

Canada Day Chicken Sandwich Contest

Chicken Farmers of Canada is embarking on its 13th year as a national sponsor of Canada Day. As part of our sponsorship, CFC holds the *Great Canadian Chicken Barbeque* on Major's Hill Park in Ottawa, where we serve approximately 10,000 chicken sandwiches and chicken Caesar salads to the thousands of people who are downtown taking part in the festivities. Chicken Farmers of Canada donates part of proceeds from that day to the Boys and Girls Clubs of Canada, our charity affiliate.

The chicken sandwich served is chosen through a Canada wide contest that, in the past, has been held with *Canadian Living* and *Coup de Pouce* magazines. Last year, in celebration of our 25th Anniversary, CFC coordinated its own contest for all chicken farmers.

The winner, Pearl Friesen of Ferintosh, Alberta won the contest with her "Excellent Chicken Sandwich" recipe that featured a blend of ginger, garlic, Soya sauce and molasses. Pearl and her family won an all expenses paid trip to Ottawa for Canada as first prize in the contest. The second place winner was Alice Wiebe of LaRiviere, Manitoba and third place went to Shelley Sanders of Kerwood, Ontario. The second and third place winners each received HBC gift cards as prizes.

This year, CFC turns to *Canadian Living* and *Coup de Pouce* for the contest once again. Together these magazines reach almost 6 million readers per issue, giving the contest and Chicken Farmers of Canada excellent exposure. Keep your eyes open for the March issue of both magazines to see the contest ad. *Canadian Living's* test kitchen staff will go through all of the entries and select the top 10 sandwiches to be tested.

There are a few rules for the recipes: the recipe must be original; must use grilled boneless, skinless chicken breasts 4-5 oz. each; should stand out based on the marinade, and the choice of sauce, bread and garnishes; must have ingredients that are easily available; must have family appeal and must be adaptable to serve large crowds.

The winner will be whisked to Ottawa for the 2005 Canada Day celebrations and will not only get to participate but will get to see thousands of people eating their sandwich. Two second prize winners will also be selected and will each receive a Weber Baby Q portable gas grill, Weber's "Real Grilling" cookbook and CFC's 25th Anniversary Cookbook. The winning recipe will be published in the July issues of both *Canadian Living* and *Coup de Pouce*, as well as on their respective websites. Don't forget to pick up your copy of the March issues and enter the contest.



Education Ambassador Program

Recent studies have shown that farmers are trusted to provide honest and accurate information about their industries. This is an important opportunity to use farmers and other key industry representatives to provide information to the next generation of chicken consumers.

In 2001, CFC launched an Education Campaign to disseminate nutritional information and dispel misperceptions about how chickens are raised and to address topical issues, such as hormones, steroids and husbandry.

Since 2001, CFC had reached an estimated 1.5 million people through the campaign.

CFC has just launched an "Education Ambassador Program" – a companion to the Education Campaign – to provide farmers with the tools and training on talking to and making presentations to a wide variety of groups including the media, community groups and school children.

The Education Ambassador Program has as its objectives:

- To provide selected provincial representatives the

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tools to speak publicly about chicken farming and other related topics, and to answer difficult and challenging questions about them.

- To provide an additional speaker to provinces in an event requiring public speaking or a spokesperson, especially for media relations in the event of an animal health crisis.
- To serve as a companion to the Education Program, buttressing the program through first-hand storytelling and honest, meaningful information.

The program consists of a one day workshop that focuses on media training and also covers making presentations to different groups. Related materials include a handbook resource containing items like fact sheets, tips and activities for talking to school children, as well as a section dedicated to the media. CFC also has pencils, bookmarks and crunchers that can be used when visiting a public group.

The workshop, which is facilitated by a communications specialist, is being conducted in every province across the country.

Space is limited – if you are interested in participating please contact your local provincial marketing board.

Workshops have already been held in British Columbia and Saskatchewan. A workshop is being held in Alberta on March 7. Dates for the remaining workshops will be determined within the coming weeks – all remaining workshops will be held in 2005.

Specific questions relating to the program or school kit should be directed to Johanne Neeteson, Education/Promotion Officer, CFC, 613-566-5929, or by e-mail at jneeteson@chicken.ca. 

CFC's website is: www.chicken.ca

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For more information:

<http://www.farmcentre.com/english/agriwebinar/index.htm>

Farm Income Crisis Leads to National Symposium

Farmers and agri-food industry stakeholders met for two days in November to hear presentations and open a dialogue to address the pressing issue of farm income. Canada's average farm income dropped once again, the 30th year in a row.

The National Symposium on Farm Income, hosted by the Canadian Federation of Agriculture, generated a large number of ideas on how to deal with the crisis.

"One of our speakers here made a very good point: even if you are trying to think outside the box, you are still using the old box as a frame of reference. To really move forward we need to build a whole new box for Canadian agriculture," said Bob Friesen, President of the Canadian Federation of Agriculture (CFA). "This week we have made a good start in establishing the framework for that new box."




This symposium is the first national forum to bring together primary producers, processors, government and other stakeholders to develop and implement strategies that will achieve stable and sustainable incomes for producers and profitability for all partners in the agri-food industry for generations to come.

Attendance was high and included Agriculture and Agri-Food Minister Andy Mitchell, Parliamentary Secretary for Agriculture Wayne Easter, and Conservative Agriculture Critic Diane Finley.

Addressing symposium delegates, Agriculture and Agri-Food Minister Andy Mitchell noted there are steps that must be followed to deal with the farm income question. The problem must be measured and quantified. The roots and causes of the problem must be understood. It must be determined which causes are actionable, and then it must be decided who is responsible for taking action.

"It is critical that we create an environment in which producers are able to earn a living," said Minister Mitchell, "While I have given my personal commitment, as well as the commitment of my department, to work with industry on the important issue of farm income, Parliamentary Secretary Easter has taken on the task of addressing this issue as one of his top priorities."

Producers tasked the CFA with creating the broad strokes of an action plan based on the outcome of the symposium that will form the foundation for a strategy on farm income. 



Studying the Human Resources of Agriculture

The Steering Committee for the Agriculture Human Resources Sector Council, a group representing all the major commodities and organizations from all regions of Canada, has requested grassroots support for a study of the Human Resource concerns in agriculture.

Based on an initial meeting in November 2003, members of the Steering Committee have developed some questionnaires to survey the members of their respective organizations to help identify HR issues and priorities facing the production sector.

The surveys, one for producers and the other for their employees, will allow the Steering Committee to identify issues and set priorities to address HR needs in the production agriculture sector. With a goal of establishing a national Agriculture Sector Council to deal with human resources issues, the current Project is Phase 1 of a 3-Phase Project.



The surveys are located at:

http://97.ca/prod/callweb.cgi?_proj=agriempl
http://97.ca/prod/callweb.cgi?_proj=agriyee

The Steering Committee has hired a contractor to conduct an Environmental Scan and Literature Search to identify programs, reports, research and studies pertaining to HR issues in the sector that are already in existence. They have also hired a Contractor to conduct regional Focus Groups consisting of stakeholders at the Grassroots level.

These surveys are being collected in confidence and the steering committee guarantees that this survey data will be collected and analyzed in such a way as to preserve the confidentiality of respondents. If you would like to receive a detailed statement as to how the data will be managed to preserve respondent confidentiality, contact Gail Haarsma at: gail.haarsma@gpc.ca.



More 2004 Usage & Attitude Results

Chicken Farmers of Canada is delighted to present some additional results of its 2004 wave of the Usage & Attitudes Study. Please see the September issue of the *Chicken Farmer* for some other statistics.

Originating in 1995, this is the fourth wave of the CFC's ongoing consumer research program to monitor the consumption of chicken and other meats across Canada.

Here's some of what our consumers had to say:

Key Findings: Chicken is Canada's #1 Meat

- Overall, chicken remains the #1 meat in Canada.
- Chicken is the top meat among Canadians in terms of:
 - Consumption levels – or incidence
 - Consumption frequency and frequency trends
 - Share of meals
 - Personal food preferences/favourites

Chicken: Canada's Most Popular Meat

In terms of consumption levels, chicken remains the top meat in Canada – as it is consumed by more Canadians than any other meat. In February-March 2004, almost all (98%) Canadians indicated that they ate chicken in the past month, representing a stable level of consumption since at least 1995. Focusing upon specific category comparisons in the food industry, chicken (98%) is consumed by more Canadians than any other meat category.

Chicken: Canada's Most Frequently-Eaten Meat

In terms of consumption frequency, chicken remains the meat that is consumed most often. On average, among all Canadians, chicken is eaten 8.4 times a month – or about

twice per week. Indeed, half of those who cook chicken at home say they serve it at least two times per week.

Moreover, chicken consumption frequency trends are on the rise. With two-thirds of Canadians indicating the same consumption frequency compared to a year ago, 20% say they are eating chicken more often compared to 13% who are eating it less often. Overall, this represents a net consumption frequency increase of 7%.

Chicken: The Highest Share of Canadian Meals

Also consistent with previous waves of research, chicken has the highest share of meal occasions in Canada compared to other meat categories – accounting for 18% of meal occasions. Moreover, when served in a meal, chicken is overwhelmingly a staple of dinner (90%).

Chicken: Canada's Favourite Food

When Canadians are asked about their favourite food, Chicken receives top mention. About one-third (32%) of Canadians name Chicken as their favourite food – topping all other meat and food categories.

Canadian Chicken: Canada's Preference

Two-thirds of Canadians feel it is important that the chicken that they buy be Canadian rather than imported – with almost half (49%) indicating that this is very important. Only 12% feel it is not important at all.





IN BRIEF

Tyson Drops Ad Claims that Chicken is "Heart-Healthy", "Natural", and "Wholesome"

Tyson Foods pulled a series of ads using language such as "heart-healthy," "natural" and "naturally wholesome," in the face of a lawsuit by the Physicians Committee for Responsible Medicine (PCRM) charging the poultry giant with fraudulent advertising.

PCRM, which successfully created an identity for itself as representative of the medical community, has operational and financial ties to animal activist groups like People for the Ethical Treatment of Animals (PETA) and other animal rights organizations.

While PCRM presents itself as a doctor-supported, unbiased source of health guidance, the American Medical Association (AMA), which actually represents the medical profession, has called PCRM a "fringe organization" that uses "unethical tactics" and is "interested in perverting medical science."

PCRM filed its complaint against Tyson Foods, Inc., in the Superior Court of California, San Francisco, last year, noting that Tyson had engaged in deceptive advertising practices by falsely representing the health and safety of its chicken products.

PCRM agreed to settle its suit after a Tyson representative advised the court that it had decided to discontinue the ads in question and had no intention of running them in the future. In response, PCRM agreed to dismiss its suit voluntarily, while retaining the right to file a new action should Tyson renege on its agreement.

Tyson Foods, based in Arkansas, is the world's largest producer of poultry products, producing annual sales in excess of \$10 billion (US).

Zoellick is no longer the U.S. top trade official

President Bush announced on January 7, 2005 that U.S. Trade Representative Robert Zoellick will leave USTR to become the Deputy of Condoleezza Rice, the new U.S. Secretary of State. A replacement has yet to be named but Bush indicated that the replacement will carry on the administration's desire to promote free trade.

Several names are being circulated as potential replacements for Zoellick: the Chief Agriculture Negotiator

Allen Johnson, the Deputy U.S. Trade Representative Josette Shiner, former White House official Gary Edson or a former member of Congress, such as Rep. George Nethercutt (R-WA).

The trade agenda is full this year and an insider that requires less time to learn the job may be a priority during the selection process.

The WTO will have a new Director General

The post of WTO Director-General becomes vacant this year as the term of office of the current DG, Dr. Supachai Panitchpakdi, expires on August 31, 2005.

According to a WTO announcement issued early in January, four formal candidates are in line to succeed Supachai. The four candidates have been nominated by their respective governments and they are:

- Carlos Pérez del Castillo of Uruguay, former Chair of the WTO General Council
- Jaya Krishna Cuttaree, the Mauritius Trade Minister
- Luiz Felipe de Seixas Corrêa, Brazil's WTO Ambassador
- Pascal Lamy of France, the former EU Trade Commissioner

According to the WTO procedures for appointment of Director-General, the nomination period closed on December 31, 2004. A formal General Council meeting will be held on January 26, 2005 where candidates will present themselves to the membership. The selection process will then conclude with a decision by the General Council (to be no later than May 31, 2005).

Canada has yet to officially endorse a candidate. Negotiations among WTO Members for the selection of the next Director General will definitely spice up the spring sessions in Geneva.

The European Union has a new Trade Commissioner

On November 22, 2004, Peter Mandelson of the U.K. took over the portfolio of External Trade Affairs for the new European Commission. He replaces Pascal Lamy, of France, who held the post since 1999.

Mandelson, a Member of Parliament in the U.K. since 1992, is also a former U.K. Secretary of State for Trade and Industry.

Given the notorious British-Euro skepticism and their rebellious and independent attitude within the European Union, it will be interesting to see how this British Commissioner will lead the Union's foreign trade affairs.



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