

## Doha Round: Deal or No Deal?

Remember those logic problems in grade school? They went something like, "If Jeff likes apples but does not have a cat, and if Betty has a fish and drinks coffee, and if Todd wears blue and does not like oranges, what is the colour of Sandy's house?" Well, those seem to be comparable to the ongoing WTO negotiations, in terms of determining when the Doha round will be completed.

It's quite the process to weave details, positions and interests and to incorporate various political perspectives. The situation has become extremely knotted; it will take some serious work to untangle everything and figure out when it will come to an end.

### The Current State of Affairs

In general terms, developed countries have a strong interest in seeking substantial cuts in tariffs for industrial products in developing countries, while also achieving a higher degree of liberalization in services. Under the Non-Agricultural Market Access (NAMA) pillar, developed countries expect to see tariffs in developing countries reduced to levels below 19%-23%.

*NAMA refers to all products not covered by the Agreement on Agriculture. In other words, in practice, it includes manufacturing products, fuels and mining products, fish and fish products, and forestry products. They are sometimes referred to as industrial products or manufactured goods.*

– World Trade Organization (WTO) website

At the same time, developing countries propose maximum tariffs of 25% to 30%. Compared to agricultural tariffs, the difference seems marginal, but for industrial products one percentage point (1%) is significant.

Developing countries, in turn, have high expectations from developed countries with respect to agricultural products – tariff cuts, market access, and reduced subsidies. At the same time, they are strong on the position that they will not offer much in NAMA unless the proper level of ambition is achieved in agriculture. With respect to services, developing nations are clear that there is nothing to link the level of ambition in services with the one in agriculture or NAMA so they are not willing to offer much in that area.



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At a more detailed level, the U.S. has high expectations on market access for agricultural products but is not prepared to reform its agricultural policy or to cut trade distorting subsidies in return. The U.S. is also reluctant to give up some of the export credit and food aid provisions that allow it to use such tools as disguised forms of subsidies.

On the agricultural pillar, the Europeans are mainly concerned about the level of market access they will be forced to give for their "sensitive products" (like pork and beef). They are pushing hard for various formulas that would result in the smallest possible changes to market access.

Also in agriculture, developing countries are particularly interested in being "free riders" in as many areas as possible. They have access to the "sensitive products" category, but they hope to achieve much more with the "special products" box.


*"Each developing country Member shall have the right to self-designate an appropriate number of tariff lines as "Special Products". Designation shall be guided by the indicators (to be finalized) which are based on the criteria of food security, livelihood security and rural development for individual developing country Members."*

*Revised Draft Modalities for Agriculture – 1 August 2007*

Developing nations continue to request safeguard mechanisms for their products; they demand breaks on tariff reductions for a large number of their products, they create and look for any kind of "special status" (small and vulnerable economies, recently acceded members, least developed countries, special and differential treatment, etc) in order to ease the level of commitments they will have to undertake. At the same time, they push for more access to developed nations.

### So Will There Be A Deal or Not?

In general terms, these are the main structural elements of a Doha Deal. While difficult to predict at this point how the year will end, it is clear that seeing movement in these areas will increase the likelihood of an agreement by the end of December. The mood in Geneva changes

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from day to day. When things heat up and politicians become involved, logic, reasoning and science (even if only the economic one) tend to fade away and everything becomes possible.

We refrain from making any predictions at this point in time, but we strongly encourage our interested audience to pay attention to, and follow the

developments in, the few areas presented above. Movement and flexibility in those fields may indicate that a final deal is in the making. Adding to the mix, one should also account for random

**Chicken Farmer is a monthly publication. With the rapid developments in WTO negotiations, we encourage our readers to keep up to date by visiting the [www.farmsandfood.ca](http://www.farmsandfood.ca)**

events that can have an impact on concluding the deal. Two of them that we want to mention here are: the “miracle factor” – the possibility of an unexpected overnight high-level political deal, and the “rogue state factor” – the fact that a small country may, for whatever reason, veto a deal.

Not much time is left till the bells ring at midnight on December 31<sup>st</sup>, when our one big question (deal or no deal?) will be answered. We will then know if 2008 will be spent preparing schedules of commitments, or if we will witness yet another New Year’s resolution... 🍷

## New Certificate from Chicken Processors

Starting January 2, 2008, the Canadian Food Inspection Agency (CFIA) will be changing the requirements for what information is to be provided to producers on the Condemnation Certificate received from processors after a shipment of chicken is processed.

These regulation changes will affect the type of information that producers use as an indicator of the effectiveness of management practices on the farm.

The major change that producers will see with the new Condemnation Certificate is the way in which condemnations are reported. Instead of the varied number of reasons for condemnations that are currently used, condemnations will be grouped into one of 9 categories.

Producers will note that the names for condemnable carcasses have changed and several different reasons for condemnation have been grouped together. The information pertinent to condemnation will be presented using new names for the various diseases/conditions. Table 1 provides a list of the new condemnation criteria, and a cross-reference to the previous condemnation terminology (a facsimile of this table should be provided to each producer along with the new rejection certificate).

**Table 1: New Condemnation Categories correlated with previous condemnation categories**

New Condemnation Categories	Previous Condemnation Categories
Respiratory Conditions	Airsacculitis/CRD Syndrome lesions on the viscera and in the carcasses
Subcutaneous Conditions	Cellulitis (discolouration and visual skin changes in the peri-cloacal area and elsewhere on the carcass)
Leg Conditions	Arthritis, synovitis & Valgus/Varus Deformity
Skin Conditions	Marek's cutaneous form, neoplasm, extensive dermatitis including extensive scabs
Abdominal Oedema	Ascites (liquid & oedema under the skin)
Liver Conditions	Hepatitis & Icterus/jaundice
Emaciation	Extreme thinness not associated with another condition
Dark Coloured Carcasses	Cyanosis
Others producer related defects	Includes all other conditions with a very low incidence, i.e., anemia, Marek's Visceral Form, Neoplasm, Pendulous Crop, Peritonitis, Septicemia, Pericarditis

Condemnation data for 2006 indicates that six diseases/conditions accounted for 96% of the total condemnations. Five of these diseases/conditions have their own category on the new Condemnation Certificate. They are: subcutaneous conditions (cellulitis), abdominal oedema (ascites), dark coloured carcasses (no change), respiratory conditions (airsacculitis), and emaciation (no change). The sixth condition, hepatitis, is grouped under liver conditions. Producers seeking additional information for a particular shipment of poultry may contact the processor directly or contact the CFIA office located at the processor.

CFC indicated to CFIA that the change in names may be confusing to producers and the grouping of condemnation criteria will provide less information to farmers for management purposes. CFIA responded that replacing the veterinary terms used to describe unacceptable poultry carcasses with a ‘plain-English’ equivalent addresses objections about non-veterinary personnel using these terms and makes it easier for various end-users to understand the reports.

The new non-veterinary terminology is a preparation step for the Poultry Rejection Project – a methodology whereby industry “defect detectors” (non-veterinarians) will be responsible for performing poultry rejections (i.e. condemnations) with veterinary oversight.

Dead-on-arrivals and condemned due to contamination will no longer be recorded on the Condemnation Certificate. However, individual plants may still provide this information to producers as it represents good feedback information to the producer about management practices.

Information on poultry condemnations for chickens on a national basis is posted by Agriculture & Agri-Food Canada at the following website: [http://www.agr.gc.ca/poultry/condmn\\_e.htm#chicken](http://www.agr.gc.ca/poultry/condmn_e.htm#chicken)

An additional component on the new Condemnation Certificate will be increased feedback to farmers about their individual performance in relation to the percentage of birds condemned for other producers that ship to the same processor. Listed on the certificate will be a ranking system with three categories. These categories are:

- 1) Producers in the top 25% (i.e. the least number of condemnations)
- 2) Producers in the middle 25-75% of condemnations
- 3) Producers in the bottom 25% of condemnations

This index will benchmark the percentage of condemnations for the producers’ shipment against the plant condemnation average over the last 12 months for the same weight category at the plant. The intent of this information is to provide producers with their ranking and to identify problems that need to be addressed.

Processors will also be required to comment on the effectiveness of feed withdrawal for the flock being slaughtered. The new Condemnation Certificate will have check boxes for the processor to indicate if the feed withdrawal was acceptable or not acceptable and an area to provide comments should there be any.

Producers should expect to see this new style of reporting starting in January 2008. 🍷

# IN BRIEF

## New General Manager in Ontario

Bill Woods, Chairman of the Board of the Chicken Farmers of Ontario (CFO), is pleased to announce the appointment of Bill Laidlaw as General Manager.

An accomplished executive, Bill brings a wealth of experience in public affairs and human resources management. His previous positions have included Executive Director of The Biotechnology Initiative, CEO of St. John Ambulance, Director of Government Relations at GlaxoWellcome, and Chair and CEO of the Ontario Chamber of Commerce.



Bill holds a B.A. (Hon) from the University of Guelph, a B.Ed from Queen's University, and an M.Ed from the University of Toronto.

Chicken Farmers of Ontario is a farmer-run, non-profit organization representing more than 1,100 Ontario chicken farmers.

## New Recalled Food and Children's Products web site

The Government of Canada has launched a user-friendly and centralized web site database at : [www.healthycanadians.gc.ca](http://www.healthycanadians.gc.ca) which will allow Canadians to search recalled food and children's products that are unsafe or unhealthy.

The new web site combines recall information from Health Canada and the Canadian Food Inspection Agency databases, and allows Canadians to search by keyword, date, product or company name, or browse through product recalls dating back to 1995. The web site also features photographs of the recalled children's products, to allow Canadians to more quickly recognize the products.

"Parents from across the country have told our Government that they want better information about recalled food and children's products, which is why we are proud to be launching this new web site today," said Health Minister, the Honourable Tony Clement. "For the first time we are combining databases from different government departments to allow parents to easily search the information they need on recalled food and children's products."

"When Canadians hear rumours about problems with food or product safety, they want the real facts fast, and don't want to search different Web sites to get the information," said Minister Ritz. "With the launch of this new Web site, Canadian families will now know where to turn in situations such as children's toys being reported as unsafe, or when there's food-related issue like salmonella."

## First-Ever Online Farm Source Verification System for U.S. Poultry

Murray's Chicken, a Pennsylvania-based processor, now offers a transparent tracing solution: the first-ever online Farm Source Verification System for poultry. From farm to table, consumers will have access to information about the farm where their poultry was raised free of antibiotics.

"Since I began working in the poultry industry, our business has always put the consumers' needs first. The System is a continuation of that commitment," Murray Bresky, CEO, President and namesake of Murray's Chicken.

Today, According to an August 2007 consumer poll (Zogby International), 85 percent of U.S. consumers say it is important to know where their food comes from and 70 percent of food shoppers said they are willing to pay more for produce, poultry, meat, seafood and other food products if they were from the United States of America.

From Cluck to Click, the Farm Source Verification System utilizes the mapping capabilities of Google Maps and Google Earth to provide shoppers with access to information about the turkey and chicken family farmers Murray's Chicken worked with that day. The System will launch with six farmers telling their stories and will grow to include more than 40 area farmers.

Murray's Chicken has been a family-owned business for more than 50 years. Murray's Chicken's holiday chicken and turkey offerings, featuring the online Farm Source Verification System, will be available at retailers throughout the Northeast, the Tristate area (NJ, NY, and CT) as well as select retailers in Maryland, Florida and the Midwest immediately.

## H5N1 Avian Influenza Confirmed in the UK

An outbreak of avian influenza on a farm run by Europe's biggest turkey manufacturer, Bernard Matthews of England, has been confirmed as the highly pathogenic H5N1 version of the virus which has been linked to human illness and death.

The European Commission confirmed that veterinary experts were called to the farm after the death of 2,500 birds. This is the second confirmed case of H5N1 in Europe this year, the other taking place in Hungary. Movement controls have been implemented, as have official measures to stamp out the virus.



# White and Dark Meat – Key Differences Point to Different Needs

Few silly conversations, apart from which direction the toilet paper should hang, can be as emphatic as the discussion that ensues when the dark meat versus white meat debate begins. Some find that one has more flavour than the other. Others find that one is healthier than the other...you see where we're going.

Before we begin the debate, it is important to understand what makes light meat light and dark meat dark.

## It's all about the muscles and the myoglobin!

Chicken meat varies in tone, from light to dark, based on the various muscle groups that chickens use. It's myoglobin that contributes to the shade. Myoglobin is an amino acid that helps muscles use oxygen efficiently. The higher the myoglobin level, the darker the meat.

Dark meat contains more myoglobin than white meat. In chickens, myoglobin is most present where muscles are well used, such as thighs, legs and wings. Chickens' breasts are used for quick muscle spurts, which use less myoglobin than is required for the slower, more regularly used legs and thighs. When muscles have less myoglobin, they generate energy from glucose stored in the liver.

An interesting tidbit about myoglobin: It's been said that myoglobin contributes to the length of time that a whale can stay underwater. Whales' muscles are rich in myoglobin, which can store lots of oxygen that the muscles use while away from the surface.

## What about nutrition?

We think it may be a question of what's right for you. Here's what we do know:

- When dark meat is cooked, the myoglobins turn into metmyoglobins, which are very high in iron.
- White meat is a lower calorie, lower fat option that is preferred by the vast majority of Canadians, according to CFC's latest Usage and Attitudes Study.
- Dark meat tends to be roughly 25% higher in calories and over twice as high in fat (although many of these fats are good for you).
- Fat is not only a part of a healthy diet, it's essential to a healthy body. It supplies energy and helps the body absorb fat-soluble vitamins.
- Dark meat is also slightly higher in cholesterol.
- White chicken meat is nearly twice as high in niacin.
- Dark chicken meat offers two-to-three times as much zinc and iron as white meat.

## Interesting thoughts about why we choose white or dark

Doctors the world over are seeing that our tastes have a lot to do with what our bodies need, especially when we're making simple menu choices. You may decide to have a glass of milk with your dinner, not even realizing that your body is expressing a need for calcium, or Vitamin D. Or, for instance, if you're short on so-called "good" carbohydrates or niacin, you may prefer white meat. If your body is generally in need of protein or needs iron, you might opt for dark meat.

In North America, there seems to be a big difference in our preference for white meat compared to the rest of the world, which in vast numbers prefers dark meat. Many chefs are trying to reverse this trend, using new menu strategies to get consumers more interested in the more intense flavour and moistness of dark meat.

The CFC web site, in the Recipe section, provides a list of dark meat

recipes but in most cases you can substitute dark meat in recipes that call for white meat.

## Recipe Categories:

Appetizers	BBQ	Burgers	Casseroles	Celebration
Dark Meat	Ground Meat	High Fibre	Low Fat	Low Sodium
Lunch	Microwave	Pasta	Quick 'n Easy	Salads
Soups	Spice it Up	White Meat	Whole Bird	Wings

## The Final Verdict

While there is no doubt that this information is useful to understand what our chicken is made of, it probably doesn't help the debate. The final verdict, therefore, is that there is none – we're sorry. There are benefits to both sides. Whatever it is, we should all enjoy every last bite. Bon appétit! 🍴

# Diet and Nutrition are Key Messages for Consumers

Communicating the key messages of CFC and its members to a variety of audiences continues to be critical to achieving the goals set out in CFC's five-year strategic plan. The Promotion/Education Campaign was as active as ever in 2007, targeting consumers, health professionals and the next generation of consumers as key audiences.

Dietitians and nutritionists are on the front lines in the fight to promote healthy eating and an active lifestyle. CFC works diligently to ensure that they have the tools they need to inform their patients and clients. A series of fact sheets called the "Nutritional Fact Series" provide information about balancing a healthy lifestyle with smart food choices. These fact sheets along with a weekly food journal are available on the CFC website under the Health and Nutrition Information section.

## Canadian Cardiovascular Congress

CFC participated in two exhibitions in conjunction with two national professional gatherings. The annual Canadian Cardiovascular Congress took place from October 20-23 in Quebec City and is the premier venue that unites Canada's cardiovascular community. It was attended by over 3,000 health professionals from across the country. Surgeons, doctors, cardiologists, dietitians, nutritionists, nurses, and pharmaceutical representatives comprised the bulk of the delegates.

CFC hosted a booth in the Community Forum (exhibition hall) and was one of only two organizations at the Congress that were not representing pharmaceutical companies and manufacturers of surgical equipment. Instead, the CFC booth featured a preventative approach to heart problems, obesity, and hypertension by promoting healthy eating and chicken consumption. Given such a setting, the CFC booth garnered much attention and delegates were very interested in the messages.

Most of the messaging centred on the benefits of healthy eating including chicken and responding to general questions on the Canadian chicken industry. Conference organizers thanked us for our presence and encouraged us to return next year.

## Canadian Diabetes Association Professional Conference

CFC also attended the Canadian Diabetes Association Professional Conference from October 24-27 in Vancouver. Hundreds of nurses, doctors, dietitians and other health professionals visited CFC's booth to obtain samples of the patient teaching tools we offer and enter their name into a draw for a deluxe CFC BBQ set.

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