



THE CHICKEN FARMER

Canadian Chicken Farmers Committed to Animal Care

Chicken Farmers of Canada (CFC) and the 10 provincial chicken boards celebrated the implementation of the CFC Animal Care Program (ACP) at the CFC Directors meeting in Winnipeg, Manitoba on July 24th, 2012 by signing an ACP memorandum of understanding (MOU) for the implementation and certification services.

This signing reflects our commitment to implement and maintain a comprehensive national animal care program and demonstrates the level of animal care on Canadian chicken farms.

Over 65% of Canadian chicken farmers have achieved certification on the program; this number is expected to rise significantly as farms undergo the animal care audit which is being conducted in conjunction with their annual on-farm food safety assurance program audit. Two provinces, Alberta and Prince Edward Island, have already achieved 100% certification and several other provinces will be in the same position within months.

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THE COMMITMENT
DEMONSTRATED
IN SIGNING THIS
MEMORANDUM OF
UNDERSTANDING
is confirmed by the
accomplishment of
so many Canadian
chicken farmers to
achieve certification,
which enhances the
many reasons that
we are proud to
grow the chicken
Canadians trust

- Dave Janzen, Chair of CFC


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The signing of the MOU, which was witnessed by the Honourable Ron Kostyshyn, Minister of Agriculture, Food and Rural Initiatives for the Government of Manitoba, outlines the division of roles, responsibilities and authorities between the provincial chicken boards and CFC in order to deliver a credible, consistent system nationally for on-farm audits and certification services to all Canadian chicken farmers.

CFC's ACP has received support for implementation from the Canadian Federation of Humane Societies, the Canadian Veterinary Medical Association, the Canadian Poultry and Egg Processors Council, the Further Poultry Processors Council, the Canadian Restaurant and Foodservices Association and the Canadian Federation of Independent Grocers.

ACP is a comprehensive program, developed and maintained by CFC, that stipulates animal care production requirements to ensure animal care standards.

The program consists of a producer manual, which includes standards that address environmental conditions including temperature, humidity and ammonia, animal health, density and lighting etc. In addition, consistency in auditing and certification is maintained by way of a management manual based on ISO principles which details audit frequency, auditor training, farmer certification, appeals and document control processes.

The ACP is an integral component to CFC's animal care initiatives, which include working collaboratively with the National Farm Animal Care Council and the National Farm Animal Health and Welfare Council, reviewing the Recommended Code of Practice for chickens, and developing sector-wide animal care guidelines. 

CFC continues to help dietitians satisfy patients' quest for nutrition information

The Dietitians of Canada's National Conference, held in Toronto June 14–16, was the ideal forum for Chicken Farmers of Canada (CFC) to meet face-to-face with over 1,000 registered dietitians from across the country.

Dietitians work in all kinds of organizations, in many different settings, and are Canadians' trusted experts for evidence-based food and nutrition information (www.dietitians.ca).

The annual National Conference presents the opportunity for dietitians, other health professionals, and government and industry representatives to stay abreast of nutrition research and to discuss, with colleagues and delegates, issues specific to one's interest or practice. The Exhibitor Showcase, a full-day event, provides CFC and other representatives from the food and beverage industry the opportunity to showcase their latest products, resources, and services.

As the science of nutrition is the central focus of the annual Conference, most exhibitors promote the theme of eating for wellness. CFC is no exception as we have a vested interest in promoting health and nutrition because, as farmers, we care about what Canadians serve their families. With over 500 nutritious recipes at chicken.ca, many categorized for dietary needs, CFC presented conference delegates with healthy recipe options and information kits about its new Nutrition Factsheet Series.

The Nutrition Factsheet Series, with 9 sheets in total so far, is available on CFC's new Health Portal. These are useful teaching tools or clinical aids for those looking to change their

eating habits and achieve a healthier lifestyle. Registered dietitians and other health professionals have been ordering these patient resources in bulk for nearly a decade. These resources are used in conjunction with professional dietary advice to help patients prevent and/or manage many health conditions, including heart disease, hypertension, and diabetes.

This year, CFC has freshened-up the look of its Factsheets Series. Series 1–9 are now more visually pleasing and easier to read. Series 1–6 were also revised to update old, and bring forth new and relevant, evidence-based health information.

Here are descriptive titles of what the Series contains.

1. Your Health is For Life: Putting It All Together
2. Healthy Living for Women: It's in Your Hands
3. Diabetes: Making the Right Food Choices
4. Love That Healthy Heart
5. Protect Your Health – Get Salt Savvy!
6. Managing Your Weight
7. Welcome to the era of feeling young and looking younger! Baby Boomers and Zoomers
8. Screen or Scream – Are Your Kids Spending Too Much Time With the Tube?
9. Snack Attack! Keep it Healthy!

A Snack and Beverage Journal and a Weekly Food Journal also accompany this Series. These are handy tracking resources for a growing number of Canadians who take their snacks and meals whenever and wherever they can be wedged into their busy day. Dietitians, many who work in weight management, find the journals beneficial in helping their patients monitor their daily nutritional intake, assess how they eat, and modify their eating patterns to make healthier choices.

CFC will continue to deliver quality education about the attributes of chicken as a healthy choice and create 3 new factsheets in 2012. These will be based on current consumer trends and drivers, some of which include men's health, digestive health, and the health benefits of zinc. Though CFC's factsheets and journals are most widely used by Canada's registered dietitians, these are a great tool for all of us.

Go to chicken.ca/health and get the facts. 



Canadian Poultry Research Update

The Pathogenesis and Control of Necrotic Enteritis in Broiler Chickens

Principal Investigator: John Prescott, University of Guelph

Funding: \$660,251 (\$532,126 Agriculture and Agri-Food Canada*; \$84,000 Ontario Ministry of Agriculture, Food and Rural Affairs; \$44,125 Poultry Industry Council)

Necrotic Enteritis (NE) is among the most common enteric (intestinal) diseases in poultry. It costs the global poultry industry an estimated \$2 billion annually. It is well documented that NE is caused by the bacterium *Clostridium perfringens* yet, it is still not clear why certain strains of *C. perfringens* are able to cause the disease and others are not. Dr. Prescott's group has confirmed there are specific genes associated with the bacterium's ability to cause disease. Their work has since revealed that many of these so-called 'virulence' genes can be readily passed from one bacterium to another, thereby conferring the ability to cause disease. The scientists are now characterizing the roles these genes play in the development of NE, and integrating what they learn into the design of new vaccines that can protect poultry from the disease. The objective of this project was to develop an oral vaccine to control NE.

OUTCOMES:

A prototype vaccine has already been produced that, according to preliminary results, can effectively protect immunized birds from NE.

APPLICATION:

If these results are confirmed, the newly developed vaccine will have a significant impact on the poultry industry in Canada, and abroad.

For more information on this project and others please visit www.cp-rc.ca.

National Poultry Research Strategy

The Canadian Poultry Research Council (CPRC) prepared a National Research Strategy for Canada's Poultry Sector (The Strategy) based on a number of workshops, conferences, discussions with industry members and input from its member organizations. The objective of The Strategy is to enhance the long-term viability of the Canadian Poultry Value Chain by supporting a profitable and sustainable industry through


research. Some of the objectives of The Strategy include: ensuring a strong Canadian poultry research community, enhancing the level of innovation and competitiveness of Canada's poultry sector, and ensuring a sustainable poultry sector that is economically and socially strong from producer to consumer. For more information on The Strategy, please visit CPRC's website at www.cp-rc.ca.

Recommended Best Practices for Bird Care in the Canadian Poultry Supply Chain from Farmer to Processor

The care and welfare of poultry is in the best interest of the birds and the industry as a whole. Right now, the poultry supply chain in Canada is not vertically integrated. Rather, each link in the chain from farmer to catcher to transporter to processor acts independently, but is closely connected.

The Recommended Best Practices for Bird Care in the Canadian Poultry Supply Chain from Farmer to Processor is a new document that has been developed with expertise from Canadian supply chain representatives and is based on CFIA's anticipated Meat Hygiene Manual of Procedures Chapter 12, Food Animal transportation and Slaughter – Animal Welfare, and the Health of Animals Regulations.

The purpose of this document is to collate the recommended best practices for poultry welfare and to assist industry in complying with regulatory requirements throughout the supply chain. It is a document for the industry, by the industry, and is intended for use by any farmer, catcher, transporter or processor in Canada.

The Recommended Best Practices for Bird Care in the Canadian Poultry Supply Chain from Farmer to Processor document does not replace animal care programs that are already in place. It is merely to suggest supplemental responsibilities for each farmer, catcher, transporter and processor and describes the transfer of care and control of poultry from one link to the next. This document allows the opportunity for each member of the poultry supply chain to work together to ensure proper flock handling. If you would like a copy of this document please contact your provincial representatives. 

*This research is part of the 2010-2013 Poultry Science Cluster which is supported by AAFC as part of Growing Forward, a federal-provincial-territorial initiative.

EVERYONE WON WITH CHICKEN!

2012 marked CFC's 20th Anniversary as National Sponsors of the Canada Day festivities in Ottawa. Canada Day provides CFC with a chance to obtain national-scale recognition, local prominence, serve approximately 10,000 chicken breast sandwiches (or chicken Caesar salads) at the Great Canadian Chicken BBQ to an appreciative public, and host invited government representatives, including targeted staff from government departments, Members of Parliament and Senators, in a special VIP area.

As a part of CFC's corporate responsibility, the Ottawa Food Bank also receives \$0.50 from each sandwich purchase. Each year, CFC has conducted some sort of contest to determine which chicken sandwich recipe will be served on Canada Day.

On April 23rd, Chicken Farmers of Canada launched the *Everyone Wins with Canadian Chicken* campaign. Members of Parliament were asked to enter their favourite chicken sandwich recipes, via www.chicken.ca, in a bid to be the sandwich that is served at the Great Canadian Chicken BBQ on July 1st.

In this campaign, MPs were told that the winning MP would receive a \$10,000 donation to a food bank in his/her riding. Second prize would be a \$5,000 donation and third prize was a \$2,500 donation.

Maple Leaf Foods served as a co-sponsor of the event, through the donation of the chicken that was served on Canada Day, as well as a financial contribution to assist us in running the campaign and offering the prize. Maple Leaf also leveraged its own social networks to support and enhance consumer participation in the event.

The Hill Times newspaper provided 2 of 4 advertisements in their publication for free, as a form of sponsorship.

Food Banks Canada assisted us with promotion of the event, along with a vast array of other help, in exchange for our promotion of Food Banks Canada's Hunger Awareness Week, and of Food Banks Canada in general. The organization also provided a judge for the event.

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**EVERYONE WINS
WITH  CHICKEN!**

**MPs — WIN A
\$10,000
DONATION TO A FOOD
BANK IN YOUR RIDING!**

Members of Parliament: You are invited to submit your special chicken sandwich recipes for a chance to win donations to your local food bank.

- First Prize: \$10,000 donation
- Second Prize: \$5,000 donation
- Third Prize: \$2,500 donation

All MP entries will be featured in a special feature booklet first look for more information — and all recipes will be featured in the booklet. Visit www.chicken.ca

The winning recipe will be served to over 10,000 people at the 20th Annual Great Canadian Chicken BBQ in Major's Hill Park on July 1st

Look for your representative in the final score — or log onto <http://www.chicken.ca> after April 22nd for more details, along with rules and regulations.

Contest Deadline — May 31, 2012

 Chicken Farmers of Canada
Les Producteurs de poulet du Canada

 MAPLE LEAF

 Food Banks Canada
Banques alimentaires Canada

 THE HILL TIMES



SECOND PLACE WINNER, OLIVIA CHOW



THIRD PLACE WINNER, SYLVAIN CHICOINE

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How the Campaign Ran

This was predominantly a social media/consumer-based campaign, geared at having consumers encourage the MPs to enter the contest, and to raise awareness of Food Banks Canada. Details included, but were not limited to:

- Creation of a web page which made it very easy for MPs to enter their recipes
- Distribution of two print booklets (at two different times) to Hill offices, with messaging from CFC, Maple Leaf and Food Banks Canada
- Creation of a call-to-action page for consumers, via online and social media outlets. Social Call-outs to MPs include posting on their Facebook pages and via direct tweets
- We published and promoted links to MPs on Twitter, Facebook and via their email addresses. We created templates for consumers to send MP emails and created online links to “share” the contest on FB/Twitter
- MPs themselves got into the spirit, with various Ministers sending out press releases and other messages, asking fellow Members of Parliament to enter
- Over 20 blogs were written about the campaign by a variety of consumers throughout Canada, one posted a video filmed at a food bank to encourage extra participation

Twitter Party

On May 9th, CFC hosted a Twitter Party about the campaign with Maple Leaf Foods and Food Banks Canada as our virtual guests.

A twitter party is a virtual party, using the Twitter platform. Usually held in the evening, twitter parties typically last 1-2 hours and are ways for people to connect and discuss a topic of choice. Most twitter parties have an expert panelist and party host to keep the party on topic.

This virtual party directly involved almost 200,000 people – and the [@chickenfarmers](#) handle and [#winwithchicken](#) hashtag made almost 4 million impressions (i.e. 4 million people saw our messages).

Within roughly 40 minutes, the [#winwithchicken](#) hashtag trended in Canada and within 45 minutes, the [@chickenfarmers](#) handle was the number one trend in the country. We stabilized at number two and stayed there for the duration of the part and beyond, with [@foodbankscanada](#) trending at number three. This means that for ALL of Twitter in Canada, we were the second most popular thing that people were talking about. At 12:08 a.m., we were still tracking at number two.

We beat out Justin Bieber.

One of the top tweets was one about how chickens are not fed hormones or steroids.

So, how did we do?

Over the course of May, an impressive 72 MPs submitted fantastic, innovative and creative recipes, which all had distinct touches that made them their own. With all the great choices, the deliberations were difficult and came right down to the wire.

The 72 entries were narrowed down to 13 and then to the final three, but not without a great deal of debate and discussion. Each entry was a clever reflection of cultural, regional and personal touches – making the decisions very difficult!

(This is why all 72 recipes will be rolled into a digital cookbook and made available on participating MP websites and at [www.chicken.ca.](#))

It’s important to note here that until the top 3 were revealed, this was a blind judging process – i.e. whose recipes they were was unknown.

The final decision on the placement of the top 3 recipes took place on Ottawa’s CTV Morning Live on Wednesday, June 13th, in an on-air cookoff. All three finalists were present for the event (on the day that they were to begin that marathon voting session, no less!)

The final three were:

1. Hon. Vic Toews, MB
(Pesto Chicken Philly Melt)
2. Olivia Chow, ON
(Chow-Style BBQ Sandwich)
3. Sylvain Chicoine, QC (BBQ
Canadian Chicken Sandwich)

Judges were a host from the program, an Ottawa food reviewer and blogger and a representative of Food Banks Canada.

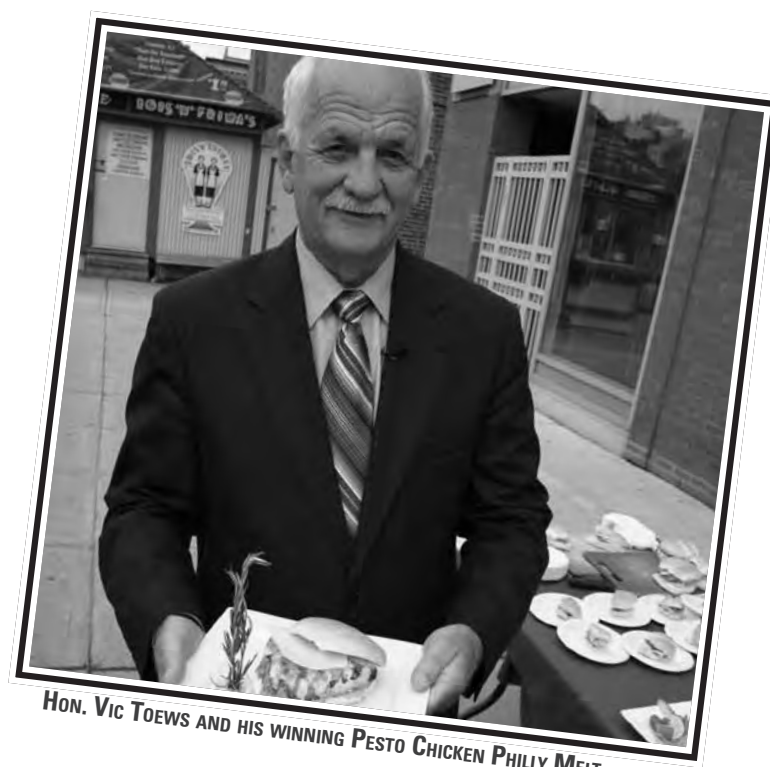
The judges spoke and the Honourable Vic Toews, Minister of Public Safety, won the 2012 *Everyone Wins With Canadian Chicken* contest with his “Pesto Chicken Philly Melt” sandwich recipe.

Minister Toews won \$10,000 for a food bank in his riding. The other finalists, Olivia Chow and Sylvain Chicoine also won \$5,000 and \$2,500 donations.

And the cause?

So impressive was the number of entries, CFC made a last-minute decision to donate \$100 for each and every entry we’d received, in addition to the prizing. MPs were immediately notified and were enthusiastic about this development.

This campaign resulted in over \$25,000 being donated from coast-to-coast-to-coast to help food banks deliver services to those less fortunate – a compelling and necessary task.



HON. VIC TOEWS AND HIS WINNING PESTO CHICKEN PHILLY MELT

Want to know if YOUR MP entered?

Here’s a list of the entries received and their titles – in the language in which they were submitted.

- **Malcolm Allen, ON** – Chicken Burger with Goats Cheese and Basil
- **Hon. Rona Ambrose, AB** – The All-Canadian Maple Cheddar Chicken Sandwich
- **Scott Andrews, NL**– Maple Bacon Chicken Sandwich
- **Hon. Keith Ashfield, NB** – The Capital Burger
- **Alex Atamanenko, BC** – Alex’s Arriba Canada Day Chicken with Salsa Fresca
- **Hon. Carolyn Bennett, ON** – Chicken Sandwich Mojito
- **Tyrone Benskin, QC** – Chicken Sandwich with Apples and Mango
- **Ray Boughen, SK** – Carol’s Big Fat Greek Sammy
- **Peter Braid, ON** – Braid’s Better Butter Chicken on a Bun
- **Garry Breitreuz, SK** – Best BBQ Grilled Chicken
- **Hon. Scott Brison, NS** – Grilled Jerk Chicken
- **Ruth Ellen Brosseau, QC** – Sandwich de poulet grillé à la chèvre
- **Brad Butt, ON** – Honey Soy Glazed Chicken BLT
- **Ron Cannan, BC** – Kelowna-Lake Country Sunshine Chicken Burger
- **Sean Casey, PEI** – The Island’s Best Chicken Sandwich
- **Chris Charlton, ON** – Grilled Chicken Breasts in a Mango-Curry Marinade
- **Sylvain Chicoine, QC** – Poulet BBQ canadien
- **Olivia Chow, ON** – Chow-Style BBQ Sandwich
- **Ryan Cleary, NL** – The Fighting Newfoundlander’s Lip-Smacking Screech-Grilled Chicken
- **Jean Crowder, BC** – Chicken and Brie Ciabatta

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- **Rodger Cuzner, NS** – Acadian-Cajun Spiced Chicken on Bannock with Nova Scotia Chow-Chow
- **Patricia Davidson, ON** – Grilled Chicken Souvlaki
- **Barry Devolin, ON** – Southwest Chicken Sandwich
- **Paul Dewar, ON** – Zesty Lime Chicken Sandwich
- **Linda Duncan, AB** – Perfect Summer Sandwich
- **Rick Dykstra, ON** – Dutch Thunder Burger
- **Hon. Wayne Easter, PEI** – The Malpeque Mammoth
- **Mylène Freeman, QC** – Sandwich POP (Poulet-Oka-Poivrons)
- **Royal Galipeau, ON** – Sandwich au poulet grillé “Canuck”
- **Marc Garneau, QC** – Out of this World Chicken Pita Wrap
- **Shelly Glover, MB** – Saint Boniface left-over Chicken Salad Bunwich
- **Jacques Gourde, QC** – Pain pita au poulet au cari et raisins sec
- **Sana Hassainia, QC** – Festin de poulet grillé à l’érable
- **Hon. Laurie Hawn, AB** – Not-for-the-faint-of-heart
- **Carol Hughes, ON** – Swiss Chalet-style Chicken Sandwich
- **Gerald Keddy, NS** – Keddy’s Cayenne Chicken Sandwich
- **Hon. Jason Kenney, AB** – Jason’s Spicy Korean BBQ Sandwich
- **Daryl Kramp, ON** – Popeye Chicken
- **Pierre Dionne Labelle, QC** – Poulet mariné sur pain ciabatta
- **Ryan Leef, YK** – Chicken Mexicano
- **Megan Leslie, NS** – Chicken Salsa Sandwich Grill
- **Laurin Liu, QC** – Sandwich au poulet, à la mangue et à l’avocat
- **Tom Lukiwski, SK** – Tom’s Terrific Chicken Sandwich
- **Brian Masse, ON** – Summer Maple Chicken Sandwich
- **Irene Mathysen, ON** – Mathysen BBQ Chicken
- **Phil McColeman, ON** – The John Candy
- **Hon. John McKay, ON** – Honey I Barbecued the Chicken
- **Costas Menegakis, ON** – Greek Chicken Burger
- **Isabelle Morin, QC** – Mexi casa québec
- **Marie-Claude Morin, QC** – Sandwich au poulet à l’orange
- **Maria Mourani, QC** – Sandwich de poulet grillé à la québécoise
- **Joyce Murray, BC** – The Murray Munch
- **Hon. Rob Nicholson, ON** – Spicy Chicken Ciabatta Sandwich
- **LaVar Payne, AB** – Grilled Chicken Cacciatore
- **Louis Plamondon, QC** – Tournedos à l’ananas
- **Joe Preston, ON** – Waffle Maple Chicken Sandwich
- **Hon. Bob Rae, ON** – The Toronto Crunch
- **John Rafferty, ON** – Chipotle Grilled Chicken with Avocado Sandwich
- **Hon. Lisa Raitt, ON** – Queen’s Diamond Jubilee Chicken Sandwich
- **Mathieu Ravignat, QC** – Mango Cashew Chicken
- **Hon. Geoff Regan, NS** – Geoff’s Cranberry Chutney Chicken Sandwich
- **Blake Richards, AB** – Honey Mustard Chicken Burgers
- **Hon. Gerry Ritz, SK** – Cowboy’s Chicken
- **Hon. Judy Sgro, ON** – Chipotle Avocado Chicken Melts
- **Scott Simms, NL** – Key Lime Grilled Chicken on Ciabatta Roll
- **Joy Smith, MB** – Canada Day Chicken Wrap
- **Mark Strahl, BC** – Chilliwack–Fraser Canyon Chicken Sandwich
- **Glenn Thibeault, ON** – Grilled Chicken Waldorf Sandwich
- **Hon. Vic Toews, MB** – Pesto Chicken Philly Melt
- **Hon. Tim Uppal, AB** – Barbecue Tandoori Chicken
- **Hon. Peter Van Loan, ON** – Simply Delicious Tunnel BBQ Chicken Sandwich
- **Rodney Weston, NB** – Gooley Chicken Sandwich



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TELL US WHAT YOU THINK!

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