



# THE FARMERS' TIMES

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**INSIGHT—INDUSTRY FACTS**

## SUPPLY MANAGEMENT

*helps*

**CANADIAN FARMS STAY STRONG.**

*Strong farms help our*  
**COMMUNITIES THRIVE**

**Our farms support**

**over 348,000 jobs**

**across the country**

**and contribute**

**\$29.6 billion to**

**Canada's GDP**

*Our more than*

**16,000 FARMS**

*produce high-quality  
and wholesome food  
in Canada for  
Canadians*

**FEATURE—CANADIAN FARMERS**

## Canadian farmers:

### Keeping communities vibrant from coast to coast



There are many reasons why Canadians consistently rank farmers among the most trusted members of our society and why we often think of them as the backbone of rural Canada.

“Collectively, Canadian dairy, poultry, egg, and hatching egg farms support 348,275 jobs, deliver \$6.9 billion dollars in tax revenues and contribute \$29.6 billion to Canada's GDP,” explains Mark Davies, Chair of Turkey Farmers of Canada. “Across the country, our farmers are committed to their communities and are engaged in giving back through a range of causes that are close to their hearts in order to make Canada stronger and more vibrant.”

Thanks to the stability of the system of supply management—a uniquely Canadian system that matches Canadian production to domestic demand—Canadian dairy, poultry, egg, and hatching egg farmers are able to pool their resources and work together to make a substantial impact.

“Our farmers are deeply rooted in their communities, some have been farming there for as many as ten generations,”

says Roger Pelissero, Chairman of Egg Farmers of Canada. “Our farmers have also been working together for generations through the system of supply management and for the collective benefit of consumers and agricultural producers.”

Canada's supply-managed farmers work hard to produce high-quality and wholesome food, for Canadians—and together, more than 16,000 farms make a sizable contribution to the country's food system and feed urban consumers' appetite for locally produced food.

#### Farmers give back

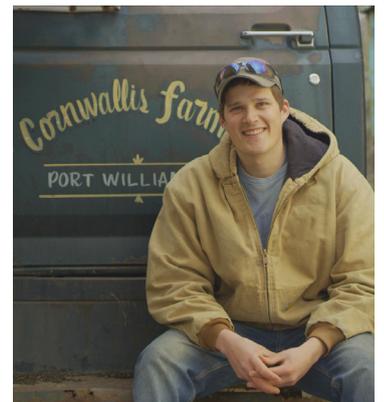
From coast to coast, farmers support a variety of causes through product donations, financial support or volunteering. “It is amazing when you work collaboratively with your entire sector to do what is right. You can accomplish so much more together than any one farm could do on its own,” says Jack Greydanus, Chair of Canadian Hatching Egg Producers. “We work hard to ensure people across the country have access to a steady supply of chicken and we also recognize that, unfortunately, not all Canadians can afford the food they need,” adds

Benoît Fontaine, Chair of Chicken Farmers of Canada. “We do our part by making donations to different community organizations, like community food banks.”

These actions are echoed by Turkey Farmers of Canada, Dairy Farmers of Canada, and Egg Farmers of Canada, who all play a positive role in the fight against hunger through a range of partnerships, and by donating funds and products.

Dairy farmers are proud to be involved in school milk programs and Egg Farmers of Canada works with school breakfast programs to help thousands of children start their day with a nutritious meal. Each year, Turkey Farmers of Canada teams up with community food banks to ensure the tradition of a holiday turkey can be enjoyed by more Canadians.

It's no surprise then, that today's Downtown Diner event celebrates just that: fresh food items proudly made by Canadian farmers and the connection to Canadian communities. “Farming has always been a family affair and a fundamental part of rural Canada,” says Wally Smith, President of Dairy Farmers of Canada. “Our farmers understand the importance of healthy and vibrant communities for their industry, the economy and Canada as a whole.”



## FEATURE—EDITORIAL

## Supply management is “Canadian genius”

“Canadian genius” is what Professor Bruce Muirhead calls supply management. “Canadian” because it’s a truly made-in-Canada system. “Genius” because supply management is a shining star when compared to non-Canadian alternatives.

To understand supply management, you need to go back to the 1960’s. Back then, farming was an economic roller coaster. It was impossible to tell how much a farmer could sell their eggs, poultry or milk for, and if they could even cover their costs. Family farms were bankrupted. Rural communities were swept up in the hurricane of price swings.

Supply management was created to address this chaos—and it has. Today a farming family can plan long-term knowing what their annual income will look like. This couldn’t be more important in a business where costs can rocket into the millions of dollars.

So what would Canada without supply management look like?

For one thing, taxes would be higher. Before supply management, taxpayers were on the hook for millions in subsidies and bailouts for farmers. Now, because of supply management, poultry, egg and dairy farmers receive a fair, stable income without costing taxpayers a penny.

Some critics argue that consumers pay more in the grocery store for supply managed products. The evidence from outside Canada shows that is false. In Australia’s deregulated market, a dozen eggs cost about \$5 Canadian—more than here in Canada. Milk in deregulated New Zealand is 35% higher than in supply-managed Canada.

Deregulation in Australia and New Zealand meant more than higher prices. It meant the destruction of family farms and entire rural communities. In Australia alone, thousands fled the dairy industry as financial losses mounted. As one Australian senator put it, “the industry needs government intervention to some degree or we’ll end up losing the dairy industry in this country.”

Meanwhile in Canada, supply-managed agricultural sectors are among the country’s strongest. Collectively, our farms are responsible for 348,000 jobs, \$6.9 billion dollars in tax revenues and \$29.6 billion to Canada’s GDP.

There is an old truism: if it ain’t broke, don’t fix it.

Supply management is truly a model of Canadian genius. Let’s keep it that way.

## Get to know Canada’s broiler hatching egg industry!

We’ve all heard the famous question time and time again: “which came first, the chicken or the egg?” To help you impress your friends and family with an answer to this conundrum, consider this: you can’t get chicken without the egg... a broiler hatching egg, to be exact!

But what exactly is a broiler hatching egg, and how does it become chicken? Today, nearly 240 farmers in eight provinces operate highly specialized poultry farms that produce a steady supply of fertilized chicken eggs known as broiler hatching eggs. These eggs are produced under very strict conditions to ensure that the high international standards of quality, cleanliness and animal welfare are met day in and day out. Each day, our farmers collect the eggs which are then shipped to local hatchery facilities for incubation where they hatch into broiler chicks about 21 days later. Once hatched, the broiler chicks are then carefully delivered to local chicken farms where these chicks are raised into mature chickens for our consumption.

Operating under the system of supply management—which matches production to the needs of the domestic marketplace—the production of broiler hatching eggs in Canada is overseen by the Canadian Hatching Egg Producers (CHEP). Founded in 1986 and based

in Ottawa, CHEP manages the national quota system that ensures that all the key stakeholders in the chicken industry—from the hatcheries to the processors—are provided with a steady and continuous supply of the primary input to chicken production: broiler hatching eggs. This way, consumers can always depend on having access to a steady supply of fresh, safe and nutritious chicken products, and from local sources, too.

Just how important is the broiler hatching egg industry to the local and Canadian economies? In 2015, Canada’s broiler hatching egg farms produced more than 711 million eggs, supporting more than 4,900 on-farm jobs in eight provinces, while contributing \$274 million to Canada’s GDP and generating nearly \$78 million in total tax revenues to all three levels of government. And on top of that, our farmers support the local economy through the steady purchase of feed and other supplies from local vendors, helping to play a positive role in maintaining the health and sustainability of rural communities across the country. So when you enjoy your next chicken dinner, you can feel proud of the contribution you are helping to make to rural communities across the country and to the broiler hatching egg farmers who work hard every day to meet the needs of the marketplace.

## A strong history and a stronger future

*Canadian turkey raised with pride™*



As you enjoyed your favourite turkey dinner, have you ever stopped to think about where the turkey came from or who raised it? Each day, dedicated farmers across Canada raise turkeys that will eventually make their way to Canadians’ plates. As with other agricultural products, getting turkey to the table is not an easy feat; it takes dedication, hard work and a commitment to animal welfare, the environment and sustainability. While farming is a business, it is also the livelihood of over 530 farm families in eight provinces. From the

food they feed their birds, to the housing they provide, to the markets where their turkeys will go, farmers examine every aspect of production to ensure they are providing quality turkey products throughout the year.

### Strong food safety and animal care programs

Canadian standards for food safety and security are among the highest in the world and the turkey industry has implemented programs, protocols and procedures to ensure Canadian farms are on the leading edge. In addition to federal regulatory requirements, Canadian turkey is raised and prepared according to strict industry standards, including the On-Farm Food Safety Program® and the auditable, national Flock Care Program®. Canadian turkey farmers are committed to ensuring the humane care and respectful treatment of their birds while providing wholesome food to consumers. Canadian turkeys are never given hormones or steroids,

and farmers are dedicated to the responsible use of antibiotics by monitoring, controlling and minimizing the use of antibiotics wherever possible.

### Nutritious, premium and delicious turkey

Canadians have access to a consistent, readily available supply of turkey products found in their local stores. Whether it is enjoying a roast whole bird, ground meat or any of the many finished processed products now available, turkey is becoming a staple on Canadians’ dinner tables. Beyond its great taste, turkey is the power protein. It is an excellent source of protein, it’s lean and it provides essential amino acids for the building and maintenance of body tissues. All fresh cuts of turkey are low in sodium and contain a host of vitamins and minerals, including potassium, iron, phosphorus, magnesium, selenium, niacin and vitamins D, B6 and B12.

### Supply management: Benefiting consumers, processors, farmers and the economy

Turkey farmers, just like chicken, dairy and egg farmers, work under a supply management system, which benefits consumers, processors and the economy, while ensuring fair returns for

Canadian turkey farmers. Under supply management, turkey farmers match what they grow with what consumers need and want. This system is funded by a levy that is paid by the turkey farmer on each kilogram of turkey they market. Supply management provides a stable system that allows farmers to successfully operate and ensures Canadian consumers have access to a reliable supply of turkey products at reasonable prices, year-round.

### The future is bright

When consumers see Canadian Turkey, they can be confident that they are getting safe, high quality turkey that their families will be sure to enjoy. The turkey sector is strong because of the solid foundation that farmers, supply chain partners, government and consumers have built. It is this foundation that will continue to drive us forward and we can’t wait to see what tomorrow brings.



TURKEY FARMERS OF CANADA™  
LES ÉLEVEURS DE DINDON DU CANADA™

# Canadian egg farmers: A vital part of Canada's agricultural future



Feeding Canadians with the highest quality food is a mission Canadian egg farmers take seriously. For generations, farmers have worked with the utmost regards for their communities, the environment and the wellbeing of Canadians who enjoy their eggs.

Across the country, egg farmers operate as a collective to produce a constant supply of eggs in Canadians, for Canadians—and they're proud of it! As Canada celebrates its 150<sup>th</sup> anniversary this year, it comes as no surprise that farmers working under Canada's system of supply management are also celebrating the success of their industry.

For more than 40 years, supply management has helped keep the egg industry strong. Strong farms, in return, help create jobs, support local businesses and contribute to Canada's GDP. As a ripple effect, supply management is also opening doors for the next generation of agricultural leaders who are choosing to build rewarding careers in egg farming.

"The value of supply management is tremendous and goes far beyond the farm. Thanks to the system, consumers know they are getting fresh, local and high-quality eggs regardless of where they shop, and at a fair and stable price," explains Roger Pelissero, Chairman of Egg Farmers of Canada.

The stability of industry allows farmers to continuously reinvest in progress, innovation and their communities. In fact, nearly 3 million eggs are donated to food banks, breakfast programs and charitable organizations each year. Canadian egg farmers also maintain a number of partnerships and invest in research for the benefit of the entire industry.

**Giving back to our communities**  
Egg Farmers of Canada is constantly investing in and building social license. "We see community engagement as our special responsibility to our communities, and know the power of the humble egg can change lives," add Mr. Pelissero.

Eggs are one answer to the challenge of world hunger—low-cost to produce and high-impact in vitamins and protein. This story is told through the many

collaborations and partnerships that Canadian egg farmers support.

One example is their work with community food banks, where a national partnership is helping more Canadian access a nutritious source of protein. With six grams of highest quality protein and fourteen essential vitamins and nutrients, egg farmers know the "humble egg" is the perfect food.

"We're proud to add to the vibrancy of communities and it is part of our belief that eggs can play a major role in the world's approach to alleviate hunger and malnutrition," admits Roger Pelissero.

**Fostering a sustainable egg industry**  
Sustainability is another priority for the Canadian egg farmers. "We have a great record on this front—a recent study found that over fifty years, our industry's environmental impact was cut in half," explains Mr. Pelissero. As Canadian egg farmers look to the future, they are focused on finding new ways to make egg farming an environmentally-friendly industry.

To that end, a new partnership with the University of British Columbia was announced in 2016 establishing Dr. Nathan Pelletier as the industry's Research Chair in Sustainability. "Our investment in Dr. Pelletier's research will ensure that the Canadian egg industry continues to improve its environmental footprint through innovation," says Pelissero.

This announcement came shortly after a landmark study confirmed that the industry has made incredible progress on environmental issues in the last 50 years. The study revealed that the environmental footprint of Canada's egg production supply chain declined by almost 50% between 1962 and 2012, while egg production increased by 50%.

With every action, Canadian egg farmers help enhance the wellbeing of others while fostering a sustainable egg industry. Egg farmers produce one of the most affordable, high-quality protein staples under one of the most sensible and successful systems in Canada. Now, that's something to celebrate!

# Raised by a Canadian chicken farmer:

## World-class animal care standards. Now that's Canadian chicken.

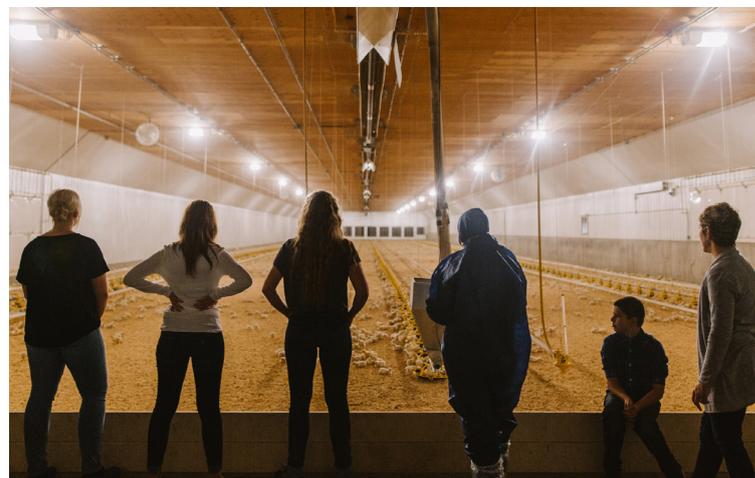
Canadian chicken farmers work hard 365 days a year to provide the best possible care for their birds, ensuring their health, welfare and ultimately, safe food for Canadians. This is all thanks to Chicken Farmers of Canada's Animal Care Program, a clear demonstration of farmers' commitment to animal care. Farmers from coast to coast have implemented this program, and thanks to supply management, it is the only program capable of ensuring that high animal care standards are in effect and audited on all chicken farms in Canada.

"Chicken Farmers of Canada has been administering our national Animal Care Program on all 2,800 broiler chicken farms across Canada since 2009", says Chicken Farmers of Canada Chair Benoit Fontaine. "The program has credible, science-based foundations, built on the *Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys*, as developed by the National Farm Animal Care Council (NFAACC)."

Codes of Practice serve as a national understanding of animal care requirements and are developed by a diverse group of stakeholders including researchers, veterinarians, national animal welfare organizations and farmers.

The Program itself emphasizes proper bird care throughout each step of the production cycle. This includes ensuring birds have 24/7 access to feed and water, that the barn is well lit, properly ventilated and kept at a comfortable temperature for the birds, varying as they age. It also guides farmers on how to monitor their birds every step of the way.

"Our leadership in animal care will continue to evolve," explained Fontaine. "This commitment gives confidence to consumers on our high standards of animal care which are the foundations of our 'Raised by a Canadian Farmer' brand".



### Eight facts you should know about how Canadian chickens are raised:

- Over 90% of Canada's chicken farms are family owned and operated.
- In Canada, litter is removed and barns are cleaned after every single flock, then fresh bedding is laid prior to the placement of new chicks.
- Chicken Farmers of Canada mandatory Animal Care Program is robust, third-party-audited, and administered on all chicken farms across Canada.
- The number of chicks placed in the barn is pre-determined to ensure that density limits are not surpassed and they will have room to roam as they age. In fact, Canada's density limit is lower than the density allowed in barns in the European Union.
- The program has credible, science-based foundations, as laid out in the Code of Practice developed by the National Farm Animal Care Council.
- Chicken health is continually improving. Bird mortality, condemnations, lameness, and ascites have decreased significantly over the past decades – this is thanks to the Animal Care Program.
- The program is audited annually by NSF, an internationally-recognized, third-party certification body.
- Canadian broiler chickens are not caged and are always raised without the use of steroids or hormones.

# Canada's dairy farms sustain a nation



Canada's dairy sector emerged out of necessity as immigrants from across Europe and the U.S. set down roots in a land that would become Canada.

From coast-to-coast farms were established as homesteads that sustained new arrivals, their children and, with time, their surrounding communities. These early farms fed Canadians through

two world wars, the Spanish influenza, and the Great Depression. When droughts laid waste to crops or men were conscripted to war leaving families without a breadwinner, farmers helped provide much needed food to their communities.

Today, Canadians still rely on the nation's farmers to provide nourishment to

their families. Still, farming has never been for the faint-hearted. Caring for livestock and land while raising a family is a round-the-clock vocation with no sick-days or vacation.

The introduction in the 1960s of Canada's supply management system brought stability to dairy farmers and ensured Canadians had a reliable supply of quality milk. For the first time, Canadian dairy farmers were able to plan their production to meet the demand for dairy across the country, eliminating wasteful over-supply of a perishable product. Milk quality and quantity weren't the only advantages though. For the first time since their ancestors had homesteaded the land—vulnerable to changes in weather and milk prices alike, Canada's dairy farmers were able to plan investments for the future.

Today, Canada's dairy sector generates more than 220,000 jobs and contributes \$19.9 billion to the GDP. In fact, dairy farming is one of the top two agricultural sectors in seven of 10 Canadian provinces.

A more regular and reliable source of income have allowed farmers to reinvest in their farms in ways that has improved animal care and comfort, quality of milk,

and lessened the impact of producing food on the environment, while creating jobs and contributing to Canada's economy.

Dairy farmers work with cow nutritionists and veterinarians to ensure their herds have a better quality of life than previous generations of animals, which in turn, also helps increase their milk production. Canadian dairy farmers have also invested heavily in research and innovation which has led to Canada being recognized as a world-leader in dairy genetics.

Investments in on-farm technology and automation have improved efficiency while reducing farms' environmental footprint. These are just the some of the advances in dairy farm practices. The sector continues to innovate through its sustainability initiative and investments in research to continue to improve for the future.

As Canada commemorates its 150<sup>th</sup> anniversary, it's important to look back on the evolution of the dairy sector that has sustained the nation, while acknowledging the crucial role supply management plays in ensuring Canadian farmers remain viable into the 21<sup>st</sup> century.

## FEATURE—PARTY CENTRAL

# Farmers have many traditions on the Hill—and MPs love them!

Dairy, poultry and egg farmers have many traditions on the Hill. Every year, they meet with elected officials through formal and informal events to talk about the vibrancy of their industries, the benefits delivered to Canadians through supply management, and to share stories and good times.

Every year, poultry and egg farmers host a reception for elected officials. This year, dozens of MPs and Senators joined farmers and industry representatives at the Château Laurier. Distinguished guests included the **Honourable Minister of Agriculture and Agri-Food, Lawrence MacAulay** who took time to meet with young farmers at the event to talk about how supply management is opening the door for their generation.

Another successful event was Egg Farmers of Canada's annual Eggscellent Breakfast, held this year on May 9. Farmers from across the country met with MPs,

Senators and distinguished guests over breakfast made from local, fresh, high-quality Canadian eggs.

The guest of honour, **Minister Lawrence MacAulay** addressed attendees and reiterated the government support for supply management. Of the many MPs and Senators who came by, the **Chair of the Agriculture committee, Pat Finnigan, and vice-chair, Bev Shipley**, attended and met with various farmers.

Among other events, dairy farmers from across the country gathered in Ottawa to discuss dairy policy. They traditionally invite politicians and media to their opening reception with **Minister Lawrence MacAulay** attending this year.

These events are not only a lot of fun but are great indicators of the support for the supply-managed industries have from MPs and Senators.



Agriculture and Agri-Food Minister, Lawrence MacAulay, attended the annual reception of poultry and egg farmers. From left to right: Chairman of Canadian Hatching Egg Producers (CHEP), Jack Greydanus, Chairman of Turkey Farmers of Canada (TFC), Mark Davies, Chairman of Egg Farmers of Canada (EFC), Roger Pelissero and Chairman of Chicken Farmers of Canada (CFC), Benoît Fontaine.



Minister of Canadian Heritage, Mélanie Joly, celebrates Canada Day with CFC's Executive Director, Mike Dungate, past-Executive Committee member Yvon Cyr, and Chair, Benoît Fontaine.



Minister of Agriculture and Agri-Food, Lawrence MacAulay, poses with DFC President Wally Smith and DFC Executive Director Caroline Emond at DFC's Annual Dairy Reception.



The Joint Annual Reception is always a big hit on the Hill. Here is EFC Director John Penner, Official Opposition Critic for Environment and Climate Change, Ed Fast, Minister of Agriculture and Agri-Food, Lawrence MacAulay, and EFC Chairman Roger Pelissero.



DFC is proudly sponsoring the 2017 Canada Summer Games-mascot Niibin attended DFC's Annual Dairy Reception and poses here with the New Democratic MP for Regina-Lewva, Erin Weir.



Quebec MP Ruth-Ellen Brosseau, Nova Scotia MP Mark Eyking, Ontario MP Francis Drouin, Ontario MP Chandra Arya and staffer Jonathan Gauvin look on as farmer Rob Fraser explains how chicken feed is spread throughout the barn.