

WTO negotiations are not about farmer income



Over the last few weeks, CFC attended a series of meetings where the WTO agriculture negotiations constituted the main topic. These included the Cairns Group Farm Leaders meeting (Colombia), the International Federation of Agriculture Producers commodities conference (Belgium), the WTO Civil Society Symposium (Geneva) and a series of technical meetings with key WTO members (G-10, G-20, U.S., EU, China, etc).

These meetings centred around farm leaders' growing frustration that the WTO negotiations are all about striking a deal that will be acceptable to all 148 WTO member countries. Instead, negotiators should be looking seriously at the fundamental flaws in the marketing chains. These flaws leave farmers with no power against the highly-concentrated processing and retail sectors around the world.

In the Canadian chicken industry, we are fortunate to have our collective marketing structure that ensures fair returns to all farmers. But, as you know, all this relies on the effectiveness of our tariff rate quota (TRQ) and it is crucial that our over-quota tariffs not be reduced.

Many other farmers are not so fortunate.

Can farmers profit from a more liberal market?

Conference attendees heard from African farmers, who explained that although their markets are significantly liberalized, their share of world agricultural trade has declined from 8% to 2% over the last 20 years. Not only have they not benefited from a more open marketplace, some of their domestic products have been completely displaced from the world market and are often traded at rock-bottom prices (if they can be sold at all).



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In Cameroon, for instance, imports of chicken increased by 300% between 1996 and 2003. As a result, 70% of Cameroon's chicken farms have disappeared and 2,000 industry jobs have been lost.

And what about the promoters of free trade?

In reality, the governments that have the financial ability and the political willingness to support their industries will continue to do so while they are advocating for more liberalized trade.

For example, although countries have agreed to remove trade barriers for the textile industry, the European Union wants to ensure their domestic industry is not severely impacted. Peter Mandelson, the EU Trade Commissioner stated last week that:

"Europe cannot stand by and watch its industry disappear. Our investigation will enable me to decide whether the EU should introduce safeguard measures. Chinese exports should, of course, be allowed to grow at a normal speed following the removal of quotas. But we must also extend protection to European industry if it is faced with a ruinous surge of unprecedented proportions."

At the same time, Ambassadors and other trade specialists (or country representatives) say that liberalized trade will benefit everyone, especially developing countries.

So what is the answer for farmers?

Since very few nations followed the 'letter of the law', as laid down by the previous negotiating round, it becomes difficult to measure the true impact of trade liberalization on farmers.

The experts continue to study the effects of freer trade. As with any momentous and incredibly detailed negotiation, there will be costs and benefits for all participants. There might not be one system or one set of rules that works for everyone.

So, there might be benefits, but who will enjoy them?

If farmers do not benefit from an appropriate market structure that allows them to receive their fair share, those benefits will end up where the market power is. In most cases, that means the multinationals.

Is this going to result in improving farmers' incomes?
Most farm leaders attending the past few international meetings expressed very serious doubts. 🐔



Alberta Poultry Centre to research innovative products and services

Alberta's poultry industry is poised to become a leader in value-added processing and product development with the announcement of increased funds for its research facility.

The province announced in March that it would join industry and the University of Alberta in directing a total of \$13 million over five years to the Alberta Poultry Research Centre to allow increased research, development, and commercialization of value-added poultry meat and egg products.

Doug Horner, the Minister of Agriculture, Food and Rural Development said funds will help build on the centre's success. "Alberta's poultry industry is leading-edge when it comes to production research. This additional funding will help us find new ways of adding value to poultry products, creating more benefit for producers right here at home."

Of the \$13 million committed, \$1.25 million will come from industry, \$5 million from the University of Alberta, \$2.5 million from the Alberta Livestock Industry Development Fund, \$2.5 million from the Alberta Agricultural Research Institute, and \$1.8 million from the province.

Among other activities, the increased funding will allow the centre to add two new research positions that will focus on finding more uses for dark poultry meat, as well as provide more research into the nutraceutical benefits of egg products.

The centre will also hire a commercialization expert to help translate research into marketable products.

Lloyd Johnston, General Manager of the Alberta Chicken Producers, said the funds will nearly double the centre's current operating budget over the next five years and will build much needed capacity: "Further investment into our world-class facility truly signals that Alberta is ready to take the next step with our poultry industry."

The Alberta Poultry Research Centre was formed in 1986 to consolidate poultry research in Alberta. Its work is made possible through the cooperation of the University of Alberta, the Alberta Chicken Producers, Alberta Egg Producers, Alberta Turkey Producers, Alberta Hatching Egg Producers and Alberta Agriculture, Food and Rural Development.

For more information on the Alberta Poultry Research Centre visit www.poultryresearch.ca.



Poultry experts flock to Vancouver

The 54th Western Poultry Disease Conference was held in Vancouver, British Columbia from April 25th to 27th at the Fairmont Hotel Vancouver located in the heart of the city.

The speakers highlighted the true international nature of the chicken industry and came from across North America and a variety of other regions including Asia, South America, the European Union and the Middle East.

Host of the conference, University of California, Davis (or UC Davis) selects a different location for each annual meeting. A leader in poultry research, UC Davis is but one of the university's ten campuses and is often referenced for its expertise in disease outbreaks, diagnostic work and for its educational programs.

The program of the Poultry Disease Conference highlighted many of the important issues facing the poultry industry, including infectious and non-infectious diseases, biosecurity, diagnostics, antibiotic use, food safety and animal welfare. Close to 300 veterinarians, researchers, students and other industry professionals attended the event.

Despite the technical nature of the presentations, the atmosphere was a true meeting



of the minds and sparked many an interesting hallway—or harbour-front conversation. Panel discussions were included in the busy schedule to provide further opportunities for dialogue.

Some of the scientific program included sessions on:

- Avian Influenza & Biosecurity
- Animal Welfare
- Necrotic Enteritis, Parasitism
- Coccidiosis
- NDV, Avian Pneumovirus, Avian Encephalomyelitis
- Vaccination
- Campylobacter, Salmonella
- Nutrition & Management

On April 24th, the day before the conference, the American College of Poultry Veterinarians sponsored a workshop entitled "Avian Influenza: A Constant Threat to Worldwide Poultry." Speakers in the workshop provide an overview of the biology of Avian Influenza in poultry along with experiences with the disease and lessons learned from outbreaks in the United States, South Africa, Asia, the Philippines and Mexico.

There was also a series of talks that examined the AI outbreak in British Columbia in depth. These ranged from an analysis of the index case through to the logistics of cleaning and disinfecting all affected farms in order to begin restocking.

The 55th Annual Western Poultry Disease Conference will be held in Sacramento, California on March 5, 6 and 7, 2006.



The taste of the Canada Day BBQ is—summer!

Every year the Great Canadian Chicken BBQ—and this is our 13th year as national sponsor of Canada Day in Canada's Capital—is hosted by Chicken Farmers of Canada and features a delicious new recipe for a grilled chicken sandwich.

With our partners, the Centurion Conference and Event Center and the National Capital Commission, our 10,000 delicious sandwiches make the visit to Major's Hill Park tastier on Canada Day.

The contest to choose the featured Canada Day sandwich was held with *Canadian Living* magazine (and *Coup de Pouce*) this year. Recipes were examined and a short list of 10 finalists was chosen for individual testing against each of the contest criteria.



Tina Lissemore from Port William, Nova Scotia was declared the winner of the 2005 contest with her "Taste of Summer Chicken Sandwich." The tantalizing combination of orange, ginger and garlic are the main ingredients in the marinade. If you're a fan of grilled red pepper and red onion—then you're also in luck in the garnish department!

This Canada Day, the winning sandwich will be served alongside our popular chicken Caesar salad, potato chips, and beverages, with 50 cents from every chicken purchase being donated to the Boys and Girls Clubs of Canada. We are proud to be able to give back to this country, where we have been producing the chicken Canadians love for over 25 years.

The winners will be treated to a trip to Ottawa for the Canada Day weekend, including airfare, deluxe accommodation at the Westin Hotel, spending money, and VIP tickets to both the morning ceremonies and the Canada Day live evening show on Parliament Hill.



Taste of Summer Chicken Sandwich

Marinade:

½ cup	orange juice	125 mL
1	clove garlic, finely chopped	1
3	green onions, finely chopped	3
1 tsp	ginger	5 mL
1 tsp	soy sauce	5 mL
1 tbsp	orange zest	15 mL

Marinate overnight. Grill on medium heat for approximately 12 minutes on each side, or until juices run clear.

Garnish:

Thinly sliced canned grilled red pepper
Thinly sliced red onions
Mayonnaise
Romaine lettuce

Serve on whole wheat Kaiser buns.





Photo Contest

Got a great barn? New farm sign? How about a new son or daughter or grandchild?

CFC is holding its first annual Pheathered Phriends Photo Contest. You, the readers of Chicken Farmer are the contestants.

We're looking for images that represent Canada's chicken industry, which can put a face on one of Canada's agriculture success stories.

Posed or candid, day or night, regardless of the season they depict, send us your pictures now!

Send us your prints and your slides, either by mail or by email. Make sure you fill out the contest ballot, including your return address. All photos, slides and negatives will be returned, unless you indicate otherwise.



And what's in it for you?

Every ballot received will qualify for a draw to be held at the end of the summer (August 31). We'll be awarding a first, second and third prize to be judged once the balloting is over.

There are no official categories, but we will be looking for shots that "put a face" on the industry. Originality and flair will also be recognized.

Prizes for first, second and third place are the following:

First Place: A stainless steel BBQ kit, an apron and a BBQ mitt (\$75 value)

Second Place: A beach bag, two baseball hats and an umbrella (\$50 value)

Third Place: A fleece blanket, an umbrella and two water bottles (\$35 value)

There will also be a random prize draw for two coffee mugs and a denim shirt (\$50 value).

Pheathered Phriends Photo Contest Ballot

Name:

Address:

Phone Number:

IN BRIEF

What's in a name?

Apparently, enough to go to court. McDonald's Canada has won the first round of the name game with foodservice rival A&W Canada.

The Federal Court of Canada has thrown out a lawsuit in which A&W sought to defend their registered trademark for its "Chicken Grill" sandwich (1988). It was seeking to force McDonald's to drop the name of a grilled chicken sandwich called the "Chicken McGrill."

Vancouver-based A&W alleged that McDonald's, which introduced the McGrill in 2001, had "preyed upon its goodwill in the marketplace."

The use of this "confusingly similar mark," while indeed confusing, was not proven to be detrimental by A&W, said Mr. Justice James O'Reilly of the Federal Court in his ruling.

He likewise dismissed a McDonald's counterclaim which alleged that A&W's trademark on the Chicken Grill name was "invalid because it lacks the essential element of distinctiveness."

It is not known whether the two sides will continue the name game or whether they will accept the ruling as given.

New General Manager for Manitoba Chicken Producers

Manitoba Chicken Producers is pleased to announce the appointment of Wayne Hiltz as its new General Manager effective May 30, 2005.

Mr. Hiltz has many years of experience as a manager in the feed and livestock industries, and more recently, agricultural banking. At Manitoba Chicken Producers, he will oversee the regulatory and administrative activities of the office, and work with the Board of Directors on behalf of broiler hatching egg and chicken producers.

After earning his Bachelor of Science (Agriculture), with a major in Animal Science, from the University of Manitoba, Mr. Hiltz accepted a series of positions with Feed-Rite Ltd. in Alberta, Ontario and Manitoba. In 1998, he was hired by Dynamic Pork Corporation to develop and manage the enterprise from the initial concepts through to a fully functioning hog operation with revenues of over \$20 million. During this time, he also operated his own hog farm.

Mr. Hiltz is a member of the Manitoba Institute of Agrologists, and actively volunteers in the community.

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