



CHICKEN FARMERS OF CANADA




BRIEFING BOOK

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Raised by a
CANADIAN
FARMER | *Élevé par un*
PRODUCTEUR
CANADIEN



ECONOMIC CONTRIBUTION

The Canadian chicken sector is a driver in agriculture and the Canadian economy. Chicken farming generates employment and helps sustain agricultural communities in every province.

We boast:

NEARLY

2,900

CHICKEN FARMERS COAST TO COAST

173

PROCESSORS

101,900

JOBS

OVERALL, WE CONTRIBUTE

\$8 billion

TO CANADA'S GROSS DOMESTIC PRODUCT

SUPPLY MANAGEMENT

Supply management is the backbone of Canadian chicken farming. It is a uniquely Canadian system that allows chicken farmers to produce what the Canadian market demands, without creating a surplus.

DID YOU KNOW?

- Over **90%** of supply management farms are family-owned, and many of these farms are multi-generational.
- During the 2021 federal election, **82%** of Canadians supported supply management*
- Supply management ensures that Canadians have consistent access to safe, high-quality chicken raised with care.



*Research conducted by Abacus Data with n=5,000 Canadians

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The government must uphold their commitment to supply management and commit to no further concessions into the Canadian chicken sector in future trade agreements and bilateral arrangements.

TRADE

- Market access granted under recent trade agreements such as the CPTPP and CUSMA will result in additional imports replacing Canadian-raised chicken. The access provided by Canada, combined with our WTO obligations represents 10.8% of Canadian chicken production – displacing jobs and economic contribution.
- As Canada has already agreed to provide **129 million kgs** in market access under past agreements, the government must guarantee that no additional access will be provided in future trade agreements and over-quota tariffs will remain at their current levels.
- The WTO, Mercosur, and other bilateral talks, or the expansion of the CPTPP pose risks to the Canadian chicken sector.

SPENT FOWL

- Chicken meat is being fraudulently declared as spent fowl (old laying hens) in order to bypass import controls, negatively impacting the Canadian economy, and putting Canadian consumers at risk due to broken traceability within the food system.
- With financial support from Chicken Farmers of Canada, Trent University successfully developed a forensic DNA test that can verify whether a given product contains chicken, spent fowl or a combination of the two.
- In order to put an end to ongoing import fraud, the Government of Canada must incorporate the DNA test as a means of import verification for spent fowl meat. This would prevent fraudulent imports, while creating jobs, and reinforcing the safety of the Canadian food system.

DUTIES RELIEF PROGRAM

- The Duties Relief Program (DRP) is a duty deferral program that has been designed primarily for industrial and manufacturing goods and is not designed for perishable agricultural products like chicken that are subject to tariff rate quotas.
- The program lacks stricter rules that would prevent leakages into the domestic market.
- Stronger rules must include banning the substitution and marination of imported chicken cuts from the program, reducing the allowed time to re-export from the current 4-year, which greatly exceeds the shelf life of frozen chicken products, and requiring participants to submit regular export and inventory reports.

UKRAINE GOODS REMISSION ORDER

- The Ukraine Goods Remission Order was implemented on June 9, 2022, for one year.
- It covered all goods including products subject to tariff rate quotas, such as chicken.
- The suspension of all tariffs was an unprecedented measure that put the import control pillar of supply management in jeopardy.
- The House of Commons Standing Committee on Agriculture and Agri-Food recommended that the government "*Commit to not renew the remission order for supply managed productions after it expires.*"
- This temporary measure created major uncertainties for our sector, and we urge the government not to renew the remission order for chicken products come June 9, 2023.

AVIAN INFLUENZA

- Avian influenza is not a food safety risk.
- Chicken products are readily available, and avian influenza has not impacted supply.
- CFC is thankful for the federal government and the work that the CFIA has performed to control and mitigate the spread of avian influenza in Canada.
- Canadian chicken farmers work hard to follow biosecurity, animal care, and food safety measures.
- Canadian farmers are concerned about the threat of avian influenza to their livelihoods, and the care of their flocks.
- Continued and enhanced collaboration by industry and government will be needed as we continue to manage the risk of avian influenza in North America.

ANIMAL CARE

- Chicken Farmers of Canada's *Raised by a Canadian Farmer* Animal Care Program ensures the highest, mandatory standards of animal care are upheld on chicken farms across the country.
- Farmers are third party audited annually and **100%** of Canadian chicken farmers are certified on the Program.
- Good animal care affects the product Canadian consumers purchase – comfortable birds are healthy birds, and healthy birds provide the safe high-quality protein farmers are proud to produce.

ON-FARM FOOD SAFETY

- Chicken Farmers of Canada's *Raised by a Canadian Farmer* On-Farm Food Safety Program ensures a strict set of standards for best practices in biosecurity and disease prevention on the farm.
- This Program is mandatory and third-party audited on every farm, across every province.
- The Program has federal, provincial, and territorial government recognition, including full recognition by the Canadian Food Inspection Agency.



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An aerial photograph of a river winding through a lush, green forest. The water is a deep blue-grey color, reflecting the sky and the surrounding trees. The forest is dense with various shades of green, indicating a healthy ecosystem. The river flows from the top left towards the bottom right of the frame.

Farmers are committed to sustainability by innovating, preserving the health of the land, providing value to Canada's economy, and growing affordable food for Canadians.

CFC'S FIVE PRINCIPLES OF SUSTAINABILITY

Economic – Prosperous Canadian Chicken Sector

Supply Management
Young Farmers Program
Affordable food
Food security
Good governance



High Quality Food – Produce Safe Chicken for Canadians

Raised by a Canadian Farmer
On Farm Food Safety Program
Health and Nutrition



Environment – Preserve the Environment

Climate Change
Waste
Land use
Air
Water
Energy



Social – Promote Social Responsibility

Giving back
Community engagement
Investing in our people



Animal Welfare – Protect Bird Health and Welfare

Raised by a Canadian Farmer
Animal Care Program



COMMITMENT TO OUR COMMUNITIES

It's important to Canadian chicken farmers to give back to our communities, and we want to ensure Canadians have access to a healthy source of protein.

THE ANNUAL CHICKEN CHALLENGE
PROGRAM PROVIDES OVER

\$50,000 WORTH OF
CHICKEN PRODUCTS TO THE OTTAWA
FOOD BANK, RESULTING IN OVER

\$815,000 IN
DONATIONS TO THE FOOD BANK
SINCE BECOMING PARTNERS.

THIS IS IN ADDITION TO THE

\$22,000 IN DONATIONS
WE MADE TO OTHER FOOD BANKS
ACROSS THE COUNTRY IN 2022.

HERE'S WHERE WE NEED YOUR HELP:

- Talk to farmers about how you can help support the Canadian chicken sector.
- Continue to voice your support for supply management.
- Commit to no further concessions into the Canadian chicken sector in future trade agreements and ensure that the Ukraine Goods Remission Order is not renewed.
- Continue to invest in CFIA resources in order to expand its capacity to deal with animal disease outbreaks.
- Ask for the *Raised by a Canadian Farmer* logo at your grocery store!



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DID YOU KNOW?

It takes 21 days for a chick to hatch from an egg. Chicks are delivered to the farm from the hatchery, usually the same day they are hatched.

Canadian chickens are raised in climate-controlled barns where they are free to roam and have unlimited access to food and water, 24/7.

Steroids and hormones have been illegal for use in raising chicken in Canada since 1963.

The average Canadian ate 34.5 kg of chicken in 2021. This is the 19th highest per capita consumption in the world.

Serves: 2 | Prep Time: 10 min | Cook Time: 25 min

SPICY CHICKEN RAMEN

INGREDIENTS

1½ tsp garlic powder
½ tsp ground ginger
1/8 tsp chili flakes
1 tbsp canola oil, divided
2 small thinly sliced portabello mushrooms, gills removed
1 tsp sodium reduced soy sauce
200 g boneless skinless chicken thighs (about 3)
1/8 tsp salt
3 cups sodium reduced chicken broth
1 tbsp chili garlic sauce
2 85g ramen noodle bricks, seasoning packet discarded
1 small carrot, cut into matchsticks (100 g)
2 green onions, thinly sliced
1 soft boiled egg, peeled and halved
sriracha for garnish, optional

STEPS

Stir garlic powder, ground ginger and chili flakes in a small bowl. Set aside.

Heat half the oil in a small skillet over medium heat. Add mushrooms and cook until soft, 3 - 4 min. Stir in soy sauce and half the garlic powder mixture. Cook until mushrooms are tender and liquid is absorbed, 3 - 4 min. Remove mushrooms to a plate. Wipe skillet clean and return to heat.

Increase heat to medium high. Heat remaining oil in pan. Season both sides of chicken with salt and remaining garlic powder mixture. Cook chicken until golden and cooked through, about 4 min per side. Remove chicken to cutting board. Let rest for 5 minutes and slice.

Stir broth with chili garlic sauce in a small pot. Bring to a boil. Cook ramen, one brick at a time, until noodles are separated and tender, about 2 min. Using a pair of tongs or slotted spoon, remove ramen to soup bowl. Continue with second brick and then add to second bowl.

Divide broth amongst bowls with noodles and top with mushrooms, sliced chicken, carrots, green onion and egg. Finish with a drizzle of sriracha.



Go to chicken.ca for more recipes