

## Atlantic Poultry Research Centre Grand Opening

The Atlantic Poultry Research Centre – Phase 1 – was officially opened on the Nova Scotia Agriculture College campus in Truro on Wednesday, May 30<sup>th</sup>, 2007.

The ribbon was cut by Mike Dungate, General Manager of CFC, Dr. Philip Hicks, NSAC President, Hon. Brooke Taylor, Nova Scotia Minister of Agriculture and Ross McCurdy, Director, Canada Foundation for Innovation.



The Atlantic Poultry Research Centre, valued at \$9.8 million, will provide teaching and research capabilities in all phases of poultry production from hatching to value-added product processing.

This state-of-the-art facility will allow fundamental research on nutrition, physiology, poultry product quality, food safety and poultry waste management while providing opportunities for the development of new and innovative research directions important to support key regional and national priorities.

Funding for the 3000 square metre Centre has been made possible through funds allocated by the Province of Nova Scotia, the Canada Foundation for Innovation and the Nova Scotia Research & Innovation Trust. Additional funds have been generously provided by the national and Atlantic feather industries, Atlantic provincial governments and various individual donors.

CFC contributed \$200,000 in 2004 to the project.

Remaining phases include a major retrofit to the feed mill to be completed in 2007-2008 and a new chick hatchery to be completed in 2008-2009 for a total project value of \$12.1 million.



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At the core of the research facilities is a complex that will house poultry under research conditions with state-of-the-art environmental controls and computerized data collection to facilitate good science. Phase 2 will involve a transformation of the current feed mill into a nutrition complex capable of large and small batch mixing and commercial-style pelleting of feeds. Phase 3 will see a new fully functional hatchery for generating research stock and a federally inspected processing facility to support food safety and meat quality research.

Research continues to be a priority for maintaining the health, growth and future success of the Canadian chicken industry. It allows our sector to grow as we respond to evolving consumer needs and preferences.

## New Council for On-Farm Biosecurity

The 2004 avian influenza outbreak in the Fraser Valley defined many new priorities for the industry and for government.

These priorities involve developing emergency response plans, improving the laboratory network, defining roles and responsibilities, ensuring business continuity and conducting simulation exercises.

In particular, the Canadian chicken industry re-evaluated on-farm biosecurity protocols and made amendments to the *Safe, Safer, Safest* program based on the lessons-learned exercise. The amendments were included in the revised 2005 version of the manual and were incorporated into the audits starting in 2006.

Recently, the Canadian Food Inspection Agency (CFIA) has established a council to examine and establish biosecurity standards in the poultry industry. A significant portion of the disease management strategy is to prevent the introduction of avian influenza into the flock in the first place. This will reduce the stress on government, from both a resource and financial perspective.

The Avian Biosecurity Advisory Council (ABAC) was established in October 2006 as an industry-government council to develop standards, implementation plans and verification methodologies for avian biosecurity.

 Please see New Council p. 2



The council has 25 members from government, academia, producer groups and the service sector (processors, catchers, and hatcheries). CFC is represented by members from the CFC Food Safety Committee; in addition, a CFO Representative sits on the council as the provincial broiler organization representative.

The council includes non-supply managed sectors including ducks and geese, as CFIA's intent is to develop and implement biosecurity standards for all poultry operations in Canada.

The national poultry organizations have clearly indicated that biosecurity is being delivered through the on-farm food safety assurance programs, and that if there are any additional requirements, that these programs be the avenue by for implementation. In addition, it is important to recognize the need for a risk-based approach to defining biosecurity standards based on different disease and environmental pressures across the country and across commodities.

The council is striving to develop an integrated biosecurity plan that includes both on-farm and off-farm vectors for disease. A series of task groups have been struck to analyze biosecurity requirements from a risk-based approach, taking into account cost-effectiveness and practicality to determine what requirements produce a marginal benefit.

Time will determine how the developed standards will be implemented and enforced, in terms of government regulations, industry programs or government disaster programs. 🐔

## The 2007 Chicken Tariff Rate Quota

On April 12<sup>th</sup>, 2007, the Minister of International Trade announced the 2007 allocation for the chicken tariff rate quota.

He has decided to allow all the permit requests which exceed the TRQ by 8.7 million kilograms. These are additional imports that will cut into total production and may affect Canadian chicken producers.

This represents a total market access level of 8.4%, an increase over the 2006 market access level of 7.98%. Canada's TRQ commitment is 7.5% of the previous year's production.

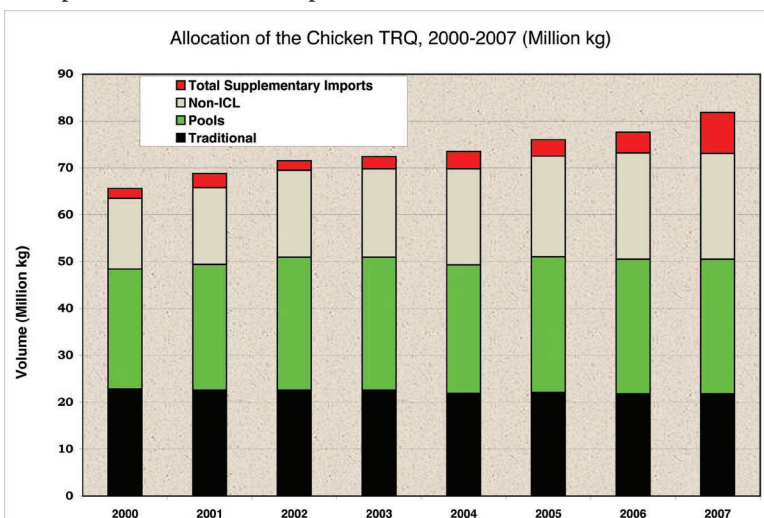
What is also noteworthy about the 2007 allocation is that the Minister has eliminated the claw back mechanism that has been in place since 2004. The claw back mechanism limited the supplementary imports to 61% of the requirements exceeding the TRQ. The remaining 39% was clawed back from the allocations to the traditional, processor, food service and distributor import quota holders.

For 2007, the traditional, processor, distributor, food service quota holders will receive approximately the same volume as in 2006.

Here is a summary table of the 2007 allocation based on information received from International Trade Canada.

	Kg
TRQ (7.5% of 2006 production)	72,798,525
Traditional	21,482,166
Pools (processors, foodservice and distributors)	28,991,478
Non-ICL	22,324,881
Special Supplementary Imports (for Non-ICL)	6,201,448
Imports-to-compete Supplementary Imports (for Non-ICL)	2,500,000
Total Imports	81,499,973
Total Imports (as a % of 2006 production)	8.4%

The chart below shows the continually increasing supplementary imports over the past few years. This is the first time ever that total imports will exceed 8% of production.





## 'Super Chicken' to Fight Avian Influenza

**S**uper Kai! Super Moan! In any language, the fight against avian influenza is spreading through Southeast Asia with a new invincible character—Super Chicken, as he is known to English-speakers.



*Courtesy of Poultry and Egg News (Gainesville, Georgia)*


The Academy for Educational Development (AED), which leads an avian influenza awareness campaign in Southeast Asia for the U.S. Agency for International Development, introduced the unlikely spokesperson in November 2006 at national water festivals in Laos and Cambodia.

Originally developed in Cambodia during an AED workshop with government officials, Super Moan, as he is known there, is a broad-breasted rooster with a familiar red cape and strong opinions about healthy behaviours. The rooster first appeared in public service announcements, on posters and in booklets where he demonstrates how to prevent the avian influenza virus from appearing and spreading.

From there, the Super Chicken image was adapted in Laos with a slightly different look. Part chicken and part human, Super Kai serves as a credible source of good behaviours and best practices to stop the spread of the bird flu virus. Somewhat bossy in temperament, he travels on motorcycle or boat to help farmers and communities prevent bird flu outbreaks.

"Our surveys among backyard farmers and their communities showed that there was both a need and a desire to have more information on specific steps to take to prevent outbreaks of bird flu," said Mark Rasmuson, director of the AED Center for Global Health Communication and Marketing. "Super Chicken fills that need in a fun yet educational way."

Super Kai and Super Moan have also appeared in documentaries, on stage with street theatre, and at recent water festivals and other events. They will continue to appear in community-based activities and events in both Cambodia and Laos. To watch the TV ads, starring Super Chicken, and see other communication materials on avian influenza, visit <http://www.avianflu.org>.

Founded in 1961, AED is a non-profit organization working in all major areas of human development, with a focus on improving education, health and economic opportunities for the least advantaged in the U.S. and developing countries. 

## IN BRIEF

### Fraser Valley chicken farmers worried about floods

Rising water levels are becoming a threat to chickens and other livestock in the Fraser Valley, with provincial agriculture staff ordering producers to make plans to seek "higher ground".

Winter snowfalls were high in the areas that drain into the Fraser Valley and have been slow to melt. Many fear that a heat wave or heavy rainfall will accelerate the process beyond what the valley and current infrastructure can handle.

On May 3<sup>rd</sup>, in Vancouver, Prime Minister Stephen Harper and the Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, the Honourable Chuck Strahl, announced that Canada's New Government will provide (up to) \$16.5 million to British Columbia to support flood mitigation work in the province.

"Our government is taking action to protect the safety, property and livelihood of British Columbians," said Minister Strahl. "The risk of severe flooding calls for immediate action. This investment will help reduce the impact of potentially extreme spring flooding in British Columbia."

Harper and Strahl toured the Fraser River flood plain by helicopter giving both officials a close up look at what high water could do if it were to overrun the dyke system.

### U.S. Proposes New Poultry Feed Port

United States governors Sonny Perdue of Georgia and Mark Sanford of South Carolina have proposed to build a new joint port authority that could handle poultry exports from the southeastern United States and expedite feed imports for poultry production.

The two states would form a Bi-State Port Authority with a contract to be approved by the two states' legislatures, and ratified by the U.S. Congress, for a port to be built on land owned by the Georgia Department of Transportation in Jasper County, South Carolina.

A new container port would benefit the poultry industry in South Carolina, Georgia and Alabama, a region that produces 70% of U.S. chicken meat, by providing an alternative to the higher cost of shipping feed grains and oilseeds from the U.S. mid-west.

Moreover, such a port is seen as a means to improve the poultry industry's capacity to ship poultry products in refrigerated containers to Europe and the Middle East, enhancing U.S. competitiveness against Brazil's poultry exports.

# Medicated Feed Mixing Regulations

The Canadian Food Inspection Agency (CFIA) has re-launched the development of new regulations that will affect both commercial feedmills and on-farm feedmills that mix medicated feed.

The objective of this initiative is to enhance the safe handling and use of medications in feeds. The new regulations fall under the Health of Animals Act - Regulations Respecting the Making of Medicated Feeds.

These regulations were first published back in February 2000 and were initially delayed until 2002. Due to the first cases of BSE, the regulations were again put on hold. With the new development of the new feed ban finalized, CFIA has only recently been able to assign the resources to re-engage the industry about these regulations.

Shifting from the previous drafts of the regulation, CFIA is now working to ensure that the new version of the regulation is outcome based, rather than prescriptive requirements.

One example of following an outcome-based approach is the risk profiling project being conducted by the Veterinary Drugs Directorate at Health Canada. The intent of this project is to determine the level of priority of different antibiotics based on risk of carryover to the next feed being mixed.

The outcome of the work will be to determine which medications are high risk and need to be regulated, as well as the acceptable sequencing of feeds for appropriate equipment clean-out practices.

This work will be very important for chicken farmers as it will dictate the level of regulatory oversight required for the use of ionophores and medications that do not require a withdrawal period.

While the majority of chicken farmers purchase their feed from commercial feedmills, approximately 8% of farmers mix feed on-farm, and an even smaller proportion of this actually use medications. However, a larger proportion of farmers add an ingredient to finished feed at the farm level; this type of practice is also covered under the proposed regulations.

The components of the regulations include: mixer performance testing procedures, equipment clean out and feed sequencing procedures, scale and metering device verification as well as traceability and recall procedures.

The regulations will be enforced by requiring that any individual purchasing medications have a license. Being a license holder will be a requirement for both domestic commercial and on-farm manufacturers of medicated feeds. The license will be obtained after having undergone an audit process, and there will be a sequence of on-going audits, although the frequency and organization performing the audits has not been finalized.



CFIA's objective is to publish the regulations in Gazette I by the fall of 2007. Plans for implementation have yet to be finalized, however the initial thoughts include a phase in period over a three to five year period based on the risk level of the medication being used in the operation.

As the development of these regulations progresses, industry will be receiving draft procedures and farmers will have the opportunity for comments. As part of the communication plan, a set of town-hall meetings will be planned across the country.

There are over 500 commercial feed manufacturing plants in Canada and several thousand livestock producers who manufacture some or all of their own rations on farms, which may require inspection and licensing in order to manufacture medicated feeds.

CFC will continue to monitor the regulation changes. 🐔



## New Agriculture Building in Guelph

**T**he Ontario Farm Animal Council (OFAC) and AGCare (Agricultural Groups Concerned about Resources and the Environment) have now moved into a shared office at the new Ontario AgriCentre in Guelph.

“AGCare and OFAC share the common goal of communicating with our consumers about agriculture”, says John Maaskant, OFAC Chair. “Sharing office facilities will strengthen our partnership and improve efficiencies to allow scarce resources to go further.”

AGCare and OFAC chose to relocate to the AgriCentre based on its close proximity to the Ontario Ministry of Agriculture and Food, University of Guelph (U of G), Agriculture and Agri-Food Canada, and other agricultural organizations.

Located at 100 Stone Road West, right across from the U of G campus, the AgriCentre is the new home for many of the commodity and professional agricultural groups that were previously dispersed across the province. It gives new visibility to agriculture and offers a focal point for groups.

The Ontario AgriCentre is designed specifically to help farm organizations be more effective and efficient through the sharing of facilities and resources such as boardrooms, lunchrooms and other services. A special feature of the building is a modern media centre that can be used for media events and live broadcasts from the building.

The media centre offers organizations access to state-of-the-art facilities to hold media or video conferences, webcasts (a live broadcast distributed over the Internet) and webinars (online seminars) as well as broadcast quality sound and mixing equipment. The media centre is also made available to media students from the U of G and enables them to get the practical experience they need.

The Ontario Farm Animal Council is a non-profit education organization representing Ontario's 35,000 livestock and poultry farmers and related agri-businesses. OFAC provides a coordinated effort in addressing issues related to animal agriculture and food production including farm animal care, environment, new technology and food safety.

The list of other tenants at the AgriCentre includes:

Ontario Canola Growers Association  
 Ontario Corn Producer's Association (OCPA)  
 Ontario Federation of Agriculture (OFA)  
 Ontario Institute of Agrologists (OIA)  
 Ontario Soybean Growers (OSG) 🌱





## NEWS FROM THE HILL

### CFC Reception

On May 15<sup>th</sup>, CFC had its annual reception for MPs and Senators. The event was held at the Chateau Laurier and was a huge success. Thirty-seven MPs and three Senators attended, taking advantage of the opportunity to speak with various farmers from their provinces and ridings. CFC Board Members and Alternates sent personal invitations to their MPs informing them that they would be at the reception. The personal touch let MPs know that they would be able to discuss the relevant industry issues with their constituents.

In addition to Directors and Alternates, provincial board managers were in attendance along with other industry members. The industry representation helps CFC disseminate the important industry messages that parliament needs to hear, such as TRQ and 13 %.

MPs and Minister's offices were also well represented by numerous assistants including Laurie Throness, Chief of Staff and Christina Patterson, Senior Policy Advisor, both from Agriculture and Agri-Food Minister, Chuck Strahl's office. Neither Minister Strahl (Agriculture) nor Minister Emerson (International Trade) were able to attend.

### Agriculture Policy: The Next Generation

On May 16, CFC attended the 3<sup>rd</sup> round of consultation on the Next Generation of Agriculture Policy. The department had issued a discussion paper for the last round resulting from the previous two rounds.

Supply management was recognized in this draft discussion paper, but as a business risk management tool. In the first two rounds of consultations, farmers clearly expressed their desire to have the system recognized as an effective "program". Poultry, dairy and egg representatives reiterated this point at the 3<sup>rd</sup> consultation and discussed other areas of concern such as animal disease compensation and traceability.

On June 28 and 29, the Hon. Chuck Strahl will be taking the policy developments forward to the Federal/Provincial/Territorial Agriculture Ministers Meeting for their discussion. Throughout the summer the program development will continue while both levels of government strive to achieve agreement on a framework for the end of 2007 for implementation in 2008. CFC will stay abreast of developments and will continue to provide input into the process.

## Appointments to National Farm Products Council

In early May, two new appointments to the National Farm Products Council (NFPC) were announced by the Honourable Chuck Strahl, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board.

The two new appointees are no strangers to supply management and the Canadian poultry industry. Ed de Jong from British Columbia and Brent Montgomery from Quebec have both recently been chairmen of national poultry agencies.

"I am pleased to appoint Messrs. de Jong and Montgomery to the Board of the National Farm Products Council," said Minister Strahl, "Their combined expertise as well as their involvement with agriculture committees, and entrepreneurial experience, will make a valuable contribution to ensure the success of the Council."

The NFPC promotes efficient, competitive Canadian agriculture. It helps to improve farm product marketing between Canadian provinces and territories and in the international marketplace. The NFPC is composed of at least three members, and up to nine, half of whom must be primary producers at the time of their appointment. Members are appointed by Cabinet for terms of varying length and may be re-appointed.

The Council supervises the operations of the four national marketing agencies that manage the supply of Canadian chicken, turkey, eggs, and broiler-hatching eggs.


### Ed de Jong

Born in Abbotsford, British Columbia, Mr. de Jong still resides on the family farm. He began dairy farming in 1971 and started a broiler breeder operation in 1994. The farm has expanded to 147 acres to become a significant broiler breeder and a dairy cow operation. Mr. de Jong has held numerous agricultural-related positions including Delegate to the B.C. Federation of Agriculture, Director of the Canadian Broiler Hatching Egg Commission and, most recently, Chairman of the Canadian Broiler Hatching Egg Marketing Agency.

### Brent Montgomery

A graduate of Bishop's University, Mr. Montgomery has occupied high-level positions in the agricultural field including Chairman of the Canadian Turkey Marketing Agency, Administrator of *La Fédération des producteurs de volailles du Québec* and Vice-Chairman of the Canadian Turkey Marketing Association. Mr. Montgomery has also been the Mayor of the Municipality of Saint-Gabriel-de-Valcartier since 1988.

The appointments are effective immediately for a term of three years.

To learn more about the National Farm Products Council, please visit [www.nfpc-cnpa.gc.ca](http://www.nfpc-cnpa.gc.ca). 

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