

THE CHICKEN FARMER

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CFIA Set to Expand Avian Influenza Testing

The Canadian Food Inspection Agency (CFIA) will begin on-farm surveillance activities for notifiable avian influenza (also referred to as "NAI") starting in the summer of 2008. These activities represent one of the components of the Canadian Notifiable Avian Influenza Virus Surveillance System (CanNAISS) that is being proposed by CFIA to the European Union.

For several years, CFIA has tried to initiate Low Pathogenic NAI surveillance in Canada, but has been unable due to technical and producer compensation issues.

While adequate compensation remains a significant issue for the poultry industry, recent events within the European Union (EU) have pushed CFIA and the Canadian poultry sector to act quickly. In December 2007, the EU established new rules for product being exported to, or through, EU member companies. The EU requirements state that any country wanting to export to, or through, the EU must have an NAI surveillance program in place by January 1, 2009, and that this program must have been operational for six months prior to that date.

Due to these new requirements, the CFIA is under pressure to develop and implement an effective NAI surveillance program, as the new rules have significant impact on poultry genetics companies and meat processors that export to or through the EU.

As a result, CFIA is proceeding with a mandatory on-farm surveillance for all poultry commodities in order to meet the timeline restrictions of the EU. Originally, CFIA and the poultry industry had been planning for a volunteer NAI survey, however with the new EU requirements; this became unfeasible as CFIA could not be guaranteed that there would be sufficient numbers of volunteer farmers in all Canadian poultry sectors to meet the annual testing requirements.

The intent of the surveillance is to detect the presence of low pathogenic NAI. The prevalence of low pathogenic NAI is expected to be very low in Canadian poultry flocks.

While there are reactionary measures when a low pathogenic NAI virus is detected, these measures are significantly less devastating on the industry and the surrounding farms (e.g. limited movement restrictions and testing regimes, etc.) than a highly pathogenic reaction. Finding low pathogenic NAI is important, as low pathogenic



NAI may be able to mutate to highly pathogenic forms. There have been numerous reports worldwide whereby low-pathogenic NAI has mutated to the highly pathogenic form (e.g. Italy 1999, B.C. 2004).

By expanding its surveillance program, Canada will meet World Organization for Animal Health (OIE) requirements and be on par with other countries in the world.

Elements of the Mandatory Surveillance Program

The surveillance will be mandatory in that CFIA will require processing plants to have a negative NAI report for each flock that is slaughtered within a CFIA-prescribed number of days. In 2008, 300 broiler and roaster chicken flocks (subject to change) will be sampled across Canada; these samples will be divided across Canada.

In order to obtain a negative NAI report, CFIA and/or processing plants will inform farmers that their flocks need to be tested and will coordinate with farmers to do so. Flocks will be tested at approximately 14 days before slaughter date. This timeline may change as CFIA refines its testing protocol and can ensure availability of results in a shorter timeframe. The intent is for all negative flocks to go to slaughter as planned.

Once notified that their flocks require testing, farmers will have the option, at no cost for them, of using their private veterinarian to take blood samples or to use CFIA veterinarians. Where turnaround time is of the essence (e.g. for broilers), both fecal and blood samples will be taken at the same time to ensure that results are ready in time for the planned processing date.



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➡ Please see Avian Influenza p. 2

For a weekly update on the WTO trade negotiations, visit the CFC website
@ www.chicken.ca
and click on the Geneva Watch button

Visit www.farmsandfood.ca

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Prior to shipping birds, we anticipate that farmers will be provided an laboratory reference number to include on the flock information reporting form, or to send to the processing plant, to identify that the flock has tested negative. Details regarding this aspect are being finalized.

For its part, CFIA has indicated that part of the survey policy will allow for a flock to go to processing if the results from the test samples are not ready prior to processing – provided that CFIA is responsible for the delay.

Reactionary Measures

With any surveillance, there is the possibility of finding positive flocks. In the case that CFIA does detect an NAI virus, CFIA will order the flock and any flocks on the same premise to be depopulated. Any flock ordered destroyed by CFIA will be compensated as per the Health of Animals Act.

The infected premise will be quarantined and CFIA will conduct an investigation and perform a trace-out to determine if the virus has spread to other locations.

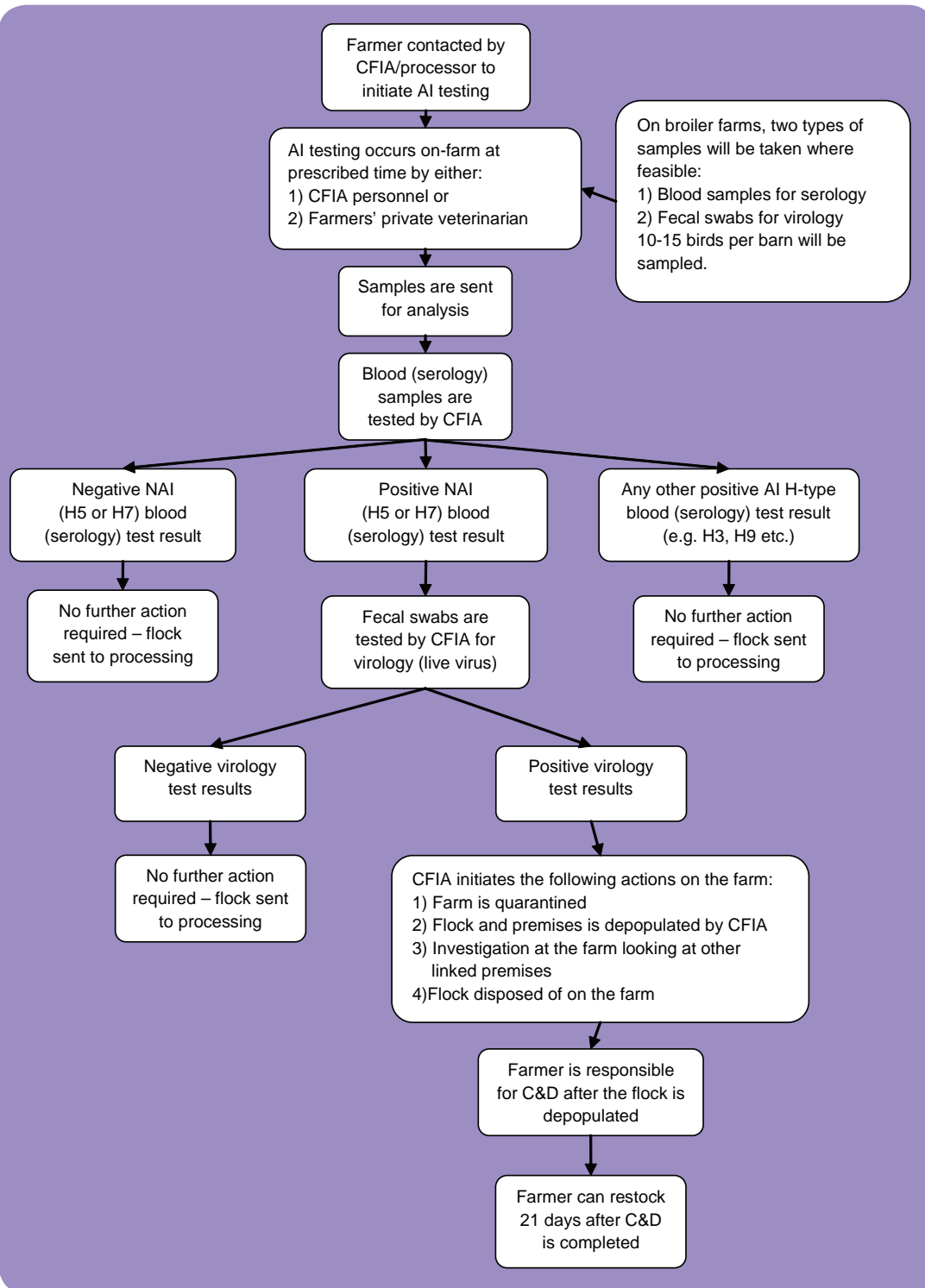
For example, premises under common management, even if they are outside of the 3 km region, will be tested to ensure they are NAI negative.

For any farm that has tested positive, there will be a minimum 21-day required downtime after the cleaning and disinfecting is completed and approved by CFIA.

CFIA is only looking for H5 and H7 NAI viruses. No action will be taken if CFIA finds other low pathogenic AI virus types other than H5 or H7.

For further information on CFIA's actions as a result of a low pathogenic finding or to see the different control measures between a low pathogenic situation and a highly pathogenic situation, please refer to the "Notifiable Avian Influenza and Your Operation" booklet issued by the national poultry organizations.

Flow-Diagram of the 2008 Mandatory AI Surveillance (subject to change)



Update on Saskatchewan Avian Influenza

- Ninety days have passed since cleaning and disinfection activities on the affected Saskatchewan farm were completed. No further cases of highly pathogenic avian influenza have been detected through surveillance during this period.
- The World Organization for Animal Health (OIE) has been notified that Canada is now considered to be free of highly pathogenic avian influenza in accordance with the science-based standards adopted by the international animal health body.

Good Business, Great Chicken

The 2008 CFC Annual Meeting was held on March 26, and began with a short presentation by David Fuller, the Chairman of CFC, who focused on several of the chicken industry's challenges in 2007.

His presentation covered the ongoing work on the CFC Animal Disease Strategy (avian influenza), on-farm food safety, the World Trade Organization agriculture negotiations, as well as some of the close partnerships upon which the industry continues to rely.

"By working together to achieve our goals – goals that will continue to grow our industry – we can continue to have an industry that is progressive, adaptable and responsible," said Fuller. "Growth – that's a big word. It means changing the way we think. It means not resting on our laurels. It means continually striving to be the best we can be."

The annual meeting included a series of short reports by each of the committee chairs and CFC representatives to other organizations.

These included:

- Animal Care Committee – Yves Campeau
- Finance Committee – David MacKenzie
- Food Safety Committee – Matthew Harvie
- Market Development Committee – Urs Kressibucher
- Promotion Committee – Jake Wiebe
- Canadian Federation of Agriculture – Erna Ference
- Canadian Poultry Research Council – Jacob Middelkamp

First Guest Speaker

Bill Smirle, the newly appointed Chairman of the National Farm Products Council (NFPC), was in attendance and spoke briefly to introduce himself to the industry. He gave some background on what brought him to NFPC, introduced some of the new council members, and thanked the outgoing council members and staff.

Mr. Smirle also spoke about his dual role at the NFPC, his mandate and the importance of teamwork and continued collaboration.

"It is always very helpful for us to hear directly from you about your successes, your concerns and your plans for the future."

"Part of my role as Chair is to make sure Council adheres to its mandate, which is to review the operations of the national agencies and to ensure that they comply with their objectives under the Farm Products Agencies Act (FPAA)," said Smirle.

"As Deputy Head of the Council my role includes being accountable for the administration of the NFPC as a distinct federal government entity, being responsible for the correct implementation of government policies, initiatives and practices."

"I want to reassure you that Council will continue its work in the same direction and we will maintain a positive and strong relationship with all national agencies."

Second Guest Speaker

Jack Wilkinson, the President of IFAP, the International Federation of Agricultural Producers, provided the annual meeting with a colourful international perspective on agriculture and farming.



An animated speaker, he took the audience on a tour of duty. He explained his role at IFAP and how IFAP is not just about development and gave a summary of some of the other issues that the organization is involved with.

These include:

- Compartmentalization (during a contagious animal disease)
- Empowering farmers (by building cooperatives and orderly marketing systems)
- Animal care and codes of practice

During the presentation, he made it clear that Canada "got to where it is today, because of the incredible engagement between farmers, their organizations and governments provincially and federally." He expressed concern about the increase in regulations and the change in bureaucracy that seems to be following the European model.

The red tape in Europe is not something to duplicate here in Canada, he implied, as we have done so much in the past 30 years through partnership. "In the EU, for example, there are 33 regulations about the marketing of a carrot."

He also applauded the role CFC, and other Canadian commodities have played in establishing commodity-specific food safety systems. "Compared to other countries, where it can change from plant to plant, or from retailer to retailer, Canada is absolutely a world leader and we need to keep communicating with each other to ensure that we stay competitive and continue to work towards systems where farmers have a voice and a measure of control."

"Our role is to influence the future, so that we are successful, so that all our partners are successful and that we have the ability to move forward, no matter what happens at the WTO. We need a plan that is able to respond appropriately so that we stay world leaders."

A practicing farmer, Wilkinson has been the president of IFAP since 2002 and was previously the president of both the Canadian Federation of Agriculture and the Ontario Federation of Agriculture.

Agreement in WTO Negotiations?

Since the start of the Doha Round of negotiations in 2001, we have been reporting on the slow progress in the WTO agriculture negotiations and the difficulties negotiators are having in meeting their own timelines to conclude a WTO Agreement.

Learning from years of negotiations, WTO members no longer set firm timelines, but they are still working hard to reach an agreement.

Over the last few issues of *The Chicken Farmer*, it has been mentioned that although progress was difficult, negotiators would eventually reach consensus on sufficient elements that would justify bringing the Ministers from the key negotiating countries to Geneva to settle the last few details of an agreement. A deal will eventually be reached, but the question is when.

Ministerial Meeting in May?

With a third version of the draft modalities for agriculture (at the time this article was written, they were anticipated to be released by Agriculture Negotiations Chair, Crawford Falconer in early May), the negotiators have come a long way in addressing the technical issues.

The long-standing difficulty of calculating domestic consumption for sensitive products was finally overcome in early April with a very complex methodology to allocate consumption to a much disaggregated (separated to their component parts) level of product.

Other issues still remain, but Falconer and the negotiators always described the next steps as requiring decisions from the Ministers.


Following the release of the new set of modalities for both agriculture and non-agriculture market access (NAMA), negotiations will move to the horizontal process, allowing cross-cutting discussions between different areas of the negotiations. The horizontal process is expected to take place in mid- to late-May.

The week of May 19 (or possibly later in May) has become an important date on the WTO calendar. This is when Director General Pascal Lamy is planning on holding the much-anticipated ministerial meeting with the view to achieved modalities on agriculture and NAMA.

Ministers of key countries are expected to come to Geneva to finalize the unresolved areas of the draft modalities. It is felt that there needs to be no more than 10-12 outstanding issues for Ministerial approval.

In the event that Ministers are able to reach an agreement, the WTO modalities could then be approved. The next stages of the Doha Round would consist of developing the commitments schedules and the legal texts, and other, more administrative tasks.

The month of May might bring some critical development to the WTO negotiations. As in the past, things probably won't be finalized in May and might be dragged on until the end of July.

What are a few months in this negotiating round that started in 2001? One thing is certain: there seems to be a real desire to conclude the modalities very soon. 

The CFC Board of Directors and Committees for 2008

Chair: David Fuller (Nova Scotia)

Yvon Cyr (New Brunswick)

Martin Dufresne (Quebec)

Erna Ference (Alberta)

Luc Gagnon (CPEPC – Canadian Poultry and Egg Processors Council)

Todd Grierson (FPPAC – Further Poultry Processors Association of Canada)

Matthew Harvie (Nova Scotia)

Dave Janzen (British Columbia)

Urs Kressibucher (Ontario)

David MacKenzie (Prince Edward Island)

Ruth Noseworthy (Newfoundland & Labrador)

Diane Pastoor (Saskatchewan)

Brian Payne (CRFA – Canadian Restaurant and Foodservice Association)

Tony Tavares (CPEPC)

Danny Wiebe (Manitoba)

Executive Committee

Chair: David Fuller (Nova Scotia)

1st Vice-Chair: Martin Dufresne (Quebec)

2nd Vice-Chair: Urs Kressibucher (Ontario)

Member-at-Large: Erna Ference (Alberta)

Production Policy Committee

Chair: Keith Fuller (B.C. alternate)

Yvon Cyr (New Brunswick)

Martin Dufresne (Quebec)

Todd Grierson (FPPAC)

Urs Kressibucher (Ontario)

Brian Payne (CRFA)

Tony Tavares (CPEPC)

Food Safety Committee

Chair: Dave Janzen (B.C.)

Yves Campeau (Quebec alternate)

Luc Gagnon (CPEPC)

Matthew Harvie (Nova Scotia)

Adrian Rehorst (Ontario alternate)

Animal Care Committee

Chair: Danny Wiebe (Manitoba)

Yves Campeau (Quebec alternate)

Marc Cormier (New Brunswick alternate)

Promotion Committee

Chair: Jake Wiebe (Manitoba alternate)

Reg Cliche (CPEPC alternate)

Diane Pastoor (Saskatchewan)

Finance Committee

Chair: David MacKenzie (P.E.I.)

Dave Janzen (British Columbia)

Brian Payne (CRFA)

CPRC 2007 Annual Meeting

The Canadian Poultry Research Council (CPRC), established in 2001 by the five national poultry organizations in Canada, recently held its annual meeting. Re-elected as chair was Chris den Hertog representing the Canadian Hatching Egg Producers and newly elected as vice-chair was Jacob Middelkamp representing Chicken Farmers of Canada (CFC). Helen Anne Hudson (Canadian Egg Marketing Agency), Ingrid deVisser (Canadian Turkey Marketing Agency) and Erica Charlton (Canadian Poultry and Egg Processors Council) also sit on the CPRC Board of Directors.

Twenty research projects have been funded by CPRC with another five under review for matching funding. These research projects are designed to address issues in the areas of avian gut microbiology, environmental issues, food safety and poultry health and poultry welfare and behaviour. Project summaries are available on the CPRC website (www.cp-rc.ca). CPRC also recently sent out its next call for letters of intent to solicit research in the areas of the environment and novel feedstuffs. The deadline for receiving letters of intent is June 30th.

To date, CPRC has allocated \$1,010,271 to poultry research and these funds have been leveraged to over \$4.8 million. Furthermore, CPRC has committed an additional \$334,626 to poultry research for projects that are currently under consideration for matching funding and which could be leveraged for another \$2.1 million.

In addition to supporting research projects, CPRC along with Agriculture and Agri-Food Canada (AAFC) jointly put out a call for proposals to universities across Canada with the intent of selecting an establishment to coordinate research efforts in poultry welfare across Canada and provide an extension role to ensure that research results are disseminated effectively as there has been an erosion of both human and physical resources with respect to research, education and technology transfer related to the poultry sector. The initiative would be one step toward filling that void.

Following a comprehensive selection process, the University of Guelph was selected to fill this role. AAFC has agreed to support this initiative by providing a scientist and program support. CFC and the other CPRC members have recently announced their commitment to support this initiative. The Ontario industry has also pledged their support.

The AAFC scientist, to be permanently co-located at the University of Guelph, will work alongside the many welfare and behaviour experts already at Guelph and will also play a coordination role to raise the mutual awareness among researchers working in welfare, behaviour and related fields across Canada and beyond, thus improving the efficiency of the poultry welfare research effort in Canada.

CPRC will now be regularly featured in Canadian Poultry Magazine. This will provide an opportunity to update the readers on CPRC activities including events, program developments and research results. CPRC's first feature appeared in the April 2008 edition of the magazine.

Strategic Planning

Chicken Farmers of Canada regularly undertakes the task of setting important and ambitious goals for itself by defining its mission, articulating its vision, and plotting a course for success in strong partnerships, new possibilities and higher standards.

In its existing long-term Strategic Plan, CFC aimed to become a leader in system performance, food safety and quality, consumer preference, market expansion and organizational capacity.

By defining its mission, articulating its vision and plotting a course for success, CFC contributed to the ongoing leadership of the Canadian chicken industry, with exceptional activities to help the industry realize its collective goals.

2008 marks the last year of CFC's current five-year strategic plan. In the fall of 2007, the CFC's Board of Directors established an 8-member, industry-wide Steering Committee to lead the development of a 5-year strategic plan for the Canadian chicken industry for 2009 – 2013.

This priority-setting process provides a well-paved path to the future, buttressed by the support and cooperation of all partners.

The purpose of this Strategic Plan is to provide a broad framework of policy and direction aimed at improving the performance of the supply management system; expanding markets; improving food safety; addressing consumer preferences and expectations related to animal care, the environment and food quality; and improving the capacity of CFC to serve as the national focus for the pursuit of these aims.

While CFC will be the primary user of the plan, other stakeholders will be encouraged to consider its objectives and priorities, and to work with CFC in the coming years to bring an industry-wide approach to many of the issues.

Improved allocation, trade policy and food safety are examples of issues that require such a collaborative approach.

Since its creation, the Steering Committee has met several times over this year to review the progress of the past five years, assess the current and future operating environments of the industry, and shape recommendations for future priorities.

It became important to expand the discussion and debate with a broader group of stakeholders in order to test the thinking, sharpen the focus and improve the substance of recommendations.

As a result, 40 stakeholders from production, feed, hatcheries, processing, further processing, foodservice, retail, allied industry and government met to consult on the major themes and directions being determined for the Strategic Plan. The full day session included in-depth discussion on proposed priorities, objectives and goals.

The Steering Committee will be using the results of this consultation to finalize its recommendations to the CFC Board in June.



Take a trip to the dark side. Everybody's doing it! There are hundreds of recipes for dark meat out there!
It's a delicious change from the more traditional boneless, skinless breast and offers great nutritional value.
With such terrific variety out there, why not try something new?

Chicken – Canada's favourite meat!

NEWS FROM THE HILL

On March 31st, Parliament resumed after a two-week Easter recess.

The House of Commons had four new members sworn in as a result of by-elections held March 17th in British Columbia, Saskatchewan and Ontario.

Former B.C. environment minister, Joyce Murray, retained Vancouver Quadra – former seat of Stephen Owen – for the Liberal Party of Canada, while former RCMP officer, Conservative Robert Clarke took the riding of Desnethé—Missinippi—Churchill River, which had formerly been held by the Liberals' Gary Merasty, who resigned his seat last year.

Two former Liberal leadership candidates also won seats in the House of Commons in the by-elections. Toronto lawyer, Martha Hall Findlay won the Toronto area seat of Willowdale, a seat formerly held by Liberal Jim Peterson.

Former Ontario New Democratic Party Premier, the Honourable Bob Rae, returns to the House as the Liberal member for Toronto Centre, a seat long held by interim Liberal leader Bill Graham. This is not Rae's first run as a Member of Parliament. From 1978-82, Rae was a New Democrat MP, before embarking on a thirteen year career in provincial politics with the NDP. Mr. Rae served as the Liberal Party's Foreign Affairs critic while outside the House of Commons and, after a shuffle of the shadow cabinet, he will retain that role from within Parliament.

Canadian Federation of Agriculture

The Canadian Federation of Agriculture held its Annual General Meeting in February with the participation of more than 20 producer groups from across Canada.

They met to discuss the issues facing Canadian agriculture today, including international trade, the progress of national agriculture policy development, environmental sustainability in agriculture and food safety issues.

The theme of this year's meeting was "The Ties that Bind: Forging New Alliances."

Agriculture and Agri-Food Minister Gerry Ritz was on hand to address delegates.

The CFA also welcomed keynote speaker Wendy Mesley, journalist and host of the CBC program "Marketplace". Mesley spoke about her recent program on Product of Canada food labelling and issues

around consumer trends and the media. Her talk reinforced CFA's push for a new "Grown in Canada" food label and in fact, two resolutions were passed regarding Grown in Canada labelling with specific policy recommendations.

Ag Committee Labelling Hearings

The House of Commons Standing Committee on Agriculture and Agri-Food called witnesses to testify on the Grown in Canada label. On April 10, the Canadian Poultry and Egg Processors Council and the Further Poultry Processor Association of Canada were represented. Chicken Farmers of Canada presented to the Committee on April 29.

MPs' and Senators' BBQ Kits

The extremely popular BBQ kits are back for yet another BBQ season. Chicken Farmers of Canada provides parliamentarians with BBQ kits for 200 people in order to raise the profile of the Canadian chicken industry in federal ridings and senatorial districts across the country.

Each parliamentarian is eligible to receive one kit, with a choice of a first aid kit or a CFC BBQ apron included with tablecloths, plates, cups and cutlery. The BBQ kit is free to MPs and Senators and is considered a political donation. As such, the kits have been priced to respect Elections Canada's campaign finance laws for a maximum allowable donation.

Make sure we are at your event!

Place Your Order Today!

Chicken Farmers of Canada will gladly supply you with disposable cups, plates, napkins, plastic utensils and paper tablecloths for your next event. These products will be delivered to your door – at no charge.

Name of Applicant (MP/Senator): _____
 Name of Constituency: _____
 Date and Location of Event: _____
 Contact Person: _____
 Shipping Address: _____
 Telephone Number: _____ Fax Number: _____

☐ Please send me a CFC Event Kit for 200 people

Special Offer:
 With each request, you have an additional choice of receiving a BBQ Apron OR a First Aid Kit. Meal at a host thank you gift or their price! Which gift would you like to have?
☐ BBQ Apron ☐ First Aid Kit - CFC product pouch
 All promotional items are proudly provided by Canadian suppliers.

In compliance with the Canada Elections Act, CFC BBQ kits will not be provided during an election and it is heavily undersold by CFC, and agreed by recipients that the BBQ kit is undersold and will not be used during an election campaign, leadership or nomination contest, or for parties events. Each MP or Senator is limited to one kit per year.

In this event: ☐ parties ☐ non-parties Signature: _____

Telephone: 613-566-5928
 Fax: 613-241-5999 (in the attention of Jennifer Crane)
 E-mail: jmurphy@chicken.ca

Please allow 5-7 business days for the delivery of your CFC Event Kit.

Order forms will be distributed to Members of Parliament and Senators in the coming days. Despite requests for multiple kits by some enthusiastic members, please note that MPs are limited to one kit each per campaign due to finance legislation. That said, farmers should encourage MPs and district Senators to bring CFC to picnic tables in their areas this summer by ordering a BBQ kit!

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