

# THE CHICKEN FARMER

Volume 13, Issue 6, December 2011



## ROB RAINFORD WAS BORN TO GRILL CANADIAN CHICKEN!

**SEASONED CELEBRITY CHEF TO  
APPEAR ON [WWW.CHICKEN.CA](http://WWW.CHICKEN.CA)**

Rob Rainford, Food Network celebrity, chef and cooking instructor with a world-renowned reputation, joined with CFC this fall to share his cooking secrets, thoughts, insights and some new flavours for the meat that he loves working with the most.


On November 23<sup>rd</sup>, Chef Rainford participated in a Twitter party to discuss some of his favourite tips and techniques and to give participants and sneak peek at his new book, due out in early 2012!

Visit [chicken.ca](http://chicken.ca) now to try 10 tasty new chicken recipes, created just for us by Chef Rainford, as well as a series of sensational chicken blogs and interviews that will give chicken lovers across the country a glimpse into the man behind the “Q”.

**A Twitter party is a fun, fast-paced forum discussing a specific topic. Questions are asked via tweet and party participants tweet back responses and comments by including the hashtag #chicken. A hashtag is a word or phrase that is used to connect all the tweets. This makes it easy to find all the content related to the conversation.**

The Twitter Party trended at #1 in Canada shortly after the event started, meaning that it dominated the Canadian Twitter scene for over an hour. Roughly 60,000 people directly viewed, contributed or retweeted parts of the party, leading to an estimated reach of 2 million impressions.

The recipes cover a broad spectrum and include Peri-Peri Chicken and BBQ Chicken Calzones; he'll also be adding extra-special seasonal recipes, too, like Christmas Truffle Chicken, New Year's Foie Gras Chicken and Scary Chicken Cordon Bleu Fingers for Halloween.

With his natural charisma, Chef Rainford's over 20 years of experience with grilling, teaching and working as a television personality have shown Canadians and people around the world how to create dishes with flair and to add their own, unique twists to traditional dishes. 



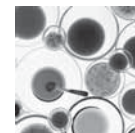
Advancing Farm  
Animal Care  
**PAGE 3**



Quarterly Report  
on the Canadian  
Federation of  
Agriculture  
**PAGE 4**



In Brief  
**PAGE 6**



What's Hot  
in Condiments  
& Sauces?  
**PAGE 10**



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

## POULTRY RESEARCH UPDATE

Now that the Executive Director of CPRC, Bruce Roberts, is settled into his new office in Ottawa, he is looking to lead CPRC into next year with a plan directed to support poultry research that will benefit the Canadian poultry sector. CPRC will work with the member organizations, research-related organizations, universities and government at all levels to develop a coordinated system that will maximize research funding and have an impact on the industry. They will also create a poultry research database that will offer a single source of information for researchers and industry stakeholders.

Year end research projects status report:

- 19 projects complete
- 20 in progress, out of those 10 are from the poultry cluster
- 5 applications are in review with NSERC
- 3 more are being prepared for NSERC

Please stay tuned for more research updates in the New Year!



## NEW FARMERS & INDUSTRY WEB PORTAL

The new Farmers & Industry portal, designed for people seeking more corporate and farmer-intended information continues to draw more visitors.


The new portal, complete with sections on trade, regulations, government relations and a library of previously published documents, continues to grow, with content being added all the time.

The new portal can be found at [www.chickenfarmers.ca](http://www.chickenfarmers.ca) and can also be accessed in the “For Farmers and Industry” section of [www.chicken.ca](http://www.chicken.ca).

### SUBSCRIBE TO THE NEW CFC MONTHLY E-NEWSLETTER

Farmers, industry stakeholders and consumers have been signing up for the monthly e-newsletter in droves, but we want everyone to get on board!

The newsletter features recipes, blog entries and provides a snap-shot on hot topics in food. To subscribe, click on the button marked “subscribe” from the [chicken.ca](http://chicken.ca) website in the top right-hand corner of nearly every page. You can also join through the creation of an online profile, which also lets you customize your visits to [chicken.ca](http://chicken.ca) and create your own recipe box, among other things.

This new monthly newsletter is the evolution of the *Weekly Wing* which sent the featured recipe and blog entries to hundreds of subscribers. 





## ADVANCING FARM ANIMAL CARE THROUGH A COMPREHENSIVE ANIMAL WELFARE ASSURANCE SYSTEM

Speakers at the October National Farm Animal Care Conference proposed a number of approaches to help advance farm animal care and welfare in Canada. Research, benchmarking, extension and verification were some of the components of an overall farm animal care strategy recommended to conference participants.

“Research shows effective information extension is the best way to improve animal welfare on farm,” said Jackie Wepruk, National Farm Animal Care Council (NFACC) general manager. “It’s not regulation and it’s not even third party audits - it’s effective information extension that really works.”

Dave Solverson, Alberta beef producer and Chair of the Canadian Cattlemen’s Association Animal Care Committee encouraged continued animal welfare research. “Assumptions don’t work,” he said. “Research to improve and verify what we’re doing is very important.”

Benchmarking as a means for measuring improvements in animal welfare was covered by Dr. Ed Pajor, professor, animal behaviour and welfare, Faculty of Veterinary Medicine, University of Calgary.

“Baselines and benchmarking animal welfare are important for the sustainability of agriculture. It’s becoming more and more expected -- show me the program, show me the data and show me what you’ve done. But you know what? It’s really part of the tradition of agriculture,” said Pajor.

Dr. Ed Pajor also spoke about the successful application of assessment programs. He relayed the experience of one company that has invested in animal care assessment.

“More attention to detail, more attention to the animal welfare issues on the farm, less issues coming into the plant. It’s simple economics,” said Dr. Pajor. Attention to detail has led to greater profitability. “We need plans in place that are feasible, affordable and also credible. There needs to be leadership from major players within the industry,” he said.


Practical ways to assure improved animal care on the farm were discussed by Dr. Anne Marie de Passillé, research scientist, Agriculture and Agri-Food Canada. She shared two advisory tools for the dairy industry that include targets based on the Codes of Practice – one to improve calf rearing practices and another related to cow comfort. “We need to develop and implement on-farm advisory tools. We need tools to help the producers evaluate what they’re doing and see where they’re doing well and see where they can improve.”

Genetics is another consideration suggests Dr. David Fraser, animal welfare professor, University of British Columbia. “Animal welfare isn’t just about housing and husbandry skills. As important as those two things are, it is about a three-way interaction with genetics as a component,” he said.

Dr. Terry Whiting, manager animal health and welfare, Manitoba Agriculture and Food, Veterinary Services highlighted the need to develop an enforcement culture for farm animals. In Manitoba, for instance, the Codes of Practice are fully enforceable. “The Codes of Practices are a wonderful way to discourage bad behaviour even though they are written to encourage good behaviour,” he said. “If you construct your enforcement and compliance system correctly, you can also use the Codes of Practice to discourage bad behaviour.”

The shared vision of what we are trying to achieve was summed up by Dr. Fraser as: “A comprehensive animal welfare assurance system reflecting Canadian values, based on science-informed national standards, and involving a suite of compliance activities sufficient to ensure domestic and international confidence in the welfare of farmed animals in Canada.”

More information on the conference, including complete speaker presentations, is available at [www.nfacc.ca/conferences](http://www.nfacc.ca/conferences).

Funding for the Codes of Practice is provided by Agriculture and Agri-Food Canada’s Agricultural Flexibility Fund (Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare), as part of Canada’s Economic Action Plan. 



# QUARTERLY REPORT

## ON THE CANADIAN FEDERATION OF AGRICULTURE

The October board meeting of CFA was held in Ottawa from October 18-20<sup>th</sup>. There was an emphasis on trade, due in part to the ongoing Canada-EU negotiations. The meeting was also an opportunity for CFA to update members on various policy initiatives and lobbying efforts.

### WTO AND BILATERAL NEGOTIATIONS

Canadian Agriculture Negotiator, Gilles Gauthier, reported to CFA members that the Canada-EU CETA (Comprehensive Economic and Trade Agreement) negotiations were progressing well, with the last formal round of negotiations taking place in Ottawa the same week as the CFA meeting. Future exchanges will be via conference call or with smaller groups with the goal of presenting a final draft deal in February. Discussions on pork and beef will take place towards the end of the negotiations. Gauthier reiterated that they will be no concessions on supply management tariff lines, however, he said that some accommodations will have to be made in 'Geographical Indicators', without mentioning specific sectors.

Status updates on the other bilateral agreements being negotiated by Canada were also given, namely: India, Central America, Caribbean, Ukraine, Morocco, Korea and the exploratory talks with Japan, as well as the Trans-Pacific Partnership. Since the CFA meeting, the TPP has emerged as a hot topic and Canada has formerly requested to join.

As far as the WTO is concerned, the stalemate continues and no significant decisions are expected to come out of the 8<sup>th</sup> Ministerial Conference in Geneva in December 2011. CFA members also discussed the desire for more accessibility for trade negotiations and the need to review the Canada-EU CETA texts.

### CFA TRADE POLICY REVIEW

CFA plans to review its trade policy, starting this November, with a presentation for approval at the February 2012 AGM. This is an ongoing process and part of the regular strategic review to ensure that all stakeholders' views are adequately represented.

### EXECUTIVE COMMITTEE

The Executive discussed the immediate need for prioritizing issues facing CFA. In addition, the new governance and committee structures are still not clear. The desire was to better focus the work of CFA and better align it since there can sometimes be a lack of direction or solid goals for CFA activities. By concentrating the focus on a smaller number of key activities, it is hoped that better and more measurable results can be achieved.

CFA is still looking at a budget increase of \$500,000 – and will be seeking 5 new primary producer organizations in order to provide this funding. At this point, there is no new strategic plan for new member acquisition and it is anticipated that this will be a long process, one that is currently being handled by the Executive.

*continued on page 5*

CONTINUED FROM PAGE 4

Further to that, the associate member categories will be eliminated in 5 years. These members will have 5 years to work toward full membership and will be required to pay the full fees at that time if they wish to continue as active members of CFA. In order to research the transition, a team of University of Ottawa MBA students will be commissioned to study the impacts of a shrinking membership base as well as member diversification.

The CFA Board will be reduced from the current 27 members to 17. This realignment comes as a result of the governance and strategic review and should streamline things going forward. The new Executive Committee will be made up of three executive officers, four from General Farm Organizations and 2 representing commodities – one from a supply-managed commodity and one from a non-supply-managed commodity. The Committee structure is still being finalized, but it is being proposed that committees will become special-purpose committees with very clear mandates.

CFA is holding off on implementing any of these changes until members have the opportunity to discuss these proposed changes with their own organizations.

## NATIONAL FOOD STRATEGY

CFA had discussions with the Canadian Agri-Food Policy Institute (CAPI) and the Conference Board of Canada to see if CFA could partner with them on a strategy. There will also be a new Health Accord between the Provinces and the Federal Government in 2014. CFA will attempt to identify the overlaps between Growing Forward 2 (GF-2) and the Health Accord as they related to the National Food Strategy (NFS).

## GF-2 STRATEGY AND NEXT STEPS

Government will get working on engagement sessions in January and February 2012. Engagement will be at a very high level only. Consultations will be at a low until it goes back to Cabinet. Another set of consultations will take place in the spring, but on program development only. The Treasury Board process will take about 1 ½ years – same time as multilaterals. It is suspected that they will not meet their 2012 deadline and it will go into 2013.



CFA is doing a review of how previous Growing Forward funds were allocated to the various Business Risk Management (BRM) programs but to date, has not been able to determine what much funding went to which programs.

## WORLD FARMERS ORGANIZATION (WFO)

Along with representatives from fifty countries, CFA Chair Ron Bonnet and Executive Director, Brigid Rivoire, attended the founding meeting of the WFO in South Africa in September. The WFO has currently thirty members. Robert Carlson from the U.S. National Farmers Union was elected as Chair of the new organization, which will be based in Rome, Italy. The next meeting will be a policy conference in June 2012.

## LOBBY DAY HELD

CFA also held a Lobby Day in conjunction with the Board meeting. Mike Pickard, CFC's representative to the CFA, participated. CFA representatives met with 16 Members of Parliament on a range of issues including: the National Food Strategy; research & innovation; business risk management & rural policy; railway costing review; species at risk; Pesticide Regulatory Harmonization; trade and the Canadian Wheat Board. It was agreed that the Lobby Day was invaluable and should become an annual CFA function. **CF**

# IN BRIEF

## **WTO RULES FOR CANADA ON DISPUTE OVER U.S. COUNTRY-OF-ORIGIN LABELLING**

Canadian beef and pork producers are hopeful that the latest ruling from the WTO on the U.S.' Country-of-Origin (COOL) label program is nearly the last obstacle in their quest to have the program struck down altogether.

The American program, designed to make it more difficult to import meat from other countries, covers other perishable products such as seafood, vegetables and nuts. The measures required by COOL included labelling and tracking steps which made segregation difficult and led to many meat processors to simply exclude Canadian products to avoid the headaches.

Canada's Minister of International Trade, Ed Fast, welcomed the WTO decision. "This decision recognizes the integrated nature of the North American supply chain in this vitally important industry. Removing onerous labelling measures and unfair, unnecessary costs will improve competitiveness, boost growth and help strengthen the prosperity of Canadian and American producers alike."

The U.S. is Canada's biggest export market for cattle and hogs, and, over the past few years, cattle exports have been down 23% while hog exports were down 34% (between 2007 and 2009).

Jurgen Preugschas, an Alberta hog farmer and president of the Canadian Pork Council, said Canadian hog producers shipped five million fewer animals to the U.S. once the rule came into effect.

The U.S. has 60 days to file an appeal on the unanimous ruling.

*continued on page 7*



CONTINUED FROM PAGE 6

## BUFFALO WILD WINGS SETS COURSE FOR BIG EXPANSION

By Rita Jane Gabbett for [meetingplace.com](http://meetingplace.com)

Minneapolis-based sports-focused casual dining chain Buffalo Wild Wings will open its 800<sup>th</sup> restaurant in November and CEO Sally Smith plans to keep on opening restaurants with an eventual goal of 1,400 units in the United States and 3,000 globally.

Addressing the National Chicken Council annual conference, Smith said U.S. expansion would geographically target California and the northeastern U.S. She also noted that the recent opening of the first Buffalo Wild Wings restaurant in Toronto, Canada is the start of plans to expand to an eventual 120 Canadian locations. Three more are to follow the Mississauga opening in rapid succession, with other locations in Guelph, Oshawa and Newmarket.

Smith said she also has her eye on further international expansion and was heading to the U.K. for meetings on entering the British market. The Middle East and Asia are also on her radar toward a goal of 3,000 locations globally by 2020.

Asked about Buffalo Wild Wings' menu pricing strategy, Smith said regardless of fluctuating prices for chicken and other food items, their strategy is to hold price changes to 2 to 3 % per year, which she said has so far not affected customer demand. "We don't jump in immediately when the wing market goes up or down," she told NCC members.

Smith is also this year's chairman of the National Restaurant Association. She noted the following three industry trends:

- Healthy options are a trend in which boneless, skinless chicken breasts play a major role.
- Food source knowledge is something consumers are increasingly interested in. They want information that assures them the food is fresh, safe and healthy.
- Food safety concerns are ever-present and each recall reinforces consumer concerns.

## STUDIES SHOW WHEN CONSUMERS WILL PAY A PREMIUM FOR FOOD

The International Journal on Food System Dynamics recently reported results of a meta-analysis of 23 studies about consumer reaction to paying a premium for food between 2000 and 2008.

Researchers Gianni Cicia and Francesca Colantuoni found, for example, that:

- Consumers are willing to pay 22 % above the base price for the attribute "food safety."
- When on-farm traceability is available, consumers appear willing to pay a premium of nearly 17 % over the base price.
- The attribute "animal welfare" elicits a premium of 14 % over the base price, "showing consumers' interest about the life quality of domestic animals."
- European consumers are, on average, willing to pay more for meat traceable attributes than are North American consumers.

Twelve of the 23 studies covered the U.S. and four covered Canada between 2003 and 2007. The remainder of the studies were from different European countries, with one that reported on consumer behaviour in Japan. **CF**





# WHAT'S HOT IN CONDIMENTS & SAUCES?

## AIOLI ARRIVES WHILE GASTRIQUES, POUTINE EMERGE

Consumer interest in innovative condiments and sauces has grown as more look to customize the heat or flavour intensity of the foods they enjoy.

“Condiments and sauces are the fashion accessories of the culinary world, and today more than ever they are a necessary part of the ensemble as diners seek enhanced food experiences and more global flavours, especially in their home kitchens,” said Kimberly Egan, chief executive officer of the Center for Culinary Development (CCD), a food and beverage product development consultancy.

Through the CCD’s Culinary Trend Mapping methodology, the group has ranked what it considers to be emerging or developing flavours.

## STAGE 5: THE TREND HAS MADE ITS WAY ONTO QUICK-SERVICE RESTAURANT MENUS.

**Aioli** - The French-inspired condiment, which is basically garlic mayonnaise, has penetrated the North American market in every pocket of the food industry from fine dining to McDonald’s. The ability to add a variety of non-garlic flavours — including lemon, basil, chipotle, parsley, harissa and avocado — while also delivering creamy richness drives home aioli’s potential for new dips, spreads, condiments and accompaniments.

## STAGE 4: CONSUMER MEDIA BEGIN TO REPORT ON THE TREND.

**Sriracha** - A sauce with heat inspired by traditional Southeast Asian cuisines, sriracha has been on the radar of many culinary enthusiasts. Consumers craving heat and spice have since developed a taste for the sauce, turning it into something of a cult favorite. The following from chefs and culinary consumers, combined with Gen Y interest in global cuisines and extreme flavours, sets up sriracha for continued market growth and popularity, whether in new variations on the original condiment or in sriracha-enhanced products.

*continued on page 9*





CONTINUED FROM PAGE 8

**STAGE 3: THE INGREDIENT BEGINS TO APPEAR ON SOME CHAIN RESTAURANT MENUS AS WELL AS IN STORES THAT TARGET RECREATIONAL COOKS.**

**Romesco** - A traditional red pepper and ground almond sauce from the Catalan region of Spain, romesco has made its way to Stage 3 by enhancing a number of new chain restaurant dishes. Romesco sauce presents an opportunity for restaurateurs and food manufacturers to capitalize on its Spanish global heritage and emphasize its intense rich flavour that can be used in dips, sauces, marinades and more, at home or in restaurants.

**STAGE 2: THE INGREDIENT IS FEATURED IN SPECIALTY, CONSUMER-ORIENTED FOOD CHANNELS, SUCH AS GOURMET MAGAZINE OR THE FOOD CHANNEL.**

**Gastriques** - The classic French reduction of sugar and vinegar is traditionally used in dishes with meat and fruit to balance flavours. Today, chefs are using gastriques in new and exciting ways with meat, fish and even dessert. With the time-honoured love for the marriage of sweet and sour, there is a huge opportunity for manufacturers to produce bottled gastriques for both cooking and cocktails.

**STAGE 1: THE TREND IS BEGINNING TO APPEAR ON THE MENUS OF UPSCALE DINING ESTABLISHMENTS.**

**Poutine** - This combination of French fries, cheese curds and brown gravy is appearing on fine dining menus and peeling out from the food truck scene. The gravy sauce and chewy cheese curds elevates fries to a new fork-required experience. Numerous variations are possible, showing that meat and potatoes in snack form will be a winning combination, whether in food service or even the freezer aisle.

This article originally appeared in the September issue of Culinology, a magazine for the Research Chefs Association and published by Sosland Publishing Co.



# WTO UPDATE


**The WTO's trade negotiation activities moved very slowly over this past summer, in the same tone with this year's general progress on the Doha Round. Early this July, and continuing in August, WTO Director General, Pascal Lamy, met with representatives from the G-7 group and other key countries including Norway, Switzerland, Mauritius and the Philippines.**

They were gathered in another attempt to revitalize the Round by discussing the content of the December mini-package for the upcoming the 8<sup>th</sup> WTO Ministerial Conference (MC8). The event will be held in Geneva, Switzerland from 15–17 December, 2011 and will be an opportunity for ministers from WTO Member countries to provide guidance for the work of the WTO in the next two years across all areas of the WTO agenda.

Topics such as export competition, trade facilitation, environmental goods and services and dispute settlement understanding were candidates tackled during the discussions held over the summer to name but a few. In addition, some WTO members have suggested some new global issues like climate change, energy and food security, investment and competition policy. Another focus of the negotiations was to allow duty-free, quota-free (DFQF) access for least-developed countries (LDC). That would have implied a commitment by the developed countries, and optional participation for developing countries, to give DFQF market access to exports from LDC for at least 97% of tariff lines.

Once again, WTO Members continued to differ in their views on the list of subjects for the upcoming MC8 and thus failed to reach a compromise in the summer's round of trade talks thus demonstrating that the negotiations were not moving fast – or moving at all.

There will also now be a period of transition as some chairs of the WTO Negotiation Committees – i.e., agriculture, trade, and environment, had their terms finish this summer. Right away, three potential candidates were suggested to replace departing New Zealand ambassador, and agriculture negotiating group chair, David Walker. Initially the Colombian, Mauritian and Singaporean ambassadors were the only candidates brought forward. But, over the summer, other names cropped-up culminating with the announcement on October 21, 2011 that, by consensus, New Zealand's ambassador, John Adank, would chair the group. The other two chairs were announced to be, Malaysia's Hiswani Harun for trade and environment and Jamaica's Wayne McCook, who will chair the negotiating group on rules.

The WTO members will continue their discussions on a December mini-package but no-one has high expectations that there will be any significant results. Despite the lack of progress and engagement on the Doha negotiations, no Member has actually called for the end of the Round. Some believe that new topics such as exchange rates should be added to the current mandate to reflect the 21<sup>st</sup> century issues, where others would prefer to redefine a new Round. Whether they will be successful in restoring, and bringing back on track, the long-standing Doha Round remains to be seen, but they will try. 



**For a weekly update on the WTO trade negotiations, visit:**  
[chicken.ca/for-farmers/publications](http://chicken.ca/for-farmers/publications)



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