



THE CHICKEN FARMER

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NEW NATIONAL TRACEABILITY SYSTEM

The federal, provincial and territorial (FPT) Ministers of Agriculture have requested that a mandatory and comprehensive national traceability system for livestock and poultry be in place by 2011.

For broilers, traceability is the ability to follow a flock of birds from one point in the supply chain to another. The ability to rapidly trace a flock of birds is essential to isolating animal health emergencies and can help limit the economic, trade, environmental and social impacts of such emergencies.

Traceability systems in Canada are based on three basic elements:

- Flock identification
- Flock movement
- Premises identification

While provincial governments are responsible for developing premises identification, commodity associations are responsible for the flock identification and movement systems.

To meet these objectives, the FPT have developed a set of traceability objectives and standards. These requirements are to have an internationally-recognized traceability system, to being able to locate all affected premises and identified animals within 48 hours and to being able to provide rapid access to up-to-date traceability information.

TRACEABILITY IN THE CHICKEN SECTOR

Chicken farmers in Canada are well positioned to meet the objectives and standards for traceability – this is the case based on the supply management system's transfer and collection of information as well as the improvements that have been made to deal with a disease crisis.

The current chicken traceability approach meets the objectives of the FPT traceability standards, and recent disease cases have demonstrated international acceptance.

Continued on page 2



Poultry Research
Update
PAGE 4



In Brief
PAGE 6



Shop Smart
for Safe Food
PAGE 8

FOR A WEEKLY UPDATE
ON THE WTO TRADE
NEGOTIATIONS, VISIT
THE CFC WEBSITE AT:
WWW.CHICKEN.CA
AND CLICK ON
GENEVA WATCH.



Chicken Farmers
of Canada
Les Producteurs de
poulet du Canada

CONTINUED FROM PAGE 1

As a result of the supply management system, information is tracked to ensure appropriate placement and marketing. The data collected, which aids in traceability, includes the following:

- All producers are identified
- All premises are identified
- All barns are identified and tagged using GPS
- Data is collected and stored by each of the ten provincial boards
- The identity of the hatchery, placement date, number of birds placed, identity of the processor, planned shipping date, actual shipping date and the number of birds shipped

These data fields are used to help create reports in a disease crisis. For chicken, it is very important to be able to quickly report the number and location of farms within 3 km and 10 km zones, the number of barns that are empty vs. those that are full and the upcoming placement and shipping dates for those farms.

This information will not only allow for the quick isolation of a disease, but it will also help to keep the industry functioning during the time that disease control methods are being implemented.

The activity of reporting to government officials occurs from the provincial chicken board offices. Provincial boards report that all farms can be identified within 3 km and 10 km zones within approximately 3 hours, and that producing a report identifying which chicken farms are empty

and which are expected to place birds can be done in approximately 5 hours, although this may vary depending on flock density. In any case, the provincial boards would be able to send reports to 3rd parties within one day, although in most cases it would be within hours.

These reports are shared with government officials through provincial emergency response committees whose memberships include industry stakeholders, provincial governments and the Canadian Food Inspection Agency. These provincial committees were developed based on lessons-learned from previous cases of avian influenza.

With any system, there is always the need for continuous improvement to keep up with emerging technologies and improved methods of operating. To this end, several provinces have, or are in the process of obtaining and using internationally-recognized Premise ID numbers. These numbers, which would indicate the different types of production on each premise, are beneficial to deal more effectively with a virus that impacts multi-commodities.

Another avenue of continuous improvement is in formalizing data sharing agreements with provincial and federal governments. As indicated previously, data-sharing procedures have already been implemented via the emergency response committees, however formalizing these agreements will ensure that all partners understand the process and that duplication of resources is minimized in the crucial beginning stages of isolating a disease. **CF**

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Traceability



WTO TRADE UPDATE:

*Before the Summer Break***THE G-20 MEETING AND WTO NEGOTIATIONS**

Pascal Lamy, the WTO Director General, had one objective in mind for the G-20 Summit in Toronto: that leaders send a signal that they are “ready to spend political capital at home to get the Doha Round to the finish line.” This, he said “would be the most powerful signal that the G-20 remains committed to an open and sustainable economy.”

The reality is that, in tough economic times dominated by high unemployment and budget constraints, it is hard to see Doha making significant headway on the G-20’s agenda.

Nevertheless, while system-wide mercantilist pressures may be growing, the G-20 pledged to avoid specific protectionist policies. “We renew for a further three years, until the end of 2013, our commitment to refrain from raising barriers or imposing new barriers to investment or trade in goods and services, imposing new export restrictions or implementing World Trade Organization (WTO) inconsistent measures to stimulate exports, and commit to rectify such measures as they arise,” said the statement, echoing a pledge from last fall’s summit in Pittsburgh.

The leaders also expressed support for bringing the Doha Round to “a balanced and ambitious conclusion as soon as possible,” although they dropped last year’s call to do so by the end of 2010 and did not include any hard deadline.

In reality, the round is stuck and a deal seems impossible until the U.S. and emerging economies such as China, India and Brazil come to an agreement on market access. In Toronto, U.S. President Barack Obama called for significant changes to the negotiations, claiming that what is currently on the table is not sufficient for his country. On the other hand, countries like China and Brazil returned the blame to the US, arguing that it is blocking progress in the negotiations.

The final G-20 communiqué calls for Members to use “all negotiating avenues” to end the deadlock and to report on progress achieved at the next G-20 meeting in Seoul in November, where the status of the negotiations and the way forward are expected to be discussed more seriously.

TRANS-PACIFIC PARTNERSHIP INITIATIVE

Plans for a new trade bloc involving eight countries from around the Asia-Pacific region are moving ahead, after officials met in San Francisco from June 14-18 for the second negotiating round of the Trans-Pacific Partnership (TPP). Officials from Australia, Brunei, Chile, New Zealand, Peru, Singapore, the United States, and Vietnam are hoping to begin drafting a text for the agreement as early as October, during the next TPP negotiating round to be held in Brunei.

This round of TPP discussions focused on addressing four major tasks: setting the grounds for a market access deal, ensuring that the TPP framework aligns with participants’ existing FTAs, addressing issues regarding business-worker relationships, and working towards a draft agreement text.

Canada expressed, a while ago, its interest in joining the talks, but is still being blocked in its request with the argument that it would not be willing to put everything on the table – an allusion to the supply management sectors. At the same time, while the U.S. has not yet formally excluded any sectors from these negotiations, they are working hard not to provide any more market access than what is already part of the bilateral deals they have in place with some of the TPP participant countries. The U.S. dairy sector’s opposition of the TPP is well known.

U.S. Trade Representative Ron Kirk has declared the interest of having the TPP eventually expand to include all APEC members, a move that would entrench the U.S. as a key player in regional integration across the Pacific Rim region. **CF**



poultry research

UPDATE

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

In addition to funding research, each year CPRC awards a postgraduate scholarship supplement to graduate students. Successful candidates receive \$7,500 annually for up to two years. The supplement is offered in cooperation with Natural Sciences and Engineering Research Council of Canada (NSERC). CPRC recognizes that training future researchers is essential to the future success of Canada's poultry industry. The supplement is designed to attract the best and brightest students to pursue studies in poultry science. Details on the scholarship supplement can be found on the CPRC website (www.cp-rc.ca).

To date, CPRC has awarded the scholarship supplement to five students.

2006

Mohamed Faizal
Abdul Careem
University of Guelph

In 2006, CPRC awarded the postgraduate scholarship supplement Mohamed Faizal Abdul Careem, a PhD student working under supervision of Drs. Shayan Sharif and Bruce Hunter at the University of Guelph. The objectives of his research were to determine the mechanism of immune response following embryo vaccination against Marek's Disease (MD) and to see whether embryo vaccination against MD has any adverse effects on subsequent development of immune responsiveness.

After his time in Shayan Sharif's lab in Guelph, Mohamed Faizal Abdul Careem took a post-doctoral position at the Viral Vaccine Unit in the Centre for Gene Therapeutics at McMaster. Faizal's career interests remain in viral virology relating to poultry. He has accepted a tenure-track position at the University of Calgary veterinary school.

2007

Holley Pizzey
University of Guelph

In 2007, CPRC awarded the postgraduate scholarship supplement to Holley Pizzey, an MSc student at the University of Guelph working under the supervision of Dr. Grégory Bédécarrats. The main objective of Holley's research project was to study, at the molecular level, the effects of prolactin on development and function of the immune system. This increased knowledge may have important implications to breeding schemes, which have traditionally selected against incubation behaviour and could have affected prolactin expression. Holley is currently at pharmacy school in Toronto.

Continued on page 5

CONTINUED FROM PAGE 4

2008

Megan Barber
University of Alberta

In 2008, CPRC awarded the postgraduate scholarship supplement to Megan MacDonald (now Megan Barber), a PhD student working with Dr. Kathy Magor at the University of Alberta. Megan has been studying the innate immune responses to influenza virus infection, specifically why ducks can survive as asymptomatic carriers of several strains of AI which cause severe disease in chickens and the role ducks may play as a natural reservoir of the virus. Megan was first author on a paper in the prominent journal *Proceedings of the National Academy of Sciences*. Their work was also recently featured in *Maclean's* magazine. Megan will be defending her thesis this year.

2009

Bushansingh
(Shyam) Baurhoo
McGill University

The 2009 scholarship supplement was awarded to Bushansingh (Shyam) Baurhoo at McGill University. Shyam is investigating the effect of mannanoligosaccharides (MOS) and lignin on broiler chicken performance, especially in the absence of dietary antimicrobials. MOS are complex sugars derived from yeast that have been shown to have prebiotic effects – that is, they may support the growth of beneficial bacteria in the chicken's gut. Lignin is a co-product of the paper industry that may also be of benefit. This work directly relates to CPRC's priority of finding alternatives to commonly used antimicrobials. Shyam's PhD research project is very ambitious. He will be looking at effects on nutrient metabolism, gene regulation, immune function and microbial population dynamics.

Work thus far suggests that MOS and low levels of lignin are both more effective than virginiamycin at decreasing gut colonization by the bacterium *E. coli* and at increasing numbers of beneficial bacteria such as *Lactobacilli* and *Bifidobacteria*. The supplements may also help protect poultry from *Salmonella* challenge. These results could be of significant importance to the industry. Shyam has published several scientific papers related to his work.

2010

Kathleen Vail
University of Alberta

CPRC recently awarded the 2010 supplement to Kathleen Vail, an MSc student at the University of Alberta working under the supervision of Dr. Lynn McMullen. Ms. Vail's MSc research program is investigating the responses of the bacterium *Listeria monocytogenes* to meat processing conditions. **CF**

SBRIEF

MINISTER RITZ ANNOUNCES NEW CHAIR OF FARM PRODUCTS COUNCIL OF CANADA

Federal Agriculture Minister Gerry Ritz recently announced the appointment of Laurent Pellerin as the new Chair of the Farm Products Council of Canada (FPCC).

"I am very pleased Mr. Pellerin has accepted this appointment to the Council," said Minister Ritz. "Over the course of many years leading producer organizations, most recently as President of the Canadian Federation of Agriculture, Mr. Pellerin has earned the respect of farmers. I look forward to working with Mr. Pellerin in his new role."

Chicken Farmers of Canada and the other three national poultry agencies issued a joint media release shortly after the announcement to welcome Mr. Pellerin, a Quebec hog and cereal farmer and strong supporter of Canadian agriculture, to the fold.

"Mr. Pellerin brings to Council a wealth of experience working on behalf of farmers across a large number of sectors through his recent tenure as President of the Canadian Federation of Agriculture (CFA)," said Gyslain Loyer, Chair of the Canadian Hatching Egg Producers. "This will prove a valuable asset to stakeholders in our sector."

As the President of the CFA, and before that, of the *Union des producteurs agricoles* in Quebec, Mr. Pellerin has

travelled across Canada and represented Canadian agriculture around the globe.

"We thank Minister Ritz for making this appointment as Mr. Pellerin is extremely knowledgeable of the agriculture sector," said Laurent Souigny, Chair of Egg Farmers of Canada. "We look forward to working with him."

Until 2009, the FPCC was known as the National Farm Products Council. The Chairperson of the FPCC, who reports to Parliament through the Minister of Agriculture and Agri-Food, is accountable for managing and directing the Council's operation. Mr. Pellerin's appointment is for a four-year term and took effect May 31, 2010.

APPOINTMENTS TO FPCC

Federal Agriculture Minister Gerry Ritz has appointed Jim Chatenay of Red Deer to a 28-month term on the Farm Products Council of Canada.

"With his substantial agricultural background, including his decade-long experience as a Canadian Wheat Board director, Mr. Chatenay will be a great addition to the council," Ritz said.

Chatenay's term as a council member will run from August 24th of this year to December 18, 2012. In 1998, Chatenay,

GERRY RITZ - FEDERAL AGRICULTURE MINISTER

a staunch supporter of what the current federal government has dubbed "marketing choice" for Prairie wheat and barley growers, became one of the CWB's first 10 farmer-elected directors. He was re-elected twice to represent the board's District 2 before stepping down in 2008 due to term limits.

His service on the board was briefly interrupted by a few weeks' jail time in 2002, relating to an earlier protest in 1998 protest that involved farmers driving token amounts of board grains into the U.S.

Ritz also reappointed another Farm Products Council member, broiler breeder and dairyman, Ed De Jong of Abbotsford, B.C., to another three-year term effective immediately. De Jong's resume in supply-managed sectors has included stints as a director with the British Columbia Broiler Hatching Egg Producers' Association and the Canadian Federation of Agriculture, and as a chairman of the B.C. Broiler Hatching Egg Commission and chairman of the Canadian Hatching Egg Producers.

Continued on page 7

CONTINUED FROM PAGE 6

CHANGES IN BRITISH COLUMBIA AT THE CHICKEN BOARD

Ron Kilmury, chair of the British Columbia Chicken Marketing Board (BCCMB) has been appointed as the Chair of the British Columbia Farm Industry Review Board (BCFIRB) – the provincial supervisory board. His three year term started in early June. His replacement, as appointed by the Lieutenant Governor in Council, will be Daphne Stancil who has been appointed as a member and designated as Chair of the BCCMB for a term ending June 30, 2012.

Ms. Stancil has extensive experience with the B.C. government and most recently served as Assistant Deputy Minister, Ministry of Agriculture and Lands, Strategy, Policy and Legislation. Ms. Stancil resides in Victoria.

Another appointment includes the incoming Greg Gauthier who is replacing Keith Fuller who left in March of this year. Gauthier's term will end June 30, 2012. Mr. Gauthier is a recently-retired senior business manager with 30 years of experience in the agri-food sector. His most recent position was Chief Executive Officer of B.C. Tree Fruits Limited. Mr. Gauthier resides in Kelowna. **CF**



CFA Photo Contest



Visit
www.cfa-fca.ca

CFA PHOTO CONTEST: THE FACE OF FARMING

Take your camera out into the field and snap your best photos of life on the farm. Then enter the CFA Photo Contest for a chance to win a \$500 gift certificate and a trip to the CFA 75th Anniversary banquet in Ottawa in October. Visit www.cfa-fca.ca.

SHOP SMART FOR SAFE FOOD

We all love a hot summer; still, soaring temperatures increase the risk of becoming infected with a foodborne illness.

Here are a few shopping tips to help keep food purchases safe from harmful bacteria and reduce your risk of contracting a foodborne illness—in any weather:

- Make your grocery stop your last errand before you head home.
- Use hand sanitizer before and after pushing the grocery cart.
- Take a cooler or an insulated bag with a frozen pack in your car to carry meat, fish, dairy and fresh produce home from the store, especially in hot weather.
- Carry groceries in your air-conditioned car, rather than in the hot trunk.
- Choose fruits and vegetables with the fewest cuts and bruises. Bacteria can thrive in such damaged spots.
- Despite the temptation, avoid sampling unwashed fruits or vegetables. Bear in mind that several people handled those grapes before you.
- Keep reusable grocery bags clean. Wash bags frequently in warm, soapy water and dedicate specific bags for fruits and veggies only. Reusable grocery bags are for food only. Find other bags to serve as diaper bags or to carry gym clothes or pet supplies.
- Shop often to avoid overstuffing the refrigerator. Cold air (4°C/40°F or colder) needs to circulate above and beneath food to keep it safe. You will also have fewer perishables to spoil if the power fails in a heat wave.
- Separate raw meat, poultry and seafood from other foods in the shopping cart, in grocery bags and again in your refrigerator. Despite efforts to reduce plastic, a small plastic bag inside a reusable bag is a smart choice to reduce the risk of meat, fish or poultry juices contaminating other food.
- Pick up refrigerated and frozen items last on your trip through the grocery store so those items are out of refrigeration for the least possible time. Start with the middle of the store, dry goods, and then work your way back around to the fridges and freezers.
- For added protection against bacteria, use a disinfectant or a mild bleach solution (1 teaspoon of bleach per 3 cups water) on countertops where grocery bags were set.
- While this step may seem excessive to some, just think of the many places those bags touched down before they reached your kitchen counter where you are about to prepare your food.
- Always wash your hands for at least 20 seconds before handling food and after handling meat, poultry, eggs and seafood.

Adapted from a release by Mary Carver, an Ottawa-based Professional Home Economist and a member of the Ontario Home Economics Association.

The Ontario Home Economics Association (OHEA) a self-regulated body of Professional

Home Economists which promotes high professional standards among its members so that they may assist families and individuals to achieve and maintain a desirable quality of life. OHEA is a partner in the Canadian Partnership for Consumer Food Safety Education. You can find them online at www.ohea.on.ca. For more tips on food safety visit: www.canfightbac.org.

CFA Agricultural Awards

In marking its 75th Anniversary, the CFA will showcase the work of producers and farm groups who strive to raise awareness and foster the growth of agriculture in Canada. Enter your nomination for the CFA Agricultural Awards today. Winners will receive a **\$500 gift certificate and a trip to Ottawa** for the CFA 75th Anniversary banquet in Ottawa in October. Visit www.cfa-fca.ca

SEND US YOUR FEEDBACK!

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