

## Avian Influenza Update

**U.S. Wild Bird Surveillance Detects Avian Influenza Subtypes – Not Asian Strain**

The U.S. Department of Agriculture (USDA) and the Department of the Interior (DOI) have, to date, announced 12 presumptive positive and/or confirmatory test results in six states (Michigan, Maryland, Pennsylvania, Montana, Illinois and Ohio). These samples do not contain the highly pathogenic H5N1 strain that has spread through birds in Asia.

The finding of these viruses in wild birds was expected. Influenza viruses commonly circulate in wild birds with little or no impact on the health of the birds or on the public.

In all cases so far, samples were collected from otherwise healthy birds and initial test results in some regions have indicated the presence of a non-Asian low pathogenic avian influenza virus, which poses no threat to human health.

### Canada – No Asian Strains of Avian Influenza Detected

Canada's inter-agency Wild Bird Influenza Survey 2006 was launched on May 18<sup>th</sup> by Environment Canada, the Canadian Food Inspection Agency, the Public Health Agency of Canada and the Canadian Cooperative Wildlife Health Centre. The survey will study Canada's wild birds to determine the prevalence or presence of avian influenza along the birds' migratory routes.

The survey allows animal and public health authorities to better understand the presence and characteristics of typical strains of avian influenza in North America's wild bird population. To date, almost all of the samples have been tested with the remainder to be completed by the end of 2006. So far, no Asian strain of the avian influenza virus has been found.

In Canada, chicken farmers support wild bird surveys being conducted to better understand the patterns of viruses like avian influenza, understanding that animal disease is a shared responsibility between both industry and government.

Farmers in Canada continue to use rigorous biosecurity measures to ensure that domestic chicken farms and the feed, water and

equipment used in their operation have limited exposure to possible pathogens and contaminants.

### Latest Reports – Bird Flu May Come to North America

Recent news articles have reported that the H5N1 strain of bird flu is most likely to enter North America through the importation of infected poultry.

British and American researchers recently launched a report, outlining how poultry trade was the source (with migrating birds contributing to the spread) as the Asian H5N1 strain of the virus moved out of China, across Asia and Europe and into the Middle East and Africa.

"We conclude that the most effective strategy to prevent H5N1 from being introduced into the Western Hemisphere would be strict controls or a ban on the importation of poultry and wild birds into the Americas and stronger enforcement to curb illegal trade," researchers wrote in an online issue of the Proceedings of the National Academy of Sciences.

### Globally

November 28 – South Korea says it has found a second case of H5N1 bird flu at a poultry farm, after confirming days earlier it had its first outbreak in three years of the strain.

Nov 29 – the World Health Organization confirms another death in Indonesia. The global avian influenza death toll stands at 154.

### A Note about Hunting

Duck populations, along with other wild birds are commonly hunted in Canada at this time of year. There is no known health risk to hunters or hunting dogs from contact with low pathogenic forms of the avian influenza virus. Nevertheless, just as they always have been, hunters are encouraged to use common sense sanitation practices, such as hand washing and thorough cooking, when handling or preparing wildlife of any kind. Hunters are encouraged to consult their local wildlife authorities for more information.



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## Biosecurity Reminder – Unauthorized Visitors

This is the time of year that the animal activist community becomes more active, sometimes violating trespassing laws and more, especially at the farm level. Incidents are reported across Canada every year and we now know that this type of activity has become widespread.

Please note that there have been incidents over the course of the last few months, so it is important, now more than ever, to ensure that producers take all necessary precautions to secure their businesses, farms and animals.

### Security reminders:

- Treat all unannounced visits by strangers with scrutiny. All requests for tours, employment, information or photographs should be verified with the highest standards for safety.
- Review all security and visitor protocols.
- Call the board office, and the police, to report any suspicious people who come onto private property, as well as any incidents, with as many details and photographs as possible.

These incidents often take place during the day, with visitors to farm properties wandering the grounds. They will sometimes acknowledge farmers who question them, saying that they are lost, or that they know the property from a long time ago, etc. Other times, they will run away without a word.

This reminds us of the importance of security, biosecurity and privacy on our farms.

Our job is to stay informed and to maintain the highest level of biosecurity possible on our farms.

### Be Vigilant!

#### What to do?

1. Share this information.
2. Report ALL suspicious or illegal activity. Include dates and times, descriptions of the perpetrators (license plates, clothing, appearance, etc.). Outline the nature of the incident, including suspicious requests or inquiries, trespassers and illegal activity, threats made, malicious or unusual phone calls or correspondence received, theft and vandalism or other related crimes.
3. File a police report on any illegal activities and retain a copy for your records. Notify the appropriate provincial board.
4. Advise the appropriate provincial board if you are contacted by a reporter for an interview on a sensitive topic, such as animal activism or specific incident related information. This could be an important heads-up for others, as the media are often the first to be contacted by activists. As always, healthy suspicion is encouraged. If you aren't sure of someone's credentials (particularly students and media), it's always better to check first and answer questions later.

## Avian Influenza Consumer Education Plan

Canadians love chicken and for good reason! They love its taste, its value, its variety and its convenience. They also want to know more about the chicken they are buying at their grocery stores or at their favourite restaurants.

From gate to plate, the entire Canadian chicken industry is committed to proactively communicating the facts about chicken farming in Canada, as well as about issues like animal care and avian influenza.

This summer, Chicken Farmers of Canada embarked on a plan to create resources for value chain stakeholders, such as the restaurant and grocery industries, so that they can pass along information to consumers.

Grocery stores and restaurants are often on the front line, receiving questions directly from consumers about chicken farming, including avian influenza and its Asian strain of which is raising some concern.

Employees within these industries may also have questions about avian influenza, as well as about chicken farming in Canada.

In response, CFC, in partnership with provincial chicken boards and partners from all facets of the industry, is developing materials to educate restaurants and grocery stores, to give them the answers to questions they have or hear related to chicken farming and other issues, like avian influenza.

These materials are available to all stakeholders to use when they see fit and can be found on the CFC website in the section called "Avian Influenza Resources for Industry Members" found in the left-hand navigation bar.

As a companion to these resources, CFC has also developed some materials directly for consumers, including two 'advertorial' information pieces for *Canadian Living* and *Today's Parent* magazines, as well as their French equivalents, *Coup de Pouce* and *Enfants*.

Also, a foldout insert was developed and included in the October issues of these magazines. A copy of the consumer insert is included in this issue of *Chicken Farmer*. Additional copies of the brochure will be made available to the provincial board offices as well as directly from CFC.

Working together on issues like these will go a long way in maintaining the high level of consumer confidence in Canadian chicken.





# National Council on Animal Care

**T**he first annual meeting of the National Farm Animal Care Council (NFACC) was held this fall in Ottawa.

NFACC was established in August 2005 for the purpose of “implementing a comprehensive and strategic approach, promoting responsible farm animal care, which will position the value chain by:

- making best use of resources and capabilities through improved coordination
- adding value to stakeholders by collaborating, communicating and sharing tools, approaches, knowledge and information/experience
- facilitating proactive approaches to livestock care”



At the time of inauguration, eighteen organizations were represented on the NFACC council. They included representatives of producer groups (pork, dairy, cattle, sheep, equine, etc.), processors, farm animal councils, transporters, the veterinary profession, regional humane organizations, the food service industry, provincial governments, university researchers and others. Since that time, four more organizations have joined the council including three of the feather agencies – Chicken Farmers of Canada (CFC), the Canadian Broiler Hatching Egg Marketing Agency (CBHEMA) and the Canadian Turkey Marketing Agency (CTMA).

Gord Coukell (Dairy Farmers of Canada) served as chair in 2005 and he stepped down from this role at the annual meeting in September. Edouard Asnong (Canadian Pork Council) was elected as his replacement. Danny Wiebe, chair of CFC’s Animal Care Committee, is CFC’s representative on the NFACC council.

During its first year, NFACC’s business plan, terms of reference and a memorandum of understanding with the Canadian Animal Health Coalition (CAHC) were approved. CAHC provides secretariat services to NFACC. Current financing for the council is

provided by Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

NFACC has focused much of its efforts on creating guidelines for developing and/or revising Codes of Practice documents for the care and handling of different species of farm animals. These guidelines were accepted by the council in September. The Code of

Practice for the Care and Handling of Dairy Cattle will be the first to be updated under this new process.

The role of NFACC with regard to animal care assessment programs was subject to much discussion at the NFACC table throughout the year, due to the different views on this issue across the value chain. To date, no consensus on NFACC’s role in this area has been made.

NFACC has also been involved in a joint communication effort with the four provincial farm animal care councils (Ontario Farm Animal Council, Manitoba Farm Animal Council, Farm Animal Council of Saskatchewan and the Alberta Farm Animal Council). The project “Putting Farm Animal Welfare on the Agenda in Canada” was initiated to ensure a collaborative approach on information sharing, to avoid duplication of effort and to provide a strong unified industry voice on issues related to farm animal care. More information on this project can be found at [www.livestockwelfare.com](http://www.livestockwelfare.com).

Finally, NFACC has taken a role in monitoring trends and initiatives in the international and domestic marketplace, including the activities of the World Animal Health’s (OIE) Animal Welfare Working Group.

After only one year of existence, NFACC is still finding its footing. However, the council is optimistic that they will be successful at working together to effectively address animal care issues in Canada. 🐔

Come See What's New! [www.chicken.ca](http://www.chicken.ca)

## Tribute

**C**FC is saddened to report that our colleague, Yvon Seguin, passed away of a heart attack on Sunday, October 8, 2006.

Yvon was a dedicated contributor to the Canadian chicken industry for the past 20 years. CFC celebrated his many contributions at our summer meeting in St Andrews, New Brunswick in August.

Yvon witnessed many changes in our industry and made many friends over the years. Yvon was preparing to retire at the end of 2006 and recently passed on the mantle of Manager of Finance.



Yvon was a trusted mentor, colleague and friend to CFC staff and to countless others who have worked with him over the years.

Our deepest sympathies go to Yvon’s wife Louise, his son Jean-François and his two grandsons Nicolas and Maxim.

A simple memorial service was held on Friday October 13, 2006 at the Heritage Funeral Home in Orleans, Ontario. Many of our industry friends and members were there to pay their respects and honour his memory.

Please cherish the fond memories you have of Yvon. He will be deeply missed. 🐔



# IN BRIEF

## CFA introduces new Executive Director

The Canadian Federation of Agriculture (CFA) is pleased to introduce its new Executive Director, Dr. Justin To.

"Working with all stakeholders, all parties and this government is a priority to address the challenges ahead," said Dr. To.

Justin recently completed his Ph.D. in Agricultural Economics from the University of Guelph's Ontario Agricultural College. Justin also has a Masters Degree in Agricultural Sciences from the University of Guelph.

Dr. To takes over from Brigid Rivoire, who has left to take the position of Executive Director with the Canadian Childcare Federation.

## KFC Parts Ways with Trans Fats

KFC Canada announced at the end of October that they will no longer be frying their famous chicken in oil containing trans fats.

The President of Prizm Canadian Income Fund, the owners of KFC in Canada, says the company began test marketing the new taste here about six months ago. Based on test results and over two years of research, he calls canola a made-in-Canada solution and promised consumers wouldn't lose out on the Colonel's "11 herbs and spices" secret recipe flavour that has been around for over 50 years.

The new cooking oil would reduce the amount of saturated fat in KFC Canada's food by about 40 per cent.

KFC (U.S.) recently announced that all 5,500 of its fried-chicken restaurants will switch to a soybean-based cooking oil with no trans fat by the end of next April.

Trans fats are found naturally in some animal-based foods and are made by forming liquid oils into semi-solid fats. Health experts say they can raise cholesterol and contribute to heart disease. Controversies about eliminating trans-fats abound and some cities are even banning them from their restaurants (see "New York's Rules" in this column).

## Mothers are the Real Experts

KFC U.S. has created an advisory board of mothers to gain information on everything from trends that affect families to new product ideas. Mothers from different backgrounds and parts of the country will join a group of mothers employed by KFC on the new Advisory Board.

The KFC Moms Matter! Advisory Board will meet in person twice a year, hold regular conference calls and host monthly dinner meetings in their hometowns. The group's first task will be to work with KFC to establish an online community aimed at reducing everyday stress for moms. Mothers will be able to use the website, scheduled to roll out in 2007, to receive tips, participate in webcasts, win weekly drawings and contribute to an e-newsletter.


Julienne Smith, author of "Food for Talk," a recipe box of conversation starters that promote family bonding, will also be part of the board as an expert contributor.

"As a mom and author, I know from experience that families are starved for quality time," says Smith, who describes herself as a "professional mom." "Meals are a great occasion to reconnect and who better than KFC to bring us all to the table to talk about ways to make that time mean even more."

## New York's New Rules – No Trans Fats

A unanimous vote from its Board of Health has made New York the first U.S. city to ban all restaurants from using artificial trans fats, resulting in a bevy of reaction from supporters and opponents alike.

Now, with some exceptions, restaurants will be barred from using spreads and frying oils containing artificial trans fats by July 1, 2007. Foods covered in that first round include French fries and fried chicken.

All other foods, including doughnuts, cookies and pies that use partially hydrogenated vegetable oil for texture, will have to be trans fat-free by July 2008. 

## Canadian Culinary Book Award Winners Announced

Chicken Farmers of Canada co-sponsored the Cuisine Canada and the University of Guelph's Canadian Culinary Book Awards Gala held in Winnipeg on Saturday, September 16.

These awards celebrate excellence in Canadian cookbooks and other books about food and are attended by food writers across Canada as well as cookbook authors, publishers, culinary professionals and industry representatives. Some of Canada's top food professionals, chosen as judges, spent the summer testing recipes and evaluating culinary books.

During the ceremony, CFC presented the awards in the Special Interest Food and Beverage Book Category.

The gold winners in the Special Interest category were Pam Frier, *Laughing with my mouth full: tales from a Gulf Islands Kitchen* and François Chartier, *À table avec François Chartier*. The silver winners in the category were Nazneen Sheikh, *Tea and pomegranates: a memoir of food, family and Kashmir*; and Richard Béliveau and Denis Gingras, *Les aliments contre le cancer: La prévention et le traitement du cancer par l'alimentation*.

Other sponsors of the event included the Beef Information Centre, Fairmont Hotels & Resorts, Hain Celestial Canada, Harbinger Communications, Liaison College, Delta Hotels, and Inniskillin.

The ceremony included a wonderful dinner put together by five of the Delta Hotels top executive chefs from across the country, including the Executive Chef from the Delta Hotel in Ottawa. Elizabeth Baird, an icon in the Canadian food industry and food editor of *Canadian Living* magazine, was master of ceremonies.

Cuisine Canada is a national alliance of Canadian culinary professionals who share a common desire to encourage the development, use and recognition of fine Canadian food and beverages. The University of Guelph has, for more than 140 years, contributed to Canadian cuisine through its programs in agriculture, food science, hospitality and tourism management. It is the home of one of Canada's best cookbook collections.

## Animal Industries Award in Extension and Public Service 2006

**T**his award is presented to a member of the Canadian Society of Animal Science (CSAS) in recognition of sustained outstanding service to the animal industries of Canada in technology transfer, leadership and education in animal production. These contributions must be distinct from those of research. The recipient of the award may be employed in any sector of the Canadian animal industry.

### Mission of the CSAS:

- to facilitate the discovery and dissemination of knowledge in animal science for the benefit of society

### Objectives:

- provide opportunities for members to exchange ideas about research, teaching, and extension in animal science
- promote public policy related to animal science and the industry
- provide information on scientific issues and public policy related to the animal industries

Bryan Doig is one of Saskatchewan's top livestock specialists. Bryan has been an Extension Agrologist and Livestock Specialist with Saskatchewan Agriculture and Food for the past 26 years. Bryan builds teams and is very diligent about professionalism and being 100% sure of his statements and advice. He shows high

respect for professionals in all fields and he understands and works for farmers to solve their problems.

Over the years Bryan has led and promoted many technical innovations for livestock, especially for the beef cattle industry in Saskatchewan and Western Canada. He is sought after for his advice by extension agrologists, farmers and industry personnel across Western Canada. Bryan has authored many publications and fact sheets.

In addition, he has developed nutritional management systems for the screening-pelleting industry, helped solve the problem with high potassium levels and mineral imbalance when feeding drought-

stricken or frozen green feed and has developed training systems to educate over 500 beef cattle producers, veterinarians, and feed consultants throughout Saskatchewan.

He developed fact sheets and management systems to add value to cull cows during the current BSE crisis, recognized the feed value in frozen canola and helped develop a research project on the management of sulphur levels in canola hay and silage.

Currently, Bryan is facilitating development of markets for feed by-products from the ethanol industry. 

### 2006 Recipient: Bryan Doig

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**Nominators:** Duane McCartney and Jim Armstrong

**Sponsors:** Chicken Farmers of Canada,  
Dairy Farmers of Canada,  
Canadian Pork Council

## Negotiations officially suspended ...to really negotiate!

**M**edia reports on the demise of the Doha Development Agenda are premature. Many reports, following the suspension of the Doha negotiations last July, gave the false impression that negotiations have ended completely and that everything is frozen tight for a few years. Although the negotiations were "officially suspended" in July, there was a sharp increase in the amount of activity after the summer holiday.

Whether it was at the Cairns meeting in Australia, the APEC meeting in Vietnam or the creation of the Oslo Group (Norway, Canada, New Zealand, Chile, Indonesia and Kenya) and the Buick Group (Australia, Canada, Chile, Hong Kong, China, New Zealand, Singapore and the United States), there is a growing sense of determination to conclude the negotiations.

In mid-November, Members "officially" received the WTO Director General Pascal Lamy's blessing to resume "soft" technical discussions on all issues in Geneva. With the spectre of failure hovering over Doha, there is no other alternative but to re-ignite the WTO negotiating machine. The Doha Round could become the first global trade negotiation to fail since World War II.

"We need to shift into higher gear, we cannot just sit around with the engines going cold" said one trade official, "but it will require a significant political decision on the part of key players to really jump-start these talks." It is one thing to turn on the engine in order to warm up the car; it is quite another, however, to have it ready to transport 150 passengers to the same final destination, which remains the critical concern for these "once-in-a-generation" multilateral negotiations.


WTO Members have started their quest toward achieving a "substantial Doha package" to be submitted to U.S. Congress to secure a temporary extension of the trade promotion authority (TPA) that is indispensable to finalizing the round by the end of 2007. Agriculture negotiations chairman, Crawford Falconer, has been encouraging delegates to work under the assumption that a completed Doha package deal needs to be reached by the end of March to have a realistic shot at the TPA extension.

Delivering this completed package by spring could be considered highly optimistic, given the significant differences facing Members on many key issues, including domestic support and market access. It is likely that Pascal Lamy will table a compromised text at the end of March if nothing comes out of the first three months of negotiations.

Will WTO Members agree with the direction or scope of Lamy's compromise? It remains uncertain. The only sure thing is that there are many WTO Members who are anxious to conclude this round that started way back in 2001.

### Not Much to Celebrate at Cairns

Australia invited the members of the Cairns Group (Argentina, Australia, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Guatemala, Indonesia, Malaysia, New Zealand, Pakistan, Paraguay, Philippines, South Africa, Thailand and Uruguay) to meet in the city of Cairns, where the group was created twenty years ago. Other than the two decades of its existence, the Cairns Group does not have much to celebrate.

 Please see Doha p.6



**Continued from p.5, Doha...**

Led by Australia, the Cairns Group represents agriculture exporting countries. At the time of its creation in 1986, Australia wanted to develop a voice for small and medium-sized nations in the upcoming Uruguay Round Negotiations so they could become an important player on a level with the United States and the European Union.

Twenty years later, the world trade environment has changed and the Cairns Group is mainly recognized for its historical role. Although the U.S. and the EU are still key players in the negotiations, countries such as Brazil, India and China have become prominent players in the WTO.

The creation of the G-20, representing emerging developing nations with a strong interest in agricultural exports, has undermined the uniqueness of the Cairns Group. In addition, strong positions promoting free trade rhetoric without any recognition of the reality of the trade environment has minimized the importance of the Cairns Group in recent years.

Former New Zealand prime minister and former WTO director general, Mike Moore echoed this impression on the margin of the meeting in Cairns in an interview on Australian ABC radio: "The Cairns Group has been sidelined a little unfortunately over the last couple of years because there's this new group called the G-20 which is the developing countries led by Brazil and China and India and South Africa. What we've got to do is reassert the position but equally see if there are areas in which we can understand the other guy's situation".

This comment from Mike Moore highlights the position taken by the Cairns Group. The pursuit of their trade liberalization agenda seems to ignore the realities of the agriculture and agri-food sectors of other countries. By continually pushing for aggressive positions, they have reduced their contributions to the negotiations, which badly need some bridge building in order to achieve some compromises.

**Blair House: The Sequel ... Coming Soon**

The Blair House is the U.S. President's official guesthouse in Washington. It is also the name of the agreement reached by the U.S. and the EU that concluded the Uruguay Round of negotiations in 1993. It was only once those two powerhouses had agreed on the disciplines to domestic support and the creation of the amber, blue and green boxes defining the limitations of each category of support that a WTO agreement was reached. Of course, the other 121 WTO Members had to support the deal. After all, who wanted to oppose with the risk of being blamed for blocking a "historic" agreement?

After five years of negotiations, WTO Members find themselves in a similar situation. Although many groups or coalitions have circulated proposals during those years, most of the attention was on the G-6 which includes the EU, U.S., Japan, Australia, Brazil and India. This select group representing various coalitions of developing and developed countries, protectionists and free

traders was the key forum to advance negotiations over the last year.

However, at the time of the ministerial gathering in Geneva in July 2006, it was obvious for all WTO Members that even the G-6 was getting too large and the other members of the coalition were becoming observers to a U.S.-EU negotiation. Those two might not have the same latitude, as in 1993, to impose a deal on the WTO because countries such as Brazil, India and China have become influential in the negotiations, but nonetheless everyone is waiting for the U.S. and EU to end the impasse.

The negotiations have been suspended mainly because the U.S. and EU do not want to make the first move. The U.S. is demanding greater concessions from the EU on market access and the EU is waiting for the U.S. to lower its domestic support limits before addressing market access. And whether they like the potential results or not, WTO Members may be forced to accept them or be blamed for further blocking or the failure of the negotiations on another "historic" deal. 🐔



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