



Everything Chicken

Ontario's Chicken Industry News, Served Fresh.

A warm welcome from CFO

Chicken Farmers of Ontario congratulates Hon. Carol Mitchell on her appointment as Ontario's Minister of Agriculture, Food and Rural Affairs



CFO welcomes Carol Mitchell, new Minister of Agriculture, Food and Rural Affairs

Chicken Farmers of Ontario (CFO) would like to congratulate Minister Mitchell on being appointed Minister of Agriculture, Food and Rural Affairs. With 182 chicken farms in her Huron-Bruce riding, Minister Mitchell has long been a strong supporter of the Ontario chicken industry and CFO knows Minister Mitchell will be an excellent advocate for Ontario's agriculture and food industry.

We would also like to congratulate Hans Feldmann – who will remain Senior Policy Advisor – David Spencer, new Chief of Staff, as well Kevin Jacobs and Devin Petteplace,

both of whom are joining the Minister's office as Policy Advisors.

We look forward to working with Minister Mitchell and her team to advance Ontario's chicken industry and the agriculture sector as a whole.

We would like to thank the Honourable Leona Dombrowsky for her support over the years and congratulate her on her recent appointment to Minister of Education. We are thankful for the strong leadership and support she gave CFO and Ontario's chicken industry over the years and we wish her the best of luck in her new position.

CFO AGM 2010 MAR. 22

Join us for our Annual General Meeting as we review our 2009 accomplishments and share our plans for building our future together in 2010.

Our keynote speaker on "Leadership" will be Major-General MacKenzie. He is a true Canadian leader; serving for 35 years in the Canadian Armed Forces, embarking on peace keeping missions in some of the most dangerous places in the world. He will be sharing his leadership experience and insights with us as our industry comes together in the spirit of Building Our Future.

Major-General MacKenzie is also the author of the best selling novel *Peace-keeper: The Road to Sarajevo* and the critically acclaimed novel *Soldiers Made Me Look Good*.

The AGM will once again be held at the Delta Meadowvale Resort and Conference Centre located at 6750 Mississauga Rd., Mississauga. Registration begins at 8:30 am and the meeting will commence promptly at 9:30 am.

REGISTER ONLINE AT

www.cfomeetings.ca/2010agm

To register by phone call
Megan McCune at 289.288.4206

Ontario poultry industry tours Europe to better understand benefits and challenges of implementing a modular loading system in Ontario

Last Spring, the poultry industry joined together to discuss the feasibility of implementing a modular loading system in Ontario. A feasibility project was initiated and is being led by the Association of Ontario Chicken Processors (AOCP) together with representatives from each sector of the Ontario poultry industry including Chicken Farmers of Ontario (CFO), Poultry Industry Council (PIC), several representatives from various processing plants, representatives from the catching and transport sectors and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).

Members of the Ontario industry involved in the production, catching, transport and processing of chicken travelled to Europe in January to gain greater insight into the nature and potential benefits of various modular loading systems. The group was able to visit 7 processing plants and 4 farms where modular loading is being used as well as 2 plants that manufacture

modular loading equipment.

“Our group saw three different modular loading systems” explained John Neil, Farm Service Manager, CFO. “Understanding these systems and the differences between the technologies is key to identifying the opportunities and challenges that will come if Ontario decides to transition into a new system”.

In the coming weeks the tour participants will meet to discuss what they learned and begin evaluating options for Ontario. This will then be followed with broader consultations with each sector of Ontario’s industry that would be affected by a transition to modular loading. The decision of whether or not to implement a modular system will be driven by business decisions made by each Ontario processor and it is anticipated that it could take 2-5 years to implement a system in Ontario should they decide to move forward.

The project is funded in part through the Food and Beverage Industry Innovation Fund (FBIIF) by Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food Program and the Ontario Ministry of Agriculture, Food and Rural Affairs through the Alliance of Ontario Food Processors. The Agricultural Adaptation Council administers the FBIIF. The Fund has been established to encourage investment into new, innovative processes, products, and skill development.



Members of the Ontario chicken industry travelled to Europe to gain greater insight into the nature and potential benefits of modular loading

CFO attends International Poultry Expo to learn about the newest technology available to farmers



CFO attends International Poultry Expo to search out the newest information and technology that will help Ontario chicken farmers enhance their farm businesses

As we work to identify and support best practices on Ontario farms, we are always looking for the newest information and technology relevant to our farmers’ businesses. Most recently, Farm Service Representatives Carl Stevenson and Bill Miedema attended the International Poultry Expo (IPE) in Atlanta.

“We knew this would be an excellent opportunity

to search out new information and technology that will help Ontario chicken farmers enhance their farm businesses” explained Carl. “Advances in environmental controllers and new lighting products lead the way in controlling farm costs and the ‘greening’ of poultry farms. Technologies we know our farmers will be interested in hearing about.”

While attending the IPE, Carl and Bill focused on the 6 areas that are the backbone to Safe, Smart Farming:

1. Food Safety/Biosecurity
2. Animal Care
3. Farm Safety Standards
4. Environmental Stewardship
5. Best Management Practices
6. Poultry Health

With these 6 areas in mind, Carl and Bill selected seminars to attend. These seminars spoke on topics such as Auditing Best Practices, Modular Loading, Nipple Drinking systems and a seminar on energy saving which highlighted the changes farmers can make to how they light, ventilate, heat and insulate their barns. Materials and sources from the show will be scanned and posted on the CFO website in the members login area.

“Attending an event like the IPE gives us access to the latest in innovative technology and equipment that we can apply here in Ontario” explained Bill. “It is also a great opportunity to interact with others from outside Ontario’s poultry industry and to hear how interested attendees were in hearing what Ontario is doing.”

New funding helps chicken farmers improve biosecurity on their farms

The newest funding opportunity offered through Growing Forward – a federal-provincial territorial initiative – comes from the Farm Biosecurity Program (FBP). The FBP offers cost-share opportunities to assist farmers in the implementation of biosecurity projects identified in their action plans. The FBP is designed to build farmer awareness of health risks and ways that Ontario farmers can implement and/or improve upon existing biosecurity measures.

Before applying, farmers must attend a half-day Poultry Farm Biosecurity workshop.

Workshops will be held on:

April 6	St. Catharines
April 7	Ingersoll
April 12	Guelph
April 27	Belleville
April 28	St. Isidore (French only)

For each year of the program, all cost-share funds are available on a first come, first served basis.

For more information on this program please visit:

<http://www.omafr.gov.on.ca/english/about/growingforward/fbprog1.htm>

CFO hosts Policy, Economics and Industry Value Chain Relationships Forum

Provincial chicken boards share ideas, experiences and insights into best practices for managing the complex issues facing their industry



Chicken farmers from across the country share ideas and experiences as they discuss common issues within the industry

Chicken farmers are faced with many common issues and goals both nationally and within each province but there are limited opportunities for farmers from across the country to share and collaborate to better understand and address these common issues.

In recent months, a number of provincial board representatives discussed the need for a forum whereby Canadian chicken farmers could meet and have open discussions on a variety of topics.

CFO was pleased to host the first ever Policy, Economics and Industry Value Chain Relationships forum. Representatives from

each of the provinces met to discuss topics of mutual interest.

“This meeting was an opportunity for farmers and staff from provincial chicken boards to get together to discuss issues that are common to all of us” explained Murray Booy, Chair CFO. “We’re all working towards a common goal; a strong and successful chicken value chain.”

CFO was pleased to arrange the first forum on behalf of all the provinces. “Building on the success of this meeting, planning is now underway for the next forum which will be held in April” explained Chris Horbász, Director – Policy, Economics and Risk Management.

WHAT'S HAPPENING IN THE CHICKEN INDUSTRY?

Updates from across the country

Across the country, the chicken industry is changing and evolving every day. We believe it's worth sharing the new opportunities and challenges facing our industry. Going forward, each issue of Everything Chicken will provide readers with an update from our provincial counterparts.

National

The new Animal Care Program (ACP) is being implemented across the country

Alberta Chicken Producers

Alberta Chicken Producers hosted a Research Symposium on February 22. The symposium focused on the Poultry Research Centre's current research projects as well as quality ventilation and nutrition methods for farmers.

On Feb. 26, Alberta Chicken Producers launched their new website!

Chicken Farmers of Saskatchewan

Saskatchewan has entered into a six cycle pricing agreement that would see a constant spread between Saskatchewan's base minimum price and Ontario's. This will provide both farmers and processors with less price uncertainty for the next year.

The Saskatchewan Poultry Industry Emergency Management Team (SPIEMT) is in the final stages of updating their contingency plan. SPIEMT includes representatives from all feather boards, industry and government.

Les Éleveurs de volailles du Québec

Effective January 19, 2010, Les Éleveurs de volailles du Québec suspended quota transfers except for quota being transferred between immediate family members.

We're looking forward to including updates from all of our provincial counterparts. If you have news or updates you'd like to share, please contact Megan McCune at 289-288-4206 or megan.mccune@ontariochicken.ca

Poultry Sector makes list of Canada's 50 Best Managed Companies - Grand River Foods' flexible and responsive business model once again earns them recognition and praise

For the second consecutive year, Grand River Foods was named one of Canada's 50 Best Managed Companies.

"Winning this prestigious award again is a tremendous recognition for our company and is a tribute to the dedication and commitment of our leaders, managers and over 500 employees of Grand River Foods" explained Craig Richardson, President of Grand River Foods. "The winners of this distinction are clearly leaders in their respective sectors, and we are honored to be one of them."

The company's success is attributed to a flexible and responsive business model that anticipates customer need for innovative food products and efficiently meets demand for fresh chicken. Grand River Foods has made, and will continue to make, multi-million dollar investments in its innovation capacity in support of its mandate to be a producer of ideas and solutions and a processor of food for North American retail and foodservice industries.

"This award will be sure to inspire us on to further achievements in 2010."



A message from our CEO – Rob Dougans

In an industry that must deal with constant change, it is important that CFO remains very focused, disciplined, effective and highly relevant to its farmer and key industry stakeholders. Our strategic mandate is to lead and facilitate the growth of a world class chicken industry that can profitably and sustainably grow locally, across Canada and internationally.

In 2009, despite challenging economic conditions and widespread weakness in many agricultural sectors, the supply-managed Ontario and Canadian chicken industry prospered, and is well positioned for even stronger performance in 2010.

In 2009, a year of significant transformation for CFO strategy and operations, CFO has increasingly sought to engage constructively with our farmers and processor-customers to develop industry solutions that meet our mutual interests. This commitment, a key component of our "2009 Plan for Success", was announced during our Annual General Meeting.

We know that a collaborative approach is the most effective way to influence and manage change. As an industry, we must continue to work together on the important issues of profitable growth, sustainability, consumer confidence, supply chain transformation and productive relationships. Mutual trust and cooperation will underpin "win-win" outcomes.

As we move into 2010, CFO is implementing a focused and disciplined business model which is designed to be more responsive to farmer and processor-customer needs, and which takes a long-term perspective on generating growth in industry value and sustainability.

Our business model is designed to meet or exceed our two primary business accountabilities,

- Deliver cost-effective and socially-responsible production of safe, high quality chicken
- Deliver value and sustainability-enhancing solutions for the mutual benefit of the Ontario chicken industry value chain

The fundamentals of our business approach include transparency, accountability, performance and reliability in our daily operations, and in meeting our commitments.

Working within our supply management system, our business model begins with 1) talented and engaged people: CFO Board of Directors, District Committee Representatives and staff; all of whom are business results-focused, accountable and work as a team.

Our team's priorities will reflect 2) strategy-driven industry leadership to meet and manage changing conditions; and to develop and deliver 3) farmer and customer solutions. We will use our ideas, knowledge, experience and strategic

motivation to collaborate with farmers and processor-customers to help them succeed by effectively and efficiently connecting supply with demand, and by mitigating risk.

We will rigorously pursue 4) operational excellence, in all aspects of the business. Finally, we will act with high standards of 5) disciplined financial management, to ensure value-generation and risk management.

Much was accomplished in 2009 – a year of significant transformation for CFO. In 2010, guided by a clear strategic direction, implementing an effective business model, supported by hard work and a focus on results, our CFO team should contribute even greater industry value-creation.

We have enormous optimism about our industry's future!

