

FEATURE—PARTY CENTRAL

MPs love our farmers' traditions on the Hill!

Every year, egg and poultry 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 took some time to talk with us 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 February 6. Farmers from across the country met with MPs and Senators over breakfast made from local, fresh, high-quality Canadian eggs.

The guest of honour, former Minister of Agriculture and Agri-Food, Lawrence MacAulay, addressed attendees and reiterated the government support for supply management.

Chicken Farmers of Canada hosted their first Industry Showcase in November on Parliament Hill, sharing the many aspects of the chicken sector with attendees. From food safety, to processing, to the Swimming Canada

partnership, guests were pleased to learn more about Canadian chicken, while tasting delicious chicken treats!

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.



Egg Farmers of Canada's CEO Tim Lambert poses with Senator Robert Black at their annual Eggscellent breakfast event in February.



Representatives from the egg, chicken and dairy sectors pose alongside Quebec MP Lue Berthold at a reception in August.



Representatives from the poultry sector and the Canadian Federation of Agriculture pose with Ambassador John Deep Ford of Guyana, Chair of WTO farm trade talks.



Senator Victor Oh runs into Allan Mulder and Chair Brian Bilkes from the Canadian Hatching Egg Producers and Derek Janzen of the Chicken Farmers of Canada at the Joint Annual Reception in March



Chicken Farmers of Canada Chair Benoit Fontaine chats with Minister of Agriculture and Agri-Food, Marie-Claude Bibeau, as well as her Parliamentary Secretary Jean-Claude Poissant.



Young egg farmers with former Agriculture and Agri-Food Minister Lawrence MacAulay.



Alberta MP Kerry Diotte spins the Wheel of Chicken at the Chicken Farmers of Canada fall industry showcase.



Agriculture and Agri-Food Minister Marie-Claude Bibeau meets with Canadian Hatching Egg Producers' Chair Brian Bilkes alongside Egg Farmers of Canada's Director Emmanuel Destrijker, Chicken Farmers of Canada's Chair Benoit Fontaine, and Turkey Farmers of Canada's Executive Member Brian Ricker.



Saskatchewan MP Kelly Block tells egg farmers Shawn Harman and Regan Sloboshan how much she loves Canadian eggs.



Former Minister of Agriculture and Agri-Food Lawrence MacAulay reminds Chicken Farmers of Canada Chair Benoit Fontaine how much he loves Canadian chicken.



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INSIGHT—INDUSTRY FACTS

Canada's poultry farmers support over

127,500

jobs, contribute

\$9.7 billion

to Canada's GDP and deliver

\$3.1 billion

in tax revenues.

Message from Minister Bibeau

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. What a great way to meet our outstanding producers, taste delicious local food and maybe even take a selfie with a farmer!

Thanks to Chicken Farmers of Canada, the Canadian Hatching Egg Producers, Egg Farmers of Canada and Turkey Farmers of Canada for once again hosting this celebration of Canadian food and the benefits of our supply management system.

It's no wonder consumers are turning to Canadian poultry, egg and dairy products in record numbers. The great food being served 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. In my home riding

in southern Quebec and right across the country, our dairy, poultry and egg industries contribute to jobs and economic growth in our cities and vibrant rural communities.

The federal Government remains steadfast in our support of a strong supply management system right across Canada. Under Budget 2019, we are investing up to \$3.9 billion to help our chicken, egg and dairy producers. These investments will chart a path forward to help our farmers innovate and remain competitive. And we continue to sit down with farmers to address potential future impacts of trade agreements and to build a bright future for our supply-managed industries.

Canada's dairy, poultry and egg producers are pillars of growth, job creation, and innovation – and of course providers of delicious food! Our Government will continue to work hard

to help Canada's supply-managed industries grow and prosper.

Bon appétit!



The Honourable Marie-Claude Bibeau
Canada's Minister of Agriculture and Agri-Food

Made for Canadians, by Canadians



number is likely to keep rising as the chicken sector continues to grow. Tiffany Martinka, a young farmer in Saskatchewan, is among those working hard every day to provide Canadians with Canadian chicken, raised with care to the highest standard of quality. "I believe it's important to provide Canadians with fresh chicken because as a consumer myself, I want to know where my food comes from! When I know my chicken is raised by Canadian farmers, I know it is a high-quality product, grown right here by our farmers, and held to some of the highest standards in the world."

system, farmers like Tiffany and Jonathan do not have to rely on government subsidies to adjust to changing consumer demands. That stability translates into a steady supply of food and stable prices for Canadians, while also allowing farmers to innovate and invest in their businesses. By carefully matching supply with demand, supply management ensures that there are neither shortages nor over-production of chicken, which means a stable price that you can count on.

Canadians rely on a steady supply of fresh food all year round. When they go to the grocery store, they see a multitude of choices on their shelves—halal chicken breasts, lactose free milk, fresh Grade A eggs, grain-fed whole turkeys. These options are just a few of the many choices Canadians have access to year round. However, sometimes Canadians forget how that food gets to their store shelves or even their dinner table. Millennials represent 27.5%¹ of the Canadian population and every day, they consume fresh Canadian food. Millennials are often the ones demanding these options and yet, seem to have the biggest disconnect when it comes to knowing where their food comes from.

As the sector grows, so does millennials' taste in food. With all the new food trends and diets, chicken remains a preferred healthy choice for Canadians, a staple in their diets. In order to keep up with these changes and demands, chicken farmers across Canada have been adjusting in order to keep a steady supply of chicken available for Canadians at their local store. For example, Jonathan Giret, a millennial chicken farmer in Ontario, has been working hard to provide Canadians with organic chicken.

Millennials are the future and they are a growing force when it comes to consumer demand. Farmers like Tiffany and Jonathan are just one example of the future of agriculture and its innovation towards providing future generations with choices. So next time you are at your local grocery store, think of young farmers like Tiffany and Jonathan who are proud to produce a quality chicken you can trust.

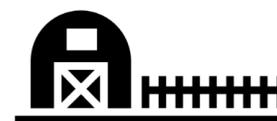
Look for the Raised by A Canadian Farmer logo where you shop to ensure you are purchasing fresh, high-quality, Canadian chicken.

"After being accepted as a new [chicken farmer] entrant in Ontario, I started to look for opportunities to improve and [provide consumers with something they want]. I intended to shift to antibiotic free production already, so to shift to organic production was a perfect fit for my operation. Compared to the initial investment to get into the sector, modifying the barn to better meet consumers' demands seemed like a good option."

But how do farmers adjust so quickly and rapidly to growing trends? Thanks to the stability provided by the supply management

¹ <https://www.nielsens.com/ca/en/insights/news/2018/millennials-by-the-numbers-quick-facts.html>

² Based on data from the 2016 Census of Agriculture conducted by Statistics Canada



Thanks to the stability of supply management, more and more young farmers continue to build rewarding careers in farming.



Supply management's contribution to a strong, rural Canada



You'll find thousands of farms in towns and villages across Canada, building Canada's food sovereignty and feeding generations of Canadians. The impact of these farms are often unseen, especially in urban Canada—yet their contributions to the vibrancy of our communities and to the Canadian economy are far-reaching.

Egg Industry Economic Research Chair Maurice Doyon, PhD and Stéphane

Bergeron, PhD, are researchers at Université Laval, and have recently conducted a study on how Canada's system of supply management supports rural economies across the country. The study finds that farms under this system make significant contributions per-farm when it comes to investing in communities, creating jobs and contributing to Canada's GDP.

"Supply-managed farms make vital contributions to the health and stability of

Canada's rural communities," explains Roger Pelissero, Chair of Egg Farmers of Canada. "Our farmers make a significant contribution to Canada's food system, support jobs and other businesses in rural communities, and feed urban consumers' appetite for locally produced food."

The study analyzed six agricultural sectors: eggs, chicken, dairy, hogs, beef and oilseeds/grains. As the results show, supply-managed farms (egg, chicken and dairy) punch above their weight when it comes to investing in communities, creating jobs and contributing to Canada's GDP. In fact, it found that supply-managed farms generated an average of 1.78 jobs per farm from on-farm investments in 2015.

These benefits are found across rural communities. "In 2015, we estimate that farm investments in [these] six important agricultural sectors generated directly 43,700 equivalent full-time jobs," note the researchers. "When taking into account the indirect and induced impacts of those investments, the total impact on Canadian jobs increases to 88,700 (full-time equivalent) jobs."

The researchers add that jobs created in rural regions with a small population base have a huge impact in those regions—an impact far greater than most people realize. For example, 10 jobs created in Quebec's Lower St. Lawrence region have the same economic impact as 240 jobs created in Montreal.

This study supports earlier research showing that the stability of the Canadian system of supply management creates a favourable environment for farmers to make long-term investments. These investments are consistently being made by egg

farmers across the country who are adopting new technology and growing their farms with sustainability at the heart of their operations.

The economic stability provided by supply management also makes it possible for Canadian egg farmers to engage in activities above and beyond the day-to-day operations of their business. This includes frequent and meaningful participation in their communities, as well as larger Egg Farmers of Canada projects that contribute to both national and international initiatives, like donating millions of eggs to the Breakfast Club of Canada and Food Banks Canada, and supporting burgeoning farmers in Africa by sharing their skills and expertise to produce nutritious eggs.

Supply management is a Canadian success story. It is important to rural communities, the Canadian economy and the survival of the family farm. Canadians support our system of supply management and it is important to ensure its strength and continuity. As the research shows, supply management ensures that Canada's rural communities remain strong, vibrant and central to our national economy.



A prosperous Canadian poultry sector, enabled by a strong and profitable broiler hatching egg industry



Canadian Hatching Egg Producers (CHEP) are proud to produce high-quality broiler hatching eggs to meet the needs of the chicken industry and contribute to a steady supply of safe, high-quality and nutritious chicken to Canadian consumers and the food service industry. Our 243 farmers from across Canada ensure a dependable

supply of quality broiler hatching eggs to Canadian hatcheries while providing food safety throughout the entire supply chain and upholding high animal welfare standards. By working closely with our hatcheries, broiler farmers and processors, we contribute to providing safe, healthy and affordable protein choices to meet Canadian consumer's needs.

In 2018, CHEP's member provinces produced more than 800 million broiler hatching eggs worth close to \$350 million. The broiler hatching egg industry in Canada alone supports over 4,900 direct and indirect jobs. In conjunction with other egg and poultry supply-managed partners, we are important contributors to rural economies and communities. Our broiler hatching eggs supply more than 2,200 chicken farmers across Canada with day-old chicks that are raised to meet Canadians' strong preference for Canadian grown chicken.

The stability provided by supply management allows CHEP to provide a dependable and regular supply to hatcheries. It also positions our farmers to invest in research and continued improvement in productivity, egg quality, bird health, bird welfare and food safety. Our farmers work around the clock to supply the products that Canadians want most, and we are continually innovating to improve our performance.

Food safety, biosecurity and responsible use of antibiotics are all prioritized in our national and mandatory on-farm food safety program. Farmers are regularly audited, and the program is reviewed by the Canadian Food Inspection Agency (CFIA). We also update the program regularly. In 2019 for example, new requirements to improve egg quality and adapt to a reduction in antimicrobial use have been brought in and will be part of all audits.

Hatching egg producers are highly committed to the humane and respectful treatment of all animals in their care. Our Animal Care Program is also a mandatory on-farm program that was developed based on a Code of Practice jointly developed by agricultural organizations and animal welfare organizations with the support of governments. The national program is currently being launched across all member provinces and is expected to be fully implemented by the end of 2019. Just like our commitment to food safety, our Animal Care Program includes audits at all farms and an overarching third-party audit for the full program is now in development to be implemented in the following year.

CHEP has also developed training materials for farm workers in our industry to support worker safety, animal care and food safety outcomes and good employment practices. CHEP is proud to support research at leading universities on environmental issues, broiler breeder

health and welfare, pathogen reduction, alternatives to antibiotics, and much more. We actively seek out and encourage research that will help our farmers to continuously better their practices and promote innovation in a flourishing industry.

Through supply management, our farmers have the predictability needed to fund investments that support continuous improvement in production. It also enables us to maintain certified and national programs that verify our farmers are meeting the high expectations of the value chain partners and the public. This system has supported us to go beyond minimum government requirements and to implement mandatory food safety and animal care assurance programs. Without supply management, we would not be this far ahead as an industry, nor such a strong contributor to Canada's rural sustainability.



Supply management: farmers producing food in Canada for Canadians

Canada's poultry and egg farmers know that you want Canadian-produced food. Whether we are ensuring our birds' health and welfare, delivering eggs to stores and restaurants or purchasing poultry feed and other supplies, you tell us that you appreciate what we do every day to produce food right here in Canada for Canadians. Thank you for this tremendous show of support.

While we farm because we love it, the words of encouragement we get from our customers and other Canadians make even the most difficult jobs enjoyable—yes even through those midnight barn checks during ice storms and those oft-cold morning treks through snow drifts to make sure the chickens and turkeys are dry and warm.

Canada's poultry and egg farms are supply-managed and, because of that, we are able to fill the demand for our products in all regions of the country. We do this by monitoring demand requirements for turkey, chicken and eggs, and then we go about our daily on-farm routines to produce what is required and to do so responsibly. Although ensuring Canadians get home-grown food in the amounts they want is a major benefit of supply management, this unique production and marketing system offers so much more.

Bolstering rural economies

Turkey farming, sustained across the country from Nova Scotia to British Columbia, is part of the Canadian rural fabric. More than five hundred turkey farmers generate farm cash receipts of approximately 400 million dollars, supporting local businesses and communities. In bolstering rural economies across the country, according to recent work from Kevin Greer Market Analysis and Consulting Inc., these farmers underpin 14,000 jobs across the sector and are the starting point for a 1.1 billion dollars' contribution to Canada's GDP and total economic activity exceeding 3.0 billion dollars.

Canada's turkey farmers are proud to be part of this dynamic portion of a thriving Canadian farm community.

Regulating production practices

Canada's turkey farmers have established on-farm assurance programs so Canadians know that food produced on our farms is meeting food safety and animal care standards that are the most up-to-date practices available, informed by science and based on the Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys (2016), developed by the National Farm Animal Care Council, which is a multi-stakeholder body representing welfare experts, researchers and farmers, as well as other livestock handlers.

Our on-farm food safety programs have passed technical review by the Canadian Food Inspection Agency, and recognized accordingly. These programs govern the way we care for and handle our birds.

Protecting the environment

Supply-managed farms produce only what is required and that translates into less waste, preserved resources and sustainable farm environments. In fact, environmental assessments show we are having a significantly reduced impact on our natural resources compared to 50 years ago. For example, it takes only 7% more feed to produce 43% more turkey than it did in 1977. Without question, this is a reduced environmental footprint of Canada's production supply chain.

How is this possible? We produce more with less by investing in and adopting the latest in sustainable practices, including better manure management, more efficient feed production and improved energy usage.

Furthermore, our farms are inspected and audited to ensure they are meeting those program requirements.

Building a foundation for the future

By investing in farm equipment, new technology and science-based production practices and processes, Canada's turkey farmers are investing in the future: the future of our farms, the future of rural Canada. We believe a strong rural Canada makes Canada stronger as a nation. We are providing long-term positive impacts that keep rural communities strong and vibrant and places where young people want to stay to work, play and raise their families.

Supply-managed farms are family farms, and our commitment to Canada—to you—remains. We will continue to farm right here in Canada so the needs of Canadians for high-quality and nutritious food are met. And we will do so by adopting the most up-to-date production practices that promote food safety, animal care and environmental sustainability.

