

CHECK OUT THE
ANIMATED 2020
ANNUAL REPORT!



Volume 23, Issue 2 | 2021

THE CHICKEN FARMER

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RAISED BY A CANADIAN FARMER ON-FARM FOOD SAFETY PROGRAM UPDATE 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 is reviewed at minimum every 36 months to maintain the recognition by the Canadian Food Inspection Agency (CFIA). 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 collecting input from stakeholders on potential changes. CFC Directors have approved the purposed changes following CFC's production committee review and consultations with the provincial boards. Currently, the CFIA is reviewing the changes and CFC is expecting to release the new manual in 2021.

Keep an eye out for proposed changes to the manual in the near future! 

www.chicken.ca
www.chickenfarmers.ca



MINISTER BIBEAU ANNOUNCES NEW PROGRAMS THAT DELIVER FULL AND FAIR COMPENSATION FOR CHICKEN, TURKEY AND EGG FARMERS

On April 13, 2021, the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, announced details of two new programs designed to help drive innovation and market development for Canada's 4,800 chicken, turkey and egg farmers. These programs, totaling more than \$691 million over ten years, respond directly to requests from producer associations and provide full and fair compensation for market impacts from the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

"THE GOVERNMENT IS DELIVERING ON OUR COMMITMENT TO COMPENSATE OUR SUPPLY-MANAGED FARMERS FOR LOSSES FROM RECENT TRADE AGREEMENTS. THESE INVESTMENTS WILL HELP ENSURE CONTINUED GROWTH AND PROSPERITY FOR OUR POULTRY AND EGG FARMERS, WHO HELP KEEP CANADA'S RURAL COMMUNITIES STRONG AND VIBRANT. WE HAVE WORKED HAND-IN-HAND WITH INDUSTRY TO ENSURE THEY HAVE THE FULL AND FAIR SUPPORT THEY NEED TO CONTINUE TO KEEP OUR FAMILY FARMS THRIVING AND OUR GROCERY SHELVES FULL OF GOOD CANADIAN PRODUCTS."

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

THE POULTRY AND EGG ON-FARM INVESTMENT PROGRAM

The Poultry and Egg On-Farm Investment Program will help Canadian poultry and egg increase their competitiveness over the long-term and become more environmentally sustainable and efficient by:

- » facilitating producer-made investments for on-farm modernization
- » supporting greater efficiency and competitiveness
- » helping producers meet changing requirements for production practices
- » supporting the sector in better responding to future market challenges

"CANADA'S CHICKEN FARMERS DELIVER THE HIGHEST QUALITY PRODUCTS TO CANADIANS. THE POULTRY AND EGG ON-FARM INVESTMENT PROGRAM AND THE MARKET DEVELOPMENT PROGRAM BEING ANNOUNCED WILL ALLOW FARMERS TO PLAN FOR THE FUTURE, ADAPT TO CHANGING CONSUMER PREFERENCES, AND CONTRIBUTE TO CANADA'S GOALS OF SUSTAINABLY GROWING OUR AGRICULTURAL SECTOR. WE'D LIKE TO THANK THE GOVERNMENT OF CANADA FOR UPHOLDING ITS COMMITMENT TO FULL AND FAIR COMPENSATION FOR POULTRY AND EGG FARMERS."

– Benoît Fontaine, Chair, Chicken Farmers of Canada

THE PROGRAM WILL PROVIDE NON-REPAYABLE CONTRIBUTIONS CLOSE TO \$630 MILLION OVER 10 YEARS. THE FUNDING ALLOCATIONS INCLUDE:

- » \$347.3 million for chicken producers
- » \$59.6 million for turkey producers
- » \$134 million for egg producers
- » \$88.6 million for broiler hatching egg producers.

The intake of applications for the Poultry and Egg On-Farm Investment Program will launch later this spring. Every producer will be entitled to an amount proportional to their quota holdings on January 1, 2021, which they can apply whenever they are ready to invest. Should applications exceed the program's annual funding allocation, they may be approved to be reimbursed in a future fiscal year in order to avoid delaying the start of the project. Projects will be cost shared between Agriculture and Agri-Food Canada (AAFC) and the applicant with AAFC contributing a maximum of 70% of the project cost.

Youth and young farmers are the future of Canada's agriculture and agri-food sector. In order to assist Canadian young farmers to succeed, AAFC will use a cost share ratio of up to 85% for farmers who were 35 years of age or under on January 1, 2021.

The Poultry and Egg On-Farm Investment Program will consider eligible costs retroactive to the announcement of support for supply-managed sectors made in Budget 2019 (March 19, 2019). The program will allow applicants to apply for eligible activities that started on or after March 19, 2019 ("retroactive activities"). While the program allows for such retroactive activities, the applicant assumes the risk of not being reimbursed should the project not be approved, or the costs deemed ineligible.

UNDER THE POULTRY AND EGG ON-FARM INVESTMENT PROGRAM:

- » An average chicken producer, who produces 448,202 kilos per year, will have access to up to \$122,411
- » An average turkey producer, who produces 302,299 kilos per year, will have access to up to \$114,195
- » An average egg producer, who produces 654,772 dozen eggs per year, will have access to up to \$111,203
- » An average hatching egg producer, who produces 3,413,983 eggs per year, will have access to up to \$375,297

The program has been developed based on extensive consultations with industry and AAFC is working to ensure that sufficient resources are in place to meet program demand.

The **Market Development Program for Turkey and Chicken** will provide \$36.5 million for the Turkey Farmers of Canada and \$25 million for the Chicken Farmers of Canada over ten years. This will help promotional activities that differentiate Canadian-made products' reputation for high-quality, safe and sustainably farmed food that adheres to strict animal welfare standards. Funding will be distributed to the national industry organizations, who will submit a multi-year strategy to Agriculture and Agri-Food Canada for approval. The intake for applications from these organizations launches April 13, 2021.

Today's announcement is about the \$691 million in programs being put in place as a result of the impact of the CPTPP on the egg and poultry sectors. We look forward to continuing this work with the government to address the losses caused by the Canada-United States-Mexico Agreement. ▀

2021

THE BOARD OF DIRECTORS AND COMMITTEES

THE BOARD

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Yvan Brodeur (Canadian Poultry and Egg Processors Council (CPEPC): Chicken Primary Processing (CPP))
Kerry Towle (CPEPC: CPP)
Don Kilimnik (CPEPC: Poultry Further Processing (PFP))
Paolo DiManno (Restaurants Canada)

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Marco Volpé (New Brunswick, alt.)

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Representatives to Other Organizations

Canadian Federation of Agriculture (CFA): Nick Langelaar

Canadian Poultry Research Council (CPRC): Ray Nickel (British Columbia alternate)

National Farm Animal Care Council (NFACC): Nick de Graaf

National Farmed Animal Health and Welfare Council (NFAHW): Marco Volpé

HAVE YOU UPDATED YOUR BIOSECURITY PLAN RECENTLY?

As milder weather replaces the wintery conditions across Canada there will be a reemergence of new plants, animals, and insects. There will also be a reemergence of diseases we haven't seen in a while. While it is important to be vigilant about biosecurity year-round, spring is a good time to check the farm's biosecurity procedures and update them to protect the farm and flock from diseases like Highly Pathogenic Avian Influenza (HPAI).

General biosecurity procedures include:

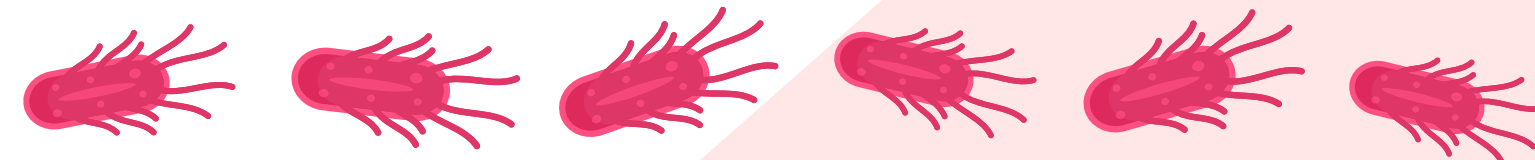
- » All people entering poultry barns must put on clean footwear, wear farm-specific clothing and follow all biosecurity protocols each time a barn is entered. There are no exceptions.
- » Minimize visits to other poultry productions and avoid sharing equipment with other poultry productions sites or farms. Clean and disinfect all equipment and vehicles entering the barn area before and after use.
- » Avoid contact with outside/wild birds.
- » Properly dispose litter and carcasses to prevent pathogens from re-entering subsequent flocks.
- » Control rodent populations. Clean up feed spills, seal any holes in the building, and refill bait stations.

There is an increased risk of AI infection to poultry flocks during spring wild bird migrations. According to the U.S. Geological survey, the current global cases of HPAI virus observed in wild birds is similar to that of the winter 2014/2015 HPAI outbreak.

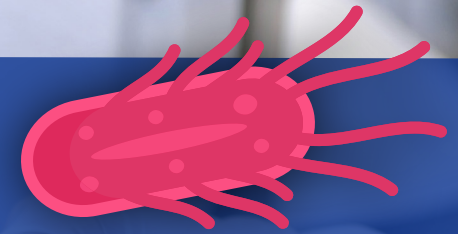
The *Raised by a Canadian Farmer* On-Farm Food Safety Program recommends that all SOPs (standard operating procedures) be reviewed on an annual basis. The time dedicated towards biosecurity can be seen as an inconvenience, but it is an important necessity to limit the impact on the whole industry. If you have any concerns regarding the health of your flock, contact your veterinarian immediately. ■

A Survey of Farmer Mental Health In Canada





CPRC UPDATE



“WE FOUND A SIGNIFICANT LEVEL OF PROTECTION IN BROILER CHICKS AGAINST THE *E. COLI* CHALLENGE. THEY WERE READY TO FIGHT AGAINST DEADLY BACTERIAL INFECTION.”

Professor Susantha Gomis, Western College of Veterinary Medicine at the University of Saskatchewan.

THE PURSUIT OF PEAK IMMUNITY

Research shows promising results in the search of non-antibiotic NE protection

Poultry producers are familiar with the devastating effects of necrotic enteritis (NE), a gastrointestinal disease that causes mortality in young broiler chickens. To date, the only way to successfully control disease outbreaks is through the preventative use of antibiotics – an option that will soon be off limits, as the industry transitions away from the practice.

Professor Susantha Gomis, Western College of Veterinary Medicine at the University of Saskatchewan, has taken a multi-pronged research approach to solving this complex issue. His work has yielded promising results toward NE prevention, without the need for antibiotics.

“In order for antibiotic-free chicken farming to be successful in Canada, we must figure out how to activate a broiler’s immune system and keep it activated,” says Gomis. “The question is how to protect young broilers against NE when their immune system is still developing.”

When an NE outbreak occurs, significant number of birds will die within hours or days due to clinical disease. In subclinical form of NE, birds will reduce eating and grow slowly.

NE is caused by toxins produced by the *bacterium Clostridium perfringens* (CP) as it grows in the intestinal tract. The disease is influenced by several factors, including diet, immune status and stress.

Birds are at higher risk for NE when they are exposed to certain pathogens that are commonly found in Canadian broiler barns.

EXTENDING IMMUNITY

NE outbreaks normally occur after broilers reach at least three weeks of age – once a chick’s maternal antibodies begin to wear off. But Gomis thinks accessing that early immunity – and boosting it – will allow for lifelong protection from NE.

“Let’s say the broiler bird has some protection from its parents when they were vaccinated,” Gomis says. “If we can enhance antibody protection at a high level in broilers by vaccinating broilers at hatch, it will probably be sustained.”

His team has been experimenting with giving vaccines to broilers once their immune system is activated, for a combination of immune stimulation. “Our approach is to use NE vaccine formulation and a very small piece of synthetic DNA to stimulate the bird’s immune system,” says Gomis.

PROOF OF CONCEPT FOR VACCINE AND DELIVERY

To test their approach, the team developed an animal model and a delivery system. They manufactured a nebulizer chamber to test on a commercial scale, allowing for aerosol delivery to 8,000 birds at a time. A sample of broiler chicks received the treatment that combined an immune boost, and they were later challenged with a lethal dose of *E. coli*.

“We found a significant level of protection in broiler chicks against the *E. coli* challenge. They were ready to fight against deadly bacterial infection,” Gomis says. The research represents a significant breakthrough in non-antibiotic broiler chick immunity.

Gomis hopes that by incorporating the concept of giving the vaccine with different models of immune stimulant, they may be able to stimulate the immune system so that birds only need a single shot of vaccine. His team is still in the lab, developing proof of concept. As a next step, the NE vaccine should be tested in field conditions across Canada.

“There is real potential that we can deliver a vaccine in the hatchery, and boost immunity at the same time. That would result in a one-shot vaccine, and make a big difference when the poultry industry can no longer use preventative antibiotics,” he says. ■

This research is 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 the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. Additional funding was received from Chicken Farmers of Saskatchewan.



Hill Watch

A HEALTHY ENVIRONMENT AND A HEALTHY ECONOMY IS THE FEDERAL GOVERNMENT'S RECENTLY ANNOUNCED PLAN TO BUILD A BETTER FUTURE WITH A HEALTHIER ECONOMY AND ENVIRONMENT.

AGRICULTURE CARBON ALLIANCE

In light of recent federal announcements regarding the price of carbon, a national coalition of industry-wide farm organizations, including Chicken Farmers of Canada (CFC), recently formed the Agriculture Carbon Alliance (ACA).

The ACA was established to ensure that Canadian farmers' sustainable practices are recognized through a policy environment that maintains their competitiveness, supports their livelihoods, and leverages their critical role as stewards of the land.

The ACA will work proactively on behalf of Canadian agriculture to advocate for constructive and evidence-based policies regarding carbon pricing, offsets, retrofit funding, and related environmental policies. The alliance will also function as a resource for the federal government regarding solutions-oriented strategies to ensure the industry remains competitive, both at home and around the world.

To date, ACA members include:

- Canadian Canola Growers Association
- Canadian Cattlemen's Association
- Canadian Federation of Agriculture
- Canadian Hatching Egg Producers
- Canadian Horticultural Council
- Canadian Pork Council
- Chicken Farmers of Canada
- Egg Farmers of Canada
- Grain Growers of Canada
- Turkey Farmers of Canada

CANADIAN FEDERATION OF AGRICULTURE AGM

The Canadian Federation of Agriculture's (CFA) AGM was hosted virtually this year from Feb 24–26 and brought together farm leaders from across the country, as well as industry stakeholders and government representatives to help set the priorities for Canadian agriculture in the coming year.

This year's theme for the CFA AGM was "Unleashing Ag's Potential" and took deep dive into how Canadian

agriculture is a powerful tool for Canada's recovery and an impactful ally in the fight against climate change.

During the AGM, attendees heard from political speaker including:

- » Marie-Claude Bibeau, Minister of Agriculture and Agri-Food
- » Erin O'Toole, Leader of the Conservative Party of Canada
- » Yves-François Blanchet, Leader of the Bloc Québécois
- » Yves Perron, Bloc Québécois Agriculture Critic
- » Alistair MacGregor, NDP Agriculture Critic

The AGM also had a series of interesting panels on important topics such as:

- » The Future of Business Risk Management Programming
- » Generating Income from Greenhouse Gas Offset Credits
- » Unleashing Agri-Food's Potential: The Downstream Stakeholders' Perspective

Click [here](#) for a full recap of the AGM.

CANADA'S PLAN FOR A HEALTHY ENVIRONMENT AND A HEALTHY ECONOMY

A Healthy Environment and a Healthy Economy is the federal government's recently announced plan to build a better future with a healthier economy and environment. It is a key pillar in the government's commitment to create over one million jobs and restoring employment to pre-pandemic levels – of which climate action and clean growth is a cornerstone.

The government recognizes that Canadian farmers, ranchers and agri-food businesses are constantly innovating to improve their practices so that they are more sustainable.

To help farmers and food businesses continue to develop and implement clean practices that reduce greenhouse gas emissions and ensure agriculture remains a leading part of the solution to climate change, this plan will:

- » Invest \$165.7 million over seven years to support the agriculture industry in developing transformative clean technologies and help farmers adopt commercially available clean technology. Access to the latest clean technology will help maintain competitiveness and reduce greenhouse gas emissions.
- » Work with provinces and territories under the Canadian Agricultural Partnership to boost climate-smart agriculture, including actions related to crop and livestock production.

FARM TOUR WITH PARLIAMENTARY INTERNS

CFC have been sponsors of the Parliamentary Internship Program (PIP) since 2018. In years past, CFC would be able to get to know the interns through different in-person events and receptions that were hosted by PIP, however this year – as in-person events are not possible – CFC organized a virtual farm tour for the interns to help them learn more about the Canadian chicken sector.

Saskatchewan farmer, and past CFC Young Farmer Program participant, Tiffany Martinka hosted the tour, along with her father-in-law and past CFC Board Director, Rudy Martinka. On February 26th, Tiffany and Rudy treated 10 PIP interns to an educational and incredibly informative virtual visit to their farm, and inside the broiler chicken barn. Tiffany not only discussed the benefits of supply management but showed the interns the ins-and-outs of raising chicken. Thank you to Tiffany and Rudy for such an amazing experience.

UPDATE ON 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 the Canadian chicken sector. A private member's bill is a proposed piece of legislation introduced in the House of Commons by a member of parliament who

is not a cabinet minister. The bill follows the same legislative process as a government bill, but the time allocated for its consideration is restricted, making the likelihood for its success very difficult.

A government that wants to support a bill will usually prefer to sponsor it itself, rather than allow a private member to do so. Private Members' Bills may deal with any subject at all, but they cannot order public expenditure.

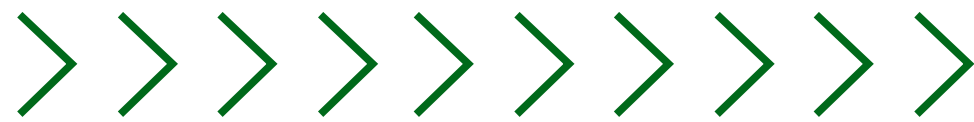
CFC is grateful to all the sponsoring members of the following bills and thanks them for their ongoing advocacy for farmers:

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. This bill recently passed second reading in the House of Commons.

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. This bill has passed second reading in the House of Commons.

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. This bill has passed second reading in the House of Commons.

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. This bill recently passed second reading in the House of Commons. ▲



BENCHMARKING CANADA'S AGRI-FOOD SUSTAINABILITY

Chicken Farmers of Canada (CFC) joined a diverse coalition of private and public sector partners to develop a national sustainability benchmark for Canada's agri-food sector. This was first reported in the December edition of *The Chicken Farmer*, but here is an update on the progress so far.

There are three phases to this initiative and Phase 1 focused on why better benchmarking is needed, how it can be expressed and what value it confers to society, sector competitiveness and policymaking. Phase 1 reported that the set of sustainability indicators for the index could be developed based on four blocks: environmental progress, health and safety, well-being, and economic viability.

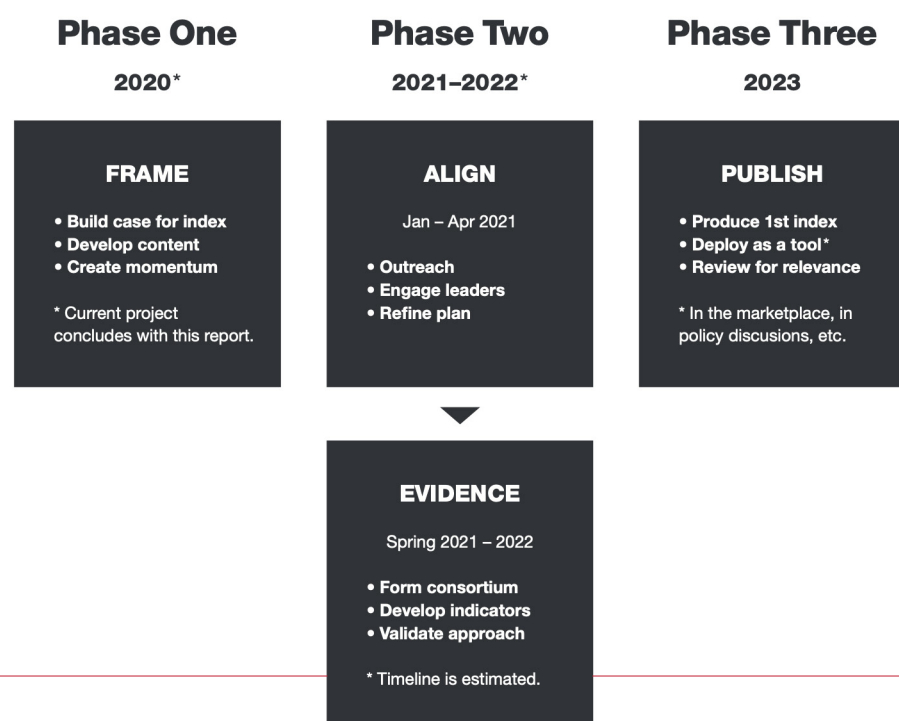
These four blocks align well with the CFC's key sustainable values:

- » Protecting bird health and welfare
- » Producing safe chicken for Canadians
- » Preserving the health of the land and of our farms
- » Providing value to Canada, and affordable food to Canadians through supply management

Currently in Phase 2a, the coalition is dedicating time to building momentum, getting the operational model right and getting wider global visibility. The next Phase, 2b, will start at the end of April 2021 to develop the benchmarks. The final phase of the initiative (Phase 3) will include a complete review of the index leading to its expected launch in 2023.

A national sustainability index for the agri-food sector would help demonstrate the sector's strengths to consumers, supply chain customers, regulators and investors. Sustainability is an important part of what we do every day, and we are committed demonstrating the efforts of Canadian chicken farmers and putting in the work necessary for improving and to address shortcomings.

For more information on this initiative read the [Press release](#) and the [Phase 1 full report](#). ▀



A SEA CHANGE ON THE HORIZON FOR THE MULTILATERAL TRADING SYSTEM

The appointment of a new Director General at the World Trade Organization (WTO) and the new United States (U.S.) President Joe Biden administration's nomination of its new national trade representative are sending strong signals that the multilateral trading system is about to be reinvigorated with new energy.

After refusing to approve her nomination under the previous U.S. administration, the Biden administration has formally joined other WTO members in approving the appointment of a new WTO Director General.

On March 1st, Dr. Ngozi Okonjo-Iweala began her tenure as the WTO's new Director General, making history as the first woman and the first representative from Africa to hold the position. By all accounts a highly motivated person, Dr. Okonjo-Iweala has laid out an ambitious agenda before the WTO Membership, challenging them to reach agreement on a number of issues in time for the WTO's next ministerial, the MC12, which will begin the week of November 29, 2021.

Among these priority areas, Dr. Okonjo-Iweala has listed reaching consensus on fisheries subsidies as well as an agreement on how to reform the Dispute Settlement Body, and the resolution of the deadlock of its Appellate Body, which was effectively shut down by the Trump administration blocking the appointment of new members. Dr. Okonjo-Iweala has also been insistent on the need for members to change the way they work to make the WTO more efficient, opening the door for new discussion formats despite the risk that these could circumvent the organization's principles of consensus-based decision making.

One of U.S. President Biden's first trade-related actions was to lend support to the appointment of Dr. Okonjo-Iweala as the WTO's new Director General, breaking with the Trump administration's support of South Korean Trade Minister Yoo Myung-hee. The Biden administration has also wasted no time in nominating Katherine Tai, former Chief Trade Counsel of the Ways and Means Committee of the House of Representatives, to be the next United States Trade Representative.



Dr. Ngozi Okonjo-Iweala

Having already secured the approval of the U.S. Senate on February 25th, Ms. Tai is expected to be confirmed as USTR the week of March 15, 2021. In yet another break from the previous administration's stance, on March 5th the U.S. signalled its intention to serve as an active and constructive participant in the WTO's discussions on environmental sustainability. Trade observers are welcoming these actions as indications that the U.S. is seeking to return to its leadership role in the multilateral system, marking a swift departure from former President Trump's approach, which preferred bilateral negotiations and the imposition of tariffs.

In its statement of support for Dr. Okonjo-Iweala, the Biden administration also endorsed the need for the WTO to undergo a "necessary substantive and procedural reform". So far, however, the U.S. remains reluctant to engage in the reform of the Dispute Settlement Body or to unblock the selection of new Appellate Body members.

These issues are not expected to be resolved before the MC12. Nonetheless, the overall level of re-engagement at the WTO and in the multilateral system increases the risk that agriculture issues such as market access could soon gain traction among members, and again become pressing concerns for the Canadian chicken sector. ▀

DR. OKONJO-IWEALA HAS ALSO BEEN INSISTENT ON THE NEED FOR MEMBERS TO CHANGE THE WAY THEY WORK TO MAKE THE WTO MORE EFFICIENT.

PLANT-BASED MEAT ALTERNATIVES



Chicken Farmers of Canada purchased Nielsen data for meat alternatives recently. The complete product listing in this category includes 570 items.

The product listing includes Beyond Meat, Yves and Lightlife items but also contains a wide variety of tofu, tempeh, quinoa, mushroom, and other vegetable-based products in both fresh and frozen format. Many of these products have been around for several years but the recent arrival of the Beyond Meat and Lightlife products on retail shelves has brought this product category into the spotlight.

This data is important to evaluate the growth of plant-based meat alternatives in the marketplace. While still very much a niche product, from the data it can be seen as a sector that is growing quickly. Part of the reason for this growth is the inclusion of a recommendation to “prefer” plant-based protein sources in the 2019 revised Canada Food Guide. While chicken is very much still on the menu, this was a first for Health Canada to give consumers specific guidance on another source of protein.

The Nielsen data explores the numbers for meat alternatives but will not cover the whole plant-based range – such as foods that have not been transformed into another product, but are still plant-based protein sources (including pulses, lentils, beans, legumes in their natural form). The emphasis has been to understand the impact of new, highly processed products which are aimed at replacing meat.

Plant-based meat alternatives have been highly processed, using long ingredient lists to mimic meat and poultry products (burgers, sausages, bacon, etc.), they typically use language to be similar to the items they copy.

The CFIA conducted a consultation survey in 2020 to identify awareness and concerns about labels and nomenclature used on packaging and in marketing. CFC reviewed the consultation and provided notice to the provincial boards that farmers should participate.

The numbers show that total kg retail sales in this category are 26% higher than a year ago while total dollar retail sales are up 34% from last year. Six “Yves” items are in the top ten that further consists of two “Beyond Meat” products, one “Lightlife” item and one “Gardein” product. The Beyond Meat burger is the most popular item in terms of dollar sales while the Yves Veggie Ground Round Original is the biggest seller in terms of kilograms.

Total annual retail sales in this category were \$145 million and 8.27 Mkg. Total meat and poultry retail sales during the same period were \$7.641 billion and 749.5 Mkg which means that retail sales in the meat alternatives product group represent 1.9% of total meat and poultry dollar sales and 1.1% of total kg sales compared to 1.5% and 0.9%, respectively, the year before.

Keep in mind that the Nielsen retail sales data do not include sales at Costco and smaller regional chains. Sales at food service are also not part of the dataset. The dataset includes numbers for the 52 weeks period ending July 18, 2020.

While this range of products are currently at a low, niche level, consumers and activist organizations have been promoting their consumption widely. It is important to note that there is no evidence that suggests that simulated, plant-based “meat” proteins offer any significant health advantage over real meats. In fact, we believe that the “health halo” that surrounds simulated meat alternatives is deliberately deceptive and undermines the recommendations in Canada’s Food Guide for the benefit of Canadians’ health.

CFC will continue to press the Canadian government in order to ensure that no claims regarding the health of these products be permitted. In addition, the government must ensure that plant-based, simulated meat alternatives do not include the name of the meat they are trying to mimic. Moreover, the use of images of the animals being simulated should not be permitted. ■



WESTERN POULTRY CONFERENCE GOES VIRTUAL IN 2021

The Western Poultry Conference was held March 23/24 online and welcomed participants and presenters from all over North America. Normally the event hosts 375 attendees in person around the annual general meeting, so this year the virtual event was a big change.

If you are new to the Western Poultry Conference, it is a meeting designed by members of the poultry industry for farmers. It is a fantastic opportunity to learn more about how your birds work and to increase your ability to make informed management decisions to protect your bird health and productivity.

While typically the conference covers all poultry, there was more content that was of interest for broiler farmers this year. Sessions included a panel discussion with veteran poultry field staff on their experiences with diagnosing and fixing water issues on farms over the years. The takeaway was, even if you think your water system “seems” clean, it may be contributing to lagging growth and the risk of disease emergence.

That was a session entitled “Water and Life: Tales from the Pipe” with Perry Kaita from the Steinbach Hatchery & Art Van Zanten from Trouw Nutrition.

Additional talks on infectious bursal disease and managing Reovirus to protect leg and flock health rounded out the bird health portion.

IT IS A FANTASTIC OPPORTUNITY TO LEARN MORE ABOUT HOW YOUR BIRDS WORK AND TO INCREASE YOUR ABILITY TO MAKE INFORMED MANAGEMENT DECISIONS TO PROTECT YOUR BIRD HEALTH AND PRODUCTIVITY.

Here were some of the other sessions:

Frank Mitloehner – Agriculture is often vilified as a strong contributor to greenhouse gasses. Dr. Mitloehner, a professor and air quality extension specialist with the Department of Animal Science, University of California – Davis tells the other side to the story. His session was “Rethinking Methane – Why Livestock Are Not the Problem.”

Mike Czarick – from the University of Georgia was back with more tools in his hand and ready to talk ventilation. His topic was managing the barn environment during the extreme temperatures experienced in the west.

Briana Hagen – Briana first introduced mental health as a panelist at the Western Poultry Conference in 2018. She shared information on the ‘In the Know’ training in a course designed for farmers that will shape our knowledge, attitudes, and behavior around mental health.

Babak Sanei – Staying ahead of immunosuppressive diseases impacts bird health on so many levels. Dr. Sanei shared practical information to strengthen immunity and flock health in his talk called “Don’t let immunosuppressive diseases get you down.”

Frank Robinson – in “Behind the Barn Doors” – Frank introduces students to the “real world” of livestock agriculture in an innovative way. His methods are creative, the participants are engaged, and the learning was real.

The virtual format being done over two half-days was developed in response to conditions imposed to protect participants but is a model which may lead to a future, hybrid model. Look for it next year in roughly the third week of March. To make sure you get updates find out more here: westernpoultryconference.ca. ■



WEBINAR ON RURAL STRENGTH AND INNOVATION



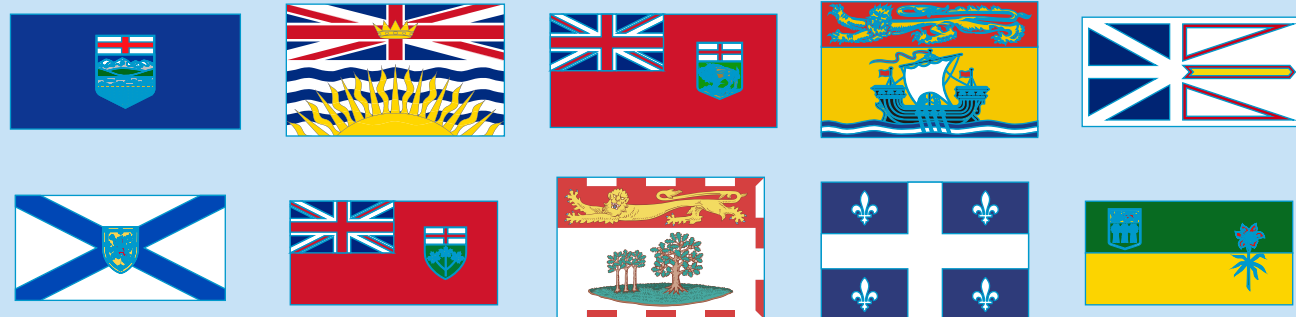
Chicken Farmers of Canada, Egg Farmers of Canada, Turkey Farmers of Canada, and Canadian Hatching Egg Producers (SM4) recently held a webinar with longstanding partners, the Federation of Canadian Municipalities (FCM), on rural strength and innovation.

As part of FCM's current webinar series called "Collective," municipal leaders and industry experts came together to share thoughts and ideas on rural Canada's leadership in innovation and collaboration, finding new avenues for economic growth, and environmental stewardship.

THE PANELISTS WERE:

- Kathryn Doan:** Ontario turkey farmer
- Tim Lambert:** CEO, Egg Farmers of Canada, President, World Egg Organization
- Paul McLaughlin:** Reeve of Ponoka County, President of the Rural Municipalities of Alberta
- Mayor David Mitchell:** Mayor, Town of Bridgewater, Nova Scotia

The webinar was attended by over 100 representatives from municipalities across the country. ▀



Normally, this would be the time when we would hold our annual poultry and egg reception.

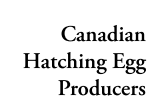
Due to the pandemic and these uncertain times, our event will not be taking place this year.

Instead of offering our hospitality, we made a donation of

\$10,000.00
to Food Banks Canada.



Thank you for your understanding and continued support.



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