

# THE CHICKEN FARMER

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## A ROYAL SANDWICH FOR A ROYAL VISIT

Chicken Farmers of Canada (CFC) celebrated Canada Day in Ottawa for the 19<sup>th</sup> time as a proud National Sponsor! In honour of the special occasion – the visit of William and Catherine, the Duke and Duchess of Cambridge – a special “Royal Gala” sandwich was created for this year’s Great Canadian Chicken BBQ.

The “Chicken Corner”, site of the Great Canadian Chicken BBQ, was held in Major’s Hill Park once again. The park is centrally located but has the charm of being just a little less hectic than up on Parliament Hill. The park features loads of family activities, a concert stage and of course our delicious chicken sandwiches.

After the BBQ, the park turns into one of the best seats to watch the Canada Day fireworks display.

As in the past, 50 cents from the sale of each chicken sandwich (or chicken Caesar salad) was donated to The Ottawa Food Bank.

The Ottawa Food Bank distributes over twelve tons of food from their warehouse each and every working day. Last month, 40,000 people received emergency food assistance through the various agencies supported by the Food Bank with nearly 40% of people needing help being children. For every \$1 donated to the food bank, \$5 worth of food is generated for the community.

Chicken Farmers of Canada is proud to be affiliated with such a long-standing and important organization that works to combat hunger in the capital.

In addition to the delicious BBQ, the Chicken Corner stage featured cooking demonstrations by Fouad El-Jaydyle, the Executive Chef of the Centurion Conference and Event Center, our event partners. He put on three shows that afternoon to introduce some new recipe ideas, tempt the palate and entertain the crowds waiting to get their Canada Day chicken sandwiches.

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# World Farmers Forum

## FARMERS SPEAK OUT

In the wake of the French presidency of the G-20 and the meeting of the G-20 Agriculture Ministers held at the end of June in Paris, the French National Federation of Farmers' Unions (FNSEA)<sup>1</sup> and the French Young Farmers Association (JA)<sup>2</sup> jointly organized an international meeting of agricultural producers entitled the "World Farmers Forum".

The event was held June 16 and 17, 2011 in Paris. Under the theme – G-120, the *World Farmers Speak Out*, more than 120 national agricultural associations and producers from 75 countries gathered. A CFC delegation comprised of David Fuller and CFC staff was also in attendance. The discussions revolved around issues that the agricultural sector is currently facing – i.e., natural disasters, the volatility of agricultural commodity prices, food security – to name but a few. The event served as forum to exchange ideas between participants, and allowed interaction with decision makers.

A core part of the event was the speech delivered by French President, Nicolas Sarkozy. In a very thorough address, enriched with solid arguments, he provided the audience with a current overview of the global agriculture sector and the issues that world farmers

are facing. He pointed out that farmers are a part of the global economy and like all economic actors are adversely affected by volatile commodity prices.

Just like the Euro, farmers need "stability", Sarkozy said. He indicated that the agricultural sector nowadays must meet current realities such as: demographic challenges, environmental challenges and development challenges. Among the major issues that farmers are



affected by and are potential solutions to: the one billion of the world's population suffering from hunger, the recent global trends in the disappearance of farmers, the challenge of feeding a population that is growing at a faster pace than agricultural yields, the shrinking of the farmland due to urbanization and industrialization, or severe drought that some parts of the world such as Africa.



Given these developments, President Sarkozy stressed the need for change (i.e., pace, scale, and model) of the agricultural sector. He pointed out that the current wait-and-see approach in dealing with these issues, in the mistaken belief that markets will settle down and require no initiative, is completely wrong. As the G-20 countries account for a large portion of the world economy (e.g., G-20 account for 70% of the world farmland, 82% of global grain output and 80% of world food trade) it is their duty to lead that change and build new foundations. This was France's rationale in seeking to put agriculture on the G-20 agenda.

The French President stressed the need of a new agricultural model built on two interrelated criteria or pillars. The first criterion is a reinvestment in the agricultural sector that would increase production and thus feed the world. The second is a modernized global governance of the sector.

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<sup>1</sup> The National Federation of Farmers' Union or *la Fédération nationale des syndicats d'exploitants agricoles* (FNSEA) is the professional union majority in the agricultural profession in France.

<sup>2</sup> The Young Farmers Association or *les Jeunes agriculteurs* (JA) is a union French of farmers under 35 years old.





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If you didn't make it down to the Chicken Corner... shame on you... but here is the recipe for the Royal Gala sandwich so you can re-create it at home:

## The Royal Gala Chicken Sandwich

### Marinade:

½ cup of vegetable oil | ¼ cup of apple cider vinegar | ¼ cup of lemon juice  
1 Tbsp of fresh minced mint | ¼ tsp of cinnamon | ¼ tsp of nutmeg  
3 Tbsp of organic honey

### Sauce:

equal portions of Royal Gala apple puree | mayonnaise

6-5 oz chicken breasts | sesame buns | romaine lettuce | sliced cheddar cheese

1. Marinate chicken breasts overnight in the fridge.
2. Mix together apple puree & mayonnaise until well blended.
3. Remove chicken from marinade, grill on BBQ until the internal temperature reaches 165°F (74°C).
4. Place chicken in sesame bun, top with cheddar cheese, apple-infused mayonnaise and lettuce.



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On the first criterion, the underlying idea is that the agricultural sector needs to produce more to feed people and to produce it better to ensure that production is sustainable. These outcomes could be achieved if investments in the agricultural sector increase significantly. He pointed that the share of public expenditures on the research and development activities related to agriculture has fallen from 15% to 5% over the last two decades. Also, he emphasized that this has to go hand-in-hand with private investments in agriculture, as long as they are responsible investments.

As for the second criterion of the new agricultural model, it consists of a global partnership for food, food security and agriculture based on international coordination that would improve the operation of agricultural markets. President Sarkozy stressed that nowadays there is no transparency in world agricultural markets and this is most obvious with the limited access to market information. He pointed at the need for information about world agricultural production, projected yields, consumer demand, and global stocks.

In this regard, the French president considers that the Food and Agriculture Organization (FAO) of the United Nations' initiative to launch a new market information system has the potential to address these loopholes, allowing a country to react according to its best interest or for major market actors to develop a common response when a global event occurs.

With France at the helm of the G-20, it will be interesting to follow these changes and whether there is enough political will involved to address the many problems that farmers face globally. **CF**

## THE CALL FOR COHERENCE DECLARATION

A large group of farmers' organizations launched a joint declaration this June in Brussels, on the eve of the meeting of G-20 ministers of Agriculture. The "Call for Coherence Declaration" was endorsed by 66 associations representing millions of farmers around the world, including Canadian dairy, poultry and egg farmers.

Economists have shown that neither the costs nor the prices of goods such as agricultural commodities account for environmental and social conditions such as the long-term effects of dependency by some countries. As well, the agriculture sector is faced with the challenge of climate change and the task of feeding an increasing global population.

The goal of the declaration is to raise the awareness of the consequences of agricultural trade liberalization for farmers, the global economic and food crisis and their aftermath on food security. Farm leaders have stressed that the international trade policy developments (i.e., WTO) must not be allowed to dictate domestic agricultural policies or ignore non-trade concerns and called on governments and parliaments to recognize the individuality of agriculture in international trade negotiations.

The underlying idea is that agriculture is a unique sector, which not only provides people's most vital requirement – food – but also looks after much of the world's territory. From a trade perspective, food is shipped from agricultural producing countries where costs are low to those countries where costs are high.

Agricultural markets are defined by a large number of farmers and a small number of large processors and retailers. It is crucial that farmers have the adequate tools to negotiate in the marketplace to ensure a fair balance in market returns between farmers and processors/retailers. Ensuring that farmers throughout the world are in a position to maintain their production capacity and employ sustainable methods of production is a desirable outcome. On the agricultural trade front, less than 10% of the world's agricultural production – all commodities combined – is traded on global markets. Most agricultural products are traded on local or domestic markets.

While it is important to establish and respect fair rules of trade, international trade policy developments must not impose a *one-size-fits-all* policy for agriculture. States must have the flexibility to develop agricultural policies according to a region's specific situation and needs. It is particularly important to allow States to develop their own agricultural production capacity and a fair income for their farmers and thereby ensure food security and the development of rural areas.

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Given the unique nature of agriculture, a better regulation system of the markets is a solution to the problem. The regulation of the global agricultural markets, as well as food security issues have been a focal point of France's G-20 presidency. They were stressed in the recent speech delivered by French President, Nicolas Sarkozy, at the World Farmers Forum and then discussed at the G-20 agriculture summit in Paris.

## THE BASIC PRINCIPLES OF THE CALL FOR COHERENCE DECLARATION

- All countries must have the right to produce for domestic consumption in order to improve self-sufficiency and ensure their food security, including the use of tariff measures
- Trade rules must allow for policy measures, including supply management, which promote stability of food supplies and prices
- Special and differential treatment and capacity-building for developing countries must enable them to address the real concerns of resource-poor, vulnerable and small-scale farmers
- All countries should have the right to meet the non-trade concerns of their citizens including food safety, the environment, animal welfare and needs of rural areas so as to promote sustainable agriculture and help combat climate change and protect biodiversity

## PROPOSALS

The proposed modalities must be changed in the following way:

- Tariff cuts must reflect the position of all WTO members
- Each country must be allowed to self-designate an adequate number of sensitive products and these must be treated with maximum flexibility in terms of both tariffs and tariff quotas taking due consideration of their sensitivities
- All forms of tariff capping are totally unacceptable
- Conditions applying to special products should respond to the development objective for rural areas, food and livelihood security, taking into account climatic conditions, population and employment
- WTO rules must not further erode preferential access given to imports from the least developed and ACP countries
- Safeguard measures (Special Safeguard Measures (SSG) and Special Safeguard Mechanisms (SSM)) to address import surges and/or price volatility must be maintained and developed for both developing and developed countries
- There must be parallel treatment of all forms of export support, so as to ensure predictable, transparent and non-trade distorting rules
- Strengthened rules, with special and differential treatment for developing countries, should be applied to export prohibition/restriction and export taxes in order to secure food availability in each country
- There must be reinforced rules to protect biodiversity and geographical indications
- A formal assessment, as per Article 20 of AoA (Agreement on Agriculture), of the reduction commitments agreed upon in the Uruguay Round and their impact on trade and non-trade concerns must be completed prior to finalizing a future agreement. **CF**



## CANADIAN POULTRY RESEARCH COUNCIL HAS NEW EXECUTIVE DIRECTOR



**Dr. Bruce Roberts has filled the Executive Director position for CPRC as the organization moves its headquarters from Guelph to Ottawa.**

Dr. Roberts is a native of New Brunswick and has been involved with agriculture for over 30 years. With a background that covers primary agriculture, agribusiness and agricultural banking it is felt that adding his expertise will pay significant dividends to CPRC and the poultry industry as a whole.

Founded by the four national feather boards and the Canadian Poultry and Egg Processors Council (CPEPC) the CPRC was established with a mission 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.

This mission focuses on:

- The coordination and enhancement of a more efficient Canadian poultry research effort
- Securing additional and matching funding
- Facilitating the establishment of national poultry research priorities



CFC is one of the five founding members of the Canadian Poultry Research Council, which was established in 2001 with a mandate to implement programs for poultry research that address specific current and future industry needs. To date, CFC has approved over \$1 million dollars in funding through the CPRC.

The CPRC brings together scientific expertise from academia, industry and government to address poultry health, food safety and quality, and production practices.

"Chicken farmers in Canada have earned the trust of Canadians by continually

committing to programs in research, food safety and animal care," said David Fuller, Chair of CFC, "We will continue to work closely with CPRC, our government partners and other stakeholders to ensure that we remain responsive to the needs of the industry, competitive on the world stage and state-of-the-art through ongoing support of poultry research."

This is a product of forward thinking and direction from CFC to complement and continually improve the Canadian chicken industry's reliable and credible on-farm food safety and animal care programs, which have been implemented on farms across Canada.

"The Canadian chicken industry works closely with its partners to ensure that our birds are raised to the highest food safety and animal care standards," adds Fuller, "Research initiatives like these provide further demonstration of our collaborative commitment to improving our system," said Fuller, "We are firmly behind the wheel in the drive for innovation and growth in our industry." **CF**

IN

Brief

## VANCLIEF NAMED HONOURARY CHAIR OF CONGRESS

Former Canadian Minister of Agriculture and Agri-Food, Hon. Lyle Vanclief, has been named Honourary Chair of 2011 International Federation of Agricultural Journalists Congress being held this September in Guelph and Niagara Falls, Ontario, Canada.

The congress organizing committee cited Vanclief's stellar political career, openness to the agricultural media and recent induction into the Canadian Agricultural Hall of Fame. IFAJ 2011 Congress Co-Chair Owen Roberts said the former federal minister has a long and deep relationship with farm writers, having spoken on behalf of the federal government numerous times at farm writers' meetings.

"The organizing committee is proud Lyle Vanclief accepted our invitation to be the congress's honorary chair," says Roberts. "Few Canadians know agriculture as well as he does – from operating a farm to setting national agricultural policy – or have his appreciation for Canadian agriculture and the role of the agricultural media."

Vanclief served as a Member of Parliament from 1988 to 2004. During that time he was Opposition Critic for Agriculture, Parliamentary Secretary to the Minister of Agriculture, Chairman of the House of Commons Standing Committee on Agriculture, and Minister of Agriculture and Agri-Food. Prior to

his political career, Vanclief operated Willowlee Farms Limited in Prince Edward County, a diversified livestock, fruit and vegetable, and grain and oilseeds farm now owned and operated by his son.

"This is an exciting time for Canadian agriculture and I am pleased to be part of the congress and to welcome visitors from across Canada and many international countries, all of whom will have a chance to see the innovations and accomplishments driving Canada's diverse agricultural sector," said Vanclief.

More than 260 delegates will gather for five days of professional development, education and camaraderie at the congress, being held September 14-18. The congress theme, Experience New World Agriculture, will serve to showcase how Canada's relatively young agricultural sector (compared to many other IFAJ member countries) is making a place for itself globally.

IFAJ is a non-political, professional association for agricultural journalists in 31 countries. Visit [www.ifaj2011.com](http://www.ifaj2011.com) for congress details.

## FOOD DAY CANADA CELEBRATED ON JULY 30, 2011

However you celebrate Food Day Canada, there's no shortage of Canadian ingredients to give you a mouth-watering taste of this country.

On July 30, approximately 300 restaurants across the country honoured our northern bounty with special all-Canadian menus that highlighted our rich culinary heritage. All celebrations pay tribute to the Canadian farmers and food systems that deliver top-quality, safe foods to our tables.

"Canada has some of the greatest food on the planet," said Anita Stewart, the culinary writer and University of Guelph consultant who founded Food Day Canada and has enthusiastically developed the celebration across Canada. "If we don't keep our farmers in business, who's going to feed us? Who's going to feed the world?"

Food Day Canada began in 2003 with a nation-wide barbecue to support the then-beleaguered beef industry. The next year, it expanded to include all Canadian ingredients and has grown every year since. In 2010, restaurants joined the celebration. This year, the number of restaurants has reached new heights, new awards have been added, and the Parks Canada National Historic Sites are participating.

"We're proud to promote our safe, nutritious, high-quality ingredients and ready-to-eat foods to Canadians and the world," said Agriculture Minister Gerry Ritz. "Nationally, as well as around the globe, people are recognizing Canadian farmers for producing world-class food, and we're hard at work bringing those products to the table."

Studies have shown that Canadians prefer to purchase Canadian food and do so when labels clearly identify Canadian products. Also, when people around the world see a red maple leaf on a food product, they associate it strongly with Canada and describe it as safe, fresh, and natural.

For further information about Canadian foods, visit [www.eatcanadian.ca](http://www.eatcanadian.ca).

For more information about Food Day Canada, visit [www.foodday.ca](http://www.foodday.ca).

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## MERCK ANNOUNCES NEW NAME FOR ITS ANIMAL HEALTH DIVISION

Merck's animal health division, formerly known as Intervet/Schering-Plough Animal Health, announced on June 29<sup>th</sup> that effective immediately it will begin using the new name, Merck Animal Health.

"The name change reflects Merck's commitment to animal health and its complementary role to the overall business," said Raul Kohan, President of Merck Animal Health. "We are unwavering in our commitment to veterinarians, producers, pet owners and society as a whole. We aim to generate additional value and sustained growth by continuing to provide integrated solutions with innovative animal health products and services to meet the evolving needs of our customers."

Merck Animal Health is a global leader in the research, development, manufacturing and sale of veterinary medicines and vaccines, with a strong presence in biologics and pharmaceuticals. The division generated global sales of \$2.9 billion in 2010. 

## THE 2011 FEDERAL, PROVINCIAL AND TERRITORIAL (FPT) AGRICULTURE MINISTERS' MEETING

This year's FPT was hosted by New Brunswick's Minister of Agriculture, Aquaculture and Fisheries, the Hon. Michael Olscamp (NB) and Deputy Minister, Jean Marc Dupuis. The meetings ran from July 6<sup>th</sup> to July 8<sup>th</sup> in scenic Saint Andrews-by-the Sea, New Brunswick.

### CANADIAN FEDERATION OF AGRICULTURE (CFA) TRIPARTITE ROUNDTABLE

On July 6<sup>th</sup>, the CFA hosted its 12<sup>th</sup> annual Tripartite Roundtable with Federal, Provincial and Territorial agriculture ministers and farm and industry leaders, including Chicken Farmers of Canada Chair, David Fuller.

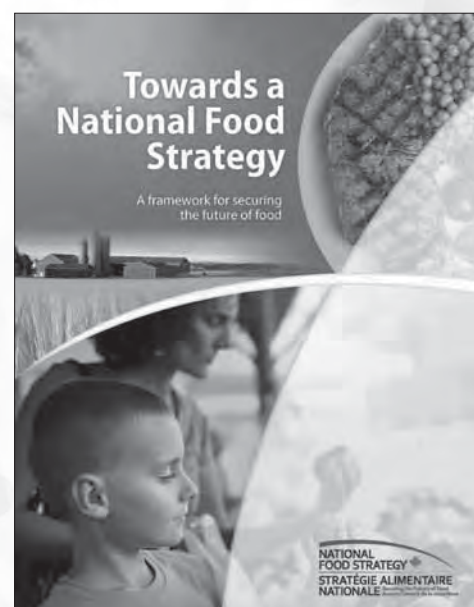
The meeting's agenda consisted of one item, the National Food Strategy (NFS). Representatives from provinces, commodities, suppliers, processors and farm financial and accounting services had a frank discussion on a plan for Canadian agriculture and food.

Farm and industry leaders emphasized that an agriculture and food policy can no longer be addressed through short-term solutions and that broader solutions are required, from promoting the Canadian brand and healthy lifestyles to sustaining economic growth and ecosystems in order to maintain the value chain. Farm and industry leaders also stated that in order for this to work, we need it to translate it into policy, to bring together the entire value chain in order to find more holistic solutions in order to continue to build the business of agriculture.

The NFS was developed by the agriculture and agri-food industry to ensure a strategic approach to food and agriculture to meet the needs of the food system and future generations in Canada, as well as the global community.

Based on 4 main principles and 9 strategic objectives, the NFS is meant to help enable Canada's agriculture and food sectors meet the needs of our growing population, domestic and abroad, and to manage our food systems sustainably.

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### The principles:

1. Food is a basic human need and right.
2. Maintaining a strong and healthy domestic food chain contributes to national food security.
3. Food production must be sustainable.
4. A “sustainable” food system is one which is:
  - Economically sustainable
    - participants in the food chain have reasonable and equal opportunity to prosper
  - Environmentally sustainable
    - the food system conserves, protects and regenerates resources
    - the food chain is resilient to unpredictable climate and conditions
  - Socially sustainable
    - food is readily accessible and culturally appropriate

### The objectives:

1. Canadian-grown, fresh and processed products are the first choice of Canadians.
2. Canadian-grown, fresh and processed products are the preferred choice of international markets.
3. Consumers choose foods and healthy eating patterns that promote optimal health.
4. Consumers always have access to safe and nutritious food.

5. The Canadian food chain is driven by its diverse, sustainable, innovative and profitable farm and food supply sectors.
6. Canada’s food chain capacity meets future demand in a sustainable manner.
7. Canada has a secure infrastructure to support the production, processing, distribution and sale of food in Canada and abroad.
8. Canada grows and provides green energy and other renewable products in balance with our food requirements.
9. Canada is a global leader in ensuring international agreements impacting food are based on science, sustainability, fairness, consistency and enforceability.

The CFA was very pleased with the talks in Saint Andrews-by-the-Sea and are looking forward to continue to work collaboratively on the next steps in the NFS. The ministers were supportive as well and praised the CFA for the “tremendous amount of work” they have put in so far. It is CFA’s hope that the NFS will help guide the development of *Growing Forward 2*.

## GROWING FORWARD 2

Ministers agreed (with the exception Ontario’s minister, Carol Mitchell) that *Growing Forward 2*, must assist the agriculture industry in benefiting from emerging market opportunities through innovation, first-rate research and development, bringing in a new generation of farmers, efficient regulatory systems and modern infrastructure.

Ministers agreed to the principles outlined in the *Saint Andrews Statement*, available here: <http://tinyurl.com/5rzql26>, as a guide for officials in their collaboration with industry. It sets out a vision of the next policy framework as a modern, coherent and integrated approach for a progressive sector confronting the challenges of a fast-paced, competitive global economy.

## SUPPLY MANAGEMENT

Ministers reconfirmed their support for supply management “As you know, it’s a system that works for farmers and is fully supported by the farmers,” stated Minister Ritz. He was followed by Minister Olscamp who said “if you talk to people in the beef sector, in the hog sector, and they are not under supply management, they are hurting.”

## TRADE NEGOTIATIONS AND AGREEMENTS

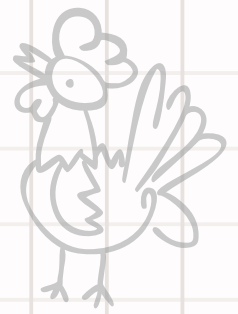
Ministers applauded a growing list of recent trade successes and recognized that market development and access will yield the greatest gains for Canadian producers and processors.

Domestically, Ministers reviewed the results of the pilot projects that deal with the expansion of interprovincial trade in meat while maintaining Canada’s high level of food safety. They agreed to move quickly and to proceed with these pilots.

The next FPT Agriculture Ministers meeting will be held in Whitehorse, Yukon, from September 12 to September 14, 2012. **CF**



# Friend a Farmer



OFAC & AGCare  
launching new  
program to bring  
students and  
farmers together

The Ontario Farm Animal Council (OFAC) and AGCare are creating an opportunity for Ontario children to meet and correspond with an Ontario farmer. In partnership with Farmers Feed Cities and Ontario Agri-Food Education (OAFE), the launch of the Friend a Farmer program will take place this fall.

A farmer will be connected with a local classroom. The farmer and the class will communicate with each other over a period of four to six months. The program ends with the farmer making a visit to the classroom to meet his/her young pen pals.

The 2011-2012 school year will be a pilot for the program with a goal of having six classrooms participating. The students taking part in the program will have the opportunity to learn more about farm animal care, crop

production and how the food in the grocery store is produced. Farmers and teachers participating in the program will be provided with resources and support throughout their involvement in the program.

The program is based on a similar one that Bruce Vincent, a logger from Montana, started in the U.S. called Provider Pals. Mr. Vincent was the inspiring speaker at the 2010 OFAC and AGCare annual general meeting. Similar programs to Friend a Farmer are happening across North America.

If you are interested in participating in the program or getting more information, please contact Heather Hargrave at the OFAC and AGCare office. She can be reached at (519) 837-1326 or [heather@ofac.org](mailto:heather@ofac.org).

WTO

For a weekly update on the  
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