



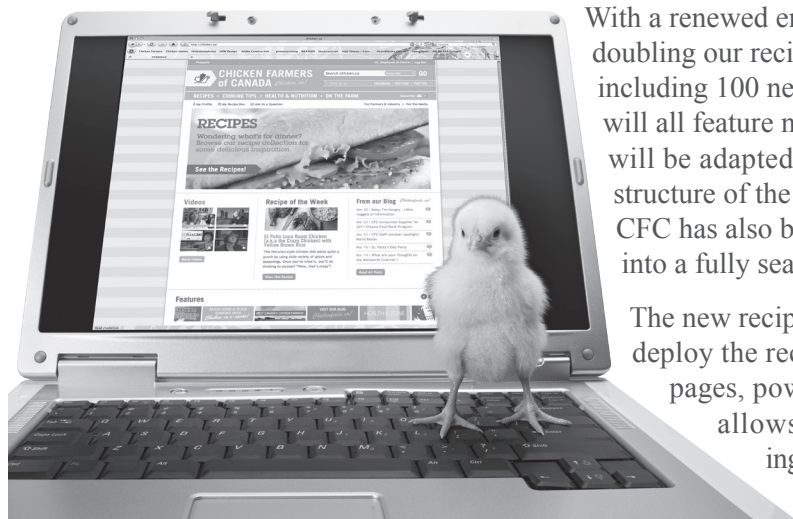
## CONSUMERS “LIKE” CHICKEN VIRTUALLY TOO

At the end of 2010, in December, CFC made a few drastic changes to its online presence and launched a new website, a Facebook page and increased our interactions with consumers all as part of our Consumer Relations Strategy.

These new tools add more ways to make that connection online and continue the process which was started with our blog in March 2009 and have since continued through Twitter and a weekly e-mail newsletter. Now, that newsletter has become a monthly feature and promotes the recipes, blogs and other key issues to our subscribers. Haven't connected with the e-newsletter yet? Sign up for it from anywhere on [www.chicken.ca](http://www.chicken.ca) by clicking on the subscribe button in the top right corner.

The new *chicken.ca* is deliberately designed to focus more on consumers while still providing corporate and industry information.

While 2010 was a busy year and was largely focused on the launch of the new *chicken.ca* site the coming months are going to be just as busy.



With a renewed emphasis on recipes, we are doubling our recipe production and will be including 100 new recipes in 2011 and these will all feature nutritional information and will be adapted to the new format and structure of the recipe section of the site. CFC has also built the existing content into a fully searchable archive of recipes.

The new recipe database allows us to deploy the recipes as fully dynamic pages, powered by a database that allows viewers to search by ingredient, nutritional information, cooking time or

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Antibiotic Use  
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2011 Canadian  
Federation of  
Agriculture Annual  
General Meeting  
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Has the Doha  
Development  
Round Become  
Irrelevant?  
**PAGE 8**

**FOR A WEEKLY UPDATE  
ON THE WTO TRADE  
NEGOTIATIONS, VISIT  
THE CFC WEBSITE AT:  
[WWW.CHICKEN.CA](http://WWW.CHICKEN.CA)  
AND CLICK ON  
GENEVA WATCH.**



**Chicken Farmers  
of Canada  
Les Producteurs de  
poulet du Canada**





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custom tags such as “low-fat” or “quick and easy”. This will improve the searchability of premium recipe content.

We’ll also be adding more “how-to” videos that will have you cooking like a pro in no time!

Over on our new Facebook page, we’ll be posting daily tidbits of industry related information, including some great recipes, but you’ll have to “Like” us in order to get them. Here’s the link to the Canadian Chicken Facebook page:

<http://tinyurl.com/4wgy7bl>.

You can also follow us on Twitter here: <http://twitter.com/chickenfarmers>.

We also work with food bloggers, food and health writers, culinary experts, health practitioners, dietitians and nutritionists to ensure that consumers have the tools they need to make smart choices in creating and maintaining a healthy lifestyle.

Another type of outreach that CFC has explored has been sponsorships and one of the recent partnerships has been with The Hot Plate dot net, an online cooking channel that caters to an 18–25 year-old demographic. Amanda, host of The Hot Plate creates meals that are economically sound and no more than eight dollars per serving. We will be featuring a blog about The Hot Plate soon. **CF**

## ANTIBIOTIC USE

As has been the case for several years, antibiotic use and antimicrobial resistance continues to be a critical priority for the Canadian chicken industry.

CFC is committed to ensuring the safety of the Canadian chicken supply. CFC has been working for decades with industry and government experts to prevent disease, illness, cross-contamination or anything that would put the Canadian food supply at risk. Canadian farmers have found themselves stuck between a rock and a hard place, in some ways. Recent coverage has made assumptions that so-called “superbugs” only come from agriculture, that all antibiotic resistance found on chicken is because of antibiotic use during the life of a chicken, that all bacteria in certain ‘studies’ were resistant to antibiotics and that there is no transparency or accountability on this issue. This document outlines where these assumptions are false.

The truth is that chicken farmers have been proactive. Consumer trust is integral to the success of our industry. Anything but judicious use of antibiotics would be unacceptable. While the scientific community debates the importance of antibiotic use in livestock and its impact on human health, chicken farmers have implemented their On-Farm Food Safety Assurance Program to provide accountability, standardized practices, traceability and disease control. Farmers have poured millions of dollars into research on the

subject of reducing antibiotic use. Farmers have created a working group with industry stakeholders with the objective of reducing antibiotic usage. Farmers have also opened their doors to the Public Health Agency of Canada and are inviting them into their barns to conduct surveillance tests.

Over the past two years, there has been an increase in consumer and industry interest in the issue of antimicrobial resistance and antibiotic use in the Canadian chicken industry. That interest has been highlighted in recent months, with a noticeable surge in media coverage sensationalizing the situation and giving some traction to calls for more scrutiny of this complicated issue.

There are dozens of new websites that disparage the industry on this issue. The story continues to be forwarded, hundreds of times, in some form or other on major social media sites. Unfortunately, these stories are heavy on assumptions and inferences and light on facts and accuracy.

CFC firmly believes that in addressing this complex issue, the industry must balance public health, animal health and animal welfare while researching and resolving any issues that may pertain to the use of certain antibiotics in animal agriculture.

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CFC has received many messages from consumers on this matter and we have responded, in an attempt to engage critics long enough to open their minds enough to hear our response to this sensationalistic, and largely misleading, media coverage. This has provided an opportunity to give farmers' and industry's perspectives and clear up a lot of the misinformation.

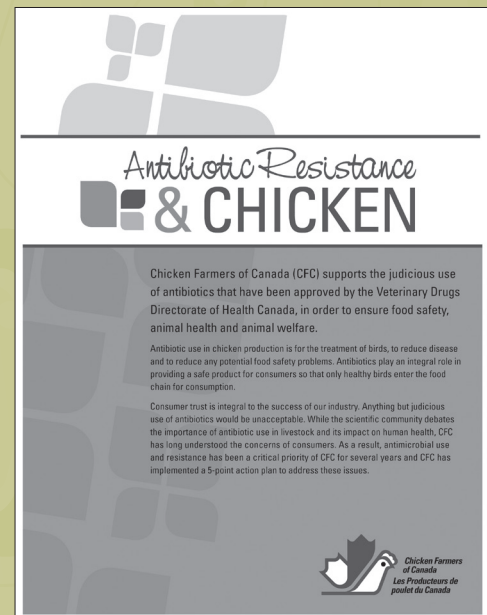
CFC's website was updated with a new section, called "Antibiotics: Your Questions Answered". It features the most commonly-heard questions and provides answers to those questions in an informative manner. The site also features video footage obtained by CFC of Dr. Martine Boulianne, Chair of Poultry Research in the Faculty of Veterinary Medicine at the Université de Montréal, speaking about the major issues coming out of the media studies, as well as links to other experts talking about the on-farm food safety program.

CFC presented on this issue to the House of Commons Standing Committee on Health on March 8. Mike Dungate presented on behalf of CFC, with Dr. Leigh Rosengren, DVM, PhD, who is an independent veterinary epidemiologist. She has worked for both industry and government on issues of antibiotic usage and antimicrobial resistance.

CFC presented alongside the Canadian Cattlemen's Association, the Canadian Pork Council and the Canadian Animal Health Institute. Agriculture's messages were focused on areas in which the current media coverage pieces have been misleading, as well as on what the various industries are doing to address this issue.

The Health Committee held a follow up hearing on March 10 to hear from Health Canada and Public Health Agency of Canada officials. Representatives from these departments were effective in answering questions. They reiterated that they continue to commit significant resources to tracking antibiotic use and resistance and to working with industry, and that human use of antibiotics is more concerning to them than their use in animals.

CFC also created a booklet for the use of farmers – it was included in the upcoming issue of *Canadian Poultry* and has been inserted into this issue of *Chicken Farmer*. Electronic copies can be obtained from your provincial board. This may assist you in addressing concerns resulting from recent media misinformation. We ask that all farmers take a few minutes to read through the attached document as it may provide a more balanced perspective than recent coverage has given to this issue and provide you with the tools you need to answer questions you may receive from friends, neighbours and consumers. 



CFC created a booklet for the use of Members of Parliament, as well as government officials. This document also outlines the areas where recent coverage has been misleading and features information on what the Canadian chicken industry is doing.





*"Supply management gives us the benefit of stable production without requiring all the subsidies that one sees in other countries,"* Gerry Ritz, Agriculture Minister



Minister Ritz at CFC's reception with CFC Chair David Fuller

## MINISTER RITZ ANNOUNCES REAPPOINTMENTS TO FARM PRODUCTS COUNCIL OF CANADA

**AGRICULTURE MINISTER GERRY RITZ ANNOUNCED ON MARCH 17, 2011 THE REAPPOINTMENTS OF BRENT MONTGOMERY AS VICE-CHAIRPERSON AND PHIL KLASSEN AS A MEMBER OF THE FARM PRODUCTS COUNCIL OF CANADA (FPCC).**

"I am pleased to announce these reappointments to the Council," said Minister Ritz. "As highly experienced farmers with impressive backgrounds in agricultural organizations, both Mr. Montgomery and Mr. Klassen are contributing significantly to the Council's efforts. I am convinced Mr. Montgomery and Mr. Klassen will continue to use their first-hand knowledge of the industry to serve farmers effectively."

The FPCC plays a key part in Canada's supply management system for poultry and eggs. Created in 1972, the Council supervises the operations of the four national marketing

agencies that manage the supply of Canadian chicken, turkey, eggs and broiler hatching eggs. These agencies establish and allocate production quota, promote products, raise funds through levies and license marketers. In addition, the Council supervises the operation of the Canadian Beef Cattle Research, Market Development and Promotion Agency. Until 2009, the FPCC was known as the National Farm Products Council.

Brent Montgomery's reappointment, which is for a three-year term, comes into effect April 30, 2011. He is a former chair of Turkey Farmers of Canada. Phil Klassen is reappointed for a term of three years effective March 26, 2011. Klassen is a dairy farmer and was Vice-President of Dairy Farmers of Saskatchewan.

To learn more about the FPCC, please visit Farm Products Council of Canada at [www.fpcc-cpac.gc.ca](http://www.fpcc-cpac.gc.ca). 





# 2011 CANADIAN FEDERATION OF AGRICULTURE ANNUAL GENERAL MEETING

The Canadian Federation of Agriculture (CFA) held its 2011 Annual General Meeting at the Delta City Centre Hotel in Ottawa from February 22–24.

This year's theme, *Connecting with Consumers*, was timely, given the National Food Strategy initiative, launched at last year's AGM, being developed by CFA and its members.

Speakers included the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food, the Honourable Michael Ignatieff, Leader of the Official Opposition, and Carol Hughes, MP, on behalf of the Honourable Jack Layton, Leader of the New Democratic Party; all declared their commitment to the Canadian Food Strategy.

Other topics discussed included the positive economic and political landscapes for farming and successful divergent farms in Canada.

Ian Brown, columnist with *The Globe & Mail* provided an entertaining recount of his trip across Canada last summer to taste foods and write about his experiences. Other perspectives on farming in Canada were provided by Justin Beck from the Canadian Young Farmers Forum and the 2010 Winners of Canada's Outstanding Young Farmers' Program, Lauren and Ryan Maurer of Land and Sky Grains, Inc.

After holding elections, current President Ron Bonnett was acclaimed in his position; Christian Lacasse with *L'Union des producteurs agricoles* (UPA) was elected 1<sup>st</sup> Vice-President and Humphrey Banack holds the position of 2<sup>nd</sup> Vice-President.

## KEY COMMITTEE REPORTS

### Trade Committee

Gilles Gauthier, Canada's chief agricultural negotiator at the World Trade Organization, provided an update on the state of the WTO negotiations. He relayed that the WTO Director General, Pascal Lamy, is hoping to have a revised text out by Easter, but right now, there are not enough changes from the old text. Currently, it appears to be a case of the U.S. versus the emerging markets in Brazil, China and India. If there is no agreement, there will be talk in Geneva about the development and implementation of a "Plan B".

With regard to the Canada/EU agreement, the 7<sup>th</sup> round of negotiations is due to take place in Canada around Easter. This will be followed by a July meeting in Brussels. A conclusion is expected by the end of the year. Other bilateral trade

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One of the significant decisions at the BRM Committee meeting was the suggestion that a tax lobby effort be looked into by CFA.



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agreements are being pursued with the Caribbean, Honduras, India, Japan, Korea, Morocco and the Ukraine. There is also continued interest in the Trans-Pacific Partnership or TPP, the multilateral free trade deal that currently includes nine nations that border on the Pacific Ocean. The list of current participants (and those trying to join) includes Australia, Brunei, Chile, Malaysia, New Zealand, Peru, Singapore, the U.S. and Vietnam.

Christian Lacasse provided an update of the February 11<sup>th</sup> UPA/GO5 (Quebec dairy, poultry and egg producers) meeting with Pascal Lamy in Geneva. There, members described the supply management system and its importance to the Canadian food system.

Given of all of the different bilaterals taking place and the possible complexities arising, the CFA membership approved the establishment of a Technical Working Group.

With the dissolution of International Federation of Agricultural Producers (IFAP), former member countries have been discussing the creation of a world farmers' organization of some kind. A meeting was held in Brussels on March 28 and 29 to follow up. Ron Bonnet attended on CFA's behalf. Also, the Cairns Farm Leaders Meeting will take place in Saskatoon September 7-9, with CFA and the Canadian Agri-Food Trade Alliance (CAFTA) co-chairing.

**Business Risk Management (BRM) Committee**

One of the significant decisions at the BRM Committee meeting was the suggestion that a tax lobby effort be looked into by CFA. There are significant tax implications for farmers (both when filing personal income taxes and for corporate taxation) who are affected by a variety of current tax measures and programs that change the way their income is taxed. There are also potential tax measures and adjustments that the CFA could play a lead role in petitioning for in the future on behalf of farmers including rebate programs for sustainable energy, environmental programs and land stewardship. A progress update is anticipated at the summer meeting.

Danny Foster with Agriculture and Agri-Food Canada (AAFC) discussed the current status of the Growing Forward suite of programs, and went on to say that the engagement process for Growing Forward 2 will begin in March. Marcel Hacault, Executive Director with the Canadian Agriculture Safety Association (CASA) spoke with members. It was suggested that his organization take the initiative to ensure that only farm-related accidents are reported as such, i.e. on-farm incidents, ATV accidents, etc. and not just accidents anywhere that involve a farmer. It was pointed out by one of the members that hospitals prefer to have accidents reported as farm accidents so that the payment would come from Workers' Compensation Boards (WCB) as opposed to from provincial health programs.

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## FOOD SAFETY COMMITTEE

Mary Ann Green with the Canadian Food Inspection Agency (CFIA) provided the committee with an update on the recently passed U.S. Food Safety Modernization Law and how it will affect Canada. The idea behind this is to place responsibility throughout the food chain. This law will enable the United States Department of Agriculture (USDA) to place food safety requirements on farm goods, whether they are produced in the U.S. or imported. This law is intended to focus on preventing food-borne illnesses, a significant change from the previous standards, which dealt more often with outbreaks reactively through investigation and recalls. It is expected that CFIA will coordinate efforts with the USDA for imports to the United States.

Janice Snyder from CFIA provided a presentation on the Consumer Association Roundtable being coordinated by CFIA. This is as a result of the Wetherill Report (the report on the 2008 Maple Leaf Foods Listeriosis outbreak written,) where it was suggested that the CFIA develop a closer relationship with consumers and become more transparent. As a result, the CFIA will be holding two meetings a year and will invite interested organizations to participate in the discussions. Participants include Consumer Association of Canada, Dietitians of Canada and Health Canada, among others).

With a view of becoming more transparent, CFIA will now be reporting on the outcomes of its compliance and enforcement activities including:

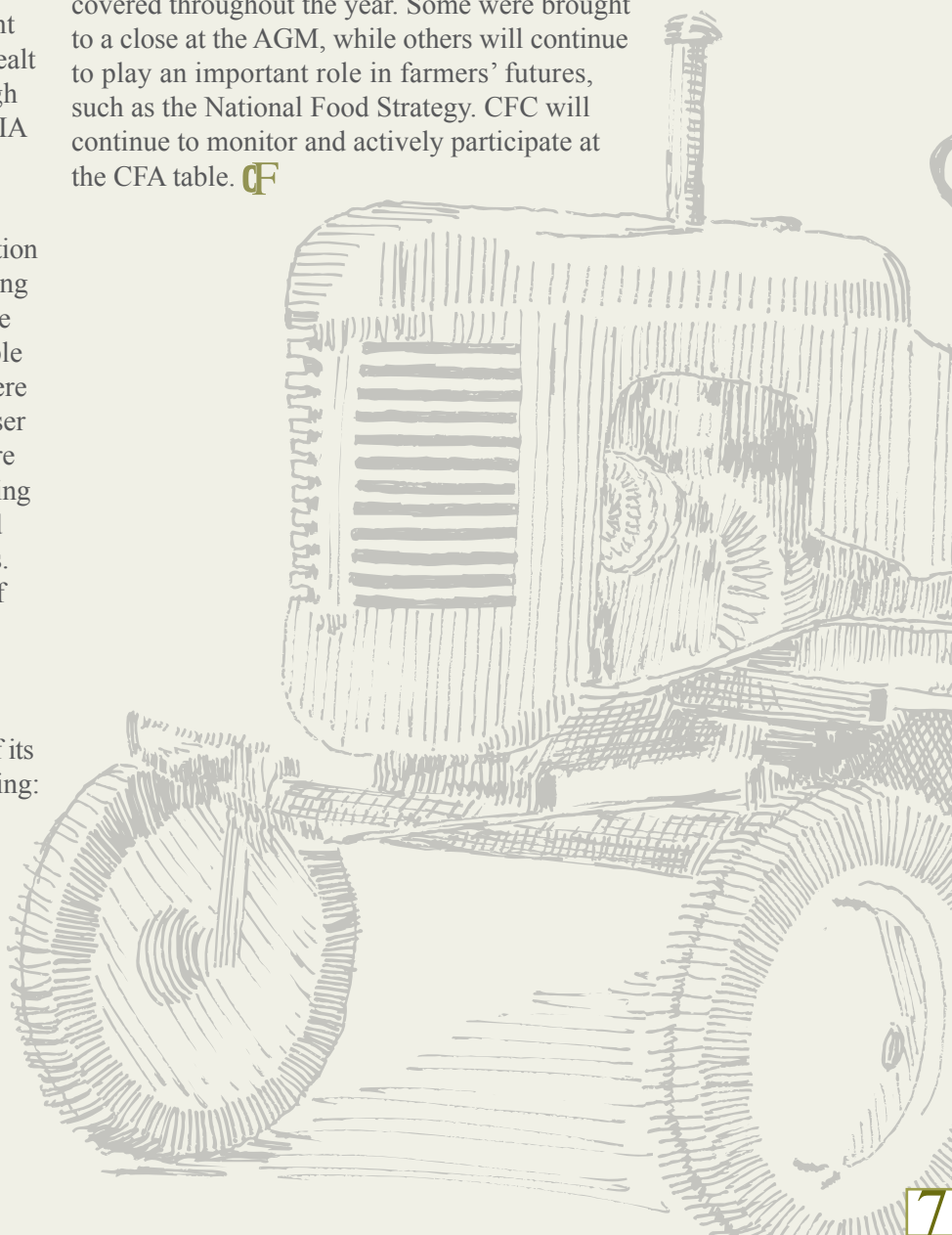
- food imports that have been refused entry into Canada
- federally registered food establishments whose licenses have been suspended, cancelled or reinstated
- notices of violations with warning and penalties, including identifying repeat offenders of animal transport regulations

## Strategic Growth Update

There was a resolution brought to the AGM from the Strategic Growth meeting, requesting that the government look at creating a position of Import Secretariat with the purpose of ensuring that import requirements are met on products being imported into Canada. The resolution was passed at the AGM.

## 75<sup>th</sup> Anniversary Year Comes to an End

The AGM brought the fiscal year to an end for CFA and, as usual, many important topics were covered throughout the year. Some were brought to a close at the AGM, while others will continue to play an important role in farmers' futures, such as the National Food Strategy. CFC will continue to monitor and actively participate at the CFA table. **CF**



## HAS THE DOHA DEVELOPMENT ROUND BECOME IRRELEVANT?

Representatives of the WTO's 153 member countries have met in Geneva frequently in the first part of the year, in another attempt to re-launch the long-standing Doha round. The ten year old round of negotiations should be concluded quickly, according to the self imposed deadline by the WTO's Director General (DG) – Pascal Lamy – last November.

On February 22<sup>nd</sup>, Lamy reported to the WTO's General Council that he was encouraged by the February discussions among Senior Officials but warned that “a major acceleration at all levels — multilaterally, plurilaterally and bilaterally — is needed”. He indicated that “the window of opportunity is still there, but it is narrowing everyday”.

In a similar fashion, the Chair of the agriculture negotiations, Ambassador David Walker of New Zealand, reported on February 17<sup>th</sup> that in almost two weeks of meetings and consultations in the WTO agriculture talks, he has heard little that is “audibly” new, although delegations sent a few signals of movement in some areas. According to the initial plan outlined by Lamy and Walker last November, negotiators face the tasks of revising the 2008 draft “modalities” text by April 21<sup>st</sup> (before the Easter break), agreeing on texts in all Doha Round subjects by June or July, and concluding the Round by the end of the year.

But, in order for the round to be completed, it still has to deal with some outstanding issues. For instance, the U.S. had repeatedly asked that large emerging economies such as Brazil, China and India should open their markets for industrial products in order to enable an agreement in the Doha Round negotiations.

In response to this demand, Brazil proposed this past February that market-opening for key farm products such as beef, pork and poultry should go beyond levels currently proposed at the WTO. This opposition is the reflection of a fundamental issue never addressed by the WTO: What is a developing country? As there are no criteria, it is a self declaration that entitles the “developing countries” to benefit from the special and differential treatment provisions of the WTO agreements.

It is becoming increasingly difficult for developed countries, or even for other developing countries, to stand idly by while the emerging economies are acquiring a greater share of their marketplace while benefiting from the special and differential treatment.

### NEW PIECES TO FIT INTO THE DOHA PUZZLE?

On another note, perhaps the WTO needs to expand its scope to other themes that have not been encompassed in the current deal. In this regard, there is a stream of authors such as the two economists, Aaditya Mattoo and Arvind Subramanian, who argue that Doha Round has become irrelevant because the world has changed so much since 2001 when the Round started. They have pointed that the energy sector, currencies, and climate change are topics that have become a part of the puzzle.

For example, the uncertainty about available energy supplies and increased demand from emerging countries such as China and India has revived fears about energy insecurity and has triggered energy price increases. Similarly, oil, one of largest and highest volume traded commodities in the world is not regulated by any international rules to prevent price fixing by oil-producing countries.

The undervaluation of major currencies, especially the Chinese Yuan, is another major problem that trading partners had been confronted with that is not governed by international rules. A recent report indicated that Brazil, which had faced increased imports from China by 61 % in 2010, is considering asking the WTO to look into what action can be taken against countries that weaken their currencies.

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“A major acceleration at all levels — multilaterally, plurilaterally and bilaterally — is needed. The window of opportunity is still there, but it is narrowing everyday”. – Pascal Lamy, WTO Director General

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In the U.S., a recent bill introduced in Congress will amend U.S. trade law to essentially allow the U.S. Commerce Department to treat an undervalued currency as an export subsidy if certain criteria are met.

The issue for Brazil, the U.S. and others is that the WTO has rules against subsidies but they are very narrow in scope and do not deal with the currency issue.

Climate change, which was the subject of various rounds of negotiations at the international level (e.g., the United Nations Kyoto Protocol and the Climate Change Conference in Copenhagen), may eventually be encompassed under the WTO's scope as there were increasing talks of using trade as an instrument for achieving environmental objectives.

### NON-TARIFF RESTRICTIONS

Another group of trade specialists argues that the current negotiations should put more emphasis on non-tariff measures (NTMs) such as safety standards and licenses as they have led to many disputes between trading partners. Protection of human, plant and animal health, as well as wildlife and environment are some of the more prevalent types of NTMs.

Different countries have different codes and standards with regards to food and animal production. These variances have the potential to bring in imports that do not comply with the domestic requirements and can pose an unfair advantage especially if grown or raised in less strict or onerous systems. Moreover, food imports may introduce invasive species such as pathogens, pests, or weeds, not present in the ecosystem of a particular country.

### SO WHAT DOES IT ALL MEAN?

A recent study by group created by Germany, Great Britain, Indonesia and Turkey to report on the priority actions that have to be undertaken to restore the Doha Round concluded that the failure to reach an agreement would undermine the overall credibility of the WTO. Where the Doha round will be heading and whether any progress will be achieved by the end of this year remains to be seen. **CF**





# 2011 POULTRY GRANTS AND SCHOLARSHIPS

## 2011 RESEARCH GRANT COMPETITION

The Canadian Poultry Research Council (CPRC) will shortly be accepting applications for its annual research grant competition. This competition is open to all poultry researchers in Canada. The competition process starts with a “Call for Letters of Intent” (LOIs).

These LOIs are short proposals that highlight the details of a research project – objectives, methodology, expected outcomes and budget. LOIs are reviewed by CPRC’s Scientific Advisory Committee (plus external reviewers where appropriate) for scientific merit and by the CPRC Directors for relevance to national priorities. The CPRC Members then decide which proposals they wish to support and invite each successful applicant to prepare a full, more detailed application to be submitted to a funding partner (e.g. the Natural Sciences and Engineering Research Council (NSERC)). Funding from CPRC is contingent on securing matching funds from one or more of these partners.

Any given Call usually pertains to two priority research areas. These priorities are set during regular national workshops with participants representing industry, government and academe. These workshops provide participants with the opportunity to collectively decide where major research efforts should be directed. Provisions have also been made within CPRC to support research that addresses acute or emerging needs for the industry.

This year, CPRC is calling for research proposals pertaining to “Poultry Welfare and Behaviour”, and “Food Safety and

Quality – The Impact of Poultry Health and Disease”. These areas cover a wide range of research topics that are often inter-related. Such a broad Call is aimed at fostering collaborations among different researchers and institutions. Collaborative approaches to research are encouraged and will be a major component of the National Poultry Science Strategy, which is under development in consultation with stakeholders across the country.

## SCHOLARSHIP PROGRAM NOW MORE ACCESSIBLE

The CPRC also directly promotes succession in our poultry research community with its scholarship program. The purpose of the program is to entice students to consider a career in poultry science.

Specific program objectives are:

- To encourage and support graduate students to carry out research in an aspect of poultry science
- To build Canada’s intellectual capacity in poultry science
- To promote graduate research in poultry science at Canadian universities

CPRC offers a “Postgraduate Scholarship Supplement”. The Supplement is \$7,500 per year. To be eligible, a student must be studying (or planning to study) some aspect of poultry science and must also hold a Natural Sciences and Engineering Research Council (NSERC) scholarship at the Masters (eligible for one year) or Doctoral level (eligible for up to two years).

Several excellent students have received supplements to their scholarships through this program. Details on past winners are available at the “Scholarship” section

of the CPRC website, where there is also a link to the NSERC website detailing eligibility criteria and application procedures.

In order to attract students from a wider pool, CPRC will now also accept applications from non-NSERC scholars. Applications to the CPRC Postgraduate Scholarship will be assessed using the same criteria as the Supplement above, but applicants will not be required to hold a NSERC scholarship. The Scholarship is also set at \$7,500 per year.

Applications to either the Scholarship or the Supplement are due May 1. Only one Scholarship or supplement will be awarded per year. Details are available on the CPRC website ([www.cp-rc.ca](http://www.cp-rc.ca)) and are being advertized throughout the academic community.

The membership of the CPRC consists of the Chicken Farmers of Canada, Canadian Hatching Egg Producers, Turkey Farmers of Canada, Egg Farmers of Canada and the Canadian Poultry and Egg Processors’ Council. CPRC’s mission is to address its members’ needs through dynamic leadership in the creation and implementation of programs for poultry research in Canada, which may also include societal concerns. **CF**

## TELL US WHAT YOU THINK!

Send us your feedback at:  
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