The 15th Annual Great Canadian Chicken BBQ

The weather on Ottawa on Canada Day can often be mercurial. Snow, rain, hail, high winds and extreme heat and humidity, Ottawa has experienced it all in recent years. This year, the weather was nearly perfect. With balmy 19 degrees, and the crowds on Parliament Hill and Major’s Hill Park came out in droves to enjoy it!

Thousands of people thronged to the Canada Day celebrations and many stopped by the Great Canadian Chicken BBQ tent for a sandwich (or Caesar salad). Even Canadian Idol Eva Avila, on break from the Parliament Hill main stage show, stopped in for a bite. All in all, the barbeque was a complete success.

This year, CFC brought back the award-winning “Grilled Chicken with Cajun Mayonnaise” sandwich — chosen by a panel of judges as the best recipe in the event’s 15-year history. In June, a panel of four judges selected the sandwich as grand champion of the Great Canadian Chicken BBQ.

The winning sandwich, served to nearly 10,000 people, was created by Chef Philippe Wettel, previously of the Westin Ottawa and current Director of Household Services at the Office of the Secretary to the Governor General. Originally served on Canada Day 2001, the sandwich unanimously won over the panel of judges based on its easy preparation and seductive taste.

Whether you celebrated Canada Day in your own backyard, at the cottage or on Parliament Hill, this easy-to-prepare sandwich, which brilliantly marries the grain-fed home-grown goodness of chicken with the subtle “kick” of Cajun cuisine, is guaranteed to be a real crowd-pleaser.

In addition to the delicious menu, CFC also featured entertainment in the form of three cooking demonstrations that delighted and inspired cooking enthusiasts of all ages. Executive Chef Fouad El-Jadayel of Centurion Conference and Event Center spent the day demonstrating his culinary expertise with savoury chicken dishes made on the grill. Samples disappeared rapidly and the recipes he showcased will soon be posted on the CFC website at www.chicken.ca.

Partners in Celebration – The Ottawa Food Bank

Fifty cents from the price of each chicken item sold at the BBQ were donated to The Ottawa Food Bank, helping needy families and individuals across the National Capital Region. Donations collected on the day of the event as well as raffle sales pushed the one-day proceeds up to nearly $6,500. During the rest of the year CFC also raises funds and provides in-kind services supporting the cause.

The Ottawa Food Bank distributes over twelve tons of food from their warehouse each and every working day. Last month, 40,000 people received emergency food assistance through the various agencies supported by the Food Bank with nearly 40% of people needing help being children.

CFC is proud to be affiliated with such a distinguished and necessary organization.

Grilled Chicken with Cajun Mayonnaise

6 boneless, skinless chicken breasts

Marinade:

| ½ cup | Dijon mustard | 125 mL |
| ½ cup | orange juice concentrate | 125 mL |
| ¼ cup | orange juice | 125 mL |
| 2 tsp | peeled fresh ginger | 10 mL |
| 2 tsp | Cajun spice | 10 mL |
| 6 Tbsp | mayonnaise | 90 mL |
| 6 | olive oil moist bread rolls | 6 |

Preparation:

1. In a food processor mix the Dijon mustard, orange juice concentrate, orange juice, ginger and Cajun spice.
3. Remove 4 Tbsp (60 mL) of the marinade for the Cajun mayonnaise.
4. Marinate the chicken breasts in the refrigerator in the remaining marinade for 6 to 12 hours.
5. Grill chicken on a pre-heated barbecue on medium heat for 7 - 10 minutes or until a meat thermometer inserted into each piece reads 170°F (77°C).

Cajun Mayonnaise:

1. Mix 4 Tbsp (60 mL) of the marinade with the 6 Tbsp (90 mL) of the mayonnaise to make a sauce.
2. Refrigerate sauce until needed.

Garnishes:

Lettuce leaves
Tomato slices
Cajun Mayonnaise
Reading Between the Lines in WTO Negotiations

Depending on who is asked, the Doha Round of trade negotiations is either moving very slowly or nearly a done deal.

WTO Director General Pascal Lamy, in a speech to the United Nations Economic and Social Council in Geneva on July 2nd, said that what remains to be done in the Doha Round is “small compared to all the proposals on the table”.

A recent example of the media cries for “doomsday” was the meeting of the Group of 4 (G-4, the U.S., EU, India and Brazil) in Potsdam, Germany. The G-4 has been engaged in lengthy and intensive negotiations since the beginning of the year to reach an agreement that would create the necessary breakthrough in the Doha Round. The media broadcast extensive coverage of the recent G-4 talks, with a special focus on their failure.

At the end of June, in Potsdam, after three days of meetings, the group broke as negotiations failed. Much of the media coverage included huge titles to attract readers’ attention to the fact that the meeting collapsed and the future of G-4 was doomed. The reader might have concluded, by association with the overall WTO negotiations, that the whole Doha Round would now fail and there was nothing to be done that could save it.

Nothing is further from reality. Reading down the articles into the regular-sized type, the reader would have found that in fact the four countries made significant progress in agriculture negotiations, especially on the issue of market access. Officials said the EU showed flexibility on market access and was considering agreeing to an up to 70% cut in the upper band of the general tariff reduction formula, with an average cut in tariffs approaching 52%. Parties agreed on a difference of 5% between the bands.

On sensitive products, EU officials said they were committed to limiting sensitive products to 4-5% of tariff lines. “We were literally down to a point where we were able to talk about tonnage of product that might move under TRQs (tariff rate quotas),” U.S. Agriculture Secretary Mike Johanns said in reference to progress made on this particular area.

The G-4 also settled some outstanding issues in export subsidies and that everything was clear with respect to non-agricultural market access negotiations (NAMA). What they could not agree on was the extent of tariff cuts for industrial products in developing countries. The EU and U.S. asked for sharper cuts, Brazil and India came back with a counter offer that was nearly accepted but at the last minute made that offer conditional on the U.S. reducing its trade distorting subsidies by some additional (billions of) dollars.

This is where the G-4 discussions broke down. And this is where the whole negotiating process moves back to Geneva, from a restricted group of four countries to the wider WTO membership of one hundred and fifty. WTO Director General Pascal Lamy stepped in and urged the different chairs of negotiations to put forward draft modalities texts as early as possible.

For the reader focused only on the big headlines, the Doha Round seemed to be stopped in its tracks and its future became uncertain. In actuality, the three-day G-4 meeting actually advanced negotiations further and perhaps paved the way for what may become a very “successful” outcome in Geneva, in a multilateral context among full WTO membership.

Learning to read between the lines and reading the small print definitely pays off for those who want to understand what really happens in this slow, complicated and extremely political process which is the multilateral trade negotiations of the WTO.

Producers and industry stakeholders looking for more information on the negotiations can find more in-depth reports and weekly updates on the www.farmsandfood.ca, especially the Geneva Watch report which includes a rough calendar of upcoming meetings and WTO events.

CFIA Encourages Early Preparedness for Enhanced Feed Ban

The Canadian Food Inspection Agency (CFIA) is reminding cattle producers, abattoirs and other regulated parties to begin preparing for new requirements under the enhanced feed ban, which comes into force July 12, 2007.

The enhanced feed ban will accelerate Canada’s progress toward the eradication of bovine spongiform encephalopathy (BSE) from the national herd, and serves to protect producers by reducing opportunities for cross contamination in the feed supply. It will also help to increase market access opportunities and is critical to maintain Canada’s status as a controlled risk country for BSE from the World Organisation for Animal Health (OIE).

Certain cattle tissues capable of transmitting BSE, known as specified risk material (SRM), are being banned from all animal feed, pet food and fertilizer. As a result, there are new requirements for anyone handling, transporting or disposing of cattle remains, including renderers; fertilizer; pet food and feed manufacturers; waste management facilities and veterinarians. Beginning July 12, 2007, a CFIA permit will be required to transport and receive SRM in any form. This system will allow the CFIA to verify that SRM does not enter the animal feed system.

Anyone who needs a permit can apply by contacting their nearest CFIA office or by calling 1 800-442-2342. The permit application form is also available online, at www.inspecton.gc.ca/bse.

In addition, livestock producers must no longer use any feed products containing SRM. The CFIA encourages producers to use up all current on-farm supplies of feed, and to make sure that all new feed purchases are SRM-free.

The CFIA remains committed to working closely with industry associations to ensure that all stakeholders are in compliance as soon as possible. Any regulated parties who have questions about the enhanced feed ban or their responsibilities are encouraged to contact the CFIA.

(CFIA media release)
Federal-Provincial-Territorial Summer Meeting Report

On Thursday June 28th, national dairy, poultry and egg industry representatives were present in Whistler, British Columbia for the Federal-Provincial-Territorial Agriculture Ministers meeting. The meeting was followed by a briefing from Steve Verheul, Canada’s chief agriculture negotiator. Verheul was clear that although the G-4 discussions had collapsed, they have made significant strides in their negotiations, and stressed that the WTO continues to move closer to a deal each day.

During the week of the meeting, provincial ministers continued to advocate on behalf of supply management farmers to Agriculture and Agri-Food Minister Chuck Strahl. Before departing from Whistler, the national SM-5 issued a press release that acknowledges the support that the federal, provincial and territorial ministers have shown, but reemphasises that much work needs to be done to achieve a positive WTO agriculture agreement for all of Canadian agriculture.

Farm leaders leave Whistler with mixed feelings on WTO

Whistler, B.C. June 29, 2007 — Canadian farm leaders are leaving Whistler today with mixed feelings. They appreciated the full support that federal, provincial and territorial agriculture ministers have shown this week to the country’s supply-managed sectors, but they left knowing that much work remains to achieve a positive WTO agriculture agreement for Canada’s dairy, poultry and egg farmers.

“We are very pleased to see this high level of support during such a critical time in the world trade negotiations on agriculture,” said David Fuller, Chair of Chicken Farmers of Canada.

“News emerging from last week’s G-4 meeting held in Potsdam, Germany, however, is causing increasing concern amongst Canada’s dairy, poultry and egg farmers,” Fuller stated. “Despite the recent breakdown of the G4 talks, the multilateral trade discussions in Geneva are in full gear and intensifying.”

“It would be a serious error to think that we need not negotiate; the temporary G-4 impasse may represent the last window of opportunity to ensure that Canada’s interests are not compromised by a G-4 deal,” Fuller explained. Holding a meeting here this week to discuss a variety of farm-related issues affecting federal, provincial and territorial jurisdictions, ministers took the time to have discussions with dairy, poultry and egg farm leaders from across Canada and also participated Wednesday morning in a roundtable discussion organized by the Canadian Federation of Agriculture.

Jacques Laforge, President of Dairy Farmers of Canada, remarked that the ministers’ support echoes the report of the House of Commons Standing Committee on Agriculture and Agri-Food regarding the development of the new agriculture and agri-food policy. In that report, the Committee recommends the federal government recognize that supply management together with its three pillars – producer pricing, import controls and production discipline – is inherently a business risk management program in Canada.

Dairy, poultry and egg farmers insisted the Government of Canada must urgently find ways to achieve a successful outcome at the WTO. A successful outcome would be one that has no negative economic impact on supply management farmers.

Gyslain Loyer, Chair of the Canadian Broiler Hatching Egg Marketing Agency, said farm leaders stand ready to work with the Government so the WTO results are positive for all of Canadian agriculture. “Leaders of Canada’s dairy, poultry and egg farmers are continuing to offer their cooperation for discussion on the negotiating strategy and all the tools that would help obtain a positive final outcome in the negotiations,” he said.

At the end of the week in Whistler, the Ministers of Agriculture came to an agreement in principle on “Growing Forward”, a new policy to guide the direction of agriculture policy directions.

Ministers announce new vision for Canada's ag sector

June 29, 2007 | Whistler, British Columbia — Ministers of Agriculture from across the country have come to an agreement in principle on Growing Forward, a bold market-driven vision for Canada’s agriculture, agri-food and agri-based products industry in every region of the country. They also announced agreement on a new suite of programs to help producers manage the risks of doing business.

A New Vision, A New Generation of Policy

Growing Forward will form the basis of an action plan for the future of Canada’s agriculture, agri-food and agri-based products sector to be negotiated by federal, provincial and territorial governments over the coming months. Evolving from the current Agricultural Policy Framework (APF), Growing Forward will guide governments with a common vision – a vision of a profitable and innovative industry that seizes opportunities in responding to market demands and contributes to the health and well-being of Canadians.

Ministers said Growing Forward will build on the best of the APF, but, more importantly, on the ideas put forward by producers and other stakeholders in the sector during extensive cross-country consultations this past winter. Ministers heard clearly from consultations that new directions are needed to improve and sustain prosperity in Canada’s agriculture-related industries.

To move forward, Ministers declared that Canada must build on its strengths: the skills and knowledge of its people; significant research and development capacity; and strong production and modern regulatory systems. They noted that segments of the agriculture sector are already competing successfully, but that there is a need to broaden that competitive success to the sector as a whole.

To achieve a profitable and vibrant future for the sector they agreed, through Growing Forward, to work together on policies and programs that:

• Encourage an approach to innovation that encompasses the full continuum from mind to market, and uses the best ideas from other sectors and other countries.
Tyson to tag all fresh chicken as ‘raised without antibiotics’

Tyson Foods, the largest chicken (and beef and pork) processor and marketer in the world, announced in mid-June that all of its brand name fresh chicken will be produced from birds raised without antibiotics.

“While we have great confidence in the quality of our traditional chicken, we’re also committed to providing mainstream consumers with the kind of products they want,” said Richard L. Bond, President and CEO of Tyson Foods. “According to our research, 91% of consumers agree it’s important to have fresh chicken produced and labeled ‘raised without antibiotics,’ he added.

“We are the first major poultry company to offer fresh chicken raised without antibiotics on a large-scale basis and at an affordable price for mainstream consumers,” said Dave Hogberg, Senior Vice-President of Tyson’s Fresh Meal Solutions. “Because of the size and scale of our operations, we’re able to convert our entire branded business and assure supply to our customers.”

Tyson says that although raising antibiotic-free chicken is more costly, research indicates there is still room for healthy profit margins, since consumers have indicated they are willing to pay a higher price for the product.

Tyson said its use of antibiotics will be relegated to a “very small percentage” of its flocks, and only used to prevent or treat disease. Products from treated flocks will not be included under the new ‘raised without antibiotics’ label.

Canada’s government invests $560,000 to explore market demand for pork, chicken, veal and lamb

This summer, the government announced $560,000 in funding for a coalition of agricultural commodity groups to examine Canadian consumer purchasing habits of pork, chicken, lamb, and veal. Chicken Farmers of Canada is participating in this study with its other agricultural partners.

Agriculture and Agri-Food Canada is providing funding via its ACAAF (Advancing Canadian Agriculture and Agri-Food) Program. Project Partners include the Canadian Pork Council, CFC, the Canadian Sheep Federation, the Ontario Veal Association and the George Morris Centre.

The research is expected to benefit thousands of producers, processors and retailers across Canada by enabling them to better understand the market in Canada and to be able to pursue new commercial opportunities with more certainty.

“Having accurate information about market demands for pork, chicken, veal and lamb will provide a much better insight into what our customers are really looking for,” said Anita DeCoste of the Canadian Pork Council. “We applaud Agriculture and Agri-Food Canada for its support and look forward to working with our partners.”

This study will enhance CFC’s own Usage and Attitudes Study, conducted every three years to examine current trends and attitudes of Canadian consumers towards chicken. The CFC study will be released this summer.