



Everything Chicken

Ontario's Chicken Industry News, Served Fresh.

CFO launches Insight 2009 – Regional Meetings



Close to 300 farmers joined CFO Board Directors and staff to learn about CFO's direction and new on-farm programs

Chicken Farmers of Ontario completed Insight 2009 – the first ever Regional Meeting program - with great success, attracting around 300 farmers to the 4 meetings. The goal of these meetings was to engage our farmer community by providing more in-depth information about CFO's direction going forward, upcoming farm programs and inviting value-added guest speakers.

CFO Board Directors and Staff would like to thank all farmers who attended these meetings. "CFO is always looking to improve how we share information with farmers and we are very happy with the response we received from farmers who attended. Based on the feedback from farmers, CFO will host another set of Regional Meetings in the spring of 2010 and we hope to attract even larger crowds" explained Murray Booy, CFO Chair.



Left to Right - Al Dam, Dr. Gwen Zellen, John Neil and Dan Ward

CFO demonstrates industry leadership through commitment to “safe, smart farming”

CFO has always been committed to food safety and on-farm best management practices and going forward, CFO will strive to be recognized as an industry leader in “safe, smart farming”. At **Insight 2009**, CFO focused on many “safe, smart farming” topics to ensure farmers have all the necessary information to implement new and enhanced on-farm programs.

Introducing Animal Care Program

More often than not, headlines in the media suggest that animal welfare is not of top priority to farmers. With the implementation of the Animal Care Program (ACP), we are giving farmers a formal way to demonstrate and document the care they have always shown to their birds.

John Neil was joined on stage by Janet Cioruch, Director, Supply Management Administration, to introduce farmers to the new ACP. The ACP covers all areas of chicken production on the farm from a welfare perspective just as OFFSAP speaks to food safety. Moreover, the ACP provides farmers with a way to demonstrate the level of care they show to their birds. “It’s our job to address any misconceptions consumers may have regarding how chickens are raised and this program will allow farmers to do just that” explained John.

All farmers who attended were given the ACP manual which contains the program requirements. Any farmer wishing to stock at a higher density than 2.88kg/ft² should file a NOTICE OF INTENT form with the Board by November 17, 2009. Starting January 1, 2010, farms will be audited for the ACP as part of the OFFSAP audit cycle.



Janet and John took to the podium to proudly introduce the new Animal Care Program

Update on Avian Influenza insurance



By implementing OFFSAP and the ACP, farmers are minimizing the chance for a disease outbreak on their farms. However, even if farmers take all necessary precautions, an outbreak could still occur and this is why CFO has chosen to implement an Avian Influenza insurance program. CFO has chosen to officially launch this program in January of 2010.

Chris Horbász, Director, Policy, Economics and Risk Management, gave farmers an update on the new Avian Influenza insurance program

“CFO is doing a great deal to enhance farm practices and a lot of hard work went into moving these programs forward. We are pleased so many farmers were able to attend regional meetings as it gave us the opportunity to share the necessary information so farmers can smoothly transition into the new programs” explained Dr. Gwen Zellen, Vice President, Food Safety, Operations and Environmental Affairs.”

Enhancing OFFSAP

John Neil, Farm Audit Supervisor with the assistance of Laura Stewart, Service and Inspection Representative, guided farmers through the enhancements to the OFFSAP program. The amendments to the program were based on feedback from farmers and feedback from the Provincial Boards and ensuring National Biosecurity standards were incorporated. Farmers should begin incorporating new requirements as soon as possible as audits for the new OFFSAP program will begin January 1, 2010.

Providing farmers with the latest information on farm worker and catcher safety

Al Dam, Provincial Poultry Specialist, with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), joined chicken farmers to speak about their responsibilities regarding farm worker safety.

Since 2006 the Occupational Health and Safety Act (OHSA) applies to all farms with paid workers. To date, the Ministry of Labour (MOL) has been reactive in their enforcement of this legislation, but moving forward MOL will be taking proactive measures such as conducting workplace visits/audits.

To ensure farmers have all the information they need to maintain a safe work environment for themselves and their workers, Al covered the different ways farmers should be applying OHSA guidelines on their farms. Al and his team are working with industry members to complete a Safe Work Practice document which will act as the industry standard to be followed by all participants who handle live birds.

Dan Ward, Poultry Engineer, also with OMAFRA, spoke to farmers about solutions to make unloading from the 2nd and 3rd floor safer for catchers by minimizing the chance for a worker to fall from heights.

Several catching companies have already announced that they will not load chicken from the 3rd floor of a barn so it's important for all farmers with 3 storey or higher barns to make the appropriate changes. By the end of October, CFO Service and Inspection Representatives will have inspected all 3rd storey barns and by the end of December changes to 2nd and 3rd floors should be implemented. Generic drawings along with the Catcher Safety Guide will be mailed to all farmers in the coming weeks.

Should you have any questions regarding farm worker safety or changes to your 2nd and 3rd floors, please contact Al Dam, Provincial Poultry Specialist, (OMAFRA) 519.824.4120 Ext 54326.



Al Dam reviews OHSA and farm worker safety guidelines to ensure farmers have all the information they need to create a safe working environment on their farm



Dan Ward walks farmers through the new standards for loading chickens from 2nd and 3rd storey barns.

Experts Dr. Mike Joyce and Dr. Scott Gillingham give farmers tips on how to create optimal conditions for their chicks

CFO was fortunate to enlist the expertise of Dr. Scott Gillingham and Dr. Mike Joyce at Insight 2009. Scott and Mike spoke to attendees about the importance of proper development in chicks starting from the moment they arrive in the farmer's barn. Both speakers urged farmers to pay particular attention to chick behavior during the first week to 10 days of the chick's life. Both speakers also encouraged all farmers to pay special attention to FLAWSS – or Feed, Lighting, Air, Water, Space and Sanitation – not only once

the chicks have been placed, but even prior to their arrival because the development that occurs within the first week of life will affect how the chick continues to develop.

Dr Gillingham and Dr. Joyce also provided information regarding brooding, various ventilation systems and performance objectives for broilers. For more information on these or other topics discussed by Mike and Scott please contact megan.mccune@ontariochicken.ca

1. Dr. Mike Joyce shares his knowledge about how to ensure chick quality and healthy growth

2. Dr. Scott Gillingham gives farmers tips on how to create optimal conditions for their chicks during the crucial first 7 days



Insight 2009 scores 4.2 out of 5 for farmers

At each Insight 2009 meeting we asked attendees to fill out an evaluation form to let us know what they thought of the meeting and the information that was shared with them. In total, 161 evaluation forms were returned and the average score given for overall value of the meeting was 4.2!

Here's what some of our farmers thought:

"The information provided by Dr. Scott Gillingham was relevant and very interesting. Having a guest speaker, with his background added a great deal of value to the meeting."

"I enjoyed the format of these meetings and being able to interact with farmers from different districts."

"While I found the day to be informative, I think it's important to keep having regular district meetings."

"I am glad that the Board brought in guest speakers as Dr. Mike Joyce was interesting and spoke about topics that were directly relevant to me and my farm."

CFO celebrates staff achievements

CFO would like to take this opportunity say thank you and congratulations to Rob Dougans, CEO, Mai Saleh-VanDeventer, Senior Administrative Assistant and Megan McCune, Communications Coordinator who celebrated their one year anniversary at CFO this fall and to Leslie O'Rourke, Supply Management Administrative Support, who celebrated her 1 1/2 year anniversary this summer. As well, CFO would like to recognize every member of the CFO team for their hard work and dedication over the last year!



Left to Right: Leslie O'Rourke, Megan McCune and Rob Dougans. Absent: Mai Saleh-VanDeventer

CFO hosts Industry Insight 2009

CFO recognizes that what we do on the farm impacts the value chain and we're committed to communicating and collaborating with our industry partners on CFO's strategic direction and upcoming on-farm programs. To compliment the farmer-only Regional Meetings, CFO will be hosting Industry Insight 2009 on November 19. This meeting is for all members of the chicken industry including, hatcheries, processors, further processors, feed mills etc. Discussion topics will include industry outlook and CFO's strategic plan, OFFSAP, the new Animal Care Program, Avian Influenza insurance program, farm worker and catcher safety and an open forum for attendees to offer input and ask questions. Please RSVP by November 6 to Megan McCune at 289-288-4206 or megan.mccune@ontariochicken.ca

A message from our CEO – Rob Dougans

Earlier this year at our March Annual General Meeting, CFO committed to make "safe, smart farming" a top strategic priority.

Recently, as part of CFO's long term strategic planning, the Board and senior staff have further developed this strategic priority. CFO will be a recognized industry leader in food safety and on-farm best management practices.

Our overall goal is:

To ensure Ontario chicken farmers follow food safety standards, pursue good farming practices, work safely, support poultry health and welfare, and balance profitable business development with environmental responsibility.

Becoming a "safe, smart farming" leader involves identifying, planning and delivering a range of focused initiatives to achieve industry value-enhancing results.

Our specific objectives include,

1. Demonstrating industry leadership in developing and maintaining a safe, adaptable, modern, efficient and sustainable farming sector working in partnership with the industry value chain

2. Producing safe, high quality chicken to meet market demands
3. Continually improve on-farm performance by gaining efficiencies and adding value
4. Achieving consistently high standards of poultry welfare through development and implementation of responsible policies and programs
5. Maintaining effective disease awareness and control measures to maximize flock health and efficiencies
6. Promoting optimal on-farm employee health and safety practices
7. Safeguarding the environment (air, water, soil and related natural resources) by identifying and implementing environmental improvements

Success on any one of our initiatives will require high levels of consultation, collaboration and communication with industry.

As you can see in accompanying articles, a number of specific "safe, smart farming" programs were reviewed with CFO farmers during our regional meetings in Trenton, Elora, Hamilton

and Stratford. We were very encouraged by the positive response.

Going forward, we have planned a further meeting on November 19th for our industry partners – hatcheries, feed mills, processors, further processors and others, to review programs and seek their support for food safety and on-farm best management practices.

I would like to extend my thanks to all food safety, farm operations field staff as well as home office personnel who have worked on these meetings. In particular, a big well done to John Neil and Gwen Zellen who both did a great job in planning and delivering many of the presentations.

