

June 2009

Everything Chicken

Ontario's Chicken Industry News, Served Fresh.

Ontario chicken farmers' stories worth sharing

Rien and Anja De Regt introduce a unique donation initiative

With nothing but a broom, a shovel and a wheelbarrow, Rien and Anja are helping make a difference in the lives of sick children.

Rien and Anja have been chicken farmers since 2000 and are always looking for ways to improve their farming practices. Rien had always noticed that whenever a new load of chicken feed was delivered, spilled dust could be found scattered all over the concrete bin pad.

In hopes of getting some help with the cleaning, Rien and Anja brought out a broom, a shovel and a wheelbarrow and posted a sign on the feed bins encouraging the drivers who delivered the feed to sweep up any dust and collect it in the wheelbarrow. They gave all the drivers some incentive by promising to donate \$10 to the London Children's Hospital every time they cleaned up the concrete pad after delivery. "When the drivers from the feed mills saw the sign, they were more than happy to participate. Many drivers leave a donation of their own which we send to the hospital along with our cheque. The truck drivers are just happy to help" explained Rien. Rien happily reported that all of the drivers are participating. "We receive 12 loads of chicken feed per flock and at the end of every cycle I send a cheque to the London Children's Hospital for \$120. It's a very rewarding feeling and I am so grateful that the drivers are helping us to make this happen."

Rien explained that everyone is winning in this situation "Because of the dedication shown by the drivers, we are helping the Children's



With the help of their feed delivery representatives, Rien and Anja DeRegt are supporting the London's Children's Hospital and improving their farming practices.

Hospital support sick children and their families – we feel good that our efforts are supporting a worthy cause." When asked why he chose to donate to the London Children's hospital, Rien explained that while there are so many deserving charities, the children's hospital was their first instinct because it is something everybody can relate to. "We chose to donate the money to the London Children's Hospital because children are our future."

Ontario's poultry industry comes together to discuss the feasibility of implementing a modular loading system

The Ontario poultry industry has joined together to discuss the feasibility of implementing a modular loading system. A steering committee made up of representatives from each sector of the Ontario poultry industry was formed to guide this study on behalf of the industry. The steering committee members include the Association of Ontario Chicken Processors (AOCPI), Chicken Farmers of Ontario (CFO), Poultry Industry Council (PIC), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Ontario transporters and catchers. As well, A.C. Lane Consulting Inc. has been retained to undertake this project under direction of the steering committee.

The steering committee hosted a meeting on June 12 to discuss the feasibility of implementing a modular loading and handling system for the movement of birds from farm to processing plant. Ontario chicken farmers, catching crews, transporters and processors attended the meeting. The key objectives of this meeting were:

- to ensure that industry representatives have:
 - a clear understanding of the nature and potential benefits of a modular loading system;
 - the opportunity to voice questions/comments/concerns and to feel confident that their questions/comments/concerns will be considered going forward and;
 - a clear understanding of the next steps
- to engage stakeholders in the decision-making relative to their segment of the industry
- to identify challenges as well as opportunities that will assist with the transition to the new system
- to build consensus and commitment to the project process

This meeting was the first in a series of structured discussions designed to engage industry representatives and explore the feasibility of implementing such a program. The discussion process will involve various types of engagements such as industry-wide discussions and presentations, moderated Q/A sessions, industry sub-group discussions and individual interviews with specific firms. The ultimate goal of these discussions is to ensure industry consensus regarding a modular loading system and a program that can be effectively implemented.

This project is funded in part through the Food and Beverage Industry Innovation Fund (FBIIIF) by Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food Program and OMAFRA through The Alliance of Ontario Food Processors. As the program unfolds information will be made available at www.ontariochicken.ca and at district meetings. In the meantime, if you have any question please contact CFO, Farm Audit Supervisor, John Neil at 289.288.4241 or john.neil@ontariochicken.ca

CEO Comments



How should CFO lead when the overall economic and financial market environment we live in is increasingly turbulent and unpredictable?

We believe it requires a very focused approach to establishing and implementing our plan to successfully navigate through these challenging times. Our business direction must be based on a critical assessment of today's reality, and a clear vision for where we're going, and how we will move ahead to win. It should identify how we all play a role in achieving our goals.

As you know, we've developed a business transformation plan – our Plan for Success, with the goal of making CFO a more effective industry leader in 2009.

Since the last newsletter I have been meeting with the people who really matter to CFO – our customers, our suppliers, and our employees to better understand “how can we do our business better?” In many cases, this has led to a vigorous exchange about what CFO has been doing well and what CFO hasn't been doing particularly well.

I'd like to share some of their perspectives about CFO with you.

We've been told that CFO should be better listeners (versus tellers). We should be more responsive to industry stakeholders needs, concerns, ideas, and inquires. We should be more respectful and trusting of others' skills, abilities, and viewpoints.

Our business operating goal is to significantly improve every aspect of our business in 2009. With this in mind, CFO must “take ownership” of these realities (real or perceived) and improve on them. While this may seem obvious, it doesn't make it easy.

Our future success will require change which brings discomfort but also great opportunity. This will require leadership in ideas, actions and continual improvement. Success comes from always moving ahead, making progress day after day.

Premier's Trillium Reception – May 28, 2009



Left to right – Rob Dougans, CEO, Murray Booy, Chair, Premier Dalton McGuinty CFO continues to build strong relationships with Ontario politicians to encourage support of Ontario's chicken industry.

New funding helps chicken farmers and processors improve food safety practices and traceability systems

The newest funding opportunity offered through *Growing Forward* – a federal-provincial territorial initiative, comes from the Food Safety and Traceability Initiative (FSTI). This initiative is a cost-share funding program that has been developed to assist agriculture and agri-food facilities improve food safety practices and traceability systems in their operations. Advancement in food safety and traceability will strengthen Ontario's ability to provide safe, high quality food and provide economic advantages to our farmers and food processors.

The FSTI initiative provides flexibility for both food producers and food processors for the implementation of food safety programs and traceability systems. Accordingly, a maximum of \$20,000 in funding is available to eligible applicants with up to 75 percent of an applicant's eligible costs reimbursed by the government.

Available funding will be allocated on a first come, first served basis for projects approved by the Ministry of Agriculture, Food and Rural Affairs.

This initiative allows farmers to participate in one of three ways:

- 1. By implementing a food safety program or a traceability system**
- 2. Supporting investment in an existing food safety program**
- 3. Improving food safety and traceability**

Given that all Ontario chicken farmers use the On-Farm Food Safety Assurance Program (OFFSAP), we encourage farmers to explore options 2 and 3. For more information on this initiative please visit www.ontario.ca/foodsafety and phone toll free 1-888-479-3931.

Ontario's poultry sector established Agriculture Response Materials Management Inc. (ARMMI)

Ontario's poultry sector has joined forces to establish Agriculture Response Materials Management Inc. (ARMMI), a not-for-profit organization that assists with industry response to on-farm emergencies and animal disease outbreaks. ARMMI will provide adequate supplies of personal protective equipment and cleaning or disinfecting supplies in the event of an infectious poultry disease outbreak.

ARMMI was established by the Ontario Feather Boards, Association of Ontario Chicken Processors (AOCP), Ontario Livestock and Poultry Council (OLPC) and Poultry Industry Council (PIC) with funding support from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and the Agricultural Adaptation Council (AAC). ARMMI's inventory of emergency materials will be stored in a central warehouse with a rapid deployment plan established and coordinated through the Feather Board Command Centre (FBCC). CFO's participation in the establishment of ARMMI is a part of our emergency preparedness planning efforts, which allow us to provide farmers with the proper resources to produce premier quality Ontario chicken.

Chicken Farmers of Ontario will be represented on the ARMMI Board by Dr. Gwen Zellen, Vice President – Food Safety, Operations and Environmental Affairs.



CFO Emergency Response Trailer is equipped to respond rapidly to on farm emergencies and animal disease outbreaks.

New Faces at CFO



Ryan Van Til

Ryan Van Til joins CFO Board of Directors

In April 2009, Ryan Van Til was appointed to represent District 7 on the CFO Board. Ryan was born and raised on a dairy farm in the Netherlands and after receiving a diploma in agriculture, Ryan immigrated to Canada where he began working on a dairy/chicken farm. In 1985 Ryan and his wife Ann started their own chicken farming operation. Ryan has always played an active role in the industry and was a district committee representative for 4 years in the 1990's. Ryan and Ann live in Moorefield and have two grown sons.



Dr. Gwen Zellen

Dr. Gwen Zellen: Vice President - Food Safety, Operations and Environmental Affairs

Gwen will provide leadership in the areas of food safety and food security, farm operations, worker safety and health, poultry health and welfare and environmental sustainability. Gwen is a doctor of Veterinary Medicine and has a particular interest in poultry. Gwen also has a Master of Science, Avian Virology and a Master of Business Administration. Prior to joining CFO Gwen worked for the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).



Ray Hinton

Ray Hinton: Vice President - Finance and Organizational Productivity

Ray will provide leadership in the areas of finance and administration, management information technology, office services and human resources. Ray has a bachelor of Commerce from the University of Toronto and has been a designated Chartered Accountant for over 20 years. Prior to joining CFO Ray worked for Jane's Family Foods and Nestle in various finance and business management roles.



Chris Horbász

Chris Horbász: Director of Policy, Economics and Risk Management

Chris will provide leadership in the regulatory, legislative, technology and industry areas affecting supply management, the chicken industry and farmer business profitability and sustainability. Before joining CFO, Chris worked for the Ontario Ministry of Agriculture, Food and Rural Affairs where he was Manager of the Business Development Policy Unit. Prior to this, Chris was the Acting Director, Operations Division of Agricorp. Chris has a Bachelor of Science and Master of Science in Agricultural Economics.

Update your address book!

We are excited to announce that in the next several months we will be giving the Chicken Farmers of Ontario website a makeover. It's time to take a fresh look at the information and tools we make available online to better meet the needs of farmers, our industry partners and consumers. As part of this transition, emails coming from CFO staff will now end in ontariochicken.ca so please update your address books and spam/junk mail filters to ensure emails sent from ontariochicken.ca will not be directed to your junk mail inbox.

As well, www.cfo.on.ca will be replaced with www.ontariochicken.ca. Stay tuned for information regarding the launch of our new website.

Chicken Farmers of Ontario

We'd like your feedback

"I find every issue of the newsletter contains valuable information. I really enjoy reading the articles that showcase farmers who are using new farming practices like solar energy. It's important to be constantly improving and as a farmer I am always interested to hear about the ways I can become more green."

– Frank Shved, District 4

Tell us what you think

We'd like the newsletter to provide information you're interested in reading. Email your comments/suggestions to newsletter@cfo.on.ca or phone Megan McCune, Communications Coordinator, at **289.288.4206**

Check us out online

We are in the process of improving our website to better serve farmers, consumers and our industry partners. Check out www.ontariochicken.ca and let us know what you think.

As a token of appreciation, anyone who offers feedback about the newsletter or website will receive a Chicken Farmers of Ontario pin.

