

## Chicken Farmers of Canada Annual Meeting

**T**he CFC Annual Meeting was held on March 22<sup>nd</sup>, and began with a short presentation of the 2004 Annual Report. Accepted by CFC Directors that morning, the report was distributed and presented by staff.

David Fuller, CFC's Chairman, also spoke for several minutes, delving into the theme of the Annual Report, "Standing Together."

His presentation covered the 2004 avian influenza outbreak, a World Trade Organization update, as well as some of the close partnerships upon which the industry continues to rely.

Chairman Fuller expressed his thanks to all who have made a contribution while, at the same time, praising all partners' continued support and cooperation.

David Fuller has been the Chairman of CFC since 1999, making his time in office the longest in the 27 years of the organization. Throughout the years, a key priority has been building relationships and working together — as a team.

Mr. Fuller's presentation was followed by a series of short reports by each of the 2004 committee chairs and CFC representatives. These included:

- Market Development Committee - Tom Posthuma
- Food Safety Committee - Jacob Middelkamp
- Animal Care Committee - Danny Wiebe
- Canadian Poultry Research Council report - Ian Blenkarn
- Finance Committee - David Mackenzie

A special guest to the CFC Annual Meeting, Ms. Cynthia Currie, the Chairperson of the National Farm Products Council, also addressed the audience. Ms. Currie, the former General Manager of CFC, encouraged farmers and

industry stakeholders to continue to foster their close relations.

She said that Canada's chicken industry, indeed our agriculture industry as a whole, will face challenges from outside our borders in the future.

While confident in a Canadian industry and a historical system that has worked for 30 years, Ms. Currie indicated a need to ensure that the rules are "keeping up with the game." As processes change, so too do the rules and rule makers.

"This is an area where we intend to remain in touch with industry leaders, she said, "Your input is essential to getting this right."

Ms. Currie reassured farmers that the NFPC is on their side and that nothing under review is intended to change the current system away from what already works.

"I am a big fan of supply management for it has unquestionably made us better off. Markets have grown over time. Producers provide a stable supply at prices consumers find reasonable. Generally, incomes have risen and feather industry participants are better off than before."

"Our challenge now is to ensure that the system provides benefits well into the future. We cannot take it for granted and grow complacent. We must explore new ideas, new opportunities, and new markets. ... And as the theme of your meeting describes — by standing together we can continue to be successful."

Hopefully, this call to action by an industry observer will galvanize further action by farmers across the country — in close partnership with our stakeholders — in the face of the trade and economic challenges soon to be faced by the Canadian chicken industry. 🐔



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## The CFC Board of Directors and Committees for 2005

**T**he Board of Directors at CFC has welcomed some new members this year. Board members serve a designated amount of time, as governed by their provincial board or participating association. Each of these organizations nominates its own representatives to the CFC Board.

### CFC's Board for 2005

<b>Chair:</b> David Fuller	Nova Scotia
Yvon Cyr	New Brunswick
Martin Dufresne	Quebec
Jacques Dumoulin	CRFA - Canadian Restaurant and Foodservice Association
Keith Fuller	British Columbia
Luc Gagnon	CPEPC - Canadian Poultry and Egg Processors Council
Matthew Harvie	Nova Scotia
Martin Howlett	Newfoundland & Labrador
Urs Kressibucher	Ontario
David Mackenzie	Prince Edward Island
Ross MacLeod	FPPAC - Further Poultry Processors Association of Canada
Jacob Middelkamp	Alberta
Tony Tavares	CPEPC
Danny Wiebe	Manitoba
Eugene Zagrodny	Saskatchewan

### Market Development Committee

Chair: Urs Kressibucher (Ontario)  
 Yvon Cyr (New Brunswick)  
 Martin Dufresne (Quebec)  
 Jacques Dumoulin (CRFA)  
 Keith Fuller (British Columbia)  
 Ross MacLeod (FPPAC)  
 Tony Tavares (CPEPC)

### Food Safety Committee

Chair: Jacob Middelkamp (Alberta)  
 Yves Campeau (Quebec Alternate)  
 Luc Gagnon (CPEPC)  
 Matthew Harvie (Nova Scotia)  
 Tom Posthuma (Ontario Alternate)

### Animal Care Committee

Chair: Danny Wiebe (Manitoba)  
 Yves Campeau (Quebec Alternate)  
 Jean Paul Ouellet (New Brunswick Alternate)

### Canadian Poultry Research Council representative

Ian Blenkharn (Nova Scotia Alternate)

### Canadian Federation of Agriculture representatives

David Fuller (Nova Scotia)  
 Eugene Zagrodny (Saskatchewan)

CFC committees, including the Executive, are elected during the week of the CFC Annual Meeting held March 22-24 in Ottawa. The following committees and committee chairs were elected:

### Executive (from left to right)

Chair: David Fuller (Nova Scotia)  
 1<sup>st</sup> Vice-Chair: Martin Dufresne (Quebec)  
 Member-at-large: Eugene Zagrodny (Saskatchewan)  
 2<sup>nd</sup> Vice-Chair: Urs Kressibucher (Ontario)

### Finance Committee

Chair: David Mackenzie (Prince Edward Island)  
 Martin Howlett (Newfoundland & Labrador)  
 Jacob Middelkamp (Alberta)



## SM-5 Trade Policy Revised in 2005

**C**anada's dairy, poultry and egg farmers (the SM-5) have a unified stance on trade issues to ensure that the voice of farmers is taken into account when important agriculture and trade policy decisions are being made.

The SM-5 has been an effective mechanism for keeping the policy makers up-to-date with issues from the perspective of Canada's supply management farmers.

To ensure clarity of vision and voice, the SM-5 has developed a joint trade position on issues such as the three pillars of supply management: import controls, producer pricing and production discipline.

The previous version of the SM-5 joint position on trade was endorsed in April 2004. Since then, WTO members reached an agreement on an Agriculture Framework (August 2004) which contains a number of provisions that may jeopardize the supply management system and introduces new elements that were not addressed in the April 2004 position.

As the negotiations continue, there was a need to address some of the framework provisions in order to better reflect Canadian supply management sectors' basic trade principles. This need was even more acute with the prospects of the negotiations leading to a possible new more detailed agreement (the so called "modalities") at the Hong Kong Ministerial meeting in December 2005.

► Please see SM-5, p.3



► Continued from p.2, SM-5...

### Summary of the modifications

The Agriculture Framework text agreed on August 1, 2004, brought some new concepts to discussions on the market access pillar. In effect, the Framework separates agricultural products into two groups; sensitive and the rest and stipulates that a different treatment will be provided for products deemed sensitive.

The new SM-5 trade policy highlights the importance of identifying Canada's dairy, poultry and egg products as sensitive products and urges Canadian negotiators to ensure that their treatment is completely separated from the general tariff reduction formula that will be developed for non-sensitive products.


Another important addition to the SM-5 trade policy is the recognition that three of the Doha issues (market access, domestic support and export competition) are interconnected. For example, the level of subsidies provided by a country as a direct payment to agricultural producers has a great influence on the overall degree of protection of those products by allowing their prices to remain very competitive while still providing the country with enough flexibility to reduce its tariffs.

The new SM-5 policy highlights the importance of these linkages within the WTO negotiations.

Along with updated numbers on the contribution of the supply management sectors to the Canadian economy, the above-mentioned points constitute the major modifications to the SM-5 Trade Policy which were approved by each of the five boards of directors in February and March 2005.

Although these changes have been made to better reflect the evolution of the negotiations, the goal of the Canadian egg, poultry and dairy farmers' trade policy position remains the same:

1. ensure that over-quota tariffs remain at their current level
2. prevent the erosion of the three pillars of supply management (import controls, pricing mechanisms and production discipline) necessary to sustain an effective supply management system in Canada

For those that are interested, the new trade position can be found on the CFC website under the Trade Issues section at [www.chicken.ca](http://www.chicken.ca). 

## National Avian Influenza Response Protocol Established

**M**any lessons were learned during the 2004 avian influenza outbreak in Abbotsford. In particular, the reaction time during the first 24-72 hours following the suspicion of a foreign animal disease is deemed most critical in controlling the spread and eradicating the virus.

Since that time, CFC, the other national feather agencies and the Canadian Poultry and Egg Processors Council have focused on improving the procedure for responding to the suspicion of disease.

Working with the Canadian Food Inspection Agency (CFIA), these groups have jointly developed a national avian influenza protocol to handle suspicious flocks. This represents a significant change in the way suspicious flocks will be treated and how depopulation orders will be made by the CFIA.

The intent of this protocol is to significantly reduce the amount of time required to make a decision on performing a pre-emptive cull.

Several improvements over the previous protocol include the following:

- (1) This protocol enables CFIA to use test results from accredited laboratories in the federal-provincial laboratory network. Prior to this, only test results from the federal laboratory could be used to make depopulation orders, which led to the possibility of a significant amount of time lag to reach a decision. Currently, accredited laboratories exist in B.C., Alberta, Manitoba, Ontario and Quebec. For provinces without an accredited lab, efforts should focus on establishing an accredited lab or initiate

plans to perform tests in another provinces' lab to ensure that a suspect flock will be investigated as quickly as possible.

- (2) This protocol provides CFIA the flexibility to order a flock depopulated based on preliminary test results indicting an Influenza A virus (results available within one day), in conjunction with positive clinical signs of avian influenza in the flock. Prior to this, the depopulation order would not be made until both a positive test for Influenza A and the virus had been isolated (possibly requiring several days).
- (3) If clinical signs are observed on the farm while the tests are being performed, prior to results, the farm will be quarantined — resulting in restrictions on the movement of animals. Once under quarantine, farmers should inform their respective provincial boards. If a flock is ordered depopulated based on the Influenza A testing, a zone will be established and movement restrictions will be placed on the farms in this zone in order to minimize the risk of spread. The exact radius of this zone (approximately 5 km) will depend on topography, local poultry density and the proximity of other farms.

All flocks depopulated by CFIA as a part of this pre-emptive cull procedure will be compensated by the CFIA under the *Health of Animals Act*.

It is impossible to predict exactly what impact this new protocol will have (since a number of factors are potential, rather than quantified). What is known is that once the samples have been submitted for testing, the new protocol should save about 3 or 4 days in reaction time.

► Please see Response, p.4



### ► Continued from p.3, Response...

The key to the success of this protocol will be excellent communication lines between government and industry within each province. Equally important are that farmers keep close track of any signs that their birds are ill and call a veterinarian should any symptoms of disease appear. In addition, farmers with a suspicion of disease should impose a self-quarantine to prevent any disease spread and damage to the industry.

This is an interim protocol established to deal with the possibility of an imminent disease suspicion or confirmation. The protocol will be re-examined on the basis of comments and suggestions or economic studies.

This protocol to help reduce the spread of avian influenza is effective immediately and has been distributed to provincial CFIA staff, veterinarians and the industry.

Some or all of the following clinical signs are evident in infected birds:

- quietness and extreme depression
- wattles and combs become swollen and congested
- swelling of the skin under the eyes
- coughing, sneezing and nervous signs
- diarrhoea
- oedema (swelling) and congestion of the combs
- haemorrhages on the hock
- a few deaths may occur over several days, but an outbreak may follow, killing hundreds or thousands of birds each day

### National Avian Influenza Project Coordinator

Chicken Farmers of Canada, the Canadian Turkey Marketing Agency, the Canadian Broiler Hatching Egg Marketing Agency, the Canadian Egg Marketing Agency and the Canadian Poultry and Egg Processors Council have jointly hired Bob Burden from Serecon Management Consulting Inc., based out of Edmonton, on a contract basis as the National Avian Influenza Project Coordinator.

Mr. Burden's role will include ensuring the coordination of activities associated with AI preparedness and to ensure a consistent communication between all parties. The prime activities are establishing a pre-emptive cull procedure, biosecurity, mortality disposal, compensation and emergency measures in the first 24-72 hours.

Mr. Burden, a partner with Serecon, has over 17 years experience as a professional evaluator and analyst. He is an expert in using both quantitative and qualitative information in assessing the impact of critical factors on the value of business operations. He has owned and managed agri-food business enterprises, including a dairy farm and a poultry processing operation.

Serecon has ample agricultural experience, has been involved in developing protocols during a foreign animal disease outbreak and worked on developing compensation levels during last year's avian influenza outbreak.



## IN BRIEF

### New Beef and Cattle Producers Advisory Committee to the Canadian Food Inspection Agency

The Minister of Agriculture and Agri-Food and Canada Minister Responsible for the Canadian Food Inspection Agency (CFIA), Andy Mitchell, announced the creation of a Beef and Cattle Producers Advisory Committee to the CFIA (BPAC) on March 31.

The Advisory Committee is intended to provide advice to the President and key executives of the CFIA on matters pertaining to regulatory policy, standards and inspection matters related to animal health, food safety, communications, and trade-related functions and priorities impacting the Canadian beef and cattle production sector.

"It is clear that as industry moves forward to re-profile itself, new processes and interfaces must be developed. The creation of this Advisory Committee will provide a vehicle for an open exchange of ideas and information between senior representatives of industry and the federal government on the regulatory aspects related to the beef and cattle sector," said Minister Mitchell.

The BPAC will be comprised of senior representatives from beef and cattle stakeholder organizations, including the Canadian Cattleman's Association, Canada Beef Export Federation, Canadian Beef Breeds Council and the Canadian Livestock Genetics Association, along with senior officials from the CFIA and Agriculture and Agri-Food Canada. Health Canada and International Trade Canada will also participate in the Advisory Committee discussions as appropriate.

The creation of this committee is a special measure intended to address the unique circumstances facing the Canadian beef and cattle industry as a result of BSE and the continued closure of the U.S. border to Canadian cattle.

### Administration & HR Team

Our newest employee, Tracy Oliver, joined CFC as Administration Coordinator on March 29. Tracy will be responsible for front desk duties, maintenance of phone software, staff travel, courier services, research for new equipment and many other duties.

Tracy graduated in 1994 with a diploma in Law and Security but decided that law enforcement was not for her and ventured into the administrative field working for a bank and then for a software company. Tracy is married and has a 20-month-old daughter.

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