



THE CHICKEN FARMER

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LATEST USAGE & ATTITUDES SURVEY COMPLETED

Every three years, Chicken Farmers of Canada launches a nation-wide consumer survey, called the *Usage & Attitudes Survey*, to learn more about consumers' habits, use and thoughts about chicken.

The latest survey was presented to the Board of Directors at the July Summer Meeting in Prince Edward Island.

The study examines consumption in general, shopping habits, use of ready-to-eat meals and prepared foods, dining out and attitudes towards Canadian versus imported chicken. Perceptions are also examined, as are habits surrounding buying chicken and preparing it at home. Health issues and animal care issues round out the research.

The survey was conducted between May and June 2010.

HIGHLIGHTS FROM THIS YEAR'S SURVEY INCLUDE:

- Consumption levels for poultry, meat and fish have not changed since 2007. Neither has purchase behaviour. Respondents continue to consume chicken nearly nine times a month (in other words, roughly twice a week), most of it (71%) being white meat (the same percentage as three years ago).
- In an average month, respondents continue to cook and eat chicken at home far more frequently than they eat chicken purchased elsewhere.
- Chicken outperforms other meats in most categories. It's seen as the tastiest, one of the freshest, the best value for money, and one of the least expensive. Additionally, chicken is also a meat that the entire family enjoys.
- Boneless, skinless chicken breasts, regular chicken breasts, and whole chickens continue to be the most popular items among respondents, though significantly fewer are purchasing regular chicken breasts and chicken cold cuts compared to three years ago.
- Interest in a Canadian vs. imported label has grown since 2007 (+3% to 89%), and interest in a label denoting which province a package of chicken comes from is of interest to most (91%).

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FOR A WEEKLY UPDATE
ON THE WTO TRADE
NEGOTIATIONS, VISIT
THE CFC WEBSITE AT:
WWW.CHICKEN.CA
AND CLICK ON
GENEVA WATCH.



Chicken Farmers
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poultry research

UPDATE

The Canadian Poultry Research Council (CPRC) was established in 2001 by the five national poultry organizations in Canada. CPRC's mandate is to create and implement programs for poultry research and development that address specific industry needs.

Sixteen research projects funded by CPRC have been completed. Outlined below is a summary of one of those research projects. Additional project summaries are available on the CPRC website (www.cp-rc.ca), in *Canadian Poultry Magazine* and in previous editions of *The Chicken Farmer*.

NOVEL MULTIVALENT VACCINES FOR AVIAN HEALTH

Principal investigator:

Eva Nagy, University of Guelph

Start date: December 2006

Final report received: June 2010

Total project funding: \$276,750 (CPRC \$96,750, Natural Sciences and Engineering Research Council of Canada/Agriculture and Agri-Food Canada \$180,000)

Background

Vaccines are preparations that—when introduced to the body—trigger an immune response and prepare the body's natural defences against attack from a specific pathogen. They have been used to great effect in the poultry industry to prevent, or reduce the impact of, a number of economically important diseases.

Vaccines are not without their drawbacks. Live vaccines, which are prepared from live bacteria or viruses, are generally effective at protecting the host from subsequent invasion of the same (or similar) pathogen but they can sometimes cause symptoms of the disease against which they were designed to protect. There is also growing concern that certain live vaccine viruses have the ability to revert back to virulent, disease-causing forms, or even recombine (exchange genetic material) with wild viral strains thereby creating new strains with potentially unpredictable traits.

Killed viral vaccines, which are prepared from dead viruses, eliminate much of the risk associated with some live vaccines, but are generally less effective.

As more is learned about pathogens and the host's immune responses to them, new vaccine types are emerging that overcome the shortcomings of their predecessors and incorporate features that improve their effectiveness and utility. For example, scientists have identified specific viral proteins that elicit an immune response. Inoculating with these immunogenic proteins, or "antigens", eliminates the need for, and associated

risks of, using intact virus. The challenge is to find an effective way to deliver these antigens to the body.

Current Research

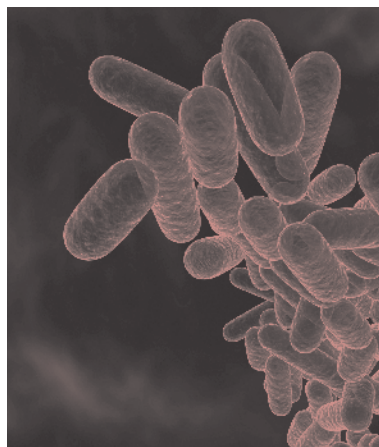
Dr. Eva Nagy and her research group at the University of Guelph are using the molecular machinery from a strain of fowl adenovirus (FAdV; a strain that does not cause disease in poultry) as a "genetic delivery system".

Explanation of the delivery system first requires brief description of viruses in general: Virus particles are extremely small and, compared to a cell, are quite simple. In the case of adenoviruses, they consist only of a set of genetic instructions (DNA) and a coat of protein that protects the DNA. Viruses do not have the chemical machinery necessary to reproduce themselves and thus must

have a host cell in which to live and make more viruses. Since their propagation depends on it, adenoviruses are very good at getting their DNA into a host cell. This trait is exploited in Dr. Nagy's delivery system.

The researchers identified portions of the FAdV genome that are not necessary

to produce intact virus and, using modern techniques of molecular biology, replaced some of these sequences with genes



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coding for specific antigens. The resulting virus vector retains its ability to infect cells, but its genetic payload now also instructs the host cell to produce the antigens that will elicit the desired immune response in the host.

Dr. Nagy was successful in inserting genes coding for antigens from both Avian Influenza and Newcastle Disease viruses. When used as a vaccine, the vector should simultaneously protect birds from both diseases. Experiments to test this ability are in preparation.

While engineering a FAdV-based vector is not trivial, Dr. Nagy's success illustrates the power and flexibility of the system. Using the same biological platform, a wide array of antigens can be produced. Antigens and proteins that enhance the bird's immune response to them could be delivered simultaneously.

These vaccines can also be engineered to allow distinction between birds that were vaccinated and those that were naturally infected by intact virus. This technology is formally known as "Differentiation of naturally Infected from Vaccinated Animals" (DIVA) and will be an important component of many commercially viable vaccination strategies in the future.

Dr. Nagy's work is part of an overall effort in Canada and abroad to better understand poultry-related pathogens and the bird's response to them. Information gained from these efforts will be used to develop rational vaccination and other disease mitigation strategies. **CF**

By understanding consumer behaviours and approaches to our product, we can take the steps to ensure that Canadians stay informed and confident in the chicken they eat.



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- Bringing chicken home from the grocery store continues to be far more popular than bringing it home from a fast food restaurant or a family/roisserie restaurant, and many (42% vs. 39% in 2007) still use the whole chicken when they do so.
- Chicken has improved upon already high average scores. Compared to last year, significantly more respondents believe that chicken: (a) is a popular choice, (b) tastes good, (c) is healthy for you, and (d) is low in fat. Few continue to believe that eating chicken poses any kind of health risk.
- Though not leading any of the following categories, chicken (along with turkey, fish, and seafood) is considered a healthier, lower fat, lower cholesterol choice relative to beef, pork, and ham, and is rarely viewed as a health risk. It, along with beef, is also considered to be produced to high safety standards.
- Fewer respondents this year know enough about (a) how to safely prepare the chicken they buy, (b) how chickens are raised, or (c) what chickens are fed.
- Most continue to believe that antibiotics, hormone supplements/steroids, food treated with pesticides, and GMOs are given to the chicken they eat. Most believe giving chickens these things is a "bad thing."
- A handful of methods (i.e. using a meat thermometer, time) have gained in popularity since 2007, while others (such as when the juices run clear, when the meat falls off the bone, and when the timer goes off) have waned.
- Four-in-ten remain aware of animal welfare/animal rights issues despite the fact that, this year, significantly more respondents were unsure relative to 2007. The most frequently mentioned issues were: cruelty in general, living conditions, killing/slaughtering methods, restricted movement and others.

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OFFSAP & ANIMAL CARE RECORD KEEPING

A more streamlined approach is available

Maintaining detailed records is a key component of the OFFSAP (On-Farm Food Safety Assurance Program) and the ACP (Animal Care Program). Records are the proof that activities and procedures have taken place during the grow-out period.

The two different types of records that are required to be maintained are:

- 1) Standard Operating Procedures—These describe the procedures that are normally used on the farm each flock
- 2) Flock-Specific Forms—These records contain information that is pertinent to each cycle

While effort was made to provide record forms with the program binders that were straight-forward and user-friendly, there is always room for improvement. With this in mind, CFC has produced several different options with the intent of making the record forms easier to use for producers.

FLOCK-SPECIFIC RECORD FORMS

CFC has developed a second version of the Flock-Specific forms. This version has been created with the intent of resolving some of complaints regarding the time that is required to keep adequate records by removing the requirement to make daily checks for “straight-forward” procedures and by relying more on information that is already described in the Standard Operating Procedures, rather than requiring farmers to re-document this for each flock.

The format of the records has been changed from a day-by-day marking scheme to a “record-when the event is performed” type of record. As a result, the number of pages for Flock-Specific Records has been reduced from 8 to 4.

Record-keeping for daily checks has been significantly modified—instead of making a record each time the activity is performed, farmers will be requested to indicate which checks are done daily

and then sign-off once that those have been made throughout the grow-out period.

In addition, the Animal Care Program requirements for farmers operating with a density between 31 kg/m² and 38 kg/m² have been clearly separated so farmers know which records they need (and don’t need) to keep.

These new records do not replace the current version that has been distributed with the OFFSAP binder, as both are examples of how implementation and record keeping can be performed; but either record version can be used. As always, producers can use their own record forms, as long as all the required information is maintained and is available during the audit.

STANDARD OPERATING PROCEDURES (SOPs)

A set of SOPs has been distributed with the OFFSAP binder and the ACP binder. Currently, each of these SOPs is separate and only deals with the program that they were distributed with.

CFC has now combined both the OFFSAP and the ACP SOP into one document, for ease of use.

There have not been any major changes to these documents, and as such they can be implemented as soon as they are made available. As with the Flock-Specific Record Forms, this new version does not make the current version obsolete, but are rather offers an alternative for those that prefer them.

DENSITY CALCULATOR

As part of the Animal Care Program, Record Sheet 1 requires that farmers calculate the maximum number of

allowable chicks that can be placed on each floor based on the capacities of the floor area, the number of drinkers and the number of feeders.

While the majority of the input information will not change from flock to flock, variations in market weight do require a re-calculation of the number of chicks to be placed each time a change is made.

CFC has attempted to make this calculation easier for producers. CFC has developed an excel spreadsheet that will calculate the maximum number of birds that can be placed.


Once the input values are completed, the spreadsheet will perform the calculations and will also indicate the limiting factor (i.e. floor area, feeders or drinkers) for density levels of 31 kg/m² and 38 kg/m². With these tools, farmers will be able to quickly determine placement numbers based on varying factors.

In addition, a separate worksheet titled “Shipping Density” has been provided to allow producers to quickly calculate the actual density of the flock at shipment.

ELECTRONIC RECORDS

A CD has been provided with each OFFSAP binder that includes electronic versions of the current record forms. In the near future, CFC will be examining the possibility of developing a fully computerized record-keeping program for both the OFFSAP and the ACP.

IMPLEMENTATION OF THESE NEW TOOLS

The revised Flock-Specific Forms, the SOPs and the Excel density calculator will available from your Provincial Board office and these new tools can be implemented immediately. Once again, as indicated above, these new versions do not make the previous versions obsolete, but are rather an alternative for those that prefer them – either version can be used. 

BRIEF

BE FOOD SAFE IS GOING ON THE ROAD

Join the Canadian Partnership for Consumer Food Safety Education at the *2010 Journey to Your Good Health* Exhibit, part of the Royal Agricultural Winter Fair which is being held at Exhibition Place in Toronto from November 5-14, 2010. The *Journey to Your Good Health* exhibit is celebrating six years of success, inspiring visitors of all ages (over 300,000 visitors tour the Royal each year) to adopt a healthier lifestyle.



The 2010 Journey exhibit will once again offer an exciting line-up of booths, theatrical presentations and interactive programming within the 14,000 square foot feature adjacent to the equally inspiring Agri-Food Innovation area. This destination offers visitors a respite with its colourful décor, delicious and nutritious locally grown or produced food samples and lively entertainment.

Journey to Your Good Health has 4 theme areas:

- Fresh from the Farm
- The Science of Food
- Healthy Home Meals
- Protect your Health

The Partnership will have a 10' x 10' booth and will also sponsor a food safety theatrical production on the Be Healthy! Stage, each day. **CF**

AROUND THE GLOBE

AUSTRALIANS STILL BELIEVE THAT CHICKEN IS FULL OF STEROIDS AND HORMONES

Australian consumers, much like consumers in Canada, the U.S. and Europe, still have the false belief that the chicken they are buying is full of steroids and hormones.

Chicken farmers in Australia – like those in the other areas listed above – have not used any of those illegal substances for over 40 years. But, it's often hard to change the mind of the consumer. In an attempt to inform and educate consumers, the Australian chicken company, Steggles, has launched a campaign to dispel some of the major myths about chicken farming.

This new public education campaign was developed in response to Steggles research which found that 75% of Australians believe that their chicken is full of steroids and hormones. The research also found that there were questions about what chickens eat and whether they were raised in cages.

Australians consume about 33 kg per person of chicken each year (Canada stands at 31.3 kg per capita).

WTO IS NOW ON SOCIAL MEDIA

Tune in and join the conversation – debate the key issues related to international trade.

You can follow WTO news and events and have your say on:

- Facebook: www.facebook.com/worldtradeorganization
- Twitter: www.twitter.com/wto_omc
- YouTube: www.youtube.com/user/WTO
- Flickr: www.flickr.com/photos/world_trade_organization/



2010 CFA SUMMER MEETING

The Canadian Federation of Agriculture (CFA) Semi-Annual meeting took place in Halifax, Nova Scotia from July 26–29.

Here are some highlights from the various committee meetings that were held:

National Food Strategy

A review of the National Food Strategy's guiding principles, draft Mission and draft Strategic Objectives was conducted since the meeting held in Toronto on June 23rd and suggestions were offered. The Strategy's overall timeframe is 15 years and the policy addresses both domestic and export interests. It was generally agreed that, while the work to date is good, the way forward for CFA is critical. It was pointed out, again, that it is important for this not to be a government-led initiative. CFA is currently in Phase 2 – Consultation – of the Policy. It is hoped that the final phase, Phase 3 – Consensus – will be completed next year.

Business Risk Management & Rural Policy

Reports on the CFA Round Table meeting held at the Federal Provincial Territorial (FPT) Agriculture Ministers meeting were delivered. These included the flooding in Saskatchewan and Alberta and the subsequent funding announcement made by Minister of Agriculture, Gerry Ritz. There was some concern expressed that the funding may come from the Agri-Flex program. Provinces and some commodity organizations reported that funding for producers through the Agri-Stability and Agri-Recovery is not sufficient.

Coming out of the FPT, agriculture ministers indicated that they are interested in seeing more insurance-based programming in the future and Agriculture and Agri-Food Canada have engaged a National Program Advisory Committee to provide input and suggestions. There is also a farmer

survey on *Growing Forward* underway and the results will be posted on the CFA website once completed.

Food Safety Committee Meeting

Key priorities for this committee are: amendments to the Food and Drug Act (nothing to report to date), a follow-up from the Weatherill report (ongoing), traceability and producer liability.

On traceability and producer liability—the CFA hired a consultant, Albert Chambers, to look into ways of reducing risk and liability for producers by reviewing viable options and performing a scan of similar programs in other countries. Albert provided a document outlining where risk falls in cases of animal diseases for Australia and U.S. and highlighted how Canada is different because property rights are a provincial responsibility.

Two resolutions passed – one, requiring that all imported food must pass Canadian food safety standards and a second, resolving that the cost of a traceability system is a shared long-term responsibility.

Trade Committee Meeting

Frederic Seppey, Executive Director, Strategic Trade Policy Division of International Trade provided an update on the WTO and Canada/EU negotiations. Seppey maintained that the WTO is in a holding pattern. Work is still being done at the technical level on the templates for the Schedules of Commitment and the Special Safeguard Measures (SSM). He mentioned that the issues causing the delays in movement are political; basically, the U.S. wants more market access to China, India and Brazil.

The ongoing Canada/EU Comprehensive Economic Trade Agreement (CETA), which has held four rounds of talks so far, has reached roughly the halfway point. Another meeting is scheduled to take place this November but will likely be more of a review exercise.

The Director General of the Market Access Secretariat at International Trade, Fred Gorrell, then provided the committee with an update on what their goals and functions are. Their ambitious agenda, supported by the Minister of International Trade and the Prime Minister, is focused primarily on China.

Other

A panel presentation, entitled, *Forging Links along the Value Chain*, was held with guests from several organizations and companies, including Rory McAlpine of Maple Leaf Foods Inc., Gord Harrison with Canadian National Millers Association, Jeff Brenten of Sysco Foods and a team from Whole Foods Market. Their discussion focused on the question: “how do we get the profits to be shared more equally so that all partners along the value chain can benefit?”

Upcoming meetings

- WTO Symposium (Sept 15-17)
- IFAP World Congress (Nov 12-17)
- Cairns Group Meeting (Canada 2011 – co-hosted with CAFTA in Saskatoon)

Reminder

CFA's 75th Anniversary banquet is being held on October 20th at the Fairmont Château Laurier in Ottawa. CFA Members are also being encouraged to participate in the 75th anniversary celebrations by visiting the website www.cfa-fca.ca, submitting photos for the contest or by nominating someone for recognition. **CF**



QUIZ GAUGES HOME KITCHEN FOOD HYGIENE

Results from an online quiz in Los Angeles County suggest that 14 percent of home kitchens would not be awarded a letter grade in a restaurant health inspection.

The quiz, published in a Morbidity and Mortality Weekly Report, was part of a Home Kitchen Self-Inspection Program assembled by the Los Angeles County Department of Public Health.

The questions were based on hygiene standards routinely used to evaluate full-service restaurants, with an emphasis on practices considered most relevant in a home kitchen. Questions included whether or not raw meat was stored below other foods in the refrigerator, and whether the refrigerator was equipped with a working thermometer.

If these kitchens were graded like restaurants in Los Angeles County and had to post a letter grade, 34 percent would have earned an A, 27 percent would have earned a B and 25 percent would have earned a C. (Scores lower than 70 are not assigned a letter grade.)

Ninety eight percent of full-service restaurants in Los Angeles County earned an A or a B rating between 2006 and 2008.

In terms of actual home kitchen practices, one in three reported storing raw meat above other foods in their refrigerators. More than one in four respondents said they didn't remove jewellery or keep their fingernails short while cooking, and roughly 36 percent said they didn't have a thermometer inside the refrigerator.

More than 13,000 people took the quiz between 2006 and 2008. The published report notes that respondents must have had computers and Internet access to participate, and that they enrolled in the self-assessment because of an interest in food safety.

Article reprinted with permission. Written by Dani Friedland and posted on Meatingplace.com on 9/7/2010

... BROILER MEAT INCREASED FROM 92% IN 2004 TO 99% IN 2007 AND 105% IN 2009

POWER OF LABELLING

France, the third-biggest poultry market in Europe, will expand by 3%, amid growing perceptions that chicken is healthier and leaner than red meats, while fourth-ranked Germany will maintain run of growth driven by the success by so-called "D/D/D", or "born/raised/slaughtered" labelling.

This system had proved effective in promoting domestically-reared chickens over those even from neighbouring countries, prompting an expansion drive by German poultry processors.

"As a result, self-sufficiency for broiler meat increased from 92% in 2004 to 99% in 2007 and 105% in 2009," a September USDA report said.

From USDA, FAS Global Agricultural Information Network Report Number: FR9049

To be or not to be... in the TPP

Over the last months, a new trade initiative started to appear more frequently in the Canadian media, brought up by pundits who were questioning the rationale for Canada not being already part of this group.

The Trans-Pacific Strategic Economic Partnership Agreement, also known as the Trans-Pacific Partnership (TPP) is a regional trade initiative in the Asia-Pacific region. The discussions currently involve eight countries: Australia, Brunei, Chile, New Zealand, Peru, Singapore, the United States and Vietnam. Canada and Malaysia are both considering joining the group and have had bilateral meetings with all countries involved. As reported in the press, New Zealand and the U.S. have expressed some reluctance in welcoming Canada to the Partnership. Various reasons were expressed but the most frequently expressed one is the fact that Canada is unwilling to make concessions on dairy, poultry and eggs, which New Zealand opposes. The U.S. reluctance is probably not related to agriculture but has more to do with protection of intellectual property.

When looking at the New Zealand situation in more depth, there are virtually no major export interests in the poultry and eggs sector but the New Zealanders are well known for their dairy exports. Therefore, their reluctance to welcome Canada within the group is specifically due to the dairy industry however, other issues must be considered when entering an economy-wide free trade discussion. Despite the importance of dairy to the New Zealand economy, which represents about half of the agriculture exports and about one fifth of their exports, other sectors come into play.

Based on New Zealand GDP, agriculture represents 4.6%, while industry and services represents respectively 23.7% and 71.7%. It is hard to believe that New Zealand would pass on opportunities for those sectors for the balance of their economy, simply for not getting unlimited access to the Canadian dairy market.

Pragmatism should prevail as some sectors always get different treatment under a trade agreement, while the other sectors are more liberalized.

Other bilateral and regional free trade agreements concluded by Canada have all found a way to address the requirements for operating an effective supply management for the dairy, poultry and eggs industries. There is no reason why this would not be the case in current or future FTA initiatives. Time will tell if Canada joins the TPP or not, but other justifications would be needed to explain the decision. We should not forget that Canada already has bilateral Free Trade Agreements with Chile, Peru and the U.S.—some of the major countries involved in the TPP. **CF**

SEND US YOUR FEEDBACK!

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