

## Doha: Agricultural Negotiations and the Hippocratic Oath

In order to illustrate the significant difference between agricultural products and other goods, and the challenges for the international trading system to apply the conventional trade theory to the particularities of the agriculture reality, *Chicken Farmer* has reproduced a column written by a U.S. university professor looking at grains trade. We thank Dr. Daryll E. Ray and the Agricultural Policy Analysis Center, University of Tennessee, Knoxville, TN for allowing us to reproduce the following text:

Like the figure of speech concerning cats, the Doha round of trade negotiations seems to have many lives. We have heard so many declarations that if deadline X (you name the date) is not met; the current round of World Trade Organization negotiations is over.

A month ago Doha was declared deadlier than a doornail over the issue of "special safeguard mechanisms" that would allow countries to protect themselves from a flood of low priced agricultural imports. In the last week or two, WTO Director-General Pascal Lamy has visited both India and the U.S. in an attempt to revive the trade talks.

When talks failed a month ago, many commentators suggested that given the coming elections in the U.S., achieving an agreement at this late date would be futile. It is expected that Congressional Democrats would be unlikely to accept a deal negotiated by an unpopular Republican administration.

From our perspective it makes little sense to restart the agricultural portion of the negotiations and the reason has little to do with politics. It has more to do with the Hippocratic Oath.

If agricultural producers and food consumers, especially the poorest ones, are really a central concern of the Doha round, the likelihood of WTO practitioners doing harm is so great that even Lloyd's of London could not compute a premium large enough to offer malpractice insurance.

This failure to understand the differences between the needs of agriculture and other sectors was made clear to us a month ago in a

conversation we had on a flight to a meeting we were attending. On this particular flight our seatmate turned out to be an MBA student from a major university. As a part of the usual chitchat, he asked what we do and we told him about our work in agricultural policy.

The discussion turned to high grain and oilseed prices and we explained that if the U.S. or some other country had maintained reserve stocks of grains and oilseeds, the release of these stocks would

have moderated the level of price increases we are seeing in the markets.

His response was "But, with world trade we don't need to maintain reserves. If a country runs short, it can just import it from somewhere else in the world." In a perfect world, he

might be right about the balancing role of trade.

This perfect world would need to have a significant number of countries involved in the production of exportable surpluses of the various grains and oilseeds. In addition the carryover stocks would need to be balanced among a number of countries as well. As some Enron employees found out, when you have all of your eggs in one basket, your risk rises dramatically.

For six grains (barley, corn, oats, rice, sorghum, and wheat), just two countries, the U.S. and China, have held an average of nearly 58 percent of the world's ending stocks over the last ten years (1998-2007).

To make things more risky, the difference between the high and low stocks of these two countries, 239 million tonnes, is greater than the highest level of carryover of the rest of the countries in the world, 217 million tonnes in 2001. Most of the world's carryover stocks are in two baskets — the U.S. and China.

If either of these countries has a spike in demand, or a major shortfall in production, or both when stocks are at their low point, there is virtually nowhere else to go to obtain any significant amount of grain if a country needs to supplement its production with imports.

That is the situation the world finds itself in at this time. When pipeline needs are taken into account, there is precious little grain available to meet emergency needs or serious production shortfalls.

None of this would be serious if grains were like cotton tee-shirts. If the world ran into a shortage of cotton tee-shirts, the worst consequence is that we might have to keep some holey ones in our wardrobe until a new supply came online.

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Did you know that the concentration in the world chicken market is even greater than in the six grains mentioned in the article. If we take Brazil and the United States, the two main net exporters of chicken, they represent 76% of the world exports of chicken. If there was a major disease to occur in one or even worse, both Brazil and the United States, 76% of the world exports would no longer be available. This high concentration should represent a food security concern.



Chicken Farmers  
of Canada  
Les Producteurs de  
poulet du Canada

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For an update on the WTO trade negotiations, visit the CFC website  
@ [www.chicken.ca](http://www.chicken.ca)  
and click on the Geneva Watch button

## Standardized Protocols for Cleaning and Disinfecting after Avian Influenza

CFC and the Canadian Food Inspection Agency (CFIA) have completed a set of standard operating procedures (SOPs) for the cleaning and disinfection (C&D) of broiler barns after depopulation was carried out due to avian influenza (AI).

The objective of the project was to develop a document to help farmers understand CFIA's requirements after a depopulation and to help farmers develop their own SOPs.

The final document contains a generic description of the SOPs for the C&D activities and easy-to-follow checklists. The finalized C&D protocols have been vetted by CFIA, and have been incorporated into CFIA documentation.

As each premise is different, the document produced is generic in nature, although detailed enough that it can be used effectively by farmers. Each farmer will be required to customize the SOP for to their own operation by adapting the procedures to the types of barns, buildings, equipment and machinery used on their premises.

A copy of the SOPs has been provided to each Provincial Board office, and will be used in conjunction with the provincial emergency response teams.

All national poultry organizations have been developing SOPs with CFIA so that the wording and format will be similar across commodities.

### C&D Procedure

After a flock has been depopulated by CFIA, the farmer is responsible for conducting a thorough C&D of all barns, buildings, equipment, vehicles, and materials associated with the care of poultry on the infected premises.

Before starting the C&D, the CFIA designates a Site Supervisor for each premise that has been declared infected. The Site Supervisor's role is to assist in coordinating the disease control activities on a premise and to act as a conduit of information between the CFIA and the producer.

The CFIA also designates a C&D Unit staff member to each premise whose role is to provide guidance on the C&D process. The CFIA staff will review, with the producer, the areas and buildings that require C&D.

The producer is then responsible for developing a concise, farm specific SOP for cleaning and disinfecting the required areas, buildings and


things, and is also responsible for handing a copy of that specific SOP to the CFIA for review and approval. The generic SOP described above can be used for this process. Once approval from CFIA is received, the producer may commence the C&D.

C&D consists of two major steps: 1) cleaning; and 2) disinfection. At the end of each step, the producer must request an inspection by the CFIA, and must receive a signed declaration from the CFIA before starting the next step.

The producer is advised to provide a site diagram to the CFIA that indicates the location of poultry barns, mechanical buildings, storage or utility sheds, etc. This is important to ensure that appropriate C&D occurs in the required areas. An example can be found on your *Safe, Safer, Safest* barn poster.

C&D ensures that the AI virus has been inactivated thereby eliminating the risk of

disease transmission. Restocking and re-starting production on the infected premises cannot occur until C&D has been approved by the CFIA.

In order for an infected premise to re-stock, the producer will need to wait 21 days after the full C&D process has been approved by CFIA. 



## Thoughts on OFFSAP?

CFC is asking for farmers to submit their suggestions for modifications to the On-Farm Food Safety Assurance Program – *Safe, Safer, Safest*. As part of the review process, CFC wants to hear from those that use the program everyday – let us know what you like about the program, what you think needs to be changed, or what should be added.

Forward your comments to:

[cfc@chicken.ca](mailto:cfc@chicken.ca)

or

350 Sparks Street, Suite 1007,  
Ottawa, Ontario, K1R 7S8

by

December 31, 2008.

# Poultry Research Update

**T**he Canadian Poultry Research Council (CPRC) was established in 2001 by the five national poultry organizations in Canada.

The establishment of CPRC was prompted by the recognition that there had been an erosion of both human and physical resources with respect to research, education and technology transfer related to the poultry sector.

CPRC's mandate is to create and implement programs for poultry research and development that address specific industry needs. CPRC has been successful in its endeavour to foster poultry research in Canada. To date, CPRC has allocated \$1,070,271 to poultry research and these funds have been leveraged to over \$5.1 million. Furthermore, CPRC has committed an additional \$538,839 to poultry research for projects that are currently under consideration for matching funding and which could be leveraged for another \$1.6 million.

Of the funding allocated by CPRC to support poultry research, CFC has contributed or committed over \$891,000 of it. CFC established a research fund in 2001 and it is the interest earned from this fund that is CFC's source of annual support for poultry research projects and initiatives. In 2007, CFC made a contribution of \$630,000 to the research fund bringing it to a total of \$5 million. CFC's goal is to build the fund to \$10 million. This demonstrates CFC's ongoing commitment to research.

Twenty-one research projects have been funded by CPRC with another nine 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.

Some of the first 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](http://www.cp-rc.ca)).

## Molecular Epidemiology of Necrotic Enteritis

Principal investigator: Patrick Boerlin, University of Guelph

Co-investigators: John Prescott, Bruce Hunter, Wayne Martin, Gabhan Chalmers (MSc student), University of Guelph

CPRC Funding: \$70,000

Start date: November 2004

Final report received: April 2008

## Background

*Clostridium perfringens* is a bacterium commonly found in the gut of a variety of healthy animals, including chickens. However, it is also linked to *necrotic enteritis* (NE). There is relatively little information on how NE develops, especially in terms of the role that *C. perfringens* plays and why certain strains of the bacterium can cause the disease. The main objectives of this project were to look at the *C. perfringens* strains present in chickens and compare their diversity both within individual birds and among different birds on commercial broiler farms, and to see if that diversity changes in birds suffering from NE.

## Research Progress

The techniques traditionally used to determine strain diversity are very laborious. Dr. Boerlin's team therefore developed techniques that are less work intensive and can be largely automated. These new techniques were used throughout the current project and will become part of related studies in the future.

In the first phase of the project, Dr. Boerlin's team looked at the diversity of *C. perfringens* strains in two barns on a commercial broiler farm. It was

unexpectedly low, especially in comparison to Europe, where higher strain diversity is found. It is possible that antimicrobial use on farm has had an impact on the bacteria's diversity.

Strains isolated from field cases of NE (these birds did not receive antimicrobials) were then compared to those from flocks with no known history of the disease. *C. perfringens* strains from the same NE-positive birds, or from different healthy birds from the same barn, were generally the same genetic type. However, different NE outbreaks were associated with genetically diverse strains. Almost all these isolates tested positive for the *NetB* toxin, which was recently implicated as a contributing factor in NE. Collectively, these results suggest that an element(s) that can be transferred from one strain to another (such as the *NetB* gene) can affect a strain's ability to cause NE.

Samples were also taken from a different research project during which birds were challenged with *C. perfringens* to artificially cause NE. All the strains tested were *NetB* positive, but the degree to which they caused disease varied. The implication here is that *NetB* may only contribute to NE and that other factors (such as management practices) are involved in development of the disease. Further studies are being planned to determine the effects of different management practices on *C. perfringens* populations.



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But with food, people cannot wait a couple of months for a new supply to arrive in the marketplace. In the absence of a continuous supply of foodstuffs of which grains are a major component, people die.

A trading system that does not take this issue into account is likely to run into problems as countries resist becoming dependent for their food on a system that is unstable. For many countries, including many developing countries, food security is a major issue.

All we have to do is count up the countries that have restricted their exports of rice to see how true this is. We can lecture them about their responsibilities to the world trading system or we can take their food security concerns seriously.

At last check the only country we know of that has exported grains at the expense of feeding its populace is Sudan and they depend upon various international aid organizations to feed their hungry.

Text by Darryll E. Ray who holds the Blasingame Chair of Excellence in Agricultural Policy, Institute of Agriculture, University of Tennessee, and is the Director of UT's Agricultural Policy Analysis Center (APAC).

Darryll Ray's column is written with the research and assistance of Harwood D. Schaffer, Research Associate with APAC. Reproduced with permission.

**Chicken feed is hormone-free!**



## WTO Negotiations are Continuing

As expected, WTO agriculture negotiations slowly resumed this fall. Politically, no one of the big players wants to be accused for not cooperating in the effort to try concluding the Doha Round as soon as possible. The trade talks were kicked-off in mid-September with a meeting among high-level officials from the G-7 group of key countries. Talks continued at the beginning of October in the more detailed and less politicized format of “walk in the woods” meetings called by Ambassador Falconer.

### G-7 Process

At the G-7 meeting in September (attended by Australia, Brazil, China, the EU, India, Japan and the U.S.) negotiators spent most of the time trying to find a way out of the impasse on the Special Safeguard Mechanism (SSM), a tool that would allow developing countries to protect domestic producers from sudden import surges or price declines. Deadlock over the SSM was the “official” trigger of the failure of world trade talks, which collapsed after nine days of intense negotiations at the end of July.

Because the G-7 talks are not open to all WTO Members, several coalitions including many developing countries – the G-20, the Cairns Group, and the G-33 – have held separate meetings to be briefed on the content of the G-7 talks, expressing dissatisfaction for not being involved.

### Multilateral Negotiations

The ice being broken, the chair of the WTO agriculture negotiations, Crawford Falconer of New Zealand, outlined a strategy to broaden the scope of discussions and enlarge the number of participants in order to work on outstanding issues in negotiations. From the beginning of October he started to call a number of “walk in the woods” meetings (small-group meetings that take place away from the WTO) on issues covering: tariff rate quota creation, tariff simplification, sensitive products, the Special Safeguard Mechanism (SSM), green box, blue box and cotton.

Such meetings took place up until October 10, followed by a one-week break and resumption the week of October 20. After such small-group and private consultations, Falconer’s hope is to convene a “Room D” meeting of 36 representative delegations to be followed by a meeting of the full membership.

The volatile international context in which these negotiations are taking place (elections in U.S. in November, followed by elections in other key countries, new EU Trade Commissioner, Falconer’s to leave his Geneva post in December, and the economic uncertainties) makes the progress difficult. Countries are very cautious in their approach and recognized that many issues require further discussions.

WTO Director General Lamy and Agriculture Negotiations Chair Falconer expressed cautious optimism that a full modalities agreement is still within reach before the end of the year, despite most countries’ skepticism that such deal could be concluded. However, in the absence of a modalities’ agreement in 2008, the efforts in Geneva this fall will set the grounds for more intensive negotiations in 2009.

## NEWS FROM THE HILL



### Canadian Political Overview

On October 15, 2008, Canadians cast their ballots in Canada’s 40<sup>th</sup> General Federal Election. The final tally gave Prime Minister Steven Harper and his Conservative Party a stronger minority but no majority in the House of Commons.

### How the Parties Fared

The Conservatives won a total of 143 seats, up from 127 prior to the election. The Harper Conservatives swept the west, experienced gains in both Ontario and British Columbia, but were shut out in Newfoundland and did poorly in Quebec. Conservative gains came largely in Ontario, where they won 51 of the province’s 106 seats, increasing their presence in Ontario by 10 seats.

The Liberals, under the leadership of Stéphane Dion, ended up with 76 seats, down from 95. While they remain the Official Opposition, they have lost their Canada-wide party base and ended up with 26.2 per cent of popular support, a historic low for the party. It is expected that the Liberal leader will step down in the not too distant future.

The Bloc Québécois won 50 seats, down from 51 in the 2006 election, but with 2/3 of the province’s ridings under their control, the Bloc remains a powerful voice for Quebec in the House of Commons.

The New Democratic Party won a total of 36 seats. Jack Layton’s NDP made large gains in Northern Ontario taking the rural vote, and even managed to elect an NDP member in the Conservative bastion of Alberta. This is the second highest number of seats in the party’s history.

The Green Party failed to elect any members to the House of Commons. Party Leader Elizabeth May lost in her attempt to unseat Peter MacKay in the Nova Scotia riding of Central Nova. The Greens did however end up with just under 7% of the popular vote. Two Independents were also elected to the House of Commons. Andre Arthur was re-elected in Quebec and Bill Casey won by a huge margin in Nova Scotia and will return to Ottawa as an Independent MP.

### Post-election Party Standings

Conservatives	143	seats	with	37%	of the vote
Liberals	76	seats	with	26.24%	of the vote
Bloc Québécois	50	seats	with	9.97%	of the vote
NDP	37	seats	with	18.20%	of the vote
Greens	0	seats	with	6.8%	of the vote
Independent	2	seats	with	.65%	of the vote
Other	0	seats	with	.51%	of the vote



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### Election Highlights

During this election, federal political parties addressed a number of issues that are important to Canadians. Chicken farmers were responsive to consumer interests, and presented specific perspectives on the issues that came up during meetings with party candidates. An agricultural focus is the expressed need for our farmers, in recognition that agriculture is a public good.

### The Annual Carleton Farm Forum

The Carleton Farm Forum was held on September 17, 2008 in Manotick, Ontario. Participants included: Pierre Poilievre - Ottawa Nepean, Conservative MP and the host, Agriculture Minister Gerry Ritz and MPs from neighbouring Conservative ridings Gord Brown, Pierre Lemieux, and Guy Lauzon.

Main themes included - the Conservative government's focus on farmers first and how to keep Canadian agriculture sustainable and profitable; the Conservative record of standing up for dairy farmers in the GATT Article XXVIII negotiations; how Minister Ritz defended supply management at the WTO; the Conservative biofuels strategy; and Conservative plan to continue to defend supply management

During his remarks, Minister Ritz noted that: the Government is reaching out to young farmers and his bedrock principle is farmers first because then all others involved in agriculture succeed. The Minister also noted that he has supported supply management from day one, that he proudly signed the declaration of support during the 2004 election, and that it's a given that all four parties in the federal House support supply management, but that it's the Conservative government that defends it.

### The CFA Agriculture Debate

The Canadian Federation of Agriculture – National Agriculture Debate was held on September 29<sup>th</sup> at the Fairmont Château Laurier Hotel in Ottawa. Panellists included: The Hon. Gerry Ritz, MP Minister of Agriculture and Agri-Food; The Hon. Wayne Easter, MP Liberal Agriculture Critic; Tony Martin, MP NDP Agriculture Representative and Kate Storey, MP Green Party, Agricultural Critic. Candidates gave their opening statements that very much reflected their party platforms. All expressed their support for a balanced trade position at the WTO and their continued support of supply management.

### Main Themes

- Business Risk Management programs and the new Growing Forward program
- Creation of a fair and reasonable farm succession system for Canadian farmers
- Environmental stewardship and farmers as part of the solution for climate change
- Trade: ensuring Canadian market access and the reduction of domestic support internationally
- Food safety, traceability and environmentally friendly production
- Marketing structures: supply management, the Canadian Wheat Board

- Product of Canada labeling, and the need for increased stakeholder involvement in implementing the new guidelines

The debate was effective for farmers and farmer representative because it provided a mechanism where they could hear, first-hand, the plans of each of the parties. The presence of the Agriculture Minister and agriculture critics was important since agriculture was the focus of the debate, which allowed for more in-depth discussions and more detailed responses.

### Conservative Party Platform on Canadian agriculture

A re-elected Conservative government would continue to make strategic investments in Canadian agriculture to make sure Canada stays on the leading edge. The Government would:

- Set aside \$500 million over the next four years, and continue to work cooperatively with provinces to implement an agricultural flexibility program
- Continue to work with western Canadian grain farmers to ensure that the results of their plebiscite are respected and that they are given freedom to choose whether to sell grain on the open market or through the Canadian Wheat Board
- Continue to stand up for supply-managed sectors nationally and internationally through any future World Trade Organization meetings and in bilateral trade negotiations
- Invest \$50 million for strong slaughter capacity in various regions of the country to support our beef and dairy industries, and other livestock sectors
- Cut the excise tax on diesel in half, saving farmers over \$47 million dollars a year in inputs.

### CFC Election Material

As part of our Election Strategy, CFC equipped producers with messages and questions to use when communicating with candidates on supply management, the WTO, and the environment. CFC also provided producers with background information to help prepare themselves for meetings: a summary of past election platforms and recent party policy positions on the key issues; economic contributions of the Canadian dairy, poultry and egg industries, as well as guides on how to get involved in the campaign in local ridings. Additional information was posted on [www.farmsandfood.ca](http://www.farmsandfood.ca).

The SM-5 wrote to all political parties with a series of questions to be answered. The Bloc and the Liberals responded to our questionnaires. Their answers have been posted on the [www.farmsandfood.ca](http://www.farmsandfood.ca) website.

CFC, along with the other supply management agencies, decided to produce and distribute individual election kits for producers. CFC's initial producer kit was sent out to provincial boards during the first week of the campaign. Weekly election updates containing information from the unfolding campaign were produced and forwarded to provincial boards. CFC's goal was to provide everyone with timely information from the political parties that would impact our sector and were also of general interest.

In addition, CFC placed a series of three ads in the *Hill Times*. The ads were intended to thank and remind political parties of their support for supply management. The first ad ran on



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September 29<sup>th</sup>, the second ad on October 6<sup>th</sup>, and the third and final ad on October 20<sup>th</sup>, the week following the election. This ad congratulated new and returning MPs to the House of Commons and included a message that CFC looks forward to working with them. Copies of the ads have been posted on the CFC website at [www.chicken.ca](http://www.chicken.ca).

CFC looks forward to working with the Conservative government's Agriculture and Agri-Food Minister and International Trade Minister, as well as all re-elected and new members, to ensure that the Canadian government continues to defend supply management at the WTO, and that the Canadian negotiating mandate upholds the three pillars of supply management.

## New Faces in the Industry

### Alberta Announces New General Manager

Scott Wiens, Chair of Alberta Chicken Producers (ACP) and the Board of Directors are pleased to announce their selection of Bard Haddrell as their new General Manager effective October 1, 2008.

Bard comes to ACP with a good understanding of the agriculture industry acquired during his career with Alberta Agriculture and Rural Development. He has built solid relationships within the department, across government departments and commodity groups. He brings with him a sound and practical understanding of trade issues, legislation, and regulations. He has balanced leadership skills, media experience, and relationships, along with strong strategic and business planning skills. He is familiar with the chicken industry as well as the many positive attributes of supply management to both consumers and producers.

"I look forward to working with the Board, producers, processors and consumers, as well as addressing both the day-to-day office operations and the ever-changing challenges facing producers," said Bard Haddrell.

He replaces Lloyd Johnston, who after seven years of dedicated service to ACP is retiring.

"Over the past seven years, Lloyd has made significant contributions to the industry; his service and dedication will be truly missed and we wish him well in his retirement," said Scott Wiens.

### New CEO at Maple Lodge Farms

The Directors of Maple Lodge Farms Ltd. are pleased to announce the appointment of Michael Burrows as the company's new Chief Executive Officer.

Mr. Burrows brings more than twenty-five years of business experience, mostly in consumer packaged goods, to his new role. Most recently, he was the President and Chief Executive Officer of E.D. Smith Income Trust and E.D. Smith & Sons Ltd. Previously, he was President and Chief Operating Officer of Janes Family Foods Ltd., and held senior management positions at Mattel Fisher Price Inc. and Nabisco Brands Ltd.

He began his career in brand management at Procter & Gamble Inc. Mr. Burrows earned a Masters of Business Administration degree from Queen's University and an Honours Bachelor of Commerce degree from Carleton University.

Founded in 1955, Maple Lodge Farms Ltd. is a private family owned Canadian Corporation.

### Chicken Farmers of Ontario Appoints Rob Dougans as CEO

Dougans brings extensive senior management, operations and marketing leadership to CFO

October 14, 2008: Chicken Farmers of Ontario (CFO) welcomed Rob Dougans to the role of Chief Executive Officer and General Manager, effective October 6, 2008. Mr. Dougans will help

CFO deliver on its commitment to provide trusted leadership in the Ontario and Canadian chicken industry through excellence in supply management regulation and administration, industry business value development, risk management and effective advocacy.

"Our recruitment strategy was to find a proven business leader who can help CFO meet its organizational objectives and deliver value to stakeholders," explains Bill Woods, Chair CFO.


"Rob has built his career on strengthening organizations and we're pleased to have him join and lead the team at CFO."

Rob will apply over 35 years in the consumer packaged goods industries to leading the development and implementation of strategic and operational solutions to support a sustainable and dynamic chicken industry.

"I'm excited about the opportunities facing the chicken industry in Ontario and Canada" explains

Rob Dougans, CEO Chicken Farmers of Ontario. "Ontario's chicken farmers produce a high quality, nutritious product under the highest standards ensuring on-farm food safety. That's a compelling value proposition for consumers and the foundation for leadership in the protein category."

Prior to joining CFO, Rob operated in senior leadership roles as President and CEO for over 10 years, in public and private companies focused on Canadian and North American markets. Most recently, he was President and CEO of Associated Brands LP, a leading North American dry blend private label food products company. During his successful food industry career, Rob has worked with some of the largest names in the packaged food industry such as Kraft General Foods, Canada Bread and Dairyworld Foods Limited in roles of increasing responsibility.

Chicken Farmers of Ontario provides leadership for a sustainable and dynamic chicken industry, regulating all aspects of the production and marketing of chicken in the province. CFO also advocates on behalf of Ontario's 1,100 successful, independent chicken farmers in a market responsive, supply managed system. 

#### CFC Address:

1007-350 Sparks Street  
Ottawa, ON K1R 7S8  
Tel: 613-241-2800  
Fax: 613-241-5999  
[www.chicken.ca](http://www.chicken.ca)

#### Editor:

Marty Brett  
[mbrett@chicken.ca](mailto:mbrett@chicken.ca)  
613-566-5926

#### Designer/Graphics:

Marie Murphy  
[mmurphy@chicken.ca](mailto:mmurphy@chicken.ca)  
613-566-5910