



THE CHICKEN FARMER

CPRC Launches Sponsorship Program

The Canadian Poultry Research Council (CPRC) held an event at the Poultry Research Centre (PRC), University of Alberta on September 13, 2012 to unveil the new Research Sponsorship Program.

A cheque was presented to Jacob Middelkamp, CPRC's Chair, by Scott Gillingham, Canadian Regional Business Manager for Aviagen Inc. and the Inaugural Sponsor of the program.

The event was held at a PRC banquet attended by many poultry industry stakeholders including: producers, researchers, educators and government representatives. The Research Sponsorship Program is designed to enhance the industry research funding received from CPRC Member Organizations, which is becoming more important as governments of different levels realign their funding as a result of budget pressures.

CPRC representatives provided banquet attendees with information on the recently released *National Research Strategy for Canada's Poultry Sector* and preliminary results from the Poultry Research Cluster Program that will end in March 2013. They also discussed plans for a new Poultry Research Cluster under *Growing Forward 2* that is projected to take effect in April 2013.

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During the evening's events, PRC representatives also announced their new project "Reclaiming the Value of Heritage Chicken", which will leverage the flocks of heritage chickens maintained by PRC to investigate potential niche markets.

CPRC Sponsorship Program

Investment in research is key to the continued success of the Canadian poultry industry. Sponsors will directly support CPRC's efforts to foster that success.

CPRC undertakes a range of activities in support of Canada's poultry research program, including:

- directly funding research through its member organizations
- organizing national research and priority-setting meetings
- coordinating poultry research across Canada
- other activities that benefit the Canadian poultry industry through research and innovation

CPRC offers four sponsorship levels:

- Platinum \$25,000 and over
- Gold \$15,000 to \$24,999
- Silver \$5,000 to \$14,999
- Bronze \$1,000 to \$4,999

SUPPORTING CANADIAN POULTRY RESEARCH!



CPRC Research Sponsorship Program

SIGN UP TODAY AT: www.cp-rc.ca/sponsorship.php



Each level has specific benefits. To become a sponsor, please complete and return the application form at: www.cp-rc.ca/sponsorship.php

CPRC is proud to list Aviagen as the Inaugural Platinum sponsor. The Aviagen Group is the global market leader in poultry genetics. As the world's premier poultry breeding company, Aviagen develops pedigree lines for the production of commercial broilers and turkeys under the Arbor Acres, Ross, Indian River, Nicholas and B.U.T. brand names. In addition, the company is number one in research and development and a pioneer in the development and implementation of progressive biosecurity programs for chickens and turkeys. For more information visit the Aviagen Group website at en.aviagen.com.



Canadian Poultry
Research Council
Le Conseil De
Recherches Avicoles
Du Canada

For more details on these or any other CPRC activities, please contact

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www.cp-rc.ca.

CPRC

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. 

The Canadian Government Invests in Health-Boosting Research

An announcement was made in late August in support of research into a substitute for antibiotics in livestock and poultry feed. The investment will help Prairie Plant Systems Inc. deliver benefits to livestock producers and consumers.

Member of Parliament Kelly Block (Saskatoon—Rosetown—Biggar), on behalf of Agriculture Minister Gerry Ritz, announced the investment. “This is a good example of how government and industry can partner to harness research and help industry fill a need in the marketplace.” said Block.

This investment of more than \$101,000 will help Prairie Plant Systems develop new technologies that have the potential to replace antibiotics in animal feed in a natural way using health-boosting properties of plants like mustard seeds. The goal is to develop feed supplements that would stimulate an animal’s own immune system to resist infection.

“This is the first step in finding alternatives to the use of antibiotics in animal feed,” said Brent Zettl, CEO of Prairie Plant Systems. “The long-term goal of our research can have benefits for farmers and consumers alike.”


With the plant-based nature of the research, it is hoped that the sustainable nature of the production would make it cost effective and could result in spin-off by-products that can be used for other things.

Researchers have discovered that the use of antibiotics in feedstock is beneficial, partly because of their anti-inflammatory properties and not just because of their anti-bacterial properties. The development of new feed supplements has the potential to improve herd health while reducing losses and costs. This can improve the bottom line of livestock and poultry producers and also open other opportunities for farmers to diversify their crops and capture new niche markets.

This project is funded under the Agricultural Innovation Program – a \$50-million initiative announced as part of Canada’s Economic Action Plan 2011 and part of the Government’s commitment to help Canadian producers benefit from cutting-edge science and technology. The Program boosts the development and commercialization of innovative new products, technologies, and processes for the agricultural sector.

For more information about this and other Agriculture and Agri-Food Canada programs, please visit www.agr.gc.ca.

This research complements work supported by the Canadian Poultry Research Council, and by CFC, but toward the same goal of reducing the use of antibiotics in animal agriculture.

CFC and its poultry industry partners have invested over \$1.4 million in antibiotic alternatives research over the past few years. This has been matched to a level of over \$5.1 million. Among the research areas that received this funding were the study of antibiotics and their impact, the search for possible replacement treatments and much more. This funding represents nearly half of all research funding from the poultry industry and is but one point from the 5-point action plan CFC has created to respond to consumer interest in ensuring the judicious use of antibiotics in Canada’s chicken industry. 

This is the kind of innovation that’s keeping Canada’s agricultural sector strong and sustainable.

– Kelly Bock, Member of Parliament





Chicken Online

Since introducing the newly revamped chicken.ca website in late 2010, there continues to be tremendous growth in the online relationships with consumers. Most notable is the large increase in mobile users, indicated that the site is being used on the go.

Mobile Usage of chicken.ca

Mobile usage of the website is up over 300% from last year and represents over 15% of overall site traffic. This includes smart phones and table usage. More than 75% of this traffic is from IOS-based devices, such as iPhones and iPads. The increasing amount of traffic from mobile devices indicates that people are searching for recipes and cooking tips on the go, which is consistent with Canadian mobile usage patterns and profiles.

Health Professionals Portal

CFC has created an online portal for health professionals on the CFC website. Health professionals and people interested in health issues are able to access information written specifically with them in mind and have an option to receive a newsletter targeted directly for them. Much of the material has, and continues to be, revitalized or reworked from existing CFC material, and there will be an option for these professionals to use the site to order the hard copies of our materials that they require.

How-To-Videos

CFC is adding to its content of short, one-to-two-minute videos, which have been a hit with our audiences. After some short, social media-based conversations with consumers, as well as analyzing search statistics, we determined that new videos were a good idea to add to our collection.

We have wrapped up production on 15 new How-To videos, which are being rolled out to the public throughout the year, as a part of our ongoing promotions and social media strategy. This year's themes are more specifically on recipes, but each uses a specific technique, cut or ingredient.

- Chicken Pot Pie
- Simple Chicken Loaf
- California Chicken Paella
- Simple Chicken Curry
- Butter Chicken
- Thai Chicken Burgers
- Louisiana Fried Chicken
- Quick Chicken Paprikash
- Greek Salad with Chicken
- Surf & Turf Jambalaya
- Chicken Breasts in Parchment
- Chicken Pad Thai
- Chicken Nori Rolls
- Ground Chicken & Salsa Sloppy Joes
- Easy Chicken Stuffed Peppers

Trans Pacific Partnership Update

The Trans Pacific Partnership (TPP) is the recent trade initiative that has captured the attention in the Canadian media for the last few months. The trade interest in this initiative is the potential scope of membership which started as four countries (Chile, New Zealand, Singapore, Brunei) to become nine (Australia, Malaysia, Peru, Vietnam and the United States) and has now grown to eleven with the invitations to Mexico and Canada.

Countries from the Asia-Pacific zone don't want to be left out of this initiative if it becomes a significant trade block with the potential future participation of countries such as China, Indonesia, Japan and Korea.

With the current membership, there were limited advantages for Canada to join, as bilateral trade agreements are already in place with the most important members of the TPP: the U.S., Chile, Peru, and Mexico. However, if Japan was to join the TPP, Canada needs to be on the inside so it does not have its existing access conditions eroded or surpassed by other competing countries gaining their own privileged access under the TPP regional trade agreement. This would be equally important if Korea or China were to join, although they have not shown any interest so far.

The recent invitations to Mexico and Canada to join the talks have to be approved by each of the current nine members. The U.S. has the lengthiest process, which consists of a ninety-day notification process to U.S. Congress, which began on July 12, 2012. This implies that Canada and Mexico will only be allowed to join the negotiations in mid-October, missing the 14th round that was held on September 6–15 in Leesburg, Virginia.

Until the U.S. Congress (along with the governments for the other 8 members) has formally accepted Canada and Mexico's participation, representatives from these countries are not even allowed as observers, nor are they allowed to access the negotiating texts. This negotiation forum is under a very high level of security in terms of access to any documents. Each participating country has to keep the negotiating texts confidential for a period of four years after the completion of the agreement, or after the end of the discussions.

The following session, which Canada and Mexico should be able to participate in, is scheduled for December 3–12, 2012 in Auckland, New Zealand.

In terms of substance of the negotiations, it is difficult to have a clear assessment of the issues at stake because all texts are extremely confidential and there has been no consultation with industry in Canada because even government officials do not have access to the official documents. The TPP has been presented as a 21st century agreement that would go further than traditional bilateral or regional trade agreements with the elimination of all tariffs for all goods and services with no exception.

This high level of ambition is often associated with the early stage of a

negotiation before each country's sensitivities start to emerge. Australia has already voiced strong opposition to the investor-state dispute settlement provision. The U.S. has indicated it will not reopen the market access provisions of the U.S.-Australia bilateral free trade agreement, which does not provide market access to sugar from Australia. As negotiations advance, additional sensitivities will be brought to light.

There has already been public pressure put on the dairy, poultry and egg sectors in the media, both here in Canada and in other TPP countries. So far, New Zealand, Australia and the U.S. have indicated their views towards obtaining better access to the Canadian dairy, poultry and egg markets. They have also asked Canada to remove its support programs for Canadian pork producers, which they claim provide an unfair advantage to Canadian pork exports. This last is seen as an unusual demand as domestic support programs are generally only dealt with under the more broad WTO multilateral trade negotiations.

Despite the 14 negotiating sessions that have been held, and Canada's late entry into the process, this is still the early stage of the negotiations and countries are still jockeying to position themselves

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and have been using public opinion to exert pressure on other countries. Unfortunately, some observers and media take the public negotiating tactics of other countries at face value rather than seeing them as the propaganda that they truly are. It is only the demands they wish to make upon others that makes the papers – not the lines in the sand that members will be drawing for their own sensitive products, services and industries. The Canadian government position has not changed; and they will continue to defend Canada's dairy, poultry and egg farmers, and have not agreed to any preconditions.

The last three rounds of TPP negotiations have been monitored by the dairy, poultry and egg Geneva representative (SM-5) who is now paying close attention to TPP-related issues, through his network of contacts in Geneva, and by attending the negotiating sessions in May in Dallas, in July in San Diego and in Leesburg in September.

Geneva Watch is another useful source of information on trade and the ongoing negotiations in the TPP. It can be found on the CFC farmers' portal by clicking on the Geneva Watch logo on the welcome page at chickenfarmers.ca. 

What We Did This Summer: An Activist Report

This past summer, animal rights activists gathered for two annual conferences in Washington, D.C. to figure out how, this year, they would work together to dismantle the market for meat.

Sound grandiose and farfetched? In actuality, that's what these folks do all the time, around the clock and with robust financial backing and better wardrobes than many of us can dream of. This is not the first time they have met, nor will it be the last.

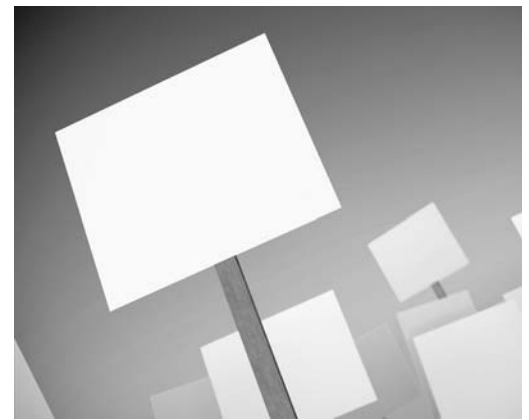
Who are these people? They come from all walks of life but have one common element; their belief that animals should not be eaten. Now, some groups preach more modest goals and espouse seemingly enlightened positions, couched in calm language and less flagrant imagery. But don't mistake those for groups that have any lesser of a final goal.

To them, raising animals for meat, regardless of the rearing or husbandry methods used, food given or method of slaughter and handling, is simply and utterly wrong.

What happens, though, is while their fiery brethren are all over the media and painting themselves funny colours or locking themselves, naked, into pens and cages on city sidewalks, these more modest and seemingly more moderate activists are working at changing the mindset of consumers and companies, one mind at a time. They buy shares in companies and use the access this gives to speak at shareholder meetings. They present to Parliament or the Senate, at committee meetings and in hearings. They offer to mediate with policy makers and large corporations to ensure that the voice of animals is heard. They use legal challenges and legislative tools to get their issues on the agenda. By presenting themselves as moderate and asking for small (but unnecessary or ridiculously expensive) changes they are taking baby steps along the path toward ending meat consumption.

The other side of the activist agenda, those willing to say just about anything for the cause and perform a variety of inflammatory and outlandish acts to get their point across, is the one that draws more attention from the public. Their arguments often play upon the lack of knowledge their listeners have of agriculture, farming and in food production. They invoke powerful imagery and use words that capture the attention of the listener. "Holocaust on Your Plate", "Kentucky Fried Cruelty" and "Feeding Kids Meat is Child Abuse" are just some of their campaigns.

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But what can farmers do? Well, as it turns out, the line between those that are militant for the cause and those that are working slowly and progressively, and even legislatively is growing. This presents an opportunity for the farming and food sectors to work together to counter some of the myths being spread by activists. For, after all, farmers every day are raising their birds and animals with the utmost in care and the stories we have to tell about our work and our animals are good ones.

“The activists are not going away. It’s a conflict industry focused on fundraising, not common sense animal welfare. The issues will change, the targeted industry will vary, but there will always be another campaign to run.

And there will always be subjects that divide the agriculture community ideologically. That’s okay. There is enough room in the marketplace for all styles and sizes of production. But there are some things that we should always be able to agree on.

Collectively, agriculture must take a strong stance against extremism. We need real collaboration among diverse agriculture groups and leaders across the food chain. (That’s why groups like the **Animal Agriculture Alliance** {U.S.} are so important.)”

Sarah Hubbart’s blog, as communications director for the Animal Agriculture Alliance, which was posted in July by Meatingplace.com at: www.meatingplace.com/Industry/Blogs/Details/34247

Farmers and ‘agvocates’ have to make sure their voices are heard over the clamour of activists who constantly use the key words and catchphrases that resonate with consumers and policy makers and who already have a head-start.

It’s not too late to catch up, and the time has come to work together and use all the tools available to inform consumers about our excellent on-farm food safety and animal care programs. At the conferences held in Washington, activists seemed to generally believe that they are winning the war but have noticed that animal agriculture has also begun to use social media tools effectively and that their lead is narrowing.

“Perhaps agriculture should take a page out of the activist’s playbook,” said Hubbart. **QF**

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The Health Pro File

Reduce your blood pressure – love our low sodium recipes

High sodium intake is one of the ingredients responsible for high blood pressure which could lead to stroke, heart attack or kidney failure.

Hypertension Canada recommends that all healthy adult Canadians try to reduce their sodium intake to less than 1,500 mg per day. The average Canadian consumes over double this recommended amount.


Lifestyle changes and diet choices can help prevent and control high blood pressure. Choosing healthier foods, such as fresh vegetables, fruit, low-fat dairy products, whole grains, fresh lean chicken, and fish can help reduce your blood pressure.

Dietary tip to reduce sodium:

Cook more! You can control the amount of sodium you eat by cooking with recipes low in sodium, or reducing the amount of salt and salt-containing ingredients in your favourite recipe. Packaged broths, canned tomatoes, sauces and vegetables can now be purchased with lower-sodium options.

Chicken Farmers of Canada has many recipe options that are low in sodium and BIG in flavour. Try these quick-n-easy options and they'll soon become your low-sodium favourites.

- Asian Chicken Meatballs (contains 48 mg of sodium per serving)
- Bhutanese Chili Chicken with Red Rice (contains 19 mg of sodium per serving)
- Simple Chicken Curry (contains 246 mg of sodium per serving)
- Avocado, Beet and Chicken Tostadas (contains 120 mg of sodium per serving)

Health Tip! Avocados and beets are rich in dietary fibre, vitamins, and minerals known to provide cardiovascular benefits. 



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



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TELL US WHAT YOU THINK!

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