



# THE CHICKEN FARMER

## CFC at the National Women's Show – A Delicious Day Out!

As part of CFC's ongoing Consumer Relations Strategy, CFC expanded its reach to influence consumers, with a particular focus on women (our primary shopper), at the National Women's Show in Ottawa from April 14-15<sup>th</sup>.

The National Women's Show is hosted annually in the cities of Ottawa, Toronto, Québec and Montréal. Since 2002, the Show has provided exhibitors a unique opportunity to meet face-to-face with thousands of women, who are looking to connect with people who provide the products and services that they use.

The women who attend the various, cross-country National Women's Shows are educated consumers and not to be missed. They come from diverse backgrounds, know what they are looking for, and make the majority of purchasing decisions for their households' food & beverage, clothes/fashion, fitness & leisure, health care, banking & investment, vacations, and more!

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Women who attend the Show:

Household Income	Age
19% \$100,000	30% are 19–29
46% \$75,000–100,000	29% are 30–44
20% \$50,000–75,000	41% are 45+
15% less than \$50,000	




With CFC positioned in the high-traffic aisle of the “World of Taste,” and over 20,000 attendees in Ottawa, the National Women’s Show was a hit! Peter Wright, founder of Creative Sampling Solutions, provided CFC a dynamic opportunity to engage women with key health messages through cooking demonstrations with chicken, while his behind-the-scene staff served up delicious taste samples from 5 of CFC’ recipes from the website.

These were:

- Butter Chicken Makeover (low fat)
- Chicken Legs with Scrumptious Spicy Sauce (nutritious dark meat)
- Nacho Chicken & Bean Dip (cooking with ground chicken)
- Polenta Chicken Pizza Bites (gluten free)
- Avocado, Beet & Chicken Tostadas (low sodium)



A favourite cooking demo featured here in this picture was “Chicken Legs with Scrumptious Spicy Sauce,” a nutritious dish dubbed as *spicy and saucy legs*! The key health message conveyed for this recipe was the concept that dark meat is not much higher in fat than white, contains nutrients higher in zinc and iron, and is a cut in the supermarket not to be overlooked.

During the cooking demonstrations, CFC staff was on hand coordinating prize give-aways for the lucky audience members who answered trivia questions about chicken correctly. Staff also had an important opportunity to speak and connect with hundreds of women, and promote CFC’s recipe booklet, *Chicken – Fancy That*, as well as the hundreds of healthy chicken recipes at [www.chicken.ca](http://www.chicken.ca). 

# Trade Growth to Slow in 2012 After Strong Deceleration in 2011

World trade expanded in 2011 by 5.0%, a sharp deceleration from the 2010 rebound of 13.8%, and growth will slow further still to 3.7% in 2012, WTO economists project. They attributed the slowdown to the global economy losing momentum due to a number of shocks, including the European sovereign debt crisis.

A significant braking of trade expansion had been forecast for 2011, but multiple economic setbacks during the year dampened growth beyond expectations and led to a stronger than anticipated easing in the fourth quarter.

“More than three years have passed since the trade collapse of 2008–09, but the world economy and trade remain fragile. The further slowing of trade expected in 2012 shows that the downside risks remain high.

“The WTO has so far deterred economic nationalism, but the sluggish pace of recovery raises concerns that a steady trickle of restrictive trade measures could gradually undermine the benefits of trade openness. It is time to do no harm. WTO members should turn their attention to revitalizing the trading system and to ensuring such a scenario does not materialize.”

WTO economists cautioned that preliminary trade figures for 2011 and forecasts for 2012 were difficult to gauge due to the extraordinary levels of volatility in financial markets and in the broader economy for the last few years. The preliminary figure of 5.0% for world merchandise trade growth in 2011 is down 0.8 points from their most recent forecast update in September 2011.

The main points in the WTO report:

- At 5.0%, trade growth slows in 2011 following 13.8% rebound in 2010.
- Further slowing to 3.7% in 2012, below the 5.4% 20-year average.

- Fragility and uncertainty remain, with enhanced downside risk.
- Shocks held back trade last year: European debt crisis, Japanese tsunami, Thai floods.
- Disasters hit supply chains and production in Japan, China and elsewhere.
- EU may already be in recession as global output growth eases.
- Oil supply disruption in Libya cut African export growth by 8%

**We are not yet  
out of the woods**  
- WTO Director General Pascal Lamy

- Growth in manufactured goods trade slowed by Q4, trade in automotive products fell to single digits and electronics trade declined.
- Arab spring uprisings also hit African services exports due to sharp declines in Egypt, Tunisia.

Recent production data suggest

that the European Union may already be in recession, and even China's dynamic economy appears to be growing more slowly in 2012. Economic prospects have improved in the United States and Japan as labour market conditions improve in the former and business orders pick up in the latter, but these positives will only partly make up for the earlier negatives.

Several adverse developments disproportionately affected developing economies, including the interruption of oil supplies from Libya that caused African exports to tumble 8% last year, and the severe flooding that hit Thailand in the fourth quarter. The Japanese earthquake and tsunami also disrupted global supply chains, which penalized exports from developing countries like China, as reduced shipments of components hindered production of goods for export. 

# The Evolution of the CPRC

The Board of Directors of the Canadian Poultry Research Council (CPRC) continues to make changes as part of its efforts to make CPRC the most efficient and effective organization possible. For example, research grant procedures have undergone changes that the Board believes will better align research activities with industry's goals.

## The New System

The new system of receiving and reviewing research grant proposals uses a two-step process:

1. an industry review of Letter of Intent (LOI)
2. a scientific review of methodology

In the LOI, the applicant is asked for an overview of the proposed research as well as an account of how the research will impact the poultry industry. For example, how will the proposed work help industry reach its Research Target Outcomes? The applicant is asked to think about where the proposed research fits in to the so-called 'innovation continuum; is it primary research directed at a fundamental understanding of how something works, or is it of a more applied nature? Who are the ultimate end-users of the research and what would it take to bring it to the adoption stage? Answers to these questions will help CPRC assess the potential benefits of the proposed research.

The completed LOIs, due June 1<sup>st</sup>, will be evaluated by the CPRC Board and support staff with help from additional scientific expertise.

Successful applicants will be invited to submit a Detailed Proposal (step two of the process) that provides details on

experimental design and proposed methodology. The proposal will list members of the research team describing their expertise and the roles each will play in the proposed work. Training of highly qualified personnel (students, research technicians etc.) will also be described, as will specifics of proposed expenditures and funding sources.

The Detailed Proposals will be reviewed by CPRC's Scientific Advisory Committee (SAC), the members of which represent a breadth of knowledge and expertise that can accurately assess the intricacies of the proposed methodology. Applicants will have an opportunity to address issues or concerns raised during the SAC review before a final funding decision is made by the CPRC Board.

CPRC's funding commitment is contingent on the proposal securing matching funds from another source(s). The preference is that funds from the poultry sector (CPRC and other sources) be matched at least 1:1 with funds from outside the poultry sector (e.g. other agricultural sectors, private sector, government funds etc.). Part of CPRC's service is to help researchers identify and secure matching funds. Matching the poultry sector's investment in research with funds from other sources maximizes the impact of that investment and encourages collaboration with

organizations that might not otherwise directly support poultry research.

Although it will increase the time between LOI submission and final approval, the CPRC Board believes the new system will benefit both industry and researchers by improving communication and ensuring research is targeted at industry goals. The new process will be monitored and assessed on an ongoing basis to ensure it continues to increase CPRC's effectiveness.

## The 'New' Board

The new granting procedures were approved in principle by CPRC's Board of Directors at the March 23, 2012 Annual General Meeting. CPRC is pleased to announce that all Directors, who represent each of the organization's five members, were re-elected without change to positions.

1. Jacob Middelkamp, representing Chicken Farmers of Canada, returns as CPRC Chairman. Mr. Middelkamp is a broiler chicken producer from Alberta.
2. Roelof Meijer, representing Turkey Farmers of Canada, returns as Vice-Chairman. Mr. Meijer is a turkey producer, also from Alberta.

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3. The Canadian Poultry and Egg Processors' Council (CPEPC) is represented by Erica Charlton, CPEPC's Technical Director
4. Cheryl Firby, Director of Agricultural Operations at Maple Leaf Foods, represents the Canadian Hatching Egg Producers.
5. Helen Anne Hudson, Director of Corporate Social Responsibility for Burnbrae Farms, represents Egg Farmers of Canada.

CPRC would like to take this opportunity to thank these individuals and their respective organizations for their past efforts and continuing support. The continuity of the CPRC Board will facilitate ongoing efforts to enhance poultry research in Canada.

The membership of the CPRC consists of 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. CPRC's contact information is available at [www.cp-rc.ca](http://www.cp-rc.ca). 

# Innovation and Market Development are Key Factors

**With record high farm incomes and a positive economic outlook for the Canadian agriculture industry as a backdrop, Agriculture Ministers met in April and launched the final stage of negotiations of the next agriculture policy framework for the Canadian agriculture and agri-food sector.**

Ministers agreed that the new framework will focus on investments in innovation, competitiveness, market opportunities, adaptability and sustainability. Ministers aim to sign the agreement at their next annual meeting in September and to have the new framework in place by April 2013.

"Just as farmers constantly adjust their farm practices to suit changing market or weather conditions, so too must governments review and adapt programs so they continue to support the evolving needs of the agriculture industry," said federal Agriculture Minister Gerry Ritz. "By focusing on innovation, market development and the long-term prosperity of the farm gate, federal, provincial and territorial governments will be able to help farmers capitalize on new innovations, emerging market opportunities, and increasing global demand for safe, high quality food."

Ministers called for stronger government-industry partnership to foster a culture of innovation and to ensure investments and priorities are aligned with the needs of the sector. Ministers also discussed the need to continue to engage the entire value chain including the food processing industry.

FPT governments will continue to work closely with industry to create new market opportunities through science, market access, and food safety. Governments will strengthen their efforts to create and maximize opportunities for Canadian farmers, producers and processors to sell their safe, quality products to consumers here at home and around the world. Ministers also reiterated their support for advancing Canada's trade interests in free trade negotiations to benefit Canada's agricultural and agri-food sector, while maintaining support for Canada's supply management system.

"I am pleased that all jurisdictions are united in our resolve to ensure the policies and programs outlined in the successor framework agreement will support the evolving needs of the industry," said meeting co-chair Brad Cathers, Yukon Minister for Energy, Mines and Resources. "Together we are building a solid foundation to help producers and processors remain competitive and successful, now and well into the future."

The next annual meeting will be held September 12–14, 2012, in Whitehorse, Yukon. 

# Government of Canada Helps Atlantic Poultry Farmers Meet Changing Consumer Demands

Atlantic poultry farmers will be more competitive in the market with the support of the Government of Canada.

**“The Government of Nova Scotia is investing in these projects to support scientific research that will improve the poultry sector’s adaptability, competitiveness and innovation,”**

- John MacDonell,  
Nova Scotia’s Minister  
of Agriculture

Member of Parliament Scott Armstrong (Cumberland-Colchester-Musquodoboit Valley), on behalf of Agriculture Minister Gerry Ritz, announced the investment of more than \$600,000 to the Atlantic Poultry Research Institute (APRI) to conduct feed and health research on April 11<sup>th</sup>.

“Our Government’s top priority remains the economy, and the Atlantic region’s poultry sector is an important contributor to keeping our economy strong,” said MP Armstrong. “This investment in research will keep our poultry producers competitive by ensuring they continue to improve upon their quality products in order to meet the demands of today’s health conscious consumer.”

The investments are being made in six different projects to further research into better nutrients and improved disease resistance for the region’s poultry sector, while benefiting consumers across the country. The funding includes support for projects that will identify ways to increase omega-3 fatty acids and antioxidants in chickens and eggs, as well as assess ways to improve flock health and reduce disease.

Nova Scotia is contributing \$220,000 for these projects from its Technology Development Program, which supports the development and adaptation of new and leading agricultural technologies and knowledge that will enhance the competitive position of Nova Scotia’s agriculture and agri-food industry.

There are 235 chicken, turkey and egg farmers who produce high-quality products for consumers across Atlantic Canada and who generate cash receipts worth \$259 million (2010) at the farm gate.

“The poultry sector sees the value of conducting applied research that will contribute to improved animal and human health,” said Derek Anderson, CEO of APRI. “APRI is an Atlantic-wide institute that has successfully leveraged funds from the industry and from government to further its applied research needs, which in turn are identified with input from each of the Atlantic province poultry marketing boards.”

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These investments are supporting six research projects, including:

**1. Nutritive Evaluation of Cold-Pressed Meals for Broiler Chickens**

Poultry diets are typically composed primarily of corn or wheat and soybean meal and/or canola meal. This project aims to evaluate cost-effective alternatives to traditional feed ingredients to provide poultry producers as well as feed manufacturers with information for them to make business decisions toward sustainability in an increasingly competitive marketplace.


*CAAP Investment: \$191,743*

**2. Efficacy of Lysozyme as an Alternative to Antibiotics for Broiler Chickens**

With increasing public concerns about antibiotic resistance of pathogenic bacteria there is increasing interest in finding alternatives to antibiotics for use in poultry. This research is aimed at determining the effect of lysozyme on the growth performance and intestinal microflora of broiler chickens grown under optimal and suboptimal conditions and to determine the optimal periods during the growth cycle in which to include lysozyme in the diets to obtain optimal growth performance. Production research is needed to evaluate the production performance of broiler chickens fed potential antibiotic alternatives and commercial antibiotics. Determining the critical periods during the growth cycle of broiler chickens for which lysozyme may have the greatest impact on intestinal microbial populations and resulting growth and feed efficiency would have an economic impact for the producer through decreased feed costs and potentially improved livability of chicks. *CAAP Investment: \$148,314*

**3. Evaluation of Simple Sugars and Short Chain Fatty Acids on Early Chick Growth and Intestinal Development**

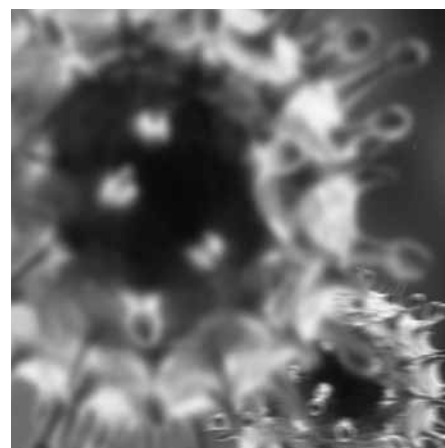
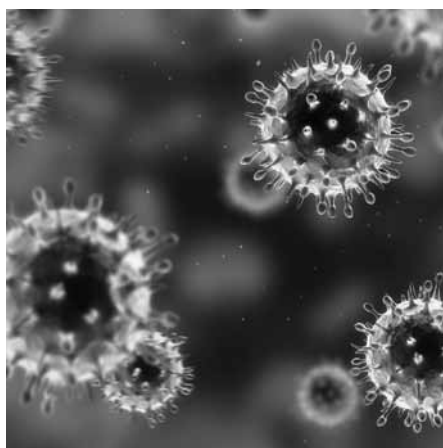
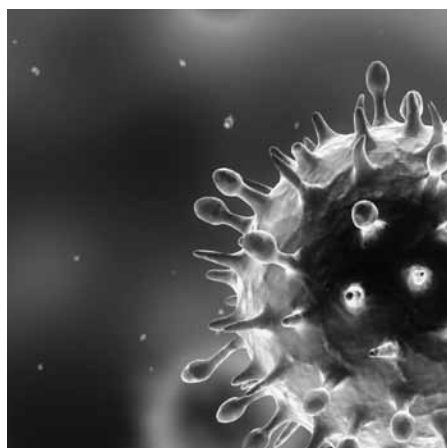
Atlantic regional commercial chicken operations have been observing suboptimal early growth performance of chicks. Typical poultry diets use cereal grains (mainly corn, wheat and soybean meal) and fats (vegetable, poultry grease or restaurant grease) as ingredients to supply energy in poultry rations. Due to the chicks' decreased ability to digest a high proportion of these energy sources for up to 10 days of age because of an underdeveloped gastrointestinal tract, there is opportunity to stimulate the gut to increase earlier development and a higher rate of absorption of diet nutrients. Any innovative technology or nutrition used during this time to enhance chick development and muscle growth would allow the potential progress in growth performance to reach the real genetic potential. Production research is required to evaluate readily available and cost-effective alternative ingredients that may improve chick performance and growth and reduce cost of production for broiler producers. *CAAP Investment: \$72,509*

The investments, delivered through the Canadian Agricultural Adaptation Program (CAAP), are being provided by all four regional CAAP councils in the Atlantic region, led by Agri-Futures Nova Scotia. 



For more information  
on CAAP, please  
visit [agr.gc.ca/caap](http://agr.gc.ca/caap).





## Low Pathogenicity Avian Influenza Viruses Added to Reportable Diseases List

The Government of Canada has strengthened its approach to controlling avian influenza in domestic poultry by adding low pathogenicity H5 and H7 avian influenza viruses to the list of reportable diseases.

Practically, this does not change anything relative to the procedures and policies that CFIA or industry has developed to control and eradicate avian influenza. CFIA's Avian Influenza Hazard Specific Plan, which is the standard operating procedure for dealing with AI, already incorporates both low pathogenic and highly pathogenic avian influenza as part of its disease control measures.

CFIA has made these changes so that federal regulations match the work that is being done at the ground level and to be able to demonstrate to international partners that the government deals with both high and low pathogenic AI appropriately – this last piece may have the benefit of being useful in limiting (to some extent) trade restrictions during an AI event.


Most avian influenza viruses are low pathogenicity and typically cause few or no visible signs of illness in infected birds. However, H5 and H7 viruses have the potential to mutate into a highly pathogenic form and cause high mortality in domestic poultry. Effective immediately, all suspected or confirmed cases of low pathogenicity H5 and H7, as well as all highly pathogenic avian influenza viruses, must be reported to the Canadian Food Inspection Agency (CFIA).

“This amendment underscores the Government of Canada’s commitment to protecting animal health, public health and the economic viability of our poultry industry,” said Canada’s Chief Veterinary Officer, Dr. Brian Evans. “We remain vigilant in our efforts to prevent, prepare for and respond to avian influenza.”

The amended Reportable Diseases Regulations formalize Canada’s current approach to controlling avian influenza in domestic poultry but do not significantly change what the CFIA does to respond to disease outbreaks.

When reportable avian influenza viruses are found in domestic poultry, the CFIA works with industry and provincial and territorial government partners to contain and eradicate the disease, and to re-establish Canada’s disease-free status as soon as possible. The CFIA monitors domestic poultry for highly pathogenic avian influenza, as well as low pathogenicity H5 and H7 viruses, under the Canadian Notifiable Avian Influenza Surveillance Program (CanNAISS). CanNAISS is a joint initiative of the government, industry and farmers, and meets World Organisation for Animal Health (OIE) standards.

In addition, the CFIA participates in Canada’s Inter-Agency Wild Bird Influenza Survey, which tracks avian influenza viruses circulating in the wild that could be of concern to the poultry industry.

For more information on avian influenza, visit the CFIA website at [www.inspection.gc.ca](http://www.inspection.gc.ca). 



# FPT Pathogen Reduction Initiative

There are an estimated 11 million cases of foodborne illness in Canada annually, with an estimated cost of \$3.7 billion in health care and lost productivity.

Consumers and those responsible for the commercial preparation or sale of cooked food all have a role to play in reducing the potential for food contamination and for ensuring that food safety rules are followed at every step of the way. The 4 core messages for safe food handling, clean, separate, cook and chill are good for everyone to follow!

In order to study the prevalence and source of foodborne illnesses, the Public Health Agency of Canada collects information on cases of infectious gastrointestinal illness through C-Enternet (Canada's national enteric pathogen surveillance system). Raw meat and poultry, raw eggs, and raw fruit and vegetables that may all have been exposed to bacteria are all potential causes of foodborne illness. The 2010 data (the most recent) shows a decrease in *campylobacteriosis* exposure via retail meat and a stable number of cases of *salmonellosis*.

## The Working Group

In February 2009, the Federal-Provincial-Territorial (FPT) Ministers of Agriculture tasked Deputy Ministers with developing an action plan to reduce pathogens in meat and poultry. An

FPT Working Group was established to develop the Pathogen Reduction Initiative. The group consists of: the Canadian Food Inspection Agency (CFIA), Health Canada, Public Health Agency of Canada, Agriculture and Agri-Food Canada, and representatives from provincial ministries of agriculture and health. While internationally, surveys have been conducted and performance targets mandated, Canada falls behind other countries in regards of pathogen reduction with no recent national baseline information.



The government's pathogen reduction priorities are for *salmonella* and *campylobacter* in chicken, *E.coli* O157:H7 and other verotoxigenic *E.coli* (VTEC) on beef carcasses,

ground beef and trim, and *Listeria monocytogenes* in ready-to-eat meats. The last survey to evaluate the impact of FSEP/HACCP (the food safety programs) in chicken federally-registered establishment was conducted by CFIA for *salmonella* in 1997-1998 and for *campylobacter* by Health Canada in 1986.

For the chicken industry, the Pathogen Reduction Initiative's main objectives are to obtain data on prevalence and concentrations of *salmonella* and *campylobacter* in broiler flocks, carcasses and retail chicken meat product. The data results will be compared to the prevalence and concentrations found in the 1997-1998 baseline data. As well, CFIA will evaluate the geographical distribution and seasonal variation of *salmonella* and *campylobacter* in broiler chicken flocks across Canada.

The baseline surveys will target broiler farms, post-chill carcasses, bulk packs containing a cluster of whole chicken carcasses and raw chicken meat products. The flock samples will be taken at the processing plants at the flock arrival. The detection and enumeration of *salmonella* and *campylobacter* will be done by an accredited private laboratory according to methods used or recognized by the U.S. Food Safety and Inspection Service (FSIS). **CF**



## Economic Partnership Agreement Launched with Japan – Canada's Second Largest Agriculture Export Market


Agriculture Minister Gerry Ritz and Prime Minister Stephen Harper went to Japan to launch negotiations for an Economic Partnership Agreement with Japan that will benefit both countries' agricultural industries.

Minister Ritz led a diverse delegation of Canadian agriculture industry representatives to Japan and met with Japanese beef, pork, grain and oilseed buyers, in an effort to grow market opportunities for Canada's safe, high-quality products.

"Free trade between Japan and Canada will help ensure agriculture and food products are available in both countries for the mutual benefit of farmers and consumers," said Minister Ritz. "Canada's agriculture producers and processors are a key part of Canada's economy which is why our Government continues to make international trade a priority."

Canada is committed to deepening its economic ties with Japan by ensuring that trade flows freely between the countries. Japan is the third largest economy in the world and is Canada's second largest agriculture market. Japan's market is worth almost \$4 billion for Canadian farmers and food processors. Japan is the second largest market for Canadian exporters with total pork and pork products worth almost \$900 million in 2011. Canada's canola oil also holds 40 per cent of Japan's edible oil market and is worth approximately \$1.4 billion to Canada.

Minister Ritz met with his Japanese counterpart, Minister Michihiko Kano, and thanked Japan for its recent decision to review its domestic and import regulations for beef, which Canada hopes will lead to expanded access beyond under 21 months. The Canadian Cattlemen's Association estimates that this move will more than double Canadian beef sales to Japan for a total of \$160 million in the first year of full access.

By partnering with the Canadian Wheat Board, the Canadian Grain Commission and the Grain Growers of Canada, Minister Ritz was able to guarantee the Japanese grain industry of continued supply of Canada's world-class wheat and barley. Japan is Canada's third largest market for wheat with exports in 2011 totalling \$471 million. Canada is Japan's largest malt supplier and is responsible for 40 per cent of malt imports. 



For a weekly update on the  
WTO trade negotiations, visit:  
[chickenfarmers.ca/international-trade/geneva-watch](http://chickenfarmers.ca/international-trade/geneva-watch)



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