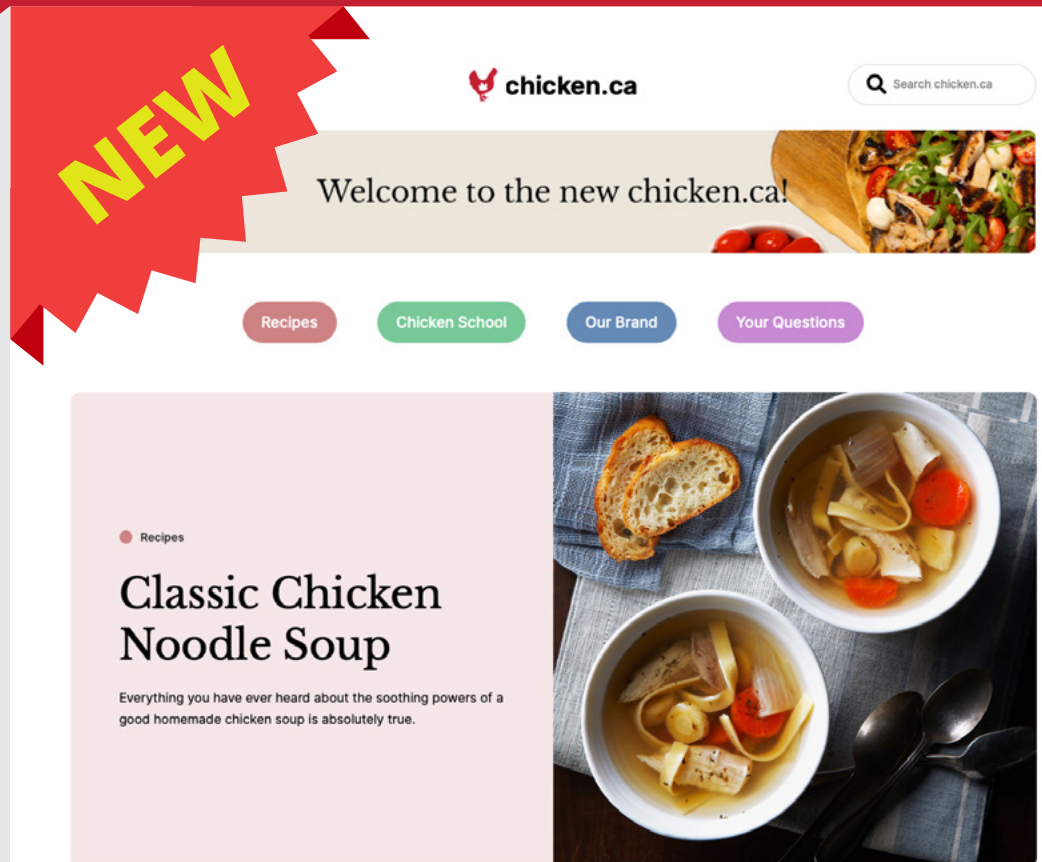


THE CHICKEN FARMER

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WELCOME TO THE NEW CHICKEN.CA!

On January 13th, the new chicken.ca site was launched. Cleaner, crisper, and more focused, the site was redesigned with a magazine-style layout than a more corporate website. This brings the more popular content to the forefront and highlights the best pages for visitors.

This was done by optimizing the content/developing new content that has more of an editorial voice in order to expand the capability to come up higher in the organic searches. Organic searches are those that provide search results

www.chicken.ca
www.chickenfarmers.ca



CONTINUED ON PAGE 2

CHICKEN.CA HAS TRIPLED IN SIZE BOTH IN TERMS OF TRAFFIC TO THE SITE AND ITS CONTENT OVER THE PAST DECADE AND IS INCREASINGLY BECOMING MORE OF AN IMPORTANT HUB FOR OUR OVERALL DIGITAL STRATEGY.

that cannot be influenced by paid advertising. Organic search results are ranked according to their relevance to the search term.

The revamped site also performs better on mobile devices and provides more general support for the *Raised by a Canadian Farmer* brand.

The consumer facing website continues to be popular, garnering on average about 123,000 visits to the website monthly. The French site, poulet.ca receives around 139,000 visits monthly.

A few other facts to point out:

- » Chicken cooking times remain by far the number one visited page
- » Mobile usage still accounts for the majority of visits to the website

- » The number of organic searches continues to increase
- » The key to the success of the recipes is to maintain the seasonal aspect
- » Trends observed: General spikes seen on Sundays when we believe people are planning their meals for the week and/or daily spikes between the hours of 3 to 6 pm when people are likely planning their meals for that night
- » Heavier spikes in traffic on days when our consumer newsletter is released
- » Shopping apps downloads are up to over 50k

In addition to our usual website content updates, we created a section on chicken.ca, designed as a resource for people during the COVID-19 lock-down. In this section, we shared recipe ideas, such as recipes to make with pantry staples and appetizers to enjoy with your family on movie or game night. You can view all of this content [here](#).

Chicken.ca has tripled in size both in terms of traffic to the site and its content over the past decade and is increasingly becoming more of an important hub for our overall digital strategy. ■



FOOD FREEDOM DAY

Food Freedom Day is February 9, 2021

WHAT'S THE STORY BEHIND YOUR GROCERY BILL?

The Canadian Federation of Agriculture (CFA) has calculated that by Tuesday, February 9, 2021, a Canadian household of average income will have earned enough to pay their entire year's grocery bill.

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

With the arrival of the new year, CFA has had a chance to look back at a difficult 2020 for Canadians and assess what Canadians spent on the groceries that feed their families. Canadians spent 11% of their disposable income on food in 2020, which slightly higher than the 10.9% of disposable income spent on food in 2019. With a significant increase in per capita food and beverage expenditures, up nearly \$300 from 2020 to an estimated \$4,091, Food Freedom Day has moved back a day to February 9th, 2021.

This rise in food expenditures would have seen a more dramatic effect were it not for an increase in household disposable income in late 2020 to mitigate some of the increased cost. With continued inflation in the price of many food prices expected through 2021, amidst a challenging financial environment for many Canadians, Food Freedom Day presents an opportunity to highlight all the work producers undertake to produce food efficiently and affordably every day.

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

inputs such as fuel and fertilizer, and to balance their plans against uncertainties in the marketplace.

Food Freedom Day demonstrates the value that Canadian farmers deliver to ALL Canadians – the agriculture industry translates into vital economic contributions for our rural communities.

HOW WE CALCULATE THE DATE FOR FOOD FREEDOM DAY

Food Freedom Day is calculated by taking Canadians' total retail expenditure on food and beverages and dividing it by the total Canadian household disposable income to create a percentage. CFA then determines what this percentage of the year is, by day.

View the calculation [here](#). ■



AI UPDATE



WILD BIRDS DON'T CARE ABOUT THE BORDER CLOSURE

In December 2020, there were 189 new cases of highly pathogenic Avian Influenza (HPAI) globally. Over 25 million domesticated birds have died or have been culled since the beginning of November 2020. Eastern Asia and Europe are experiencing two distinct H5N8 HPAI epidemics as there are two H5N8 strains present.

In addition to H5N8 being the main virus circulating, H5N5 and the potentially zoonotic H5N1 have occasionally been found. France, Korea, and Japan are facing the most severe virus pressures. With virus presence appearing from Europe to Asia, farms around the globe are increasing their biosecurity measures.

WATERFOWL CAN SPREAD AVIAN INFLUENZA (AI) ALL OVER THE WORLD THROUGH MIGRATION.

All farmers are advised to intensify their biosecurity checks and stay vigilant. Waterfowl can spread avian influenza (AI) all over the world through migration. Due to the stability of the virus in the environment and its highly contagious nature, strict biosecurity measures and good hygiene are essential in protecting against disease outbreaks.

The World Organization for Animal Health highlights the following measures as for prevention of AI at animal source:

- » Evaluate the risk posed by wild birds on your farm (e.g. the distance between your barns and areas frequented by wild birds)
- » Remove elements that may attract wild birds from the premise, including poultry feed products placed outside the building

- » Maintain strict control over access to flocks by vehicles, people and equipment
- » Maintain strict biosecurity requirements for all people and equipment entering your barns
- » Ensure the sanitation of property, poultry houses and equipment
- » Report any elevated bird illnesses and deaths to your veterinarian
- » Ensure appropriate disposal of manure, litter and dead poultry

People handling dead or sick birds should wear personal protective equipment and follow excellent good hand hygiene. HPAI is a 'federally reportable disease' in Canada. Farmers, veterinarians, and laboratories must notify the Canadian Food Inspection Agency of all suspected or confirmed cases.

Late winter and spring are periods where the risk of transmission from wild birds is elevated. Be prepared and be vigilant to limit the risk of AI to Canadian flocks.

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

HOW SIX CHICKEN FARMERS ARE NAVIGATING THE INDUSTRY AMU GUIDELINES

There is a lot of information about antimicrobials out there, and it can be overwhelming.

With Chicken Farmers of Canada's (CFC) Antimicrobial Use Strategy (AMU) looking to eliminate the preventative use of Category III antimicrobials, it's time to review the good production practices on your farm and see where opportunities for improvement may be.

To help with this, we've spoken to Canadian chicken farmers from across Canada to get their insight as to how they run their operations, what works for them, and what didn't work for them. While the solution on each farm will be different, perhaps these case studies can provide some tips and opportunities for reduced antimicrobial use.

WHILE THE SOLUTION ON EACH FARM WILL BE DIFFERENT, PERHAPS THESE CASE STUDIES CAN PROVIDE SOME TIPS AND OPPORTUNITIES FOR REDUCED ANTIMICROBIAL USE.

There are valuable lessons from farmers who are keeping a close eye on upcoming changes to the requirements surrounding antimicrobial use or from those who have decided to get ahead of the changes and proactively eliminate the preventative use of Category III antimicrobials. Everyone agrees that there isn't a one size fits all approach that works for all, but several important messages were echoed during these conversations:

- » Keep open communication with industry experts and utilizing their expertise to reduce the use of antimicrobials while maintaining the health and welfare of the flock. Whether it is to focus on strategies to improve gut health or exploring what your vaccination options are, they can help create a tailored strategy and lead you toward success.



- » Early management practices are keys to success. Brooding programs such as Platinum Brooding and Chick Champs are guidance tools that can easily be incorporated into your daily routine.
- » Use technology as a tool, not a replacement for in-person observations.
- » You manage what you measure. Metrics are an excellent way to assess the health and welfare status of your flock and will help speed up the reaction time when necessary.

As the sector reduces the use of antimicrobials for preventative use, it is important to stay informed, pay attention to detail and be prepared to act. CFC is grateful for all the farmers who participated in this initiative and shared their knowledge and experience.

These case studies can be found in the Farmer Resource Portal under the AMU Strategy section. ■

CANADA'S AGRICULTURE DAY VIRTUAL FIRESIDE CHAT



#CdnAgDay

FORKS UP FOR CANADIAN AG

CANADIAN FOOD: A WORLD OF OPPORTUNITY!

Join **Michael Hoffort**, FCC President and CEO and **Dominic Barton**, Canada's Ambassador to China, for a virtual fireside chat where they will discuss opportunities for Canadian agriculture and food and how Canada can live into its potential as a global food supplier.

The event will also feature thought leaders **Chantelle Donahue** (Cargill), **Daniel Vielfaure** (Bonduelle) and **Murad Al-Katib** (AGT Foods) in a dynamic panel providing their thoughts on global growth prospects in food and how our industry can be a powerful tool in the economic recovery of the nation.

Tuesday, February 23, 2021

11 a.m. – 12:30 p.m. Eastern. This event is free. Pre-registration is required.

Don't miss out! The event will not be recorded.

Let's raise a fork to the food we love and the people who produce it! On February 23, 2021, celebrate Canadian agriculture and food both online and with friends, family and co-workers, and let everyone know how you feel about this awesome industry.

How you celebrate is up to you – create your own mouth-watering moments or get inspired online at <https://agriculturemorethanever.ca/cdn-ag-day/>. Just have fun, show your ag pride and make some noise on social media for Canadian food!

AG DAY AGENDA

Introduction and welcome

Darlene McBain, Industry Relations Manager, FCC

Opening remarks

Mary Robinson, President, Canadian Federation of Agriculture

Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food

Fireside chat

Dominic Barton, Canadian Ambassador to China
Michael Hoffort, President and CEO, FCC


Post fireside chat panel discussion

Chantelle Donahue, Vice President – Commercial Leader, Cargill

Daniel Vielfaure, Deputy CEO: Bonduelle Group and Americas

Murad Al-Katib, President and CEO, AGT Foods

Agriculture More Than Ever

Ag More Than Ever is an industry-driven cause made up of hundreds of partners and thousands of advocates from across the country, all committed to improving perceptions, dispelling myths and creating positive dialogue about Canadian ag. We provide resources and a forum for advocates to tell the real, positive story of Canadian ag. 

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 THE WESTERN PRODUCER

 EGG FARMERS OF CANADA

 LES PRODUCTEURS D'OEUF DU CANADA

 CHICKEN FARMERS OF CANADA
LES PRODUCTEURS DE POULET DU CANADA

CPRC UPDATE



Dr. Arshud Dar, research scientist with VIDO-InterVac at the University of Saskatchewan.

GETTING AHEAD OF EARLY CHICK MORTALITY

Innate immune stimulant shows promise as antibiotic alternative

Bacterial infection leading to early chick mortality in poultry flocks is a common concern on Canadian poultry farms. To manage risk, producers commonly use preventative antibiotics to ward off infections before they start. But with public health experts around the world expressing serious concerns about growing rates of antibiotic resistance in animals as well as humans, there is growing demand for antibiotic alternatives.

Dr. Arshud Dar, research scientist with VIDO-InterVac at the University of Saskatchewan, is leading research into effective, safe and economical non-antibiotics that allow for the prevention of microbial infection in neonatal chicks. His research has led to the development a non-antibiotic that may be a potential candidate for the control of yolk sac infection (YSI), one of the biggest contributors to early chick mortality.

“Yolk sac infection is the most frequent cause of early chick mortality, leading to death in the first two weeks post-hatch, and poor carcass quality in the birds that survive,” says Dar. “When we began researching non-antibiotic alternatives, we first had to identify and characterize the bacterial pathogens associated with yolk sac infection in broilers.”

Dar’s team worked with more than 600 field samples from Saskatchewan broiler operations to narrow in on two avian pathogenic *E. coli* strains that were responsible for more than 90% of the YSI cases studied. Next, his team developed an experimental infection model in the lab to experimentally reproduce the disease.

The team identified and selected four innate immune stimulants. They applied each stimulant *in ovo* (directly to the amniotic sac) of 18-day embryos.

“We wanted to apply these *in ovo* because it would be much easier and cost effective for the producer to administer in a hatchery setting, and would require less labour,” says Dar.

Of the four innate immune stimulants researchers tested in these studies, *in ovo* administration of three of the stimulants tested showed promising results. One immune stimulant – known as CpG ODN – showed the highest protection activity against YSI, and Dar says it may serve as a potential candidate for replacement of antibiotics.

Now, as part of a Poultry Science Cluster 3 project, Dar’s team is continuing its work, with an eye toward determining optimal dosage, and combining other innate immune stimulants that may make the dose more effective. The team is also working to determine the potential for interference with other *in ovo* treatments such as Marek’s Disease vaccine.

“It is possible that, with ongoing research, *in ovo* administration of CpG ODN alone or in combination with other innate immune stimulants could eventually become a routine hatchery practice to control YSI, and significantly improve disease resistance, growth rates and vaccine responses in young chickens without antibiotics,” says Dar. “Reduction of antibiotics is a very big issue. These studies will benefit not only farmers, but human health as well.”

CANADIAN POULTRY RESEARCH COUNCIL

This collaborative research on non-antibiotic control of bacterial infection was funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster which is supported by Agriculture and Agri-Food Canada as part of Growing Forward 2 and the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. Additional funding was provided by Chicken Farmers of Saskatchewan and the Agriculture Development Fund of Saskatchewan. ▀

NEW hub for
CPRC-funded poultry research
in Canada.

poultersciencecluster.ca





Hill Watch



2020 YEAR IN REVIEW GOVERNMENT RELATIONS HIGHLIGHTS

MINI-ADVOCACY DAY

On February 6, Chicken Farmers of Canada (CFC) hosted a mini-advocacy day where farmers met newly elected Members of Parliament to introduce them to the Canadian chicken sector and discuss our issues. At that time, participants addressed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) mitigation measures and the urgency for an announcement from government.

LOBBY WEEK

CFC held its annual lobbying activity at the end of November, holding virtual meetings with Parliamentarians over the course of a week in order to best engage with representatives across the country. CFC representatives spoke with Parliamentarians from all parties and levels of government about the Canadian chicken sector – namely the CPTPP mitigation measures and how supply management has helped ensure food security during the COVID-19 pandemic. This annual event is a leading activity in the government relations strategy – it helps build relationships, highlight our issues, and create awareness of the great work farmers do for the economy and Canadians.

THIS ANNUAL EVENT IS A LEADING ACTIVITY IN THE GOVERNMENT RELATIONS STRATEGY – IT HELPS BUILD RELATIONSHIPS, HIGHLIGHT OUR ISSUES, AND CREATE AWARENESS OF THE GREAT WORK FARMERS DO FOR THE ECONOMY AND CANADIANS.

COVID-19

Throughout 2020, CFC continued to hold discussions with government on how to best address the needs of the Canadian chicken sector during this unprecedented time. With increased risk of depopulation of flocks due to processing plant capacity issues or shutdowns, CFC pushed government for assurances that support will be available in the event of a depopulation and emphasized how farmers can ensure food security for Canadians.

PARLIAMENTARIAN COOPED UP RECIPE CONTEST

CFC held a recipe contest for Parliamentarians in the late summer, encouraging MPs and Senators to share their favourite chicken recipes with Canadians in order to help raise funds for food banks across the country. In total, CFC donated \$14,000 across three different food banks from each region of Canada: Feed Nova Scotia, Feed Ontario, and Food Banks of Saskatchewan. Manitoba MP Larry Maguire was the winner with his Chicken and Chickpea Bowl.

CPTPP

On the trade mitigation file, CFC worked with the federal government, as well as Egg Farmers of Canada, Turkey Farmers of Canada, and the Canadian Hatching Egg Producers throughout 2020 to address the losses poultry and egg farmers

face from the access granted in the CPTPP. On Saturday, November 28, 2020 Agriculture and Agri-Food Minister Marie-Claude Bibeau announced \$691 million in investment programs and market development initiatives for poultry and egg farmers to offset the impact of market losses from the CPTPP. This investment in the poultry and egg sectors was 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.

FCM

CFC sponsored the Federation of Canadian Municipalities (FCM) Sustainable Communities Conference alongside Egg Farmers of Canada, Turkey Farmers of Canada, and the Canadian Hatching Egg Producers. This virtual event was focused on discussing and sharing best practices for making Canadian communities more socially, environmentally and economically vibrant. There was a virtual booth at the conference where delegates could learn about supply management, sustainable farming, and how the poultry and egg sectors were managing throughout the pandemic.

COMMITTEE APPEARANCES

Throughout 2020, CFC was invited to submit briefs to or appear before a number of Parliamentary committees

THROUGHOUT 2020, CFC CONTINUED TO HOLD DISCUSSIONS WITH GOVERNMENT ON HOW TO BEST ADDRESS THE NEEDS OF THE CANADIAN CHICKEN SECTOR DURING THIS UNPRECEDENTED TIME.

to discuss issues such as the Canada-United States-Mexico Agreement, the impact of the COVID-19 pandemic on the chicken sector, and the impacts of the CPTPP on poultry and egg farmers. CFC thanks the House Standing Committee on Agriculture and Agri-Food, the House Standing Committee on Finance, the House Standing Committee on International Trade, and the House Standing Committee on Industry for considering the Canadian chicken sector when drafting reports to Parliament.

GIVING BACK

CFC's government relations initiatives in 2020 included giving back to those in need and those we feel strongly about supporting. Sponsorships included events for the United Way, Canada's Agriculture Day, food banks across the country, and the Parliamentary Internship Programme. ▀

REDUCING FOOD WASTE THROUGH SUSTAINABLE INSECT PRODUCTION IN CALGARY



“ THE GOVERNMENT OF CANADA IS ALSO LEADING BY EXAMPLE AND WILL INVEST \$6.3 MILLION TO CUT ITS OWN FOOD WASTE IN FEDERAL FACILITIES. ”

On January 18, 2021, the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced that Enterra Feed Corporation (Enterra) has received \$6 million under the AgriInnovate Program to help increase the production of sustainable, nutritious products to feed animals while helping to keep food out of landfills.

“Our government wants to reduce food waste and we are counting on our entrepreneurs to help us get there,” said Minister Bibeau. “It is an important way to reduce our greenhouse gas emissions while helping Canadian consumers save money. The Enterra model is very promising, and our investment will allow them to continue their launch.”

This funding supported the construction of a full-scale commercial facility, as well as the adoption of innovative equipment and processes to increase production capacity and improve efficiency, making it the first operation of its kind in Canada. Through the AgriInnovate Program, Enterra has established a state-of-the-art, 188,000-square-foot production facility just north of Calgary, Alberta in Rocky View County.

ENTERRA IS ABLE TO RECYCLE MORE THAN 130 TONNES OF FOOD WASTE PER DAY.

“Our sustainable approach of using pre-consumer food waste and upcycling the nutrients allows valuable nutrients that are often left unused or underutilized to be captured,” said

Keith Driver, President and CEO, Enterra. “The resulting products are high-quality feed ingredients with unique beneficial properties that markets are demanding around the world. This work is revolutionary and now Enterra is a world leader in harnessing the power of insects to feed and care for the world.”

At this facility, Enterra has been producing insect-based feed ingredients, with products for the pet food, poultry and wild bird markets being shipped throughout North America as well as recent expansion to the European Union.

The announcement took place during a virtual visit at Enterra’s new facility, where the Minister saw how the company is helping to reduce food waste through sustainable insect production.

Enterra has developed proprietary farming methods to raise black soldier flies, a beneficial, non-invasive insect species with a rich nutritional profile. The company uses recycled food waste from local farms, grocery stores and food production facilities to feed the insects, which are then dried and processed into animal feed ingredients and fertilizer for plants. At its new facility, Enterra is able to recycle more than 130 tonnes of food waste per day. Operation of the facility also brought more than 65 jobs to the local economy.

This announcement complements the Government of Canada’s actions to reduce food waste through the first-ever Food Policy for Canada. For example, the \$20-million Food Waste Reduction Challenge will fund the most innovative, transformative and high-impact solutions to food waste in Canada. The Government of Canada is also leading by example and will invest \$6.3 million to cut its own food waste in federal facilities.

QUICK FACTS:

- Over half (35.5 million tonnes) of Canada’s food supply is lost or wasted annually and \$49.5 billion of that wasted food is avoidable.
- Eight percent of all greenhouse gases worldwide are the result of food waste.
- In Canada, food is wasted from farm to plate, through production, processing, distribution, retail, foodservice and at home. The Government of Canada is committed to advancing innovative and novel approaches to reducing food waste, which can improve food security, save consumers money and support Canada’s transition to a greener economy.
- The AgrInnovate Program provides repayable contributions for projects that aim to accelerate the commercialization, adoption and/or demonstration of innovative products, technologies, processes or services that increase sector competitiveness and sustainability.
- Enterra, founded in 2007, was the first company in Canada licensed to use and commercially produce insects for animal feed.
- With its new Rocky View facility, Enterra has been able to increase production capacity to 10 tonnes per day, compared to 10 tonnes per month at its previous pilot production facility.
- The Food Policy for Canada is a roadmap for a healthier and more sustainable food system in Canada – one that builds on the government’s ambitious agenda to support the growth of Canada’s farmers and food businesses.
- The Food Waste Reduction Challenge was launched by Minister Bibeau on November 19, 2020. Challenge Streams A and B focus on business model solutions that can prevent or divert food waste at any point from farm-to-plate. The launch of Challenge Streams C and D, which will focus on technological solutions to food waste, is planned for spring 2021. ■



THE 2021 CENSUS OF AGRICULTURE AND BROILER AND CHICKEN FARMING IN CANADA

In May 2021, farm operators will be asked to complete the 2021 Census of Agriculture questionnaire to help update Canada's agricultural profile.

Data from the census will provide farm operators, farm organizations, policy makers, stakeholders and citizens with relevant information about the Canadian agricultural sector, and will help them make informed decisions regarding agricultural investments and practices in Canada.



STAKEHOLDERS

The participation of broiler and chicken farmers in the Census of Agriculture is an important factor in obtaining new information at the local and national levels.

Accurate statistics give farm operators an understanding of past and present agricultural sector information and allow for well-informed responses to future farming challenges.

POLICY MAKERS

The Census of Agriculture is the backbone of Canada's agricultural statistics program. It identifies trends, opportunities and challenges within the agricultural sector. Questions cover topics such as land use, crops, livestock, agricultural labour, machinery and equipment, land management practices, and farm finances. The breadth and depth of the census content makes it the most definitive source of information on the agricultural sector. It provides a rich source of data on the realities of farming life in Canada.

FARM OPERATORS

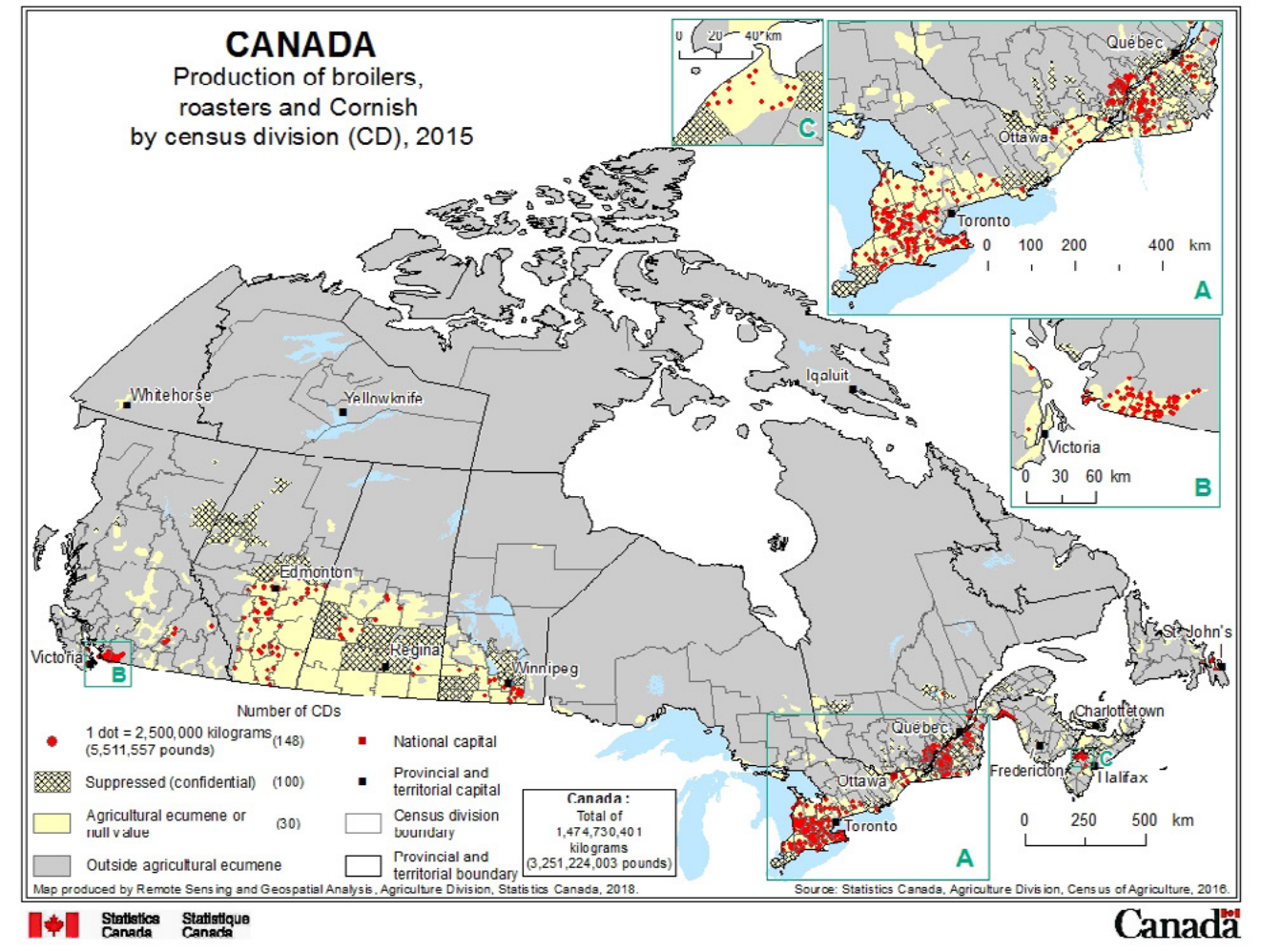
In early May, farm operators will receive a letter with easy-to-follow instructions on how to complete the Census of Agriculture questionnaire online. This user-friendly option will save time by automatically adding totals and limiting the questions to those that apply to the operation. All agricultural operations in

Canada are legally required to complete the census questionnaire, according to the Statistics Act. The questionnaire can be completed by anyone who is responsible for, or knowledgeable about, the day-to-day management decisions of the farming operation. The information provided will be kept strictly confidential and will be used only for statistical purposes as mandated by the same act.

This May, complete the Census of Agriculture questionnaire and be heard amongst Canada's broiler and chicken farmers!

QUICK BROILER AND CHICKEN FARMING FACTS FROM THE 2016 CENSUS OF AGRICULTURE

- » In 2016, there were 102.9 million broilers, roasters and Cornish on 7,249 farms.
- » Production was concentrated in Ontario (32.9%), Quebec (27.5%) and British Columbia (15.1%).
- » View a **map** of the Production of broilers, roasters and Cornish by census division (CD), 2015, Canada.
- » The average flock size of farms raising broilers, roasters and Cornish was 14,195 birds. The averages were as high as 27,960 birds on New Brunswick farms and as low as 7,715 birds on Saskatchewan farms.
- » Canada produced 1.5 million tonnes of broiler and other meat-type chicken products.



- » There were 2,175 farms **specializing in broiler and other meat-type chicken production** (the majority of their farm receipts were from broiler and chicken sales). Here are some facts about these farms:
 - These farms raised a total of 88.4 million birds (85.9% of the overall number in Canada).
 - The largest 5% of specialized broiler and chicken farms raised 21.9% of all Canadian birds.
 - Among the 2,175 specialized broiler and chicken farms, 61.7% were owned by family corporations, 17.1% were owned in sole proprietorship, 14.6% were owned in partnerships and 6.7% were owned by non-family corporations.
 - The average flock size of a specialized farm was 40,663 birds.
 - There were 3,105 operators across Canada, and 68.3% were male.
 - The average operator age was 51.4 years old.
 - Among these operators, 45.3% were 35 to 54 years old, 43.0% were 55 years and older, and 11.7% were younger than 35.
 - Six out of 10 operators (64.3%) did not work anywhere other than on the farm, while 12.3% worked more than 40 hours per week at another job in addition to their farming duties. ▀

WHAT TO EXPECT FROM THE INCOMING BIDEN ADMINISTRATION IN THE UNITED STATES

On January 20th, Joseph Biden was officially inaugurated as the 46th president of the United States, thus ending Donald Trump's tumultuous four years in office.

The Trump presidency was notable for the aggressive trade actions it took against American friends and foes alike, with the imposition of punitive tariffs on Canadian steel and aluminum exports, the forced renegotiation of the North American Free Trade Agreement (NAFTA), an all-out trade war with China, and the effective hobbling of the dispute settlement mechanism at the World Trade Organization. Commensurate to these trade actions have been massive payouts to the American agricultural sector, first to help offset the impact of the trade war between the U.S. and China, and then to aid producers and processors weather the multiple challenges posed by the Covid-19 pandemic.

In the last two years, the U.S. government provided its agricultural sector with \$46.5 (USD) billion of government assistance from two rounds of Coronavirus Food Assistance Program (CFAP) packages, the completion of 2019 Market Facilitation Program (MFP) payments, and other more traditional farm bill programs, such as those addressing conservation issues. In 2020, American farm income was the fourth highest on record since 1970 by virtue of the CFAP and MFP payments; combined, these support payments are estimated to have accounted for nearly 40% of last year's net farm income.

ON THE TRADE FRONT, MOST EXPECT THE NEW ADMINISTRATION TO MOVE AWAY FROM THE AGGRESSIVE UNILATERALISM OF THE TRUMP ERA AND TAKE A MORE MULTILATERAL APPROACH, WITH PRESIDENT BIDEN SEEKING TO RE-ENGAGE THE U.S. IN ALL MULTILATERAL FORA, INCLUDING AT THE WTO.

Incoming president Joe Biden inherits all the issues faced by the previous administration. The pandemic is ongoing, causing disruptions to harvests and processing in the agricultural and agri-foods sectors, while dragging the entire country further into an



economic crisis marked by unprecedented levels of unemployment; the dispute settlement at the WTO remains stymied due to the U.S. blocking the appointment of members to its appellate body; and trade tensions persist between the U.S. and China.

In terms of agriculture, the Biden administration is likely to taper off the level of supplemental farm support and seek to tie traditional farm support programs towards increased environmental outcomes, such as rewarding CO₂ sequestration.

Some even suspect that he may look to have the U.S. rejoin the CPTPP, which his Democratic predecessor, former president Barak Obama, had championed. And all eyes remain fixed on how President Biden will decide to approach the U.S. relationship with China.

In the near term, it is more likely that trade issues will be overshadowed by what Ron Klain, President Biden's Chief of Staff, has titled the "four overlapping and compounding crises": the ongoing pandemic, the resulting economic downturn, systemic racial inequalities and the encroaching effects of climate change. The emphasis of President Biden's campaign platform was clearly on domestic issues such as strengthening rural areas and promoting "Buy American" policies.

While the latter of these may have a disruptive effect on Canadian exports into the U.S., the return of a more predictable United States is being heralded as a positive overall by all its allies, including Canada. ■