



# THE CHICKEN FARMER

## Canadians are Increasingly Positive Toward Food, Farming and Farmers in Canada, New Study Says

Canadians continue to have an increasingly positive impression of Canadian agriculture, with 88% of those polled ranking it positive or neutral, up from 81% in 2009 and 75% in 2006.

That's one of the key findings from the new 2012 Farm & Food Care "Canadian Attitudes Study towards Food and Farming" study.

"Our research shows that although food and farming isn't a top of mind issue for most Canadians, most have an overall positive impression of our food, how it's grown and the people who produce it," says Crystal Mackay, Executive Director, Farm & Food Care. "Canadians ranked farmers as warmly and favourably as their own family and friends, just slightly above doctors and other medical professionals."

This year's research, which builds on previous studies dating back to 2001, was expanded to include gathering public opinion on the five pillars of sustainable food: food safety, environment, farm animal health and welfare, human health and economics/food affordability.

*Continued on page 2*



## in this issue

3 | Processing News

5 | Around the Globe

7 | An Aggressive Trade Agenda

8 | CFC is Leading the Way in Better Nutrition Information for Canadians!

**“This tracking research goes a long way in helping farmers and people in the agri-food business to understand what Canadians believe, both today and in monitoring trends over time, as they relate to the importance of agriculture, interest and what people would like to know more about how their food is produced,”**

Crystal Mackay, Executive Director, Farm & Food Care

Canadians feel they are generally better informed about food and farming than they were even three years ago, and more than half of them are interested in learning more. Approximately 70% of Canadians have visited a farm at least once before. Other findings demonstrate that Canadians are concerned about rising costs – including the cost of food – and many try to buy local by purchasing Canadian food products when possible.

The survey has acted as a tool to help better understand the opinions of Canadians as they relate to:

- perceptions of food related topics such as food production, safety, human health, animal welfare, the environment and economics/affordability
- the relative importance of agriculture, food production and related issues
- and their interest and knowledge of farming and food production


Surveys were conducted online using Ipsos Reid’s I-Say Online Household Panel in mid-August among 1,229 Canadian adults that had no household connection to agriculture. Investment in this project has been provided by several agri-food industry partners and by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP).

### Overall impressions of agriculture and farmers

- 56% of Canadians have a very or somewhat positive impression of Canadian agriculture, 32% are neutral. This is an increase from 2009 at 52%, and 41% in 2006.
- 61% of Canadians rated farmers with a very warm and favourable impression, at the top with family and friends. Next on the list were doctors/nurses and medical professionals at 54% and grocery stores/food retailers at 46%.
- When asked to rank the five pillars of sustainable food, the safety of the food Canadians eat and the overall health of Canadians came out as the top two priorities, followed by food affordability, the environment and farm animal welfare.

### Knowledge of farming and food

- 52% of Canadians know at least a little about farming practices. That’s an increase from 48% in 2009.
- 59% said they want to know more; specifically, about health/safety issues, farm products, treatment of animals, and farming techniques.
- 70% of Canadians have visited a farm at least once before.

Farm & Food Care is a non-profit association that represents thousands of farmers and related businesses with a mandate to provide credible information on food and farming in Ontario. For more information on the study, the organization or about farming and food production in Canada, visit [www.farmfoodcare.org](http://www.farmfoodcare.org). 

# Processing News

## New Brunswick Poultry Plant Opened November 19

The new Sunnymel poultry slaughter and cutting facility in Clair, New Brunswick, opened with 250 employees and a weekly slaughter capacity of 450,000 chickens, announced partners Olymel L.P. and Groupe Westco Inc.

The \$50 million in the state-of-the-art facility built over the past year will process 250,000 chickens from Westco, which were being shipped to Quebec for slaughtering since September 2009 but will now remain in the province and form a large part of Sunnymel's supply chain, with the remainder coming from other producers in New Brunswick and the Maritimes.

"For more than four years, despite many obstacles, we never stopped believing in our dream, and now that dream is becoming a reality," Groupe Westco President Thomas Soucy told attendees at an open house. "Our alliance with processor and distributor Olymel will allow New Brunswick chicken farmers to market their products and enjoy a direct line to consumers."

Groupe Westco owns its own hatcheries, breeding farms, and shipping companies, and is also one of the largest poultry production organizations in Canada. Olymel Canada is a leader in the slaughtering, processing and distribution of pork and poultry, with facilities in Quebec, Ontario and Alberta and employs more than 10,000. Its sales stood at more than \$2 billion last year, with a slaughtering and processing capacity of 160,000 hogs and 1.7 million birds a week.

## Sunrise Poultry Acquires Dunn-Rite Food Products

Sunrise Poultry, based in British Columbia, has added the Manitoba Dunn-Rite processing plant and Carleton hatchery to their operations giving them a total of seven plants and three hatcheries in four provinces.

The acquisition of one family owned operation by another merges two Canadian companies that have contributed to the success of the Canadian chicken industry for almost 30 years. Employees are all expected to be retained and continue with business as usual after the merger.



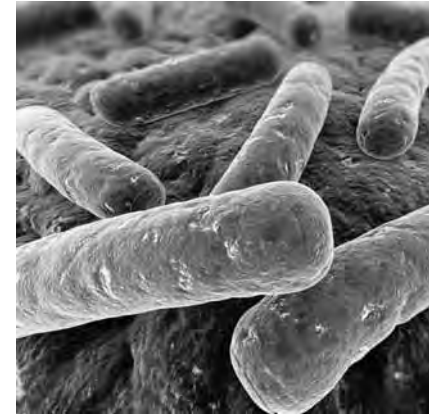
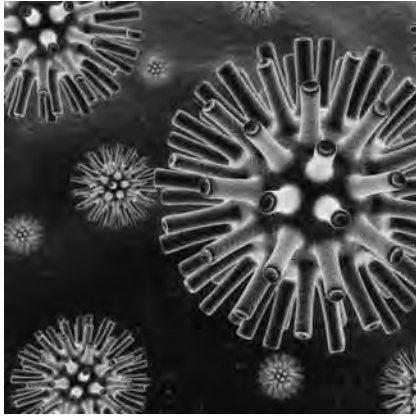
## Nova Scotia Poultry Processing Plant Up and Running

Eden Valley, a \$40-million retrofitted processing plant in Berwick, Nova Scotia, has opened and is now processing chicken and turkeys from Nova Scotia and Prince Edward Island producers.

With a staff of 180, the plant represents a significant partnership between producers and processors in the province. A former pork processing plant, the facility received an equipment overhaul that will enable it to process about 70% of the total production of N.S. and P.E.I.

"We are thrilled to be operational," said Greg Gillespie, President of the company. "Our employees, shareholders and the community have been waiting anxiously for this day. The equipment in the plant will improve productivity by more than 45 percent over the processing plants that have operated in the province in the past. This efficiency will enable us to compete profitably in the fresh poultry industry in Canada" says Gillespie.

Eden Valley is a joint partnership between United Poultry Producers Inc., which represents a group of producers in Nova Scotia and P.E.I., and Maple Lodge Holding Corp. of Ontario. Maple Lodge Holding Corp. owns Maple Lodge Farms Ltd., which is the largest privately owned poultry processing company in Canada. 



## On-Farm Surveillance of Antimicrobial Use and Resistance

The Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS) has announced that on-farm surveillance on broiler farms will be initiated in the coming months. CIPARS is a federal government department of the Public Health Agency of Canada.

This new on-farm surveillance project will monitor antimicrobial use and resistance in broiler chickens and is a key component of CFC's strategy for addressing antimicrobial resistance. The data generated from this surveillance represents a credible 3rd party assessment and will be an important guide to support the industry's antimicrobial strategy. CIPARS has been performing antimicrobial resistance surveillance at retail and at processing since 2002 for beef, poultry and pork.

CFC has worked in conjunction with the CIPARS and provincial boards to develop the surveillance methodology and supports its implementation. CFC has been involved in developing the surveillance protocols and has funded a pilot project through the Canadian Poultry Research Council to test the protocols.

CIPARS has indicated that sampling will begin by January 2013 and that the surveillance will be initiated in British Columbia (~30 flocks), Alberta (~15 flocks), Ontario (~30 flocks) and Quebec (~30 flocks).

CIPARS will be using field veterinarians to perform the surveillance. Selected farmers will be contacted either by their provincial board office or directly by the veterinarian to request participation in the surveillance project.

All individual producer information will remain confidential. Producer information will be coded to ensure anonymity and to prevent trace back. Data results will only be presented in aggregate format but each participating farmer will be provided an individualized report of the results for their farm.

The surveillance will capture data over a single flock (one growing cycle). Veterinarians will make a first visit at chick placement to collect information about hatchery related antimicrobial use and obtain biological swab samples from the chicks being placed as well as of the barn environment (e.g. floors, drinkers and feeders). A second visit will be conducted during the last week of the grow-out to collect information related to antimicrobial use during the grow-out as well as management practices used on the farm. Biological swab samples will also be collected at this second visit.

Antimicrobial resistance is an issue of increasing public concern. Antimicrobial resistance is a phenomenon that reduces the ability to effectively treat bacterial infections in both humans and animals. Antimicrobial resistance has been associated with the misuse of antibiotics in the human population but there is also concern with antimicrobial use in agri-food production.

This on-farm surveillance represents a key segment of CFC's antimicrobial strategy to proactively manage antimicrobial use and provide continued confidence to consumers and government. The intent is to demonstrate that antimicrobial use in the chicken sector is responsible, and is being managed appropriately and safely.

This new on-farm broiler surveillance complements previous on-farm projects conducted by CIPARS in both beef and pork. **CF**



# Around the Globe

## Global Poultry Production Grows

With rocketing growth in China, Brazil and India behind the surge, an environmental research group is predicting poultry meat production will overtake pork as the most produced meat in the next few years.

A new report from the Worldwatch Institute ([www.worldwatch.org](http://www.worldwatch.org)) based on the United Nations Food and Agriculture Organization data indicates that total meat consumption has dipped but that poultry production continues to grow (3% in 2011) compared to the current leader, pork which fell by 0.8% last year.

The dip in total meat consumption can be blamed on severe droughts globally which curbed production and raised prices.

More information on the report is available at:

[www.worldwatch.org/disease-and-drought-curb-meat-production-and-consumption-0](http://www.worldwatch.org/disease-and-drought-curb-meat-production-and-consumption-0)

## Brazil, China and India Lead World Broiler Growth

Rising incomes, an expanding middle class and stronger demand for animal protein have propelled broiler production in China, Brazil and India.

The exploding broiler production growth in Brazil, China and India represents 85% of the forecasted growth in global production according to a recent U.S. Department of Agriculture report (available at: [www.fas.usda.gov/psdonline/circulars/livestock\\_poultry.pdf](http://www.fas.usda.gov/psdonline/circulars/livestock_poultry.pdf)).

From the report:

China is forecast to increase 3 percent to 14.1 million tons as consumer demand for meat protein continues to grow. However, higher feed prices are expected to dampen the rate of growth despite producers' attempts to shift to lower-priced feed. Brazil is forecast to rise 2 percent to 13 million tons. Production is supported by improved demand and abundant feed supplies, and government support may also mitigate the full impact of rising feed costs. India is forecast to increase 8 percent higher to 3.4 million tons. Despite the past years' outbreaks of avian influenza, the country's production is expanding rapidly on rising domestic consumption, changing culturally driven tastes and preferences and ample domestic feed supplies.

The U.S., the world's largest broiler meat producer, is forecast to decline 1 percent to 16.3 million tons on tighter margins due to higher feed costs, said the USDA. **CF**

From the report:

Meat consumption decreased slightly worldwide in 2011, from 42.5 kilograms (kg) per person in 2010 to 42.3 kg. Since 1995, however, per capita meat consumption has increased 15 percent overall; in developing countries, it increased 25 percent during this time, whereas in industrialized countries it increased just 2 percent. Although the disparity between meat consumption in developing and industrialized countries is shrinking, it remains high: the average person in a developing country ate 32.3 kg of meat in 2011, whereas in industrialized countries people ate 78.9 kg on average.

# CPRC Scholarship Program Update

The Canadian Poultry Research Council (CPRC) promotes succession in the poultry research community by offering a scholarship program. A robust research program is important for the future of the poultry industry. The Canadian industry is fortunate to have access to a wide range of research expertise that can help to meet new challenges and find solutions to the problems that it faces. However, maintaining that pool of expertise requires injections of new scientists that can pick up where retirees leave off.

The objectives of the CPRC scholarship program are:

- To encourage and support graduate students to carry out research in an aspect of poultry science
- To build Canada's intellectual capacity in poultry science
- To promote graduate research in poultry science at Canadian universities

To be eligible for a CPRC scholarship award, a student must be studying (or planning to study) some aspect of poultry science. Applicants are assessed on a number of criteria, including academic performance, research aptitude, career goals and a demonstrated interest in poultry research.

A "Postgraduate Scholarship Supplement" is available to students who hold a Natural Sciences and Engineering Research Council (NSERC) scholarship. Several excellent students have received supplements to their scholarships through this program since its inception in 2006. As of 2011, a Scholarship is also available to non-NSERC scholars. This change opens the availability of the scholarship program to more students with an interest in poultry science.


Applications to either the Scholarship or the Supplement are due May 1<sup>st</sup> each year. Awards are \$7,500 per year and are available to Masters (eligible for

one year) or Doctoral level (eligible for up to two years) students. There is only one award per year. Details of the program including application requirements and past winners are available on the "Scholarship" section of the CPRC website.

The 2012 CPRC Scholarship was awarded to Aman Deep. Aman is originally from India where he had an outstanding undergraduate record, graduating second in his class. He started an MSc program in 2008 at the University of Saskatchewan under the tutelage of Dr. Hank Classen. Aman's MSc studies focused on the impact of light intensity on broiler productivity and welfare. Results of this research were published in peer-reviewed scientific journals and have been shared throughout the industry.

In 2011, Aman began a PhD program, also with Dr. Classen, looking at

strategies to reduce chronic hunger in feed-restricted broiler breeders. Specifically, by including slowly digested ingredients in feed rations. Such ingredients have been shown to improve satiety in other species. Aman is examining physiological and behavioural responses to diets containing field peas. His research has already revealed some important effects of feeding these modified diets.

Aman earned a veterinary degree while in India and, during his time as a graduate student, completed the requirements to practice veterinary medicine here in Canada. Throughout his academic career, Aman has demonstrated a strong work ethic, dedication to teaching, and aptitude for research. His combined veterinary and science training, skills and experience make Dr. Deep a valuable asset to the Canadian poultry industry. 



# An Aggressive Trade Agenda

**With the stalled Doha Development Round negotiations, many countries have turned to bilateral and plurilateral trade negotiations in order to expand their market access opportunities.**

There are many reasons leading to the launch of bilateral negotiations, but one of the key drivers is to maintain and improve the competitive position in the foreign market. Therefore, when one of Canada's competitors reaches an agreement with another country, Canada wants to follow quickly to avoid having its exports disadvantaged.

This effect, when multiplied by other countries, creates a proliferation of bilateral and plurilateral agreements which often contain a significant gap in agriculture as domestic support programs are generally excluded from them. With the importance of domestic programs in some countries, it introduces an important bias in leveling the playing field.

In order to keep up and to maintain its competitive position, Canada is currently involved in negotiations with more than 50 countries. Bilateral talks with Japan, India, Morocco, and South Korea are among the most recent initiatives currently underway. The Canada-European Union Comprehensive Economic and Trade Agreement (CETA), encompassing the 27 EU member states, and the Trans Pacific Partnership (TPP), including 11 countries, are the largest plurilateral initiatives currently under negotiations.

## Canada-EU CETA

This agreement, initiated in May 2009, is to be completed by the end of this year according to the government's goals. After three years of negotiations, the trade and agriculture ministers from both Canada and the EU met in late November in order to address the most politically sensitive issues such as rules of origin for automobiles, government procurement, market access for fish products, intellectual property rights, geographic indicators and market access for agriculture products.

On the agriculture front, Canada is pursuing access to the EU market for beef and pork, while the EU is looking, with interest, at the Canadian cheese market. The outcome of

these talks should lead to the conclusion of an agreement by year's end but it is unknown, at this time, how these sensitivities will be addressed.

Canada has always approached every bilateral and plurilateral negotiation with the position that dairy, poultry and egg products should not face any over-quota tariff reductions and no increase in the access already provided through international trade agreements. This longstanding position of the Canadian government has not prevented the conclusion of eleven previous trade agreements and Canada must remain firm on this position with the EU. Any concession would be unacceptable as Canada already provides predictable access for products subject to tariff rate quotas and furthermore, it would create negative precedents in other negotiations.

## Trans Pacific Partnership (TPP)

Although this negotiating forum has been active for a few years with a limited number of partners, Canada will attend its first meeting as a full participant of the TPP during Round XV in Auckland, New Zealand in early December.

Canada is the 11<sup>th</sup> country to become a member of the TPP, which is also tempting Japan and Thailand into joining the initiative. Membership of the TPP includes Australia, New Zealand and the United States who have strong export interest in the dairy sector and in poultry – especially the U.S.

This forum will be another serious challenge for Canada's dairy, poultry and egg sectors. There is a very high level of ambition under the TPP, but as with other negotiations, different sensitivities will emerge for the other participants as they become closer to concluding the main chapters of the negotiations. As under other bilateral and plurilateral negotiations, it will be crucial that Canada maintains its position on supply management sectors and does not agree to any reduction of its over-quota tariffs and does not concede any additional access.

Although Canada is pursuing an aggressive trade agenda which has significant merits for many economic sectors, it is important that we do not lose sight of the importance of our domestic market and do not simply re-import value-added products from Canada's exports. **CF**

# CFC is Leading the Way in Better Nutrition Information for Canadians!

Planning for healthy meals in Canadian kitchens, hospitals & long-term care settings could not be easier when everyone has a copy of CFC's new recipe booklet, *Eat Right with chicken.ca*.

CFC understands the reality of different dietary needs and the importance consumers place on quality nutrition and detailed nutrition information. *Eat Right with chicken.ca* lets consumers know that Canada has strict laws in place to ensure that the Canadian chicken they buy is top quality, safe and a healthy choice.

The recipes inside provide nutrient information and allow consumers to choose from healthy options for either regular diets or those that require lower fat, lower sugar, lower sodium, high fibre or gluten-free meals.

The booklet also contains information about CFC's On-Farm Food Safety and Animal Care Programs, and directs consumers to hundreds more recipes, key health information, frequently asked questions, and chicken conversions on the CFC website. Since the release of *Eat Right with chicken.ca* just two months ago, the booklet has proven to be a popular resource for health professionals and consumers at several trade shows and demand continues to grow.

Here are some tradeshow where *Eat Right with chicken.ca* has travelled.

## **Canadian Diabetes Association Professional Conference, Vancouver, October 10–13**

The Canadian Diabetes Association's annual conference provided CFC an opportunity to showcase the new *Eat Right with chicken.ca* recipe booklet, and its patient resources, to Canadian clinicians, scientists, diabetes educators and other healthcare professionals. One thousand copies of the recipe booklet were distributed and, as word spread about the new resource, demand for the booklet began to increase.

## **Canadian Foodservice Conference – The Future of Food in Healthcare, Ottawa, October 17**

CFC sponsored a lunch at The Future of Food in Healthcare Conference in Ottawa to engage health professionals in conversations about its new patient resources and cook booklet. Nearly 200 delegates received *Eat Right with chicken.ca* in their delegate bags. This conference was the 3rd annual educational event that drew the attention of healthcare foodservice directors, doctors, academic research chairs, nurses & dietitians, who either work or have a vested interest in food-services in acute, long term care and retirement facilities across Canada.

## **National Women's Show, Toronto, October 19–21**

Eleven thousand copies of CFC recipes, including *Eat Right with chicken.ca*, were distributed directly to female shoppers at the National Women's Show in

Toronto. Creative Sampling Solutions offered uniquely satisfying cooking demonstrations of CFC recipes, which made the recipe booklet a particular must-have item.

## **Provincial Family Studies Teachers Conference, Nova Scotia, October 26**

CFC was pleased to provide Chicken Farmers of Nova Scotia with 200 copies of *Eat Right with chicken.ca*, as well as 200 copies of its nutrition factsheets (series 1–9) for a Provincial Family Studies Teachers Conference.

## **Palliser Primary Care Network "Diabetes Workshop," Medicine Hat, Alberta, November 1**

The Palliser Primary Care Network requested 125 copies of *Eat Right with chicken.ca*, along with 25 pads of CFC's Nutrition Factsheet #3 "Diabetes: Making the Right Food Choices." The primary objective of this diabetes workshop was to address education gaps in the prevention and management of diabetes, enhance consistency of care for patients with this chronic disease and improve patient self-management, so that the Network can improve patient outcomes in each of their 32 clinics.

## **4<sup>th</sup> annual Durham Diabetes Day, Oshawa, Ontario, November 10**

The Durham Diabetes Network requested 300 copies of *Eat Right with chicken.ca*, as well as 300 copies of CFC's Nutrition Factsheet "Diabetes: Making the Right Food Choices" for the 4<sup>th</sup> annual Durham Diabetes Day. This year's event focused on diabetes management, navigating



the healthcare system with regards to diabetes and empowering health consumers with diabetes knowledge.

### **Living Well with Diabetes Education Session, Margaret Cochenour Memorial Hospital, Red Lake, Ontario, November 14**

The Red Lake District Diabetes clinic requested 100 copies of *Eat Right with chicken.ca*, along with CFC's nutrition factsheet series, for their educational session "Living Well with Diabetes." The clinic nurse discovered CFC's resources at the National Diabetes Association Professional Conference in Vancouver and felt that the recipe booklet was perfect for her patients.

### **Canadian Western Agribition, Regina, Saskatchewan, November 19–24**

CFC was pleased to provide Chicken Farmers of Saskatchewan with 2,000 copies of *Eat Right with chicken.ca*, as well as 20 pads of CFC's nutrition factsheets (series 1–9) to showcase at the Canadian Western Agribition. This weeklong event attracts more than 100,000 people and is regarded as the best and most sought after Agriculture marketplace in the world. **CF**.

If you would like to request copies of *Eat Right with chicken.ca*, or factsheets from CFC's Nutritional Factsheet program, please contact Gail Lush, Health Communications Officer, at [glush@chicken.ca](mailto:glush@chicken.ca) or call 613-566-5929. You can also download a copy of the recipe booklet at [chicken.ca/health/](http://chicken.ca/health/)

## **2012 CFC Parliamentary Reception**

As part of CFC's government relations program, the CFC Board of Directors hosted its Annual Parliamentary Reception for Members of Parliament, Senators, political and department staff as well as industry partners in the Laurier Room at the Fairmont Château Laurier in Ottawa on November 21.

This year, over 40 MPs, 6 Senators and over 40 senior political staffers were in attendance to discuss this year's theme – "Bringing the farm to the city – there are \$7 billion reasons why Canada's chicken industry is important to ALL Canadians". Rural MPs were asked to bring an urban colleague so that they can meet our farmers and hear firsthand how we contribute to the Canadian economy and how we are working to provide high quality, safe chicken.

Pierre Lemieux, the Parliamentary Secretary to the Minister of Agriculture, spoke to those attending about some of the issues that cross the rural/urban divide. His riding, Glengarry—Prescott—Russell, covers half of Eastern Ontario, from the edge of Ottawa east to the Quebec border and sits between 2 of Canada's largest cities, Ottawa and Montreal.

"Thanks to Canadian chicken farmers, the Canadian poultry industry continues to be a major force in Canada's economy," said Lemieux. "This is a message that needs to get out there to the public, many of whom may be several generations removed from the farm."

"I'm pleased to see that you are working to build bridges with MPs from urban areas," he added. "It's an idea we discussed some time back, and I'm convinced it will go a long way to raising awareness about the huge contribution the chicken industry makes to Canada's economy. After all, this is an industry with a great story to tell an urban audience – for example, your achievements in food safety and animal welfare or your achievements in innovation."

His speech included recognition of the excellent economic contributions that Canada's chicken farmers, and industry as a whole, make to rural and urban communities in every province.

"Your success exemplifies what Canadian farmers have demonstrated for generations – hard work and commitment to excellence, while listening to and responding to consumers," concluded Lemieux.

During the reception, CFC Directors, Alternates, Provincial Board Managers and CFC staff had the opportunity to communicate key messages on CETA, the TPP, CIWG, import controls, economic contributions of the Canadian

*continued on page 10*

chicken industry and supply management, to Parliamentarians, Senators and key decision-makers.

Some other notable guests were:

- **Hon. Andrew Scheer**, Conservative MP for Regina—Qu'Appelle, Speaker for the House of Commons
- **Hon. Vic Toews**, Conservative MP for Provencher, the large riding east of Winnipeg that stretches to the Ontario border, Minister of Public Safety
- **Merv Tweed**, Conservative MP for Brandon—Souris, the riding in the south west corner of Manitoba bordering Saskatchewan and North Dakota, Chair of the House of Commons Standing Committee on Agriculture and Agri-Food
- **Hon. Ted Menzies**, Conservative MP for Macleod, Alberta, the riding south of Calgary that covers the foothills of the Rockies, Parliamentary Secretary to the Minister of Finance
- **Frank Valeriote**, Liberal MP for Guelph, Ontario, the agriculture and agri-food “centre” of Ontario, the Liberal Party Agriculture Critic and Vice-Chair of the House of Commons Standing Committee on Agriculture and Agri-Food
- **Hon. Michael Chong**, Conservative MP for Wellington—Halton Hills, the riding which wraps around Guelph, Ontario

- **Candice Bergen**, Conservative MP for Portage—Lisgar, the riding to the west of Winnipeg, Manitoba, and Parliamentary Secretary to the Minister of Public Safety
- **André Bellavance**, Bloc Québécois MP for Richmond—Arthabaska, the riding east of Montreal in the Eastern Townships, Agriculture Critic for the Bloc Québécois
- **Nicole Turmel**, NDP MP for Hull—Aylmer, just across the bridges from Ottawa, Chief Opposition Whip for the NDP, former interim leader of the NDP

Manitoba was particularly well represented and this was in no small part due to the efforts of the farmer and industry representatives of that province. CFC Board members were active and dynamic all evening long, engaging attendees and dialoguing about bringing the farm to the city.

Senior political staffers were likewise well represented as there were six from Minister Toews' office, three from Agriculture Minister, Hon. Gerry Ritz's office (he is overseas in Belgium at the latest round of Canada-EU CETA negotiations, as is Minister of International Trade, Hon. Ed Fast), along with many others from Treasury Board, Finance, Canadian Food Inspection Agency, Health Canada, Agriculture and Agri-Food, Public Health Agency and Foreign Affairs and International Trade.

Industry stakeholders were there in support too, as well as other partners in agriculture, such as the Canadian Federation of Agriculture, with Ron Bonnett, CFA President and some of his staff, representatives from Dairy Farmers of Canada, and the Chair of Turkey Farmers of Canada, Mark Davies.

The reception was an unqualified success and many thanks go out to all that attended, and to the Directors and staff that worked so hard to plan and implement the evening. **CF**

MERRY CHRISTMAS!



WTO

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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