

THE CHICKEN FARMER

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THE CHICKEN FARMER

Winners of the 2008 Canadian Agri-Food Awards of Excellence Announced

On November 10, 2008, a number of outstanding Canadians were honoured with the presentation of the 2008 Canadian Agri-Food Awards of Excellence. The awards ceremony was co-hosted by Dr. Rob McLaughlin, President of the Royal Agriculture Winter Fair and Guy Lauzon, Member of Parliament for Stormont-Dundas-South Glengarry on behalf of the Honourable Gerry Ritz, Federal Agriculture Minister.

"It just goes to prove, once again, that the Canadian agriculture and agri-food industry is the best in the world," said Mr. Lauzon. "These awards recognize outstanding achievement in the sector and I congratulate the winners for their notable achievements."

This is the eighth annual Canadian Agri-Food Awards of Excellence, co-sponsored by Agriculture and Agri-Food Canada and the Royal Agricultural Winter Fair. The awards recognize outstanding achievements and leadership in six categories: voluntarism, youth leadership, innovation, agri-food export, environmental stewardship and agricultural awareness and education.

"I'm proud to see the scope of the creativity, innovation and inventiveness represented by these worthy award winners," said Dr. Rob McLaughlin. "The Royal is proud to showcase such excellent Canadian talent and innovation."

Award of Excellence for Agricultural Awareness and Education – Ontario Farm Animal Council's public outreach projects

A calendar that features real farm families, a booklet about agriculture, and a series of virtual tours about life on the farm are just a few of the initiatives developed by the Ontario Farm Animal Council (OFAC) to help promote agriculture.

For the past 20 years OFAC has helped dispel inaccurate notions of farming and food production. It is often called upon by organizations to help deal with concerns related to animal care, food safety and the environment. The continued popularity and growing demand for their outreach efforts are proof of their success in bridging the gap between farmers and the public. OFAC has become recognized as a credible and knowledgeable voice for the livestock and poultry farmers and agribusinesses in Canada.

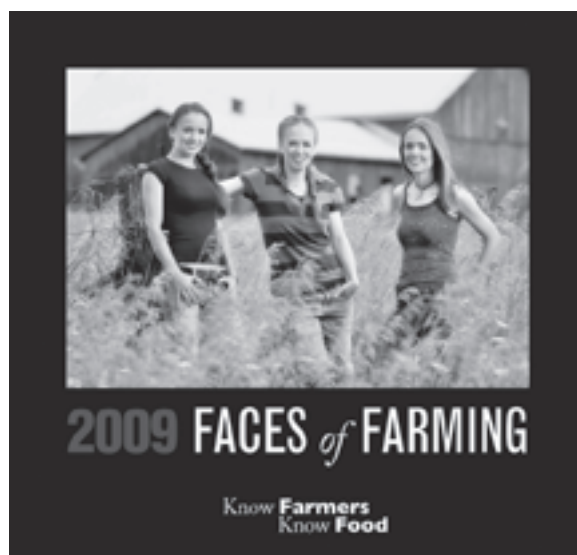
"It is such an honour to receive this award," said Crystal Mackay, Executive Director of OFAC. "This award is a tribute to all of



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OFAC's members and project supporters. Good things happen when agriculture works together to reach the public with positive, proactive goals."

OFAC has an outstanding record for outreach projects and activities such as curriculum materials for schools, publications, videos, public speaking, information displays, and an interactive website containing a wide range of tools and products.

For example, in 2006 OFAC created the award winning booklet "The Real Dirt on Farming."

The first 15,000 copies sold out in three weeks. To date, more than 90,000 copies have been distributed to classrooms, health care professionals, media outlets and politicians.

OFAC's "Faces of Farming" calendar sells out year after year and generates over 40 good news stories in the media each year. Sisters Rachel, Katrina and Michelle Atkinson of Peterborough are shown on the calendar cover this year and also represent the month of September and are Ontario chicken farmers. They're also good representatives of the future of agriculture. Rachel said, "We're the fourth generation of our family to live and work on our farm. We're proud of our family's history and we're proud of the food we produce for our consumers."

The internet-based Virtual Farm Tours allow consumers to tour 17 Ontario farms and had 2 million hits in 2007.

OFAC continues to promote agriculture with new initiatives such as the upcoming *FarmzOnWheelz* project, a travelling exhibit and video presentation to introduce agriculture to the urban teen audience.

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

Visit www.farmsandfood.ca

CFC Gets the Word Out

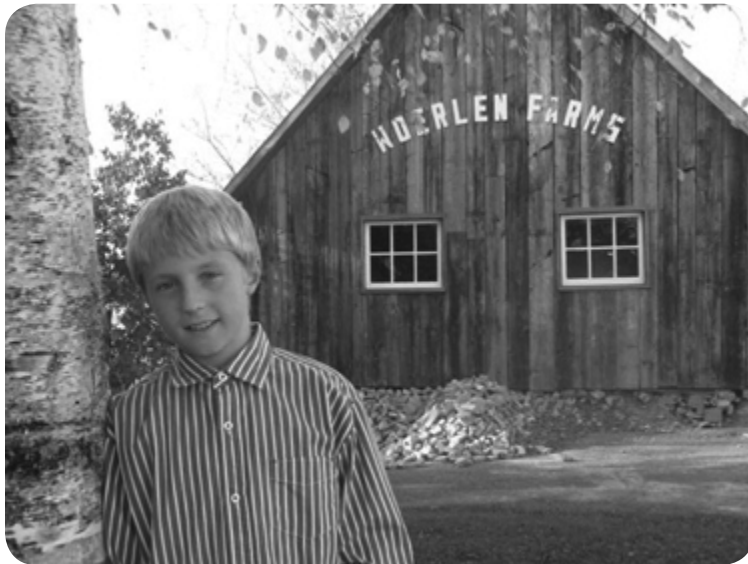
CFC is committed to the education and support of key audiences, including students, health professionals, culinary experts and consumers. CFC regularly develops initiatives and enhanced information and materials for disseminating nutritional information and dispelling misperceptions made evident within our consumer surveys and through other sources.

2008 Harvest Award

In 2008, Chicken Farmers of Canada sponsored a new scholarship program through *kidsworld* magazine. The magazine is distributed to 1,500 elementary schools across Canada. The Harvest Award is a key component of the *kidsworld* Student of the Year Awards. The Harvest Award goes to the student who can best balance school and farm life. The winner receives a \$1,000 scholarship which can be used for post secondary education and a \$200 iTunes gift card.

Nominees chosen for the Harvest Award were asked to write a letter describing how they balance life on the farm with school and extracurricular activities. They were also required to submit a letter from a teacher, parent or community member that describes how they have balanced the three.

The winner of the 2008, Ethan Woerlen (aged 12), lives on a farm in North Gower, Ontario with his parents, his younger brother and his four sisters. He was thrilled to win the award which recognizes the balancing act farm kids have to manage daily.



"It's a lot of work," said Ethan, as his mom, Dana, looked on. "We work hard on the farm and sometimes it's a challenge. Sometimes when I stay home to seed or bring in the harvest, I end with lots of schoolwork to catch up with."

"Winning the award certainly helps to justify the whole process," said Dana. "It helps Ethan with planning ahead – he has to look ahead constantly."

This year, Ethan played a big role in the planting and harvesting of 1,500 acres of soy beans and corn. He gained a lot of experience in driving a large John Deere tractor and grain buggy to unload soybeans and corn from the combine.

"It's great of CFC to sponsor the award, it's a way to reach different students – we're really proud of him," said Dana. "He's worked really hard and has done a good job."

Congratulations, Ethan and good luck with your future studies!

Test the Nation on CBC

From the CBC website:

"Canadians discovered insulin, invented basketball, the paint roller and the stubby beer bottle. We also throw wicked kitchen parties, make a mean poutine, and say 'sorry' a lot. Canada breeds superstar actors and comedians like nobody's business. Canadians have done a lot of great things, but how much do we REALLY know about our Native Land?"

Well, on September 7th, Canadians got a chance to find out!

Chicken Farmers of Canada was a key sponsor of the latest edition of CBC's *Test the Nation! Test the Nation: Canada, Eh?*, a two-hour television, with well over 2 million viewers playing at home and six teams of Canadians competing in CBC's Toronto studio.

The first *Test the Nation* television broadcast aired in the Netherlands in 2001. Since then, the format has been highly successful around the world. The show has aired in 40 countries including Germany, France, Australia, Japan, Indonesia, New Zealand, the U.K., Turkey, Israel and Romania. *Test the Nation* will also be launched in the Middle East and Russia.

Test the Nation: Canada, Eh? had an in-studio panel of specially-selected teams including:

- American Canadians
- Tour Guides
- Canadian Forces
- Weathercasters
- Reach for the Toppers
- New Canadians

CFC's sponsorship included pre-promotion spots, regionalized commercials branded by province with both provincial logos and provincial voice-over recognitions, on-line visibility and presence during the airing of the show, distribution of a scorecard branded with CFC's logo, a contest for a \$25,000 Registered Education Savings Plan (RESP) and trivia-themed vignettes addressing common myths about chicken.

The anticipated impact (total reach) of the sponsorship package was expected to be roughly 4 million impressions. However, the total reach of the sponsorship package was over 50 million impressions, 12.5 times more than anticipated. This means that Canadians heard about chicken many times! Pre-event ads ran during the summer Olympics, offering high visibility for Canada's chicken farmers.

Go to this website to see how Canadians fared on the test!

<http://www.cbc.ca/testthenation>

Ambassador Training Program

Studies repeatedly show that farmers are well-trusted by consumers to provide honest and accurate information about their industries. CFC sees this as an important opportunity to use farmers and other key industry representatives to provide information to the next generation of consumers and to the Canadian media. It is for this reason that CFC created its Ambassador Training Program.

The Ambassador Training Program is in its fourth year and has as its objectives:

- To provide selected provincial representatives the tools to speak publicly about chicken farming and other related topics.

 Please see *Gettng The Word Out* p. 5

Come See What's New! www.chicken.ca

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.

Twenty-two research projects have been funded by CPRC with another eight 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) and in previous editions of *Chicken Farmer*.

Identification of gut bacteria affected by dietary antibiotics and their roles in the gut immunity of broiler chickens

Principal investigator(s): J. Gong, Agriculture and Agri-Food Canada and S. Sharif, University of Guelph

Start date: November 2004

Final report received: April 2008


Funding: Total project funding: \$260,000
(CPRC: \$100,000; other sources: \$160,000)

Background

There are increasing concerns over the development of bacterial resistance to antibiotics. It is not clear if antibiotic use in poultry is a contributing factor, but it is clear that antibiotics have an effect on microbial populations in the chicken gut. It has also been shown that antibiotic use affects the development of the chicken's immune system. Doctors Joshua Gong at Agriculture and Agri-Food Canada and Shayan Sharif at the University of Guelph are leading a research program aimed at determining which microbes in the gut are most affected by antibiotics, and how these microbial changes affect the immune system.

Research progress

Birds were fed either non-medicated diets or those supplemented with bacitracin or virginiamycin. Samples were taken from small and large intestines and microbial populations were compared. A number of bacterial groups were affected by the presence of the antibiotics, especially by virginiamycin. This antibiotic was used in a second experiment during which birds were immunized with various antigens. The presence of virginiamycin in the feed led to the enhancement of immune response to one of the antigens. This result is surprising and may provide some insight as to why low levels of antibiotics can improve broiler performance.

Several species of *Lactobacillus* bacteria were affected by the presence of virginiamycin in this study. Further, *Lactobacillus acidophilus* has been linked to increased immune response in chickens. It has been hypothesized that decreased numbers of *L. acidophilus* in the gut due to antibiotic use could have a negative effect on immune function in the bird. Results from this research suggest, however, that the use of virginiamycin does not negatively affect immune function in broilers. Work is ongoing to further characterize changes in immune system gene expression in response to antibiotics. This information will be crucial to finding ways to improve the chicken's immune function, both to enhance the effectiveness of currently used antibiotics and with a view to reducing them in the future. 

Geneva Watch is *Your* Update on the WTO

Geneva Watch is published by Dairy Farmers of Canada, Chicken Farmers of Canada, Egg Farmers of Canada, Canadian Turkey Marketing Agency and the Canadian Hatching Egg Producers to report on the various events occurring in Geneva, particularly on the WTO negotiations on agriculture.

The groups' representative in Geneva provides a weekly update to farmers and stakeholders through the *Geneva Watch*. It provides a calendar of events, meeting reports and insight into both public and private trade discussions in Geneva.

Volume 1, Issue number 1, was distributed on March 29, 2001. Since then it has become an invaluable tool for producers and stakeholders to keep track of the WTO, as well as other trade and economic organizations.

For previous copies of *Geneva Watch* (2007 and 2008), click on the Geneva Watch button to the left side of the page anywhere on www.chicken.ca. In addition, previous editions, dating back to January 2004, are available in the *Geneva Watch* archives.

Here are some examples of content from previous issues of *Geneva Watch*:

Mandelson steps down as EU Trade Commissioner

On October 3rd, the EU Commission confirmed that their Trade Commissioner, Peter Mandelson, has resigned from his position to join the United Kingdom's government as Business Secretary. He will be replaced in his duties by Baroness Ashton of Upholland, an economist by training, who until now has been a Labour member of the U.K. House of Lords, Leader of the House of Lords and Lord President of the Council. Mr Mandelson's resignation will be effective as soon as Baroness Ashton of Upholland has been appointed by the EU Council. This news has been seen as yet another blow to WTO Director General Pascal Lamy's attempt to hammer out a deal on agriculture and NAMA modalities before the end of the year.

Lady Ashton Pushes for Doha Success

On Wednesday October 22, 2008, the European Parliament confirmed Catherine Ashton as their new Trade Commissioner. However, questions remain regarding her ability to negotiate on behalf of the EU member states in a multilateral forum. Understandably, the new Commissioner will require some time to adapt to her new environment and become well briefed on the EU's trade position. One EU official admitted that it took months for the previous Trade Commissioner, Peter Mandelson, to comfortably distinguish between special products and the special safeguard mechanisms for developing countries. The same official stated that, regardless of how quickly Ms. Ashton is able to assimilate the EU's nuanced trade position, it is unlikely that she would be ready to participate in a potential ministerial meeting in less than two month's time.

Trade Negotiations Committee

On October 10, DG Lamy convened a TNC meeting where he once again advocated that the global financial crisis has made it even more critical to conclude the Doha round. "At a time when there are renewed calls for a better regulation in the financial area, the WTO system provides an example of how the lessons of history and experience have led to the construction of a system of international governance. And we have an opportunity to send a signal of our desire to strengthen it by concluding the Doha round," the DG said, adding that the WTO serves

 Please see *Geneva Watch* p. 5

IN BRIEF

HR Comings and Goings

- Lude-Héna Gilles joined CFC as the Translation Coordinator (April 2, 2008)
- Jae Yung Chung took over the Auditor position on April 11, 2008
- Lisa Riopelle is replacing Tracy Oliver (Administration Coordinator) who is on maternity leave until February 2009
- Maria Baisas is the new Bookkeeper (started September 8, 2008)
- Rebecca Derry is the new Meeting and Event Coordinator (started October 28, 2008)
- Elyse Ferland is the new Junior Communications Officer (started October 28, 2008)
- Lise Newton-Lalonde is replacing Janet Noseworthy (Senior Government Relations Officer) who is on maternity leave until April 2009
- Marie Murphy, who after six years with CFC, most recently as the Graphic & Web Administrator, is leaving CFC to pursue new opportunities in Newfoundland.

Trees kill odours and emissions from poultry houses

U.S. poultry specialists are saying that planting just three rows of trees near poultry farms can cut emissions of dust, ammonia, and odours from poultry houses say scientists.

According to George W. Malone, Ph.D., and colleagues from the University of Delaware, some emissions were cut by almost half. Additionally, trees also provide farms with the added benefit of reducing energy consumption.

Malone, who is an extension poultry specialist, pointed out that trees have been used in the past as aesthetic barriers. His research on giving trees a new role in the poultry industry began in 2000, when residents near farms on the Delmarva (Delaware, Maryland and Virginia) Peninsula complained about dust and odours from poultry houses that had recently switched to new ventilation systems.

In the report, Malone's team now suggested that planting vegetation could reduce ammonia and particulates that may degrade surrounding air and water quality. "We looked at what we could do to address [the concerns] and the whole area of air quality as it relates to the emission of ammonia from poultry houses," said Malone.

In response, they proposed planting trees to serve as a vegetative filter that could capture emissions from chicken farms. In an extensive study, Malone and his team found that a 3-row plot of trees of various species and sizes reduced total dust by 56%, ammonia 53%, and odour 18%.



Government Re-affirms Strong Support for Dairy, Poultry and Egg Farmers

Canada's dairy, poultry and egg farmers are very pleased the Canadian Government announced its continuing commitment to supply management during its Speech from the Throne yesterday. In the Throne Speech, the Government said it continues "strongly supporting our supply-managed sectors at home and in international negotiations."

This strong statement is particularly encouraging in light of recent reports that a ministerial-level meeting may be called by the World Trade Organization in December to again attempt to reach agreement on a new world trade deal.

The Canadian dairy, poultry and egg farmers renew their commitment to working closely with Agriculture and Agri-Food Minister Gerry Ritz and Minister of International Trade Stockwell Day to ensure that the three pillars of supply management—import controls, producer pricing and production discipline—remain intact following negotiations.

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- To provide these same representatives with the resources required to answer difficult and challenging questions about the industry.
- To provide an additional speaker to provincial boards for individual promotion/marketing/education opportunities.

Ambassador training was planned in 2008, with a heavy focus on advanced media training; including sessions in Manitoba, Alberta and Nova Scotia.

In 2009, CFC will be looking to create an online inventory of Ambassador Program training materials and information for farmers.

CFC Web Additions

CFC is developing a section of its site geared at late teens/young adults, with a key focus on the concept of proper nutrition for a healthy mind and a healthy body. It demonstrates how to adapt or improve a healthy lifestyle by providing teens with key nutritional information based on their current level of activity, tips on getting more active, tips on reading nutrition information, "how to cook" information, making better food choices in the cafeteria and at home.

Canadian Diabetes Conference

CFC attended the Canadian Diabetes Conference from October 15-18 in Montreal at the Palais des congrès.

Approximately 2,500 dietitian and nutritionist delegates were on hand. CFC's location was located in prime real estate. The CFC booth was located just inside the main entrance (to the right) near the flagship booth for the Canadian Diabetes Association. We were in "food alley" with the Canola council and President's Choice.

Attendance was steady and ran 3 and 4 people deep during the rushes. CFC used the opportunity to pass along some of CFC's messages and work towards dispelling the myths. It was remarkable how many health professionals still have simple questions about chicken and were very happy to hear the answers.



CFC was commended for participating in the conference and for providing healthy lifestyle information instead of chicken "propaganda". It was essential to have someone there to answer specific nutrition questions as the audience was looking for very detailed information that they could pass along to their clients and patients.

Delegates to the conference were also pleased to hear about CFC's Nutritional Fact Series (available at www.chicken.ca) and a significant number of them indicated either having used part of the series before or that they were aware it was available. Some placed order for the tools right away at the conference. 🇨🇦

Continued from p. 3, Geneva Watch . . .

as a "firewall against protectionist responses" at times when "uncertainty which is now infiltrating the international scene can be a precursor to rising protectionist tendencies."

Lamy claimed that the collective commitment to the Round remains strong and, although he admitted that it will not be concluded this year, he is firm in his belief that an agreement on modalities is still possible before the end of 2008. He said that G-7 senior officials were able to secure some progress, but not yet enough to contribute to possible solutions on key issues such as the SSM and other areas of the agriculture negotiations. He did warn that little time remains as the end of the year is fast approaching. "Work will continue in the Negotiating Groups over the next few weeks, and any ministerial involvement which might be necessary will take place when the moment is right. Considerable progress has been made, in July and earlier, and I believe a renewed effort can bring us to the point where agreement on modalities is possible," the DG declared.

DG Lamy Seeks a Second Term

On November 4, Pascal Lamy declared in writing his desire to be reappointed as the organization's Director General once his current appointment comes to an end on August 31, 2009. In his letter to the General Council Chairman, Lamy said that concluding the Doha Round will reinforce the multilateral system and ensure that trade continues to contribute to development by instilling the interests of developing countries into the "heart" of the system.

"During the last three years, I believe that I have done my best to serve these objectives with dedication and conviction," the DG said, adding that under his leadership "the Doha negotiations [have moved] closer to the finish line [...] Aid For Trade agenda [has taken] a prominent place as a necessary complement to trade opening" and five new members have joined the organization's membership. That said Lamy acknowledged that the tasks ahead remain challenging, particularly considering the current global financial turmoil.

Although the deadline for his submission of intent was December 1st, Lamy decided to notify early in order to avoid having the discussion on his future distract from the negotiations and the organization's other activities. This early move seems to have paid off. Already, Lamy has received support from India and the UK, as well as from a once potential rival, Brazil's Foreign Minister Celso Amorim, who has described him as a great asset for the WTO, "someone who has shown fairness, understanding, courage, but at the same time equilibrium" – all the qualities required "to steer this organization."

WTO member countries have until the end of December to propose alternate candidates for the position. The selection process will come to a close May 31, 2009.

Upcoming Events

- Agriculture "Walk in the woods" Consultations, Nov. 6-11, 2008
- Heads of Delegation Meeting, Nov. 12, 2008
- Agriculture & NAMA Open-ended Transparency Session, week of Nov. 17, 2008 (Tentative)
- Revised Draft Agriculture Modalities Text, week of Nov. 20, 2008 (Tentative)
- Revised Draft NAMA Modalities Text, week of Nov. 20, 2008 (Tentative)
- Committee on Agriculture, Nov. 26-27, 2008
- General Council, Dec. 18-19, 2008



NEWS FROM THE HILL

New Cabinet

The Prime Minister named his Cabinet on Thursday, October 30th. Chicken Farmers of Canada (CFC) welcomes the Prime Minister's reappointment of the Honourable Gerry Ritz, PC, MP, as Canada's Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board.

Looking ahead, the Minister will face many urgent challenges; among these is the critical time ahead for Canada's chicken industry at the WTO. However, CFC is encouraged by the fact that the Minister has been directly involved in the negotiations, knows the players and issues involved, and will continue to stand up for a balanced trade position that makes sense for Canada.

There are also newly-appointed ministers in other agriculture-related portfolios, including the Honourable Stockwell Day as Minister of International Trade and the Honourable Jean-Pierre Blackburn as Minister of State (Agriculture). CFC looks forward to working with all Members of Parliament to support the three

pillars of supply management and ensure that all stakeholders in the Canadian chicken industry can continue to invest with confidence in a sustainable and successful future.

Looking Ahead

The House resumed sitting in November, following the Conservative Party Convention which took place November 13-15 in Winnipeg, Manitoba.

It is anticipated that the Prime Minister will govern as though he leads a majority, taking advantage of the unwillingness of all opposition parties to vote down the government on key financial and justice bills. There may be less confidence votes as well, a tactic used effectively by the Conservatives before the election. All parties must now scramble to fill the election coffers once again.

CFC anticipates no change from the previous government's positions on supply management and a balanced trade position at the WTO.

CFC Parliamentary Reception

CFC's Board of Directors hosted a Parliamentary Reception for Members of Parliament, Senators, Political and Department staff as well as industry partners at the Fairmount Château Laurier in Ottawa on November 26th. This was a perfect opportunity for Board Members to meet new MPs and reacquaint themselves with returning MPs before the Parliamentary schedule became too hectic.

Water Ozonation: An Effective Way to Disinfect Water Lines

Ozone has been used for more than 100 years, especially in water treatment in Europe. It is the primary method used for water disinfection in Switzerland, Germany and France. Ozone (O_3) is an unstable gas that breaks apart easily in a short time to return to its natural form, oxygen (O_2). The ozone attacks foreign particles in water and some free oxygen atoms, resulting from O_3 oxidation, form hydroxyl radicals (OH) which play a significant role in microbiological inactivation of bacteria and viruses.

Although O_3 is a very good choice for disinfection of water lines in barns and it improves overall water quality, the cost for disinfection is higher than chlorine. Additionally, producers have to be careful not to over-ozonate the water (0.4 parts per million or ppm, and over), which can cause a metallic taste.

How does it Work?

Because of its high oxidation, O_3 and $-OH$ radicals enter the bacteria cell and oxidize the bacteria DNA, proteins, enzymes, etc. Once the cell membrane is damaged, the bacterium dies. One major advantage to using ozone is that it doesn't leave any residue in water. It is tasteless and odourless, one of the most effective means for water disinfection (disinfection by ozone is 3125 times faster than chlorine) and can

reduce the concentration of unwanted chemicals such as pesticides.

The effectiveness of ozone depends on the contact time and the concentration used (CT-value).

The CT-value means that the higher the concentration of O_3 , the shorter contact time is needed for killing the bacteria. A study published in 2002 demonstrated that O_3 has an inactivation potential of 1 ppm during 5 minutes of exposure to achieve greater than 90% of microorganism inactivation (CT-value of ozone is 3 compare to 7200 for chlorine) (Control of microorganism in drinking water, Srinivasa Lingireddy, 2002).

An important factor to consider for ozone effectiveness is the sensitivity of the microorganisms to disinfection, i.e., vegetative bacteria is more sensitive than viruses. 🐔



(Photo: Portable comparator- Ozone testing in water)

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