

THE CHICKEN FARMER

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Safe, Safer, Safest Improved

Coming in the fall of 2005, farmers should expect to receive a "new and improved" edition of the *Safe, Safer, Safest* On-Farm Food Safety Assurance Program.

This new edition of the manual incorporates amendments based on concerns and comments raised by farmers across the country, lessons that have been learned during full program implementation, from the avian influenza outbreak, as a result of new scientific evidence and in response to a need to clarify certain requirements.

Throughout implementation and auditing on the majority of chicken farms in Canada, the benefits and drawbacks of the current requirements have been highlighted, and feedback from farmers has been instrumental in producing this new edition.

In addition, the avian influenza outbreak of 2004 in British Columbia instigated a review of the biosecurity measures in *Safe, Safer, Safest*.

Below are a few highlights of the amendments to the *Safe, Safer, Safest* program and manual.

MD = Must Do HR = Highly Recommended

Biosecurity:

- New MD: A dedicated pair of boots, or similar, must be available in each barn as a precaution against carrying outside pathogens into the barn by way of common contact.
- New MD: If a farm employee comes into contact with other poultry or birds, adequate measures must be in place to decrease the risk of disease transmission and these must be described in your standard operating procedures.

Feed:

- Edited MD: Transfers of feed can occur between two farmers where feed bins are under common management protocols and where a control program is used to ensure the feed does not present a food safety

risk. Record keeping requirements are included in the manual.

- Edited MD: The feed sampling protocols have been modified to allow different methods based on medicated vs. non-medicated feed and double bin vs. single bin systems.

Water:

- Edited MD: Cleaning and/or disinfecting products are acceptable to be used in order to ensure a proper supply of potable water. These products can either be used between flocks or during the flock cycle.

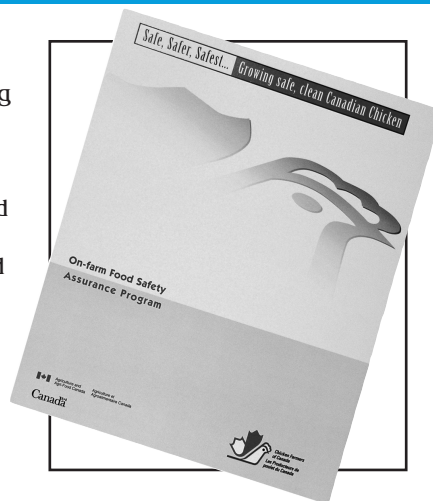
Cleaning and Disinfecting:

- Edited MD: The new requirement is that the barn must be fumigated or disinfected at least once per year after the barn has been washed. By requiring a washing prior to disinfection, this will ensure that all organic matter is removed and that the use of the disinfectant is effective in the short and long-term, thus having a beneficial impact on food safety.
- New HR: Due to the importance of insuring a break in the disease cycle, it is highly recommended that the barn be washed with water and disinfected after each flock.

Check out these and other amendments in the new manual; appropriate record forms have also been amended and will be included in the manual. These amendments were requested and followed a consultation process with all provincial boards and final acceptance was given by the CFC Board of Directors. The new requirements of this edition are expected to be implemented on farms in the fall of 2005.

A summary of the modifications will be provided at the front of the new manual; within the manual, each modification has been noted with a star (★) for easy reference. Take time to read and understand the new modifications.

The new edition of the manual will be sent to you as replacement pages. Therefore, when you receive the new edition of the manual, take out all of the current pages in the manual, keeping the chapter tabs, and replace each chapter with the new chapters that have been provided. The *Safe, Safer, Safest* manual first completed the Canadian Food Inspection Agency's technical review process in 2002. Successful completion of the technical review indicates that *Safe, Safer, Safest* is comprehensive



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from a food safety standpoint and has been approved under internationally recognized standards. This new edition, the first since 2002, follows the premise of continual improvement while maintaining the foundation of CFIA technical recognition.

Nearly two-thirds of chicken farms in Canada have been audited while five provinces have regulations mandating farms to implement CFC's program. Canadian chicken farmers are placing themselves at the forefront of food safety and will be able to prove to national and international consumers that Canadian chicken is produced according to internationally recognized standards.

Also on the horizon are farm signs for farms that have successfully completed the on-farm audit. CFC has

designed a new logo for the *Safe, Safer, Safest* program that will be incorporated onto a sign. These signs can be displayed at farms in order to promote the program both within the farming community and with consumers. These signs will be available prior to the end of the year. To see a full colour version of the sign, please see the electronic version of this edition of the newsletter on the CFC website.

The success so far of the *Safe, Safer, Safest* program has been in large part due to the efforts of each and every chicken farmer across the country! This new and improved edition will help the program and the industry to continue moving forward. 

Poultry Research Update – Strategic Directions for 2006

The Canadian Poultry Research Council (CPRC) was established in 2001 by the five National poultry agencies in Canada. The mandate of the CPRC is to create and implement programs for poultry research and development that address industry needs.

Last May 11th and 12th, CPRC and Agriculture and Agri-Food Canada (AAFC) hosted a workshop entitled "Canadian Poultry Research – Strengths and Weaknesses." Over 80 participants representing academia, industry and government participated in the workshop. The objective of the workshop was to update Canada's poultry research priorities and to provide recommendations for advancing the future of poultry research in Canada. The workshop was a follow-up to the CPRC Symposium on Research Priorities that was held in 2002.

The six research priority areas identified at the workshop were:

- Food Safety
- Animal Welfare
- Poultry Health and Disease
- Antibiotic Replacement
- Environmental Concerns
- Product Development/Value Added Products

These priority areas are a slight shift from those identified in 2002 with the top three priority areas at that time being:

- Food safety, with a focus on antimicrobial resistance and immune system enhancement
- Environmental initiatives related to nutrient management and rendering issues
- Sustainable production systems including product development


In 2006, CPRC will begin soliciting research proposals to address one or more of the priority areas identified at the

workshop. Other priority areas will be addressed in subsequent years. A final report from the workshop will be available on the CPRC website shortly (www.cp-rc.ca). Earlier this year, CPRC approved \$199,000 for six research projects to address the priority area of the Environment. This research will be undertaken at four establishments across Canada: University of Alberta, University of Saskatchewan, McGill University and the University of Guelph.



The Environment research proposals are currently under consideration for matching funding through the AAFC/Natural Sciences and Engineering Research Council (NSERC) research partnership-granting program. The AAFC/NSERC partnership program is CPRC's partnership program of choice for eligible applicants. This program provides a 2:1 match in funds.

In 2003, CPRC established an Avian Microbiology Research Network (AviMicroNet) to encourage research in this area. CPRC began funding the first set of research projects in this area for a total of \$352,900 over two years. Matching funds from a number of sources were awarded to these projects which have brought the total contribution to research in this area to over \$800,000. The research is being led by scientists from the University of Guelph, the University of Manitoba, the Veterinary Infectious Disease Organization (VIDO) and Agriculture and Agri-Food Canada. Research leaders are expected to have interim reports outlining their progress to CPRC this fall.

The CPRC's efforts in coordinating poultry research in Canada have proven to be successful indicating a prosperous future for poultry research in Canada. The participation of poultry partners from across the industry goes a long way in demonstrating the poultry industry's long-term commitment to the goals and objectives of research. 



WTO Trade Negotiations – The Road to Hong Kong

September - The WTO resumes its activities after the summer holidays

Informal agricultural talks are expected to start immediately once the session resumes on September 12th. In July, the now former Chair of agriculture negotiations, Tim Groser, summarized the major problems that need to be resolved this fall to reach a modalities agreement by the Hong Kong Ministerial. Also, while addressing the WTO General Council for the last time, Supachai Panitchpakdi, then WTO Director General, urged all members to put their efforts into settling their differences and to concluding a modalities agreement by December. Otherwise, he explained, the Doha Round would be at risk of failure.

The new Chair of agriculture negotiations, Crawford Falconer, and the new WTO Director General Pascal Lamy, are expected to provide the necessary leadership for a successful outcome at the Hong Kong Ministerial.

Canada's supply management sectors will seek meetings with the Canadian negotiators, as well as Canadian trade and agriculture ministers to discuss Canada's position and strategy, to ensure a positive outcome for supply management sectors in December.

The beginning of October – Farm leaders to meet in advance of the last mini-ministerials

Farm leaders from Japan and other countries from the G-10 group of developed and developing nations oriented towards their domestic markets (such as Switzerland, Norway, etc.) are meeting in Indonesia to discuss the impact of WTO negotiations on their sectors and send a message to their politicians as to how far they can go in trade liberalization.

Mid-October – A mini-ministerial meeting is scheduled for October in Geneva, to assess the progress in negotiations and provide political input

If negotiations do not advance much at the technical level by mid-October, this mini-ministerial is expected to provide vital guidance regarding what countries can accept and what compromises could be reached in Hong Kong.

Mid-November – Another mini-ministerial in Korea?

It is possible that another mini-ministerial will be organized around the APEC (Asia-Pacific Economic Cooperation) ministerial meeting on November 15-16 in Korea. This would be the last formal occasion before Hong Kong for politicians to provide guidance to negotiators in their effort to strike a deal.

13-18 December – The much-anticipated 6th WTO Ministerial Conference takes place in Hong Kong

World leaders will meet and try to agree upon a modalities text, without which many experts say the current Doha

Round of negotiations will fail.

Two years ago, in Cancun, Mexico, the 5th WTO Ministerial Conference failed to reach a modalities agreement. Eventually, members reconvened at the negotiations table and developed the August 2004 Framework Agreement, a necessary intermediary step before being able to agree on a full modalities text.



Agriculture is not the only area where an agreement has to be reached. The WTO must also achieve results in trade rules for services, intellectual property, industrial products, dispute settlement, trade facilitation and so on; each of these areas has its own challenges and difficulties.

The modalities agreement in agriculture will build on the Framework Agreement and provide numbers and deadlines for the three pillars under negotiation. The following are some examples of what the modalities agreement should contain:

Market Access: the modalities will define the tariff reduction formula for non-sensitive products (i.e. by what exact percentage each tariff has to be reduced). The definition, eligibility and treatment of sensitive products will also be negotiated.

Domestic Support: the modalities will define the precise amounts of trade-distorting subsidies that countries will have to cut over an agreed period of time.

Export Competition: the modalities will indicate the deadline by which countries have to eliminate all export subsidies.

A good deal to be done

Canada's supply management sectors will be present in Hong Kong and, through a close collaboration with Canadian officials, will actively seek a positive outcome of the 6th Ministerial.

For CFC, it is crystal clear what a positive outcome means: no reductions in chicken over-quota tariffs.





IN BRIEF

New Staff

James Kelley joined CFC in June as the new Market Information Officer reporting to Jan Rus, the Manager of Market Information and Systems.

James graduated from the University of Ottawa with a Bachelor of Science (Honours) Mathematics with a concentration in Computer Science, *Magna Cum Laude*. He also spent some time with the government (Transport Canada) and with a telecom company based in St. Catharines where he worked as a Resource Analyst.

Lise Newton-Lalonde will replace Janet Noseworthy as Government Relations Officer for a one-year maternity leave until mid September 2006. Lise has worked for the past few years as a government relations consultant and has worked with the Canadian Institute of Planners, the Society of Obstetricians and Gynaecologists of Canada, and others.

A warm CFC welcome to both of them.

Most commercial poultry farms near backyard flocks, U.S. survey shows

Sixty-two percent of the commercial broiler, turkey and egg farms in the United States are located within a mile of a backyard flock, according to a survey by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS).

APHIS conducted the survey last year. The agency selected 350 commercial poultry operations with at least 10,000 chickens or 5,000 turkeys and then canvassed residences within one mile to determine the presence of pet birds or other birds and surveyed the owners about flock characteristics and their management practices.

The survey confirmed that backyard flock owners risk taking a less formal approach toward biosecurity, with 89 percent taking no precautions about dedicated footwear, 82 percent never washing hands before handling poultry and 44 percent not washing hands after handling poultry. Only 3 percent ever consult a veterinarian, and only 3 percent of flocks ever receive vaccinations, according to the survey.

Schneiders debuts healthy kids lunch line

Schneiders Foods, the specialty foods subsidiary of Maple Leaf Farms, has introduced the SmartLunch line of combination meals aimed at the school lunch market.

The seven meals feature whole-grain bread, no hydrogenated fats or oils, real fruit treats and one-percent milk or real fruit juice. Most combo meals include turkey or chicken, along with snacks like raisins and low-fat string cheese. Main courses include pizza, chicken fajitas and a meat-and-crackers combo. Prices range from \$2.99 to \$4.49.



Let there be white: Scientist transforms dark chicken meat

Rather than finding new markets for dark chicken meat that can be tough to sell, a University of Georgia poultry and food scientist is working to change it into a more valuable product — white meat.

Daniel Fletcher is using centrifuge and other extraction methods to remove dark meat's fat content and color, thereby "creating" white meat. "We grind the meat up, add excess water and make essentially meat slurry," Fletcher said. "We then centrifuge it at a high speed, which breaks up the meat. What settles out are the raw, extracted layers."

When the modified dark meat is cooked, it looks similar to breast meat. Fletcher doesn't think the product would appeal to retail consumers, but he believes it could be used in restaurants. He compares the faux white meat to grilled chicken sandwich meat popular in restaurants today, which starts out as a "frozen shingle" of processed chicken with grill marks burned into it, he said.

Fletcher admits that the market opportunity for modified dark meat "is probably not now. But it could be a hot product tomorrow. This project gives us a better way to utilize dark meat instead of just sending it to other countries."

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