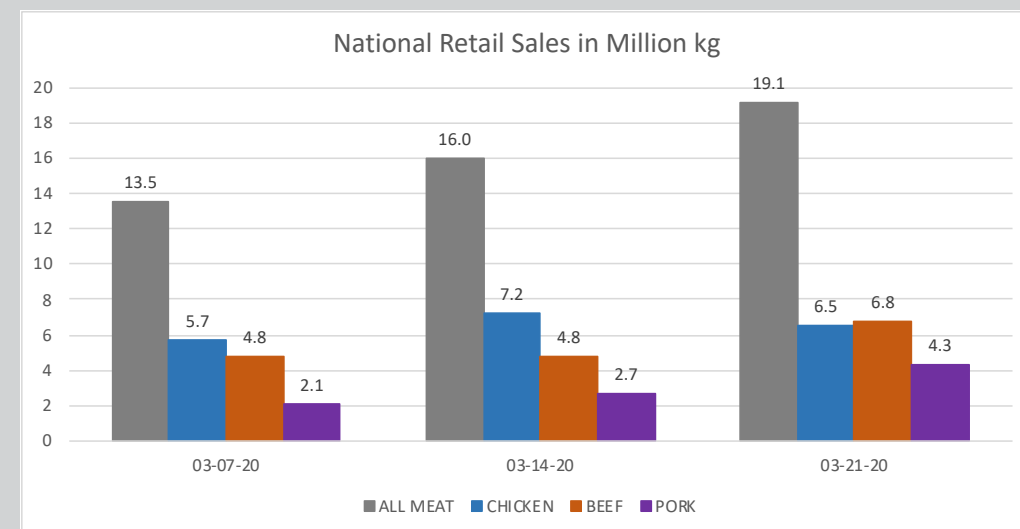
MEAT INDUSTRY RETAIL SINCE COVID-19

STAGE 1 – FIRST THREE WEEKS IN MARCH 2020: SHARP INCREASE IN VOLUMES

Canada started to implement social distancing at the national level from mid-March 2020. In the first week's lockdown from March 15th, 2020 to March 21st, 2020, the total meat sales were 19.1 million kilograms (Mkg), a 20 percent increase compared to the week before (16 Mkg). This increase was mainly due to the consumption in beef (2.0 Mkg) and pork (1.6 Mkg), while chicken's volume decreased by 0.7 Mkg. In the week before the lockdown, which ended on March 14th, 2020, total meat consumption was increased by 2.5 Mkg compared to week ending on March 7th, 2020. In this week, both chicken and pork were the main drivers.

In 2019, the same three weeks' total meat consumptions varied within a small range. The difference between the maximum and minimum consumptions during the three weeks was 0.7 Mkg. However, in 2020, this number was 5.6 Mkg. The three weeks' unusual changes in meat consumption suggested that when the pandemic started to become severe in Canada, consumers tended to stockpile meat.

This phenomenon can be explained by two reasons: first, meat is the food that can be easily preserved. Stockpiling enough meat at home can minimize the time for doing groceries and being exposed in public, therefore minimizing the risk of being infected. Second, consumers' behavior was also influenced by panic, which pushed them to buy as much food as possible in order to counter the effect of a potential food shortage.



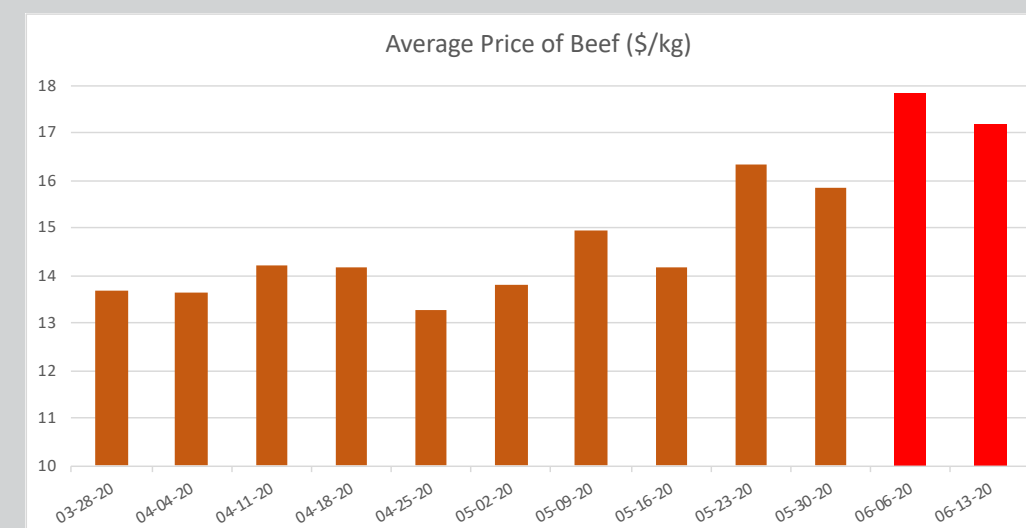
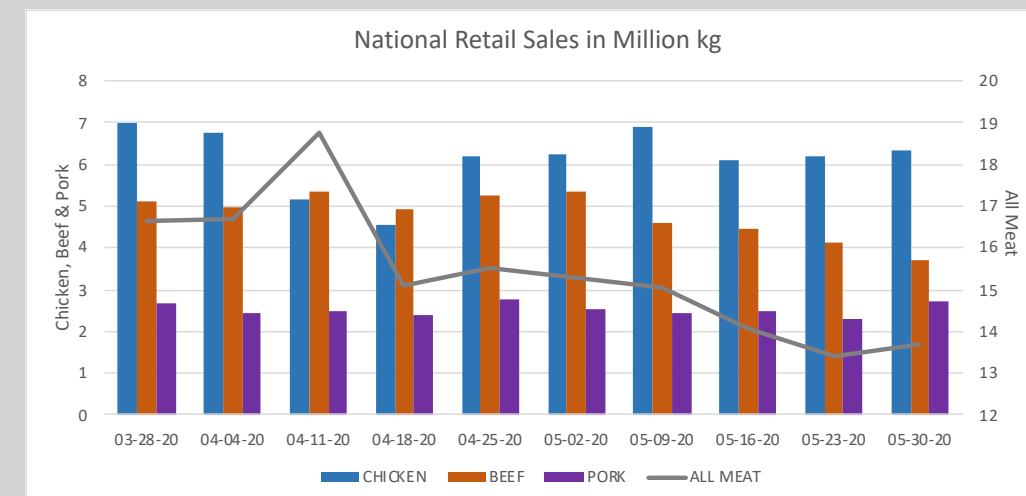
	03/07/20	03/14/20	03/21/20	Range
Y2020	13.49	16.04	19.10	5.6
Y2019	13.97	13.27	13.71	0.7

STAGE 2 – LATE MARCH TO LATE MAY: SALES DECREASE IN FLUCTUATION

Since the beginning of the pandemic, employees in nine meat processing plants in Canada tested positive. From March 29th to April 24th, six plants closed temporarily for either two weeks, or without a reopening date. Even after the reopening, plants decided to reduce the number of workers per shift to practice social distancing. Beef was impacted most during this time. Four beef plants in Alberta and Quebec were affected by Covid-19, among them two plants were shut down temporarily on Apr 20th and May 13th, and another reduced to one shift per day in early May.

The influence of the supply chain's disruption on beef was not too obvious until May 2nd. From late March to early May, consumers' beef stockpiling was not as crazy as when the pandemic started. Retailers also had some plans to deal with the first week's plants' shutdown. However, after May 2nd, the beef supply chain's disruption could be easily observed from the decreasing sales and increasing average price. In the next 6 weeks, beef retail volumes decreased by 40 percent. The average price increased from \$13.8/kg to \$17.2/kg, with the highest average price increased to \$17.8/kg in the week ending on June 6th.

Beef consumption variation from late March to late May also caused the sales' decrease in total meat during this period. Pork sales were more stable, although one pork plant in Ontario closed for two weeks in late April.



STAGE 3 – LATE MAY TO PRESENT: CONSUMPTION LEVEL COMES BACK TO NORMAL GRADUALLY

Total meat consumption started to come back to normal and has been stable since late May with consumers mostly choosing between chicken and beef. From late May to mid-June, the shutdown of beef plants triggered the increase of beef's average price and dragged down beef's volume. At the same time, chicken prices decreased from \$9.05/kg to \$8.44/kg, therefore, bringing up chicken's volume. After mid-June, when the influence of beef plants' closure had been contained, beef prices started to fall. However, during this time, chicken prices rose. The impact is that chicken and beef consumption varied in the opposite direction, but their compound effect makes the total meat consumption stabilize. ▀

