



# THE CHICKEN FARMER

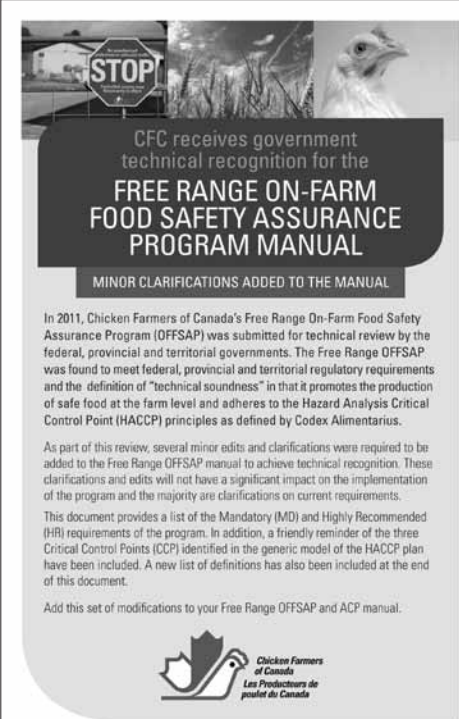
## CFC's Free Range Program Receives Technical Recognition

In 2011, CFC's Free Range Program underwent the Federal-Provincial-Territorial (FPT) technical review, part I, process for the Free Range OFFSAP and Animal Care Program manual.

The manual was found to meet FPT regulatory requirements and the definition of "technical soundness" through promotion of the production of safe food at the farm level and adheres to the Hazard Analysis Critical Control Point (HACCP) principles as defined by *Codex Alimentarius*.

The CFC Free Range Program manual recommends the most modern methods and techniques for on-farm food safety, biosecurity and animal care by emphasizing health, cleanliness and safety through every step of the production cycle. As part of the FPT review, several minor edits and clarifications were required to the original manual in order to achieve technical recognition. These clarifications and edits will not have a significant impact on the ongoing implementation of the program and the majority is merely clarification on current requirements.

Free range producers will receive a brochure from their provincial boards that provides a revised list of the Must Do (MD) and Highly Recommended (HR) requirements of the program. *continued on page 2*



**CFC receives government technical recognition for the FREE RANGE ON-FARM FOOD SAFETY ASSURANCE PROGRAM MANUAL**


**MINOR CLARIFICATIONS ADDED TO THE MANUAL**

In 2011, Chicken Farmers of Canada's Free Range On-Farm Food Safety Assurance Program (OFFSAP) was submitted for technical review by the federal, provincial and territorial governments. The Free Range OFFSAP was found to meet federal, provincial and territorial regulatory requirements and the definition of "technical soundness" in that it promotes the production of safe food at the farm level and adheres to the Hazard Analysis Critical Control Point (HACCP) principles as defined by *Codex Alimentarius*.

As part of this review, several minor edits and clarifications were required to be added to the Free Range OFFSAP manual to achieve technical recognition. These clarifications and edits will not have a significant impact on the implementation of the program and the majority are clarifications on current requirements.

This document provides a list of the Mandatory (MD) and Highly Recommended (HR) requirements of the program. In addition, a friendly reminder of the three Critical Control Points (CCP) identified in the generic model of the HACCP plan have been included. A new list of definitions has also been included at the end of this document.

Add this set of modifications to your Free Range OFFSAP and ACP manual.

 Chicken Farmers of Canada  
Les Producteurs de poulet du Canada

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This set of modifications must be added to your Free Range OFFSAP and ACP manual, implemented at the beginning of the 2012 production season and will be integrated into the verification procedure during your next audit.

## Modifications Overview

**MD** If the guardian animals are ruminants, farmers must ensure that access to chicken feed that contains prohibited material is restricted (section 2.2: Setting up the Restricted Area (RA))

**MD** The producer must keep the medication in the original packaging with the label or transfer the label information onto the feed record (section 6.1: Medications, vitamins, feed additives and other)

**MD** When using chlorine strips to test chlorine levels when birds are present, the results must indicate that there is evidence of free chlorine at the furthest point of the water lines to indicate that active product is still available (section 3.2: Water and Watering System (A) Cleaning and Disinfecting)

**HR** Extra-label or off-label medications should only be used where no other treatments are available (section 6.1: Medications, vitamins, feed additives and other (B) Extra-Label and Off-Label Medication use) **CF**

**Note:** Predator control animals should be restricted from feed that could contain harmful medications (section 2.3: Pest control).

**Note:** CFIA requirements for On-Farm Feed Mixing require that producers keep a feed mixing record (e.g. to demonstrate sequential order of feed prepared) (section 3.1: Feed and Watering System (C) if you mix feed on your farm).



## New Health Portal Launches

**CFC continues to roll out new elements of its Consumer Relations Strategy. The latest contribution is the new Health ♥ Portal.**

Visitors can access health and nutrition information, resources for patient counselling such as the Nutritional Factsheet Program, articles, videos and more. Based on the main chicken.ca platform, the health portal will be accessible on its own at [www.chicken.ca/health/](http://www.chicken.ca/health/), or via the main website as a link.

The site is geared to be a one-stop-shop for those looking to live healthier lifestyles, or for those teaching others to do so, with information that is useful to consumers as well as more technical teaching tools and resources. Articles on health, exercise and nutrition will provide guidance to those looking for that extra bit of help in order to get and stay healthy.

Dietitians, nutritionists and other health practitioners will also be able to use the portal to order the nutritional factsheet program, the food journals and several other tools directly through the website.

Another new tool on the health portal is the nutritional comparison feature. Using pull-down menus, visitors can compare 11 different cuts of chicken (or whole birds) against cuts of beef, veal, pork, lamb and several others. This will allow them to really see the benefits of eating chicken in comparison to the other meats.

Consumers often have questions about the benefits of eating chicken or are looking for more information than the brief data that is found in recipes and on packages. This aims to fill in those blanks and keep consumers engaged.

Paired with the main website, and the hundreds of great chicken recipes to be found there, the new health portal will continue to augment the growth, and indeed the quality, of our relationship with consumers. **CF**



# Food Freedom Day – A Call to Secure the Future of Food and Farm

On February 12, 2012, Canadians will have earned enough income to pay their grocery bill for the entire year.

In observing Food Freedom Day, the Canadian Federation of Agriculture (CFA) and its members encourage Canadians to get informed on the process that brings food to their table and make choices at the grocery store that will support the Canadian agriculture and agri-food industry.

“Canadians can take pride in having some of the safest and most affordable food in the world. Farmers work hard to ensure the highest quality food is produced with exemplary food safety, animal welfare and environmental standards,” said CFA President Ron Bonnett.


Of the 11.8% Canadians pay for food overall, farmers continue to take only a very small percentage of the food dollar.

“This is a common story for many players along the value chain – the share they get does not adequately compensate their costs. The CFA strongly believes all stakeholders would benefit from a National Food Strategy (NFS). A plan to optimize our food system would strengthen agricultural businesses, create long-term value and make significant contributions to society,” Bonnett remarked.

“We encourage the adoption of a National Food Strategy – taking into account everything from promoting the Canadian brand and healthy lifestyles to sustaining economic growth and ecosystems,” he added.

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

“We encourage all Canadians to stay informed with developments on the National Food Strategy and to encourage decisions makers in their communities to support a long-term plan for our food and farms,” concluded Bonnett.

The Canadian Federation of Agriculture is the country’s largest farmers’ organization, representing provincial general farm organizations as well as national and interprovincial commodity organizations from every province – over 200,000 Canadian farmers and farm families. 







## Canadian Farms Being Flooded by Red Tape

**Farmers in Canada are hit the hardest by government regulations and paperwork, according to research released January 20<sup>th</sup> by the Canadian Federation of Independent Business (CFIB).**

A CFIB survey shows that 23 per cent of farmers say that if they had known about the burden of regulations, they may not have gone into business.

“Which prompts two questions,” says Virginia Labbie, CFIB’s senior policy analyst for Agri-business. “What would happen to food prices if nearly a quarter of farms in Canada disappeared? And, how many businesses never start because of the regulatory burden?”

Farmers list an alphabet soup of regulations and agencies they have to deal with, including:

- Land use restrictions and by-laws
- Product labelling
- Traceability and age verification requirements
- Canadian Food Inspection Agency
- Canada Border Services Agency (i.e. border and trade rules)
- Statistics Canada
- Pest Management Regulatory Agency

“When nearly 40 per cent of farmers are planning to retire in the next ten years, flooding the sector with red tape will only make it harder to find buyers to keep those businesses going,” says Labbie.

Farmers want all levels of government to place a higher priority on cutting red tape (72 per cent), than on any other measure (including tax relief at 68 per cent) to help them compete and remain in business. This should come as no surprise to policy makers. When asked how the burden had changed during a three year period, 67 per cent of farmers reported an increase in regulatory.

“With governments in the midst of finalizing a plan to support the future of agriculture in Canada, taking immediate action to reduce the regulatory burden will allow farmers to continue to provide consumers with high-quality, homegrown food,” says Labbie.

CFIB is the business voice for agriculture, representing 7,200 independently owned and operated agri-businesses in Canada, the majority of which are primary producers. **CF**



# Farm Safety Plans Bring Business Success

**Farm Credit Canada's (FCC) Farm Safety Report Card showed that 85 per cent of Canadian producers understand the importance of maintaining farm safety – to prevent financial loss due to incidents, protect their family members and to keep employees safe.**

Despite their good intentions, only one in ten producers has a written farm safety plan. The Canadian Agricultural Safety Association (CASA) offers guidance in developing safety plans for their farms through the *Plan • Farm • Safety* campaign. The study surveyed farmers' perceptions of the current state of farm safety in Canada.

The study also revealed that 34 per cent of Canadian producers want training in the basics of preparing a safety plan for their operations.

The survey was conducted to support the three-year theme of the Canadian Agricultural Safety campaign, *Plan • Farm • Safety*. This year, emphasis is on "Safety" including assessment, improvement and further development of safety systems. Last year, the focus was on "Farm" including implementation, documentation and training. In 2010, the campaign promoted "Plan", featuring safety walkabouts and planning for safety.

The yearlong "Safety" campaign will be launched with Canadian Agricultural Safety Week (CASW), from March 11–17. The Canadian Federation of Agriculture (CFA) and Canadian Agricultural Safety Association (CASA) deliver safety week in partnership with Farm Credit Canada (FCC) and Agriculture and Agri-Food Canada (AAFC).

"The *Plan • Farm • Safety* theme has been a catalyst in helping Canadian producers gain a better understanding and appreciation of the importance of safety as part of their overall business planning," says Ron Bonnett, CFA President. "By focusing on a particular aspect of farm safety plan development each year, producers have been able to go through the steps necessary to establish practical farm safety programs on their farms."

"To help producers build and implement a written farm safety plan, CASA developed a new farm management tool called the Canada FarmSafe Plan," says Marcel Hacault, Executive

Director of CASA. "This resource is flexible enough to be used by any sector in any province and can easily be customized to each producer's specific operation."

"Planning, implementing and assessing safety on the farm is an important part of every successful farm operation," says Rémi Lemoine, Vice President and Chief Operating Officer of FCC. "As producers are more exposed to the value of risk management, it's easier to make the connection between good safety practices and achieving their business goals."

A free download of the core Canada FarmSafe Plan is available at [www.planfarmsafety.ca](http://www.planfarmsafety.ca).

Rate your farm safety knowledge. Take the FCC Farm Safety Quiz at [www.fccfarmsafety.ca](http://www.fccfarmsafety.ca) between March 1 and 31 and enter to win a first aid kit. 

## In Brief

### U.S./Canada pact could ease meat trade

Late in 2011, Prime Minister Stephen Harper and U.S. President Barack Obama announced two new economic partnership agreements that will further enhance the mobility of people, goods, capital and information by aligning Canadian and U.S. standards and regulations in many key industries, including meat and poultry inspections and certifications.

This new level of partnership acknowledges the close ties that the two nations share and builds on the existing U.S.–Canada Free Trade Agreement and the North American Free Trade Agreement. The declaration by the two leaders reported that over \$250 billion of direct investment by each country in the other and bilateral trade of more than half-a-trillion dollars a year in goods and services create and sustain millions of jobs in both our countries. At the U.S.–Canada border, nearly one million dollars in goods and services cross every minute.

#### The list of food safety initiatives announced in the action plan:

- Develop common approaches to food safety, in light of food safety modernization efforts in both countries, to jointly enhance the safety of the United States–Canada food supply and minimize the need for routine food safety surveillance inspection activities in each other's country (applies to products within the mandates of both the U.S. Food and Drug Administration and the Canadian Food Inspection Agency).
- Enhance equivalence agreements for meat safety systems to streamline, simplify, and, where possible, reduce import and administrative procedures, while maintaining public health outcomes.
- Establish mutual reliance on jointly acceptable food safety laboratory recognition criteria, test results, and methodologies to ensure food safety laboratory testing conducted in one country is acceptable to regulators in both countries and facilitate cross-utilization of laboratory results by industry and regulators (applies to products within the mandates of both the U.S. Food and Drug Administration and Canadian Food Inspection Agency).
- Streamline the certification requirements for meat and poultry including, where possible, the reduction or elimination of redundant certification, data elements, and administrative procedures for shipments flowing between the United States and Canada.

#### The list of agricultural production initiatives:

- Further align crop protection product (e.g., pesticides) approvals and establishment of maximum pesticide residue limits/tolerances in both countries.

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**The declaration by the two leaders reported that over **\$250 billion** of direct investment by each country in the other and bilateral trade of more than half-a-trillion dollars a year in goods and services create and sustain millions of jobs in both our countries**



- Further align marketing application submission and review processes for veterinary drugs, including efforts to establish identical maximum drug residue limits/tolerances in both countries.
- Develop a perimeter approach to plant protection with a view to leverage each country's efforts to mutual advantage and, where possible, streamline certification requirements for cross-border shipments.
- Work towards a common approach to zoning of foreign animal diseases.

#### **The list of marketing initiatives:**

- Create a common meat cut nomenclature system and regulatory alignment tool to jointly maintain the system.
- Develop comparable approaches to financial risk mitigation tools to protect U.S. and Canadian fruit and vegetable suppliers from buyers that default on their payment obligations.

The main intent of the new partnership is to standardize many of the regulations, paperwork, and inspection procedures to reduce duplication and allow for more cross-border traffic of goods and services going forward. There should be a reduced burden for companies that sell products on both sides of the border by reducing the need for dual packaging, dual inspections and separate inventories while providing an atmosphere that fosters innovation and product development.

## **Salmonella, E. coli resist deep freeze treatment on raw chicken**

Long thought to be part of the bacteria reduction process, new research has been released that shows that blast freezing raw chicken to eliminate salmonella and E. coli actually has little effect on the spoilage bacteria or their effect on chicken storage or color.

Researchers at Clemson University found that the freezing process did not result in significant reduction of bacteria counts in raw chicken compared with bacteria found on either fresh or frozen chicken. The study also found that blast freezing did not increase shelf life or affect the color or tenderness of raw chicken breasts.

After injecting live salmonella and E. coli that were then attached to raw chicken breasts, the live cells were recovered after blast freezing and compared with the amount of bacteria on meat that was only refrigerated or completely frozen. The bacteria included cold-shocked and non-shocked bacteria, since bacteria in processing plants are often exposed to low temperatures during poultry processing.

The research, conducted by Dr. Paul Dawson at Clemson, was supported by the U.S. Poultry and Egg Association. The project is part of the Association's comprehensive research program encompassing all phases of poultry and egg production and processing. The report's findings are available through the U.S. Poultry website at [www.uspoultry.org](http://www.uspoultry.org). **CF**





## 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 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 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. 



For a weekly update on the  
WTO trade negotiations, visit:  
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