

FEATURE—PARTY CENTRAL

MPs love our farmers' traditions on the Hill!

Every year, dairy, poultry and egg farmers organize events, meetings and informal meet and greets with elected officials to talk about their contribution to a strong agricultural sector in Canada. They also always welcome the opportunity to share stories and discuss the benefits that supply management offers to Canadians.

While each organization hosts receptions and events for MPs and Senators, one of our favourite events is our Joint Annual Reception organized by poultry and egg farmers. This year, distinguished guests included the **Honourable Scott Brison, President of the Treasury Board**, who

took some time to talk with our guests about the value of supply management in the agricultural sector.

Another anticipated event is Egg Farmers of Canada's annual Eggscellent Breakfast, held this year on May 8. Farmers from across the country met with MPs, Senators and distinguished guests over breakfast made from fresh, local, high-quality Canadian eggs. The guest of honour, **Minister of Agriculture and Agri-Food, Lawrence MacAulay**, addressed attendees and reiterated the government's support for supply management.

In advance of Ottawa hosting the 2017 Grey Cup, Chicken Farmers of Canada hosted a Tailgate Party in late November. The room was filled with Parliamentarians and industry representatives who thought featuring sport-themed food and local craft beer was a home run. Attendees also participated in a raffle to raise money for the Ottawa Food Bank. Chicken Farmers of Canada Chair, Benoit Fontaine, shared sports trivia, while Ontario MP **Francis Drouin** spoke on behalf of the Minister of Agriculture and Agri-Food.

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 MacAulay** attending this year.

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



Chicken Farmers of Canada representatives from New Brunswick cheer on the home team with New Brunswick MP **TJ Harvey** at the Chicken Farmers of Canada Tailgate 2.0 Reception in November, 2017.



Outgoing TFC Chair Mark Davies welcomes **President of the Treasury Board, Scott Brison**, to the Joint Annual Reception.



Dairy Farmers of Canada President Pierre Lampron and Dairy Farmers of Canada Vice President David Wiens, are joined at DFC's Annual Dairy Reception by the **Minister of Agriculture Lawrence MacAulay**.



A group of young egg farmers from across the country gathered for an eggscellent day on Parliament Hill in March. The met with several MPs, among them **Minister of Agriculture Lawrence MacAulay**, MP **Francis Drouin**, MP **John Barlow** and MP **Alistair MacGregor**.



Leader of the Conservative Party, Andrew Scheer, and **Agriculture and Agri-Food Critic, Luc Berthold**, visited the Downtown Diner last year and met with several supply-managed farmers, among them **Chicken Farmers of Canada Chairman, Benoit Fontaine**, and **Egg Farmers of Canada Chairman, Roger Pelissero**.



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INSIGHT—INDUSTRY FACTS

Canada's dairy, poultry and egg farms support over **348,275** Canadian jobs.

Collectively our farms contribute **\$29.6 billion** to Canada's GDP and deliver **\$6.9 billion** dollars in tax revenues.

More than **16,000** FAMILY FARMS provide access to fresh, local, high-quality food for Canadians.

The Canadian egg industry: 50 years growing, 50 years greening



"A few years ago we did a life cycle analysis of our sector," says Lambert. "And more recently we discovered that farmers have been producing 50% more eggs while using 50% fewer resources."

Led by Dr. Nathan Pelletier, an Associate Professor at the University of British Columbia's Okanagan campus and Egg Farmers of Canada Research Chair in Sustainability, the study evaluated the environmental footprint of the egg industry in Canada over a 50-year period. It showed huge improvements in efficiency and technology that have, among other things, led to better feed production, more efficient transportation, and better bird genetics. "The findings were very striking," says Dr. Pelletier. "For example, 50 years ago, farmers used more than three kilograms of feed to net one kilogram of eggs. Nowadays, it only takes two kilograms of feed. And hens are laying about 100 eggs more per year than they did in 1962."

"What's good for the environment is good for business," notes Dr. Pelletier. "At the heart of sustainability efforts is researching the entire lifecycle of the industry. This is critical, so researchers and farmers can see how sustainability is distributed in different areas, and identify the tradeoffs."

Roger Pelissero, Chairman of Egg Farmers of Canada, says many people would be surprised

at the number of initiatives the industry takes to green their operations—from alternative energy, to housing, to ventilation. "At the core is the well-being of the hen," he says.

New green technologies are already being implemented. An egg farm in Nova Scotia has installed wind turbines to create green energy and reduce energy expenditures, while another in Alberta is working toward a net-zero environmental footprint by generating more renewable energy than it uses. In the meanwhile, Dr. Pelletier's work developing a tool for Canadian egg farmers to measure and track the progress of sustainability initiatives directly on-farm will be indispensable, because it will help even more farmers quickly implement new tools that can make a lasting difference in a farm's overall environmental footprint. Combined with new research and innovation, Canadian egg farmers are set to continue to produce 'green' eggs for Canadians from coast to coast.



Sustainability - a way of life for Canada's dairy farmers

Canadian dairy farmers have always been deeply committed to high standards of care on their farms, especially in regards to their animals, the environment, food safety and milk quality. As times have changed, however, and with fewer Canadians having a direct connection to agriculture, dairy farmers across Canada have taken it upon themselves to create strict national standards that are verified so Canadians know that Canadian milk is produced in a sustainable way.

The dairy sector's sustainability initiative is built on the strengths that have long existed in the industry, and has been coupled with new standards that are based on research and practised by farmer innovators. For example, the initiative will enable farmers to see how their farm compares to their peers on a national basis, which helps foster continuous improvement. As well, Canadians can also check on overall progress in adhering to

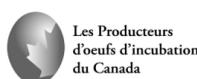
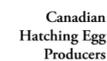
the standards, which are reported online at dairyfarmers.ca/proAction. Dairy farmers want Canadians to know that they are committed to sustainability in a transparent way.

"As a 6th generation dairy farmer, sustainable on-farm practices have been a way of life for me, and for previous generations of my family," says Pierre Lampron, President of Dairy Farmers of Canada. "Our respect for resources, animals and the environment are the reasons the sector is sustainable not only today, but will be for generations to come."

Investment in research and innovation are also key to sustainability in the dairy sector, and with improved information coming from research, farmers are able to make decisions that benefit their farm business as well as the environment. The stability that supply management gives farmers allows them to lead in investment in new technologies to improve productivity,

which in turn translates into benefits such as less impact on the environment. For example, greenhouse gas emissions from Canadian dairy farms have gone down an average of 1% a year between 1990 and 2012, and today's dairy production in Canada represents less than 2% of Canada's total GHG emissions. Cows produce three times more milk than 50 years ago, thanks to increased comfort, better feed efficiency and increased scientific knowledge applied to herd management.

"Dairy farmers are steadfast in our commitment to sustainability, which is why we invest heavily in areas such as research and innovation," says Pierre Lampron. "We are truly proud of the healthy, nutritious and wholesome product we produce for Canadians, and through our sustainability initiative, they can have the knowledge and confidence that we are producing food in a sustainable way."



A Message from the Minister of Agriculture and Agri-Food



On behalf of the Government of Canada, welcome to everyone gathered on Sparks Street in Ottawa to enjoy the world's best chicken, turkey, eggs and dairy! Thanks to Chicken Farmers of Canada, Turkey Farmers of Canada, Egg Farmers of Canada, the Canadian Hatching Egg Producers and Dairy Farmers of Canada for once again

hosting this celebration of Canadian food and the benefits of our supply management system.

The federal Government is proud to support the hard work of Canada's dedicated poultry, egg and dairy producers. The Government of Canada remains steadfast in our support of

a strong supply management system right across Canada.

As someone who was in the dairy business for many years on Prince Edward Island, I know first-hand that supply management provides a fair return for farmers, stability for processors, growth for rural communities — and safe, nutritious food products for consumers. Supply management also helps build the Canadian economy. Across the country, our dairy, poultry and egg industries drive a strong rural economy, accounting for over 50,000 direct jobs and over \$34 billion in sales.

Of course, the key ingredient to your success is the mouth-watering products coming off the grill on Sparks Street today. It's no wonder that consumers are turning to Canadian poultry, egg and dairy products in record numbers. Across Canada, we're seeing investments in innovation, as the industry positions to meet continued growth in Canadian consumption. That means more jobs for Canadians and more high-quality food products on our grocery store shelves.

The great food that consumers are enjoying today was raised to the strictest standards of food safety, animal welfare and environmental sustainability, and it's the product of world-class Canadian innovation.

The Government of Canada is proud to keep Canadian farmers and food processors, including our supply-managed producers, strong and competitive. That includes investments to help dairy and poultry producers meet consumer demands for animal care, food safety and sustainability, while investing in innovation through the science clusters.

We are continuing that important work under the new Canadian Agricultural Partnership, driving investments of \$3 billion over the next five years on priorities that matter to your industry — innovation and the environment, while working to earn the trust that consumers place in our products.

Canada's dairy, poultry and egg producers are pillars of growth, job creation and innovation. The Government will continue to work hard to help Canada's supply managed industries capture future growth and prosperity.

Have a great day in the nation's capital!

Hon. Lawrence MacAulay,
PC, MP, Minister of Agriculture
and Agri-Food

Sustaining a proud tradition for a proud future



Generations of Canadian turkey farmers have earned the trust of Canadians and continue to meet the demands of Canadian consumers by maintaining and building sustainable operations and practices. This ensures Canadians can access a reliable supply of safe, high-quality Canadian turkey year-round.

The stability of supply management preserves family farming, so the family business can be passed down from one generation to the next of agricultural leaders. Canadian turkey farmers can reinvest in their farms, upgrade their operations and support their communities because supply management focuses on Canada's domestic market and matches supply with demand. This stabilizes farm-gate prices and puts farmers in a better position to cover production costs and make plans for the future.

Canadian consumers benefit because unlike many places such as the United States and in the European Union, the government does not use tax dollars as subsidies. In these other countries, poultry, egg and dairy farmers are subsidized with billions of dollars by governments. The result is that consumers pay for their food twice — once with taxes and then at the store.

Canadian turkey farmers also take great pride in continuing to make advances toward environmental sustainability. Since 2014, 84% of our farmers have made or plan to make improvements in areas helping our environment such as energy and heating efficiency or alternate energy sources.

In the past 5 years, 94% of turkey producers surveyed by Turkey Farmers of Canada have either built or substantially upgraded their operations. Our farms continue to become more efficient in terms of production and energy use, and our farmers are always looking for ways to become even more efficient.

The stability provided by supply management allows Canadian turkey farmers to reinvest in their farms and industries by way of leading research, innovation, food safety and bird care. Improvements to feed efficiency over the past 40 years have reduced the carbon footprint of turkey production. Now, 33% less feed is used for every pound of turkey meat produced. The direct results of improvements along the supply chain, (such as improved feeding programs, selective breeding and on-farm management programs), are an efficient use of resources to produce affordable protein for consumers.

Canadians can also trust that our turkey farmers consistently show responsibility and commitment to the respectful and humane treatment of our birds. The turkey industry expects all farmers, (regardless of their farm size), who own and care for turkeys in Canada to meet or exceed the guidelines detailed in the Recommended Code of Practice. Turkey Farmers of Canada administers two mandatory programs, the auditable TFC Flock Care Program[®] and the auditable On-Farm Food Safety Program[®], to demonstrate and ensure a high standard of care on Canadian turkey farms.

Canadian turkey farmers are proud to be at the forefront of a sustainable future.



Chicken farmers are committed to Sustainability Excellence



Did you know that chicken farmers in Canada have been active on sustainability initiatives for years? The Sustainability Excellence Commitment is a way of bringing sustainability initiatives under one umbrella to promote the hard work and dedication of Canadian chicken farmers.

The *Raised by a Canadian Farmer* Sustainability Excellence Commitment is a combination of the *Raised by a Canadian Farmer* On-Farm Food Safety Program and Animal Care Program, the antimicrobial use reduction strategy, environmental initiatives, and the industry's commitment to the Canadian economy and rural communities.

Sustainability is an overused term that can mean different things to different people. One consistent element is that Canadians want to know more about where their food comes from and how it is produced.

The Sustainability Excellence initiative provides a great way for the industry to easily communicate its strategy and the great environmental, economical and social sustainability work that is being done.

The logo represents the four key values of sustainability, which are:

1. Protecting bird health and welfare

Protecting bird health and welfare is at the heart of chicken farming. The first and foremost concern of a chicken farmer is ensuring the birds in their care are healthy and comfortable. As a result, Chicken Farmers of Canada has implemented a national, mandatory *Raised by a Canadian Farmer* Animal Care Program, which is enforced

by third party audits. Moreover, Chicken Farmers of Canada has also implemented a comprehensive Antimicrobial Use Strategy that involves surveillance, education, research and reduction.

2. Producing safe chicken for Canadians

Food safety begins on the farm and we value our reputation for producing safe chicken for Canadians. By implementing our *Raised by a Canadian Farmer* On-Farm Food Safety Program to ensure that we are providing Canadians with the safe, fresh, high-quality chicken they expect, we play our part in assuring food safety. This program has received full recognition from the federal, provincial and territorial governments. In addition, the Canadian chicken industry has an effective and responsive traceability system in place, as well as communication and operational plans for dealing with potential disease outbreaks.

3. Preserving the health of the land and of our farms

The health of our birds and the health of our farms go hand in hand. Healthy farms means not only protecting the natural environment, but also ensuring safe farm practices and encouraging new entrants to the industry. For example, Canadian

chicken farmers have adopted practices on the farm to reduce environmental impact — in fact, Canadian chicken has the lowest carbon footprint of chicken protein worldwide.

4. Providing value to Canada and affordable food to Canadians through supply management

By contributing to the Canadian economy and our communities, we ensure the sustainability of the industry, and a high-quality protein source for Canadians for years to come. This is all thanks to supply management, which allows farmers to invest with confidence in their operations and give back to local communities. It also provides Canadian consumers with a steady supply of fresh, high-quality chicken at a reasonable price.



Encouraging practices that help the industry flourish

Canadian Hatching Egg Producers (CHEP) and the industry it represents remain sustainable due to our dedication to continuous improvement. Our farmers make many contributions that benefit Canadian society as a whole, including committing to the environment, ensuring food safety throughout the entire supply chain, and upholding high animal welfare standards.

Farmers seek out the most effective manure, fertilization and conservation measures. As an industry, we are proud to do our part for the environment.

Our on-farm food safety program, Canadian Hatching Egg Quality (CHEQ[™]), is an important part of the Canadian poultry industry's "gate to plate" food safety strategy, as well as ensuring responsible use of antibiotics. Farmers are regularly audited, and the program is reviewed by the Canadian Food Inspection Agency (CFIA).

Animal health and welfare is a top priority for Canadian Hatching Egg Producers. Our farmers provide the highest standard of bird care, as a healthy bird is a productive bird. CHEP was highly involved in the

development of the *Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys*, which was updated in 2016. The Code serves as our national understanding of animal care requirements and recommended practices. It is scientifically informed, practical and reflects societal expectations for responsible farm animal care.

Based on the Code requirements, CHEP developed a national, auditable Animal Care Program, which is in the process of being implemented in our member provinces across Canada. CHEP's Animal Care Program provides a process to ensure that broiler breeders have a safe and comfortable environment, and verify that farmers meet the requirements.

In addition to our current industry standards, CHEP funds independent research at leading universities on environmental research, broiler breeder health and welfare, housing, alternatives to antibiotics, and much more. We encourage and support research that will help our farmers continuously improve their practices, and will help the industry continue to flourish.