



THE CHICKEN FARMER

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GOVERNMENT OF CANADA ANNOUNCES INVESTMENTS TO SUPPORT SUPPLY-MANAGED DAIRY, POULTRY AND EGG FARMERS

On November 28, 2020, the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced a substantial package (\$691 million) that delivers on the Government of Canada's commitment to full and fair compensation for the market access concessions made under the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

Canada's supply-managed dairy, poultry and egg farmers are part of the backbone of the Canadian agriculture sector and the Canadian economy. They continue delivering the best quality products to the kitchen tables of Canadians, despite challenges presented by the COVID-19 pandemic.

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The strength of Canada’s supply management sector is essential to the vitality of our family farms and rural regions from across Canada.

“Our Government is fully behind our supply management sector, which supports our family farms and the vitality of our rural areas,” said Minister Bibeau. “Today’s announcement of a substantial compensation package for our dairy, poultry and egg farmers shows our support for a strong supply management sector for many generations to come.”

The package includes \$691 million for 10-year programs for Canada’s 4,800 chicken, egg, broiler hatching egg, and turkey farmers. Responding to sector demands, these programs will drive innovation and growth for farmers. Program details will be designed in consultation with sector representatives and launched as soon as possible.

“Canada’s 2,877 chicken farmers appreciate the announcement today on mitigation measures stemming from the CPTPP,” said

Benoît Fontaine, Chair, Chicken Farmers of Canada. “Farmers have waited a long time to see action on this file, and we believe that this is a step in the right direction. We look forward to continuing our work on the investment and market development programs for our sector.”

This investment in our sectors is a step

in the right direction towards supporting farmers as they make ongoing improvements to their operations and enhance the long-term

efficiency and sustainability of their farms. It will also help maintain economic activity in rural and urban communities across Canada.

Egg Farmers of Canada, Chicken Farmers of Canada, Turkey Farmers of Canada and Canadian Hatching Egg Producers thank The Honourable Minister Bibeau and her team for championing poultry and egg farmers. We look forward to working with officials on the development and implementation of these programs and initiatives in the coming months.

Canada’s poultry and egg farmers have lost a significant portion of their domestic market and stand to suffer losses of billions in net operating income because of the CPTPP, which entered into force in December 2018. Today’s announcement draws on the work of the poultry working group, which assessed the impact of the agreements on our respective sectors and put forward recommendations in April 2019. These measures will allow farmers to plan for the future, navigate the unique dynamics of our respective industries, and contribute to Canada’s goals of growing our agricultural sector.

While this announcement is about the impact of CETA and CPTPP on our sectors, our farmers have also suffered significant market losses as a result of the Canada-United States-Mexico Agreement (CUSMA). We look forward to working with government officials to assess CUSMA support measures.

Egg Farmers of Canada, Chicken Farmers of Canada, Turkey Farmers of Canada and Canadian Hatching Egg Producers are the voice of farmers in Canada’s supply-managed poultry and egg sectors. We are a stabilizing force in rural Canada and a part of Canada’s economic solution, contributing \$11.1 billion to the GDP and supporting over 144,000 jobs. ■

TODAY’S ANNOUNCEMENT OF A SUBSTANTIAL COMPENSATION PACKAGE FOR OUR DAIRY, POULTRY AND EGG FARMERS SHOWS OUR SUPPORT FOR A STRONG SUPPLY MANAGEMENT SECTOR FOR MANY GENERATIONS TO COME.

WORKING WITH REDUCED ANTIBIOTICS ON YOUR FARM – A PODCAST SERIES

Listen to the complete **PODCASTS** on the **Farmer Resource portal** on chickenfarmers.ca



In the last issue we introduced a podcast series where Canadian chicken producers, veterinarians, researchers, and industry experts shared their experiences, stories, thoughts on the Antimicrobial Use (AMU) strategy and recommendations for tackling challenges on the farm. In this issue we will introduce Alex Innes and Dr. Mark Malpass’ podcast.

Alex Innes is a raised without antibiotics (RWA) broiler producer from southwestern Ontario with a dairy farming background. He transitioned exclusively to poultry farming several years ago and has not looked back since.

Alex is an attention to detail kind of guy. By monitoring key performance indicators such as water consumption, mortality, and chick activity he is quick to notice when things are not the way they should be, and he is able to react quickly. This has attributed to success on his farm. He has a close relationship with his veterinarian and other industry partners and does not hesitate to consult them if he has concerns.

Working with industry experts can help introduce you to alternative strategies to maintaining the flock healthy with reduced antibiotics. Whether it’s lessons from newest research available or the experiences encountered working on the field, industry experts can bring added functional knowledge.

Dr. Mark Malpass, Director of Poultry Technology Application at Trouw Nutrition, is relatively new to the Canadian chicken sector, but is not a stranger to the international poultry industry. Dr. Malpass has worked in the Oceania, Asia, and Europe before moving to Canada two years ago to share his scientific and practical knowledge on antimicrobial resistance (AMR).

Dr. Malpass discusses the importance of understanding the complexity of unique gut biome of individual bird and the relationships formed within a flock. With added challenges placed on an individual bird or a flock, more resources will

go towards addressing the challenge and there is a need to supplement those resource for them to remain healthy and productive. He advocates for evidence-based strategies and techniques that can be implemented on farm.

Dr. Malpass echoed a reoccurring theme noticed in the podcast series; strategies and techniques implemented should be catered specifically to each farm. From his experience Dr. Malpass noted that most producers embrace the change well and it’s important to move forward with the mindset that the industry needs to adapt to novel strategies and explore different options. Both Alex & Dr. Malpass agreed that the margin for error decreases with reduced available for production, attention to detail, and collaboration will be the key for improving productivity and profitability.

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

For the reduction strategy to be successful, it is imperative that the whole stakeholder chain work together to share lessons learned.

For more information on CFC’s antimicrobial strategy visit chickenfarmers.ca ■

COVID-19 AND CHICKENS A CFIA STUDY



A study done by CFIA scientists demonstrated that SARS-COV-2 virus (COVID-19) does not affect both turkeys and chickens in the current genetic state and does not pose potential risks to establish in both these species. The study was done to determine whether domestic poultry are vulnerable to COVID-19 and play a role in the distribution of the virus.

Fourteen 4-6-week-old leghorn chickens from the CFIA specific pathogen free (SPF) flock in Ottawa and fourteen four to six week-old turkey pullets from a local turkey breeder in Manitoba were used to determine domestic poultry susceptibility to COVID-19. Each group of birds were divided in two (SARS-CoV-2 and control) and the SARS-CoV-2 group was infected with the virus using a combination of natural routes of infection (oral, nasal, and ocular). Various tissue and swab samples (oropharyngeal, cloacal swabs, brain tissue, thymus tissue, trachea tissue, lung tissue, etc.) were collected from both groups following post-inoculations.

Chickens and turkeys did not develop any clinical signs of the disease. There were no pathological and histopathological changes observed in the tissues collected. No SARS-COV-2 specific antibodies were detected in serum samples collected after infection. The study concluded that SARS-COV-2 virus does not affect both turkey and chickens in the current genetic state nor do these animals spread the virus that causes the COVID-19 disease to humans, animals or to the environment.

Find the full article [here](#). ▀

CHICKEN FARMERS OF CANADA COMMITTED TO SUSTAINABILITY EXCELLENCE

Chicken Farmers of Canada (CFC) has joined a coalition of partners in the Canadian agri-food sector to develop *The National Index on Agri-Food Performance* – a set of performance and progress indicators to ensure Canada's position as a trusted leader in the worldwide food industry.

With this new partnership, CFC will participate in a dialogue to develop the standards used by stakeholders in the agri-food sector to guarantee sector competitiveness, demonstrate societal benefits, and improve policy.

CFC is already implementing programs to ensure sustainable chicken production, including:

ANIMAL HEALTH AND WELFARE

- » A national, mandatory *Raised by a Canadian Farmer* Animal Care Program, with third party audits.
- » A comprehensive Antimicrobial Use (AMU) Strategy that involves surveillance, education, research, and reduction.

PRODUCING SAFE CHICKEN

- » A mandatory, nationally recognized *Raised by a Canadian Farmer* On-Farm Food Safety Program.
- » An effective and responsive traceability system as well as operational plans for dealing with potential disease outbreaks.

PRESERVING THE HEALTH OF CANADIAN FARMLAND

- » On-farm practices to reduce environmental impact.
- » The carbon footprint of Canadian chicken is lower than the other livestock commodities produced in North America.
- » Canadian chicken farms are healthy and vibrant, welcoming new entrants each year into a strong community of family farms.



FROM THE MOMENT THEY ARRIVE ON THE FARM TO THE TIME THEY'RE SHIPPED TO THE CONSUMER; THE QUALITY AND WELFARE OF OUR CHICKENS IS OF THE UTMOST IMPORTANCE TO OUR FARMERS.

PROVIDING AFFORDABLE FOOD TO CANADIANS VIA SUPPLY MANAGEMENT

- » Supply management allows farmers to confidently invest in their operations, for the industry to give back to local communities & contribute positively to the Canadian economy, and so consumers always have access to steady supply of fresh, high-quality chicken at a reasonable price.

From the moment they arrive on the farm to the time they're shipped to the consumer; the quality and welfare of our chickens is of the utmost importance to our farmers. CFC is proud to be part of the *National Index on Agri-Food Performance* project, and relishes in the opportunity to find ways to improve sustainability. Our country has an ambitious agri-food growth agenda, and with this new partnership, CFC will help develop the agri-food standards used to shape the future of our industry. ▀

**FIRST EPISODE
LAUNCHED ON
NOVEMBER 30TH!**

SUBSCRIBE ON APPLE PODCASTS,
SPOTIFY OR GOOGLE PODCAST!



THE RAISED BY A CANADIAN FARMER BRAND CONTINUES TO GROW!



DON'T FORGET TO FOLLOW US ON SOCIAL MEDIA!
 FACEBOOK - @CHICKENFARMERS
 TWITTER - @CHICKENFARMERS
 INSTAGRAM - CHICKENDOTCA

The *Raised by a Canadian Farmer* brand was launched several years ago, and the Brand continues to grow with national and regional industry partners actively using the logo. **Here's a list of our current brand partners.**

SO, WHAT ARE WE DOING TO PROMOTE THE BRAND?

The *Raised by a Canadian Farmer* brand has become a daily part of all promotional and communications efforts. It is incorporated within all our public communications and remains a key element in the naming and promotion of programs.

This year, our traditional advertising efforts included four phases of television and digital advertising, each supported by a national consumer contest to win \$5,000! Consumers engaged with the brand via contesting, social media, and other digital avenues. In addition, the subscription base for our consumer newsletters increased to over 64,000 people.



Here are some samples of the 15-second Television and digital commercial spots:

<https://youtu.be/WQXnN5iD-jI>
<https://youtu.be/K7m162XzIew>

We've been very active on our social media platforms!



TWITTER PARTIES

We hosted four Twitter parties, each with a \$1000 worth of giveaways. A twitter party is a virtual party, using the Twitter platform which allows people to connect with us using a hashtag. The parties run for an hour and it's a great way for us to promote the brand, build new relationships and build loyalty with our followers. Our average impression rate is 38 million people!

- » February 19 – #LoveCDNChicken
- » April 22 – #NoNakedChicken
- » August 25 – #SchoolURChicken
- » November 25 – #CozyChicken

CHICKEN MONTH INSTAGRAM CAMPAIGN

Every year, Chicken Farmers of Canada (CFC) runs a social media campaign to promote National Chicken Month through the month of September using the hashtag #CDNChickenMonth.

This year, five Instagram influencers (four English, one French) were hired to reach varying demographics and teach them about National Chicken Month using key messages. These messages included celebrating Canadian chicken farmers and the benefits chicken farming brings to Canada, whether it's economic contributions, a safe and steady food supply and how chicken is a delicious and nutritious choice.

THE CANADIAN CHICKEN CHALLENGE INSTAGRAM CAMPAIGN

We ran a four-month Instagram campaign, which ran August - November, using the hashtag #CDNChickenChallenge. For each of these months, we hired three different Instagram influencers to create a chicken recipe, feature the brand logo and explain to their followers why they should choose to purchase products with the logo, including key messages about the industry. Each month they also hosted a contest to win a \$500 Walmart gift card. Their followers were asked to follow the chickendotca Instagram account to be eligible to win.

The campaign was very successful, and a lot of positive comments were received.

MEET OUR BRAND AMBASSADORS

- » Our Brand Ambassadors feature a chicken recipe monthly, using quality photos and step-by-step instructions. Each of them promotes the brand, ongoing CFC initiatives and recipes weekly via FB/Twitter/Instagram/Pinterest and attend our quarterly Twitter parties. Here they are, so you can take a look:
- » Michelle Sutter – powered-by-mom.com
- » Tammi Roy – myorganizedchaos.net
- » Nancy Bordeleau – cinqfourchettes.com
- » Ashlee Fedyk – [@millermeyerandme](https://twitter.com/millermeyerandme)
- » Frédérique Lachance-Brulotte – [@folksandforks](https://twitter.com/folksandforks)

HOW-TO VIDEOS

We've added ten short, one-to-two-minute how-to videos to our website and YouTube channel this year. These short, easy to view videos appeal to the average viewer's attentions span and include recipes and pathogens reduction education.

Our current how-to videos can be viewed on chicken.ca – or on our **You Tube Channel.**

UPDATE ON U.S. DOMESTIC SUPPORT AND CORONAVIRUS SPENDING TO FARMERS

UNITED STATES AGRICULTURE SECTOR TO RECEIVE HIGHEST LEVEL OF GOVERNMENT SUPPORT SINCE 2005

According to the University of Missouri's Food and Agricultural Policy Research Institute, in 2019 and 2020 the United States' agriculture sector will have benefitted from the largest government contributions to farm income since 2005.

In 2019, the Trump administration's special trade assistance and coronavirus payments to farmers pushed the U.S.'s agricultural domestic support to nearly \$32.7 billion (all values given are in USD), up from approximately \$13.5 billion in 2018. Experts estimate that in 2020, U.S. agricultural subsidies could soar above \$40 billion, depending on how much additional coronavirus aid the administration provides to farmers; this would roughly translate to government support accounting for about 40 per cent of total farm income.

\$30 billion is already being disbursed to eligible farmers through Phases 1 and 2 of the Coronavirus Food Assistance Program, and \$7 to \$8 billion in forgivable loans has been made available through the Paycheck Protection Program. At the time of writing, the U.S. Democrats and Republicans were negotiating the possibility of an additional \$14 to \$20 billion in support being delivered before the end of the year.

IF THE U.S.'S PAYMENTS ARE ULTIMATELY DEEMED TO BE TRADE-DISTORTING, IT COULD FIND ITSELF FACING CHALLENGES AT THE WTO.

American farmers, who widely supported the President during his 2016 campaign and who were seen as key to helping the Republican incumbent secure votes in swing

This elevated level of support is being criticized for threatening to distort global markets and exceeding the U.S.'s support commitment at the World Trade Organization (WTO), while also being seen as the Trump administration's attempt to placate

states, such as Wisconsin, Ohio, Iowa, and Minnesota during this year's presidential race.

Nonetheless, domestic critics have pointed out the payouts have not always gone to the farmers who need them most. Many small farmers have missed out on the bulk of the bailout while large and even foreign-owned farms have received the lion's share of the funds.

Internationally, the United States is being called out for exceeding its annual WTO bound limit on trade-distorting farm subsidies of US\$19.1 billion. Binding limits on agricultural support were established to create a more level playing field for farmers in poorer countries who, without equivalent support from their own governments, are unable to compete with farmers in richer countries.

When U.S. farmers receive billions of dollars in subsidies, they can continue to produce crops and livestock at loss-making prices that would normally see production shrink and producers leave the industry. When this subsidized production is dumped on the global market, it pushes down prices and forces losses on all other farmers competing in that market, regardless of whether they are from a developing nation like Kenya, or a developed one such as Canada.

If the U.S.'s payments are ultimately deemed to be trade-distorting, it could find itself facing challenges at the WTO, much like it did in 2005 when Brazil won a WTO case against U.S. cotton programs. In order to avoid facing retaliatory tariffs, the U.S. had to make direct payments to Brazil and overhaul its farm bill programs.

That being said, the ability to enforce disciplines on domestic support through the WTO has been stymied through the U.S. blocking of appointments to the



Dispute Settlement Body. It will be interesting to see how the incoming Biden administration approaches the WTO in particular, and the multilateral trading system in general.

U.S. Federal and State Coronavirus-related Support Programs Rolling Out for Broiler Producers

The U.S. has seen the launch of several federal and state-level direct support payment programs aimed at aiding its broiler sector weather the global pandemic. While the sector was not eligible for the United States Department of Agriculture's first Coronavirus Food Assistance Program, it was included in the program's second phase, known as Coronavirus Food Assistance Program 2, or CFAP 2, which was launched on September 21st and will run through until December 11, 2020.

Through this federal program, payments will be equal to 75% of an eligible producer's 2019 broiler production multiplied by \$1.01 per bird. The total CFAP 2 payment that a person or legal entity may receive is \$250,000; a legal entity comprised of three individuals may receive up to \$750,000.

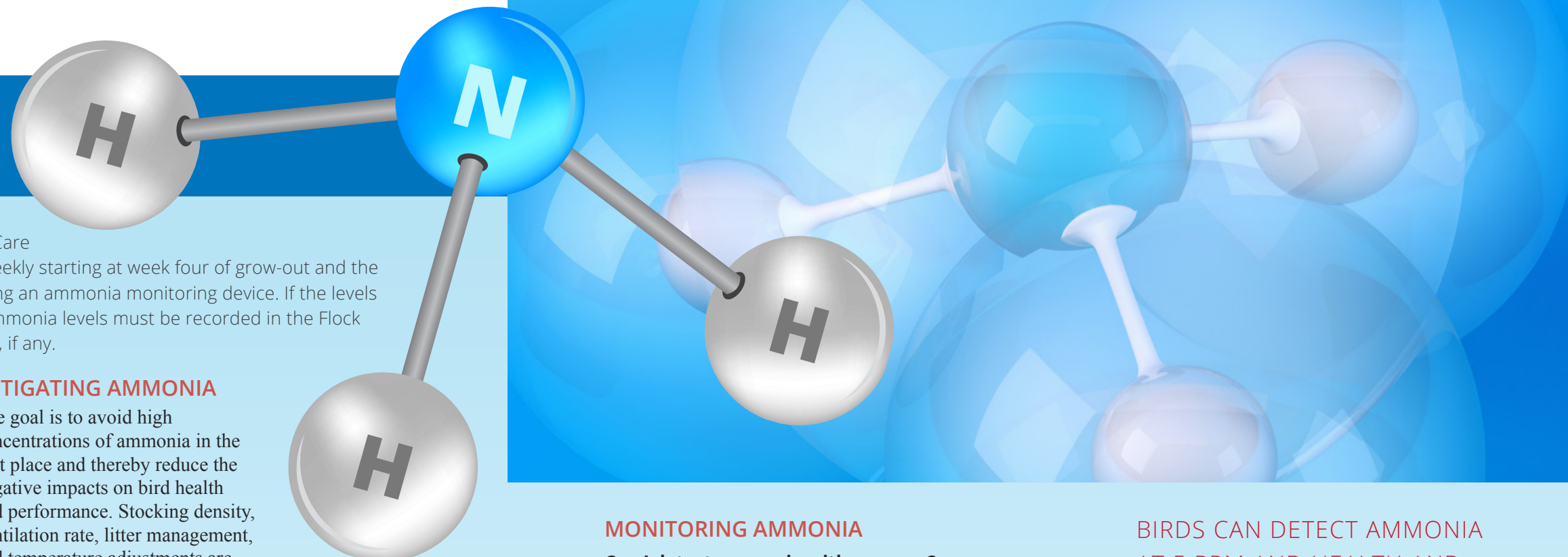
Not all broiler sector actors are eligible for this federal aid. Despite being affected by market and supply chain disruptions that caused greater layout times and reduced placements, contract poultry growers do not qualify for CFAP 2 support. In recognition of the hardships faced by these growers, some states have stepped in to provide coronavirus-related support

programs targeted specifically to them. Throughout October, Delaware, Maryland, Alabama, and Mississippi, each announced the roll out of their own direct payment programs for contract chicken growers.

The Delaware Contract Poultry Grower Grant Assistant Program and the Maryland Farmer COVID-19 Relief Program will directly compensate contract poultry growers \$1,000 per poultry house, up to a maximum payment of \$5,000 per farm. Additionally, any grower who had to depopulate and compost their birds in-house due to COVID-19-related market disruptions will receive another \$1,500 per poultry house depopulated; there is no cap on the number of poultry houses this will cover per farm. Both programs are funded at \$10 million, which is derived from the federal Coronavirus Aid, Relief, and Economic Security Act (CARES).

With funding also received through the CARES Act, Alabama and Mississippi established their own Poultry Farmer Stabilization Grant Programs. Alabama's program had an overall disbursement of \$4 million, while Mississippi's, delivered on a first come first served basis, was \$3 million. Both provided direct compensation to broiler growers who experienced downtimes, flock density reductions of at least 10 per cent, or the loss of at least one full flock of production between March and October this year. Both programs aimed to partially offset losses that were not covered by other means, such as insurance or integrator offsets. ▀

AMMONIA (NH₃)



In accordance with the *Raised by a Canadian Farmer* Animal Care Program, ammonia must be measured, at minimum once weekly starting at week four of grow-out and the measurements must be taken on each floor at bird level using an ammonia monitoring device. If the levels exceed 25 ppm, corrective actions must be taken. Weekly ammonia levels must be recorded in the Flock Specific Record Form along with the corrective actions taken, if any.

It is highly recommended that when ammonia levels exceed 10 ppm, steps should be taken to try to address it to avoid any risk of respiratory damage to the birds. These levels are the national standards set by the NFACC based on available research on the subject.

WHAT IS AMMONIA?

Ammonia is an irritant. It is a colorless, water-soluble alkaline gas that is hazardous to the environment. Ammonia can be found naturally in animal production during breakdown of nitrogenous wastes in animal excrement. Concentrations of ammonia increases as broiler chickens grow and are affected by several factors including litter type, bird activity, stocking density, manure handling and ventilation rate. When present in higher concentrations, ammonia gas is hazardous to workers and the animals.

POTENTIAL EFFECTS OF AMMONIA ON BIRDS' HEALTH AND PERFORMANCE

The impact of ammonia on bird's health and performance not always easy to measure. Birds can detect ammonia at 5 ppm and health and welfare may be compromised at levels as low as 10 ppm. Concentrations above 25 ppm can cause short-term damage to respiratory systems and feet and can lead to corneal ulcerations. Potential consequences of ammonia exposure depending on the exposure level and duration includes:

- » Mild skin irritation
- » Decreased feed efficiency
- » Reduced weight gain
- » Reduced immunoglobulin levels
- » Dirty pads or footpad dermatitis
- » Compromised ocular health
- » Difficulty breathing
- » Death

MITIGATING AMMONIA

The goal is to avoid high concentrations of ammonia in the first place and thereby reduce the negative impacts on bird health and performance. Stocking density, ventilation rate, litter management, and temperature adjustments are some management strategies that can be used to control ammonia. Best results can be seen when strategies are used in combination rather than individually.

- » The ambient temperature and moisture level of the litter are related to ammonia level in the barn. A rise of 1-2°C can increase ammonia levels, and that effect can be enhanced when combined with rising litter moisture levels.
- » Good litter management and ventilation will minimize the level of ammonia, improve productivity, reduce the likelihood of respiratory diseases, improve the birds' welfare and provide a pleasant, safe environment for workers. It is important to point out that ventilation does not inhibit the formation of ammonia once formation has already begun in the barn. Ventilation is used for barn air quality control where ammonia from the barn is removed and clean air is brought in.
- » Research has indicated the potential to reduce ammonia production by treating litter with chemical compounds.
- » Environmental conditions, including ammonia, are significantly affected by stocking density. As the stocking density increases with bird age and size, airflow at the bird's level is often reduced. Ensuring that birds are stocked at the proper density specific to your barn and adjusting ventilation setting according to bird age and external conditions can help in preventing atmospheric ammonia.

MONITORING AMMONIA

Can I detect ammonia with my nose?

A human nose that has not been exposed to ammonia may be able perceive levels of 10 ppm or above. However, if you have been in the chicken business for a while, your nose likely has been exposed to it for a while. Prolonged or frequent ammonia exposure causes chronic inflammation of the sinuses and olfactory losses. Therefore, relying solely on smell is not sufficient since individual's sense of smell can become accustomed to the odor. Monitoring ammonia levels using commercially available instruments can help you control it before it reaches significant levels.

WHY USE COLORIMETRIC PAPER?

Commercially available ammonia detecting devices include ammonia test paper (colorimetric paper), short and long duration detection tubes, fixed gas detection monitors and portable gas monitors. These devices are manufactured by several companies and can cost as much as \$3,500. Colorimetric paper is the least expensive, most accessible and the simplest way of measuring ammonia. Typically, the test strips can detect ammonia between 0-100 ppm. They are designed and calibrated to detect ammonia at trace levels. Within 15 seconds of a moist strip of paper being exposed to air, ammonia level can be determined. The



BIRDS CAN DETECT AMMONIA AT 5 PPM AND HEALTH AND WELFARE MAY BE COMPROMISED AT LEVELS AS LOW AS 10 PPM.

test strips do not need to re-calibrated upon purchase given proper procedures for storage is followed.

While you may not be able to get an exact value for the ammonia level in the barn, the accuracy of the range provided should not be questioned. Knowing the range of ammonia present in the barn will be beneficial in figuring out the next steps in controlling ammonia. As indicated earlier it is a requirement to explore techniques to reduce ammonia once it is measuring above 25 ppm.

With the use of colorimetric paper, you can keep track of ammonia levels and take action prior to reaching that high-risk level. Since most brands of colorimetric paper are unable to differentiate ammonia between 20 ppm and 25 ppm or 20 ppm and 50 ppm, it is important take action at 20 ppm readings. By utilizing proper technology for routine monitoring of ammonia you can provide birds the best environment for production and welfare. ▀

CPRC UPDATE



BARN VENTILATION AT A COST

Research looks at how new tools impact air quality on poultry operations

Air quality can be difficult to manage in Canadian poultry operations because two main challenges – ammonia levels and particulate matter – are often at opposite ends of the ventilation spectrum. Ammonia, which typically builds up when poultry manure in litter stays wet, can be alleviated by drying it out through better ventilation. But drier conditions – along with natural bird activities such as dust bathing – contributes to more particulate matter in the air, an issue the World Health Organization ranks among its top environmental issues.

Bill Van Heyst, professor of Environmental Engineering in the School of Engineering at the University of Guelph, says each type of poultry operation has its unique environmental challenges, and there are a number of tools available to help balance acceptable levels of ammonia and particulate matter in barns.

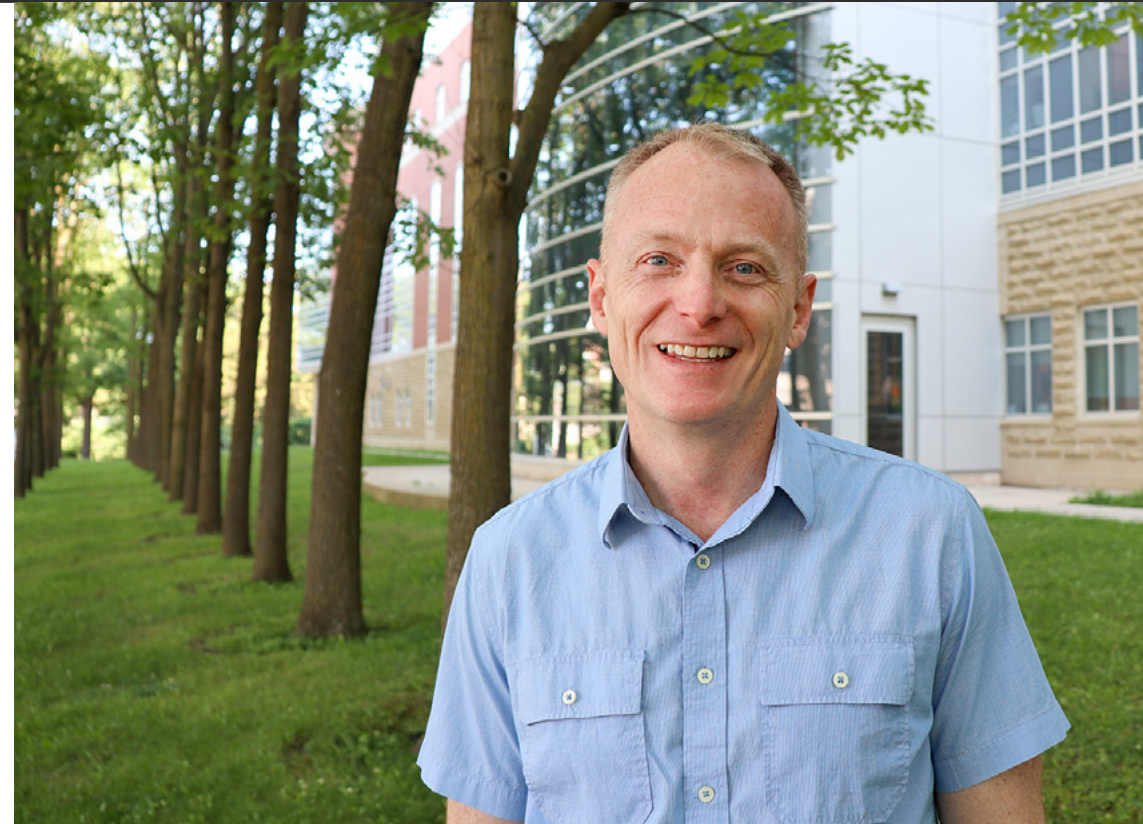
“Producers are interested in trying new things to save on costs, and anecdotally we hear they are noticing improvements in air quality and other factors,” says Van Heyst. “It’s important to study these practices so we understand what the implications down the road will be – does it make sense environmentally as well?”

In 2017 and 2018, Van Heyst’s team conducted the first scientific study to evaluate the impact of a centralized heat exchanger (Clima+ 200), installed for use under minimum ventilation conditions, had on the air quality within a broiler chicken facility.

“Heat exchangers were coming in from Europe, and broiler producers were using them to recover some of the heat that is typically exhausted at the start of a cycle,” says Van Heyst. “Early adopters were using them, and anecdotal evidence suggested they were reducing ammonia production. We were able to scientifically assess air quality levels in their barns, compared to the baseline we had built up over years of research.”

The team sampled four crops of broilers with detailed ammonia and particulate matter measurements taken along with litter samples. They found that in comparison to similar Ontario broiler facilities, the centralized air exchange system does control ammonia emissions better, but at the cost of higher particulate matter emissions.

“Typically newer barns are getting centralized heat exchangers,” he says. “Older barns tend to be leakier,



Bill Van Heyst, professor of Environmental Engineering in the School of Engineering at the University of Guelph.

and when you do a heat exchange, they’re losing heat through walls that may not be insulated as well as they could have been. For older barns, there’s probably better bang for your buck if you’re looking to save energy.”

Van Heyst’s team continues to build air quality base information on other poultry flocks, including turkeys, layers and broiler breeders. He notes as Canada’s egg industry transitions from battery housing to cage-free systems, there is important work to be done to understand the environmental implications in barns.

“A lot of barns are being retrofitted, but that’s not always the best option,” says Van Heyst. “Some older barns may not have heaters because with higher stocking densities, the birds would heat it themselves. With cage-free systems and lower stocking densities, producers need to look at the entire structure to make sure that ventilation and heating is appropriate.”

As his team continues to do the baseline work for various poultry operations, he says they’re building important data to allow them to test what technologies have the best environmental impact. “We need to keep doing the baseline work so we can scientifically prove what technologies make the most environmental and economic sense as an industry, together,” Van Heyst says.

This research was funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster 2 which was supported by AAFC as part of Growing Forward 2, a federal-provincial-territorial initiative. Additional funding was provided by Egg Farmers of Canada, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) / University of Guelph Partnership Agreement, and the School of Engineering, University of Guelph. ■



Hill Watch



A VIRTUAL VISIT TO THE HILL

Chicken Farmers of Canada (CFC) held its annual lobbying activity at the end of November, spreading virtual meetings with Parliamentarians out over a week in order to best engage with representatives across the country.

Directors, Alternates, and Provincial Board representatives spoke with Parliamentarians from all parties and levels of government about the Canadian chicken sector – namely the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) mitigation measures and how supply management has helped ensure food security during the COVID-19 pandemic.

Instead of spreading out over the Parliamentary Precinct, all meetings were conducted on Zoom which was great for flexibility, but the experience was not the same as meeting a new MP in person. The ever-popular CFC Hill Reception was also sorely missed!

The poultry and egg groups also had the opportunity to present to the Liberal rural caucus that week, to emphasize the urgency for the government to announce the CPTPP support measures promised to farmers over a year ago. The SM-4 Chairs presented the impact to the MPs on the call and answered their questions, including those about spent fowl, market development, and the growth of the sector.

The week was quite the change from our usual Lobby Day held in the spring, but nonetheless we are grateful we were still able to conduct meetings with Parliamentarians and update them on the issues facing Canadian chicken farmers.

PRIVATE MEMBERS' LEGISLATION

There are several Private Members' Bills before the House of Commons right now that are supportive of Canadian agriculture, and in particular, of Canadian chicken farmers.

Bill C-205, An Act to amend the Health of Animals Act (Biosecurity on Farms), as presented by Conservative MP John Barlow addresses the biosecurity concerns and safety of animals and the safety of our food supply as a direct result of actions by activists targeting livestock production.

Bill C-206, An Act to amend the Greenhouse Gas Pollution Pricing Act (qualifying farming fuel) presented by Conservative MP Philip Lawrence would exempt qualifying farming fuel from pollution pricing.

Bill C-208, An Act to amend the Income Tax Act (transfer of small business or family farm or fishing corporation) as presented by Conservative MP Larry Maguire aims to ease the transfer of family farms within the family.

Bill C-216, An Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management) introduced by Bloc Québécois MP Louis Plamondon aims to prohibit the Minister from making any commitment on behalf of the Government of Canada, by international trade treaty or agreement, that would increase the tariff rate quota, applicable to dairy products, poultry or eggs, or to reduce the tariff applicable to those goods when they are imported in excess of the applicable tariff rate quota.

CANADIAN FEDERATION OF AGRICULTURE UPDATE

The Canadian Federation of Agriculture (CFA) was busy throughout the fall, launching the second phase of its Food for Thought campaign, and preparing to participate in the Federal-Provincial-Territorial (FPT) Agriculture Ministers meeting at the end of November.

The Food for Thought campaign was targeted to Canadian consumers over a number of months, in order to get them engaged in supporting Canadian agriculture and farmers throughout the pandemic. CFA also held meetings with Parliamentarians with the purpose of communicating the key objectives of the Food for Thought campaign, specifically the strengthening of the AgriStability program.

On November 23rd, CFA, along with the Canadian Cattlemen's Association, Canadian Grain Growers and the Canadian Pork Council, presented to the FPT Agriculture Ministers.

The presentation was focused on the need to improve the AgriStability program by removing the Reference Margin Limit and increasing its payment trigger from 70 to 85%. Each organization outlined why these changes were needed for each of the sectors they represented. During this meeting, Canadian processors also presented to the Ministers, where they laid out a need for improved labour access for their sector and the need to establish a Grocery Code of Conduct for the Canadian food sector.

Links to the Food for Thought video can be found here www.youtube.com/watch?v=jSoUCfGXNfE

FEDERAL-PROVINCIAL-TERRITORIAL AGRICULTURE MINISTERS MEETINGS

Instead of holding in-person meetings stretched over a few days in the summer, the FPT Agriculture Ministers meeting was held virtually, in late November. Ministers tackled three major issues impacting producers: African Swine Fever, labour challenges, and the improvement of Business Risk Management (BRM) programs.

On November 27th, Agriculture and Agri-Food Minister Marie-Claude Bibeau announced the key takeaways from the discussions.

- » Options for short-term improvements to AgriStability – the federal government tabled a proposal that will be considered in more detail by provinces and territories.
- » Launched discussions on the design and development of the next agricultural policy framework to follow the Canadian Agricultural Partnership, which will come into force on April 1, 2023. Ministers will launch an initial engagement with industry this coming year to consult and collaborate on priority areas for development of the new framework, to be articulated in the policy statement.
- » Ministers discussed the concerns of processors, producers and independent grocers regarding increased retailer fees on suppliers and the need for balance in the supplier-retailer relationship, while also ensuring that Canadians continue to have access to a reliable food supply at affordable prices. ■





NEW PORK PROMOTION AND RESEARCH AGENCY WILL HELP CANADA'S PORK PRODUCERS THRIVE

The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced the creation of the Canadian Pork Promotion and Research Agency (PRA) on November 5, 2020, while at the annual general meeting of Les Éleveurs de porcs du Québec. The PRA will support the competitiveness and sustainability of the pork sector by enabling the development and implementation of promotional and research activities.

Pork producers and processors are expected to benefit from the Agency's promotional and research activities, especially as producers cope with impacts of the COVID-19 pandemic.

"Canadian pork farmers will greatly benefit from the new Canadian Pork Promotion and Research Agency which will help to promote the marketing and production of pork, develop new markets for producers, and support research activities," said Minister Bibeau. "We will continue to work closely with the industry to ensure our hard-working producers have the tools they need to thrive in the global marketplace."


The PRA will allow producers to take full advantage of the increased market opportunities, both domestic and international. As a result of recent trade deals, producers have preferential access to two-thirds of the world market.

"Producers across Canada welcome the establishment of the Pork Promotion and Research Agency (PRA)," said Rick Bergmann, Chair of the Canadian Pork Council. "The PRA will be an important vehicle for producers – it will help facilitate even greater collaboration across the value chain through increased research and promotion activities. In the long run, it will result in improving the long-term growth and competitiveness of the sector."

The Agency will also help mitigate and manage the potential risks of African swine fever by investing in research activities that could boost on-farm biosecurity and surveillance.

"Québec pork producers are very pleased with the announcement of the creation of the Canadian Pork Promotion and Research Agency," said David Duval, President of Les Éleveurs de porcs du Québec. "We are confident that the Agency will benefit all of our producers and create a more competitive business environment. We will collaborate with the Department and all industry stakeholders to implement this new agency."

The creation of a national levy system will underpin the PRA's activities. Levies will also be collected on imported pork products, at a rate that is no more than the minimum levy paid by producers across the country. Similar agencies exist in other markets that have been successful, like the Canadian Beef Check-Off Agency that generates about \$7.5 million each year towards funding initiatives that help beef producers expand their markets and increase sales.

Agriculture and Agri-Food Canada and Farm Products Council of Canada (FPCC) have been working closely with the Canadian Pork Council to help establish the PRA and ensure it provides long-term benefits for pork producers across the country. 

QUICK FACTS:

The Government continues to engage extensively with industry and federal, provincial and territorial governments to help implement the new Agency.

Comparing trade statistics to-date from 2019 to 2020, pork exports have increase by 17% in volume.

In 2019, the Canadian pork industry exported \$4 billion worth of pork to over 90 countries.

There were 14 million hogs on January 1, 2019, on approximately 8,060 farms in Canada. Farm cash receipts from the sale of hogs in 2019 totaled \$4.6 billion.

The Québec pork industry employs 31,000 people and exports 70 percent of its pork production, which was valued at \$1.81 billion in 2019.

The Canadian Pork Council is the national voice for hog producers in Canada, representing 7,000 farms.

The Farm Products Council of Canada is a federal institution responsible for administrating two federal acts, the *Farm Products Agencies Act* and the *Agricultural Products Marketing Act*.



NEXT CENSUS OF AGRICULTURE IN 2021

The Census of Agriculture, to take place in May 2021, is the cornerstone of Canada's Agriculture Statistics Program and provides a statistical portrait of Canada's agriculture industry and farm operators and families.

Data obtained through the Census of Agriculture are essential to:

- » Defend the interests of farm operators and the agriculture industry in trade disputes, and ensure market access
- » Inform government decisions on programs that provide financial support to Canadian farm operators, and track competitiveness and impacts on the economy
- » Support the agriculture industry and protect the health and safety of Canadians in the context of disease outbreaks and climate change (e.g., fires, floods, droughts and storms), by enabling magnitude assessments and quick reactions

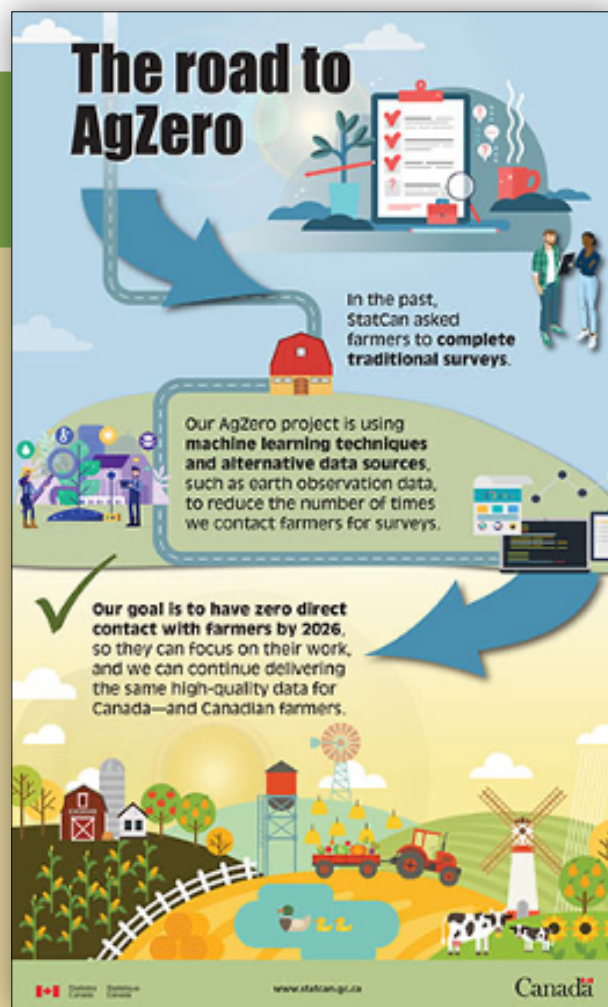
Like other data users, farm operators and agriculture organizations like ours require timely, accurate and detailed data to support informed decision-making. We are also cognizant of the survey burden caused by traditional surveys and that completing such surveys can be time consuming for farm operators.

For this reason, in April 2019, Statistics Canada's Agriculture Statistics Program launched the AgZero initiative. The goal of this initiative is to move beyond a survey-first approach by replacing survey data with data from administrative sources—maintaining the same quality data to support farm operators and data users, while reducing survey burden.

By 2026, farmers will spend less time answering survey questions.

Early milestones for AgZero include:

- » In July 2019 and March 2020, Statistics Canada produced estimates on the number of temporary foreign workers in the agriculture sector in Canada using administrative data. The estimates were produced with zero direct contact with farmers, saving them valuable time.
- » The agency implemented a new crop yield model for the July 2019 Field Crop Survey in Manitoba using satellite imagery and administrative data. This



resulted in fewer survey questions for respondents in that province. The goal is to expand this model to as many provinces as possible by 2022, depending on the availability of administrative data.

- » In April 2020, Statistics Canada used administrative data to produce annual estimates of the total number of employees in the agriculture sector without having to ask farmers to complete questionnaires.

As part of this initiative, Statistics Canada is taking concrete steps to make it easier for operators to complete the 2021 Census of Agriculture, including reducing the time it takes to complete the questionnaire. For example, when completing the census questionnaire online, each operator will only be asked questions that are relevant to their farm. Selected questions may be replaced using high-quality administrative sources when available, and totals will be calculated automatically. As always, Statistics Canada will protect the confidentiality of the information that it obtains from all data providers.

Farmers that complete the Census of Agriculture will have a direct impact on gathering relevant programs and services for the agricultural industry. ▀