




Ontario's Chicken Industry News, Served Fresh.

Farm Worker Safety - The Industry Standard is here

Ontario's poultry industry introduces: Broiler Chicken Industry Safe Work Practices (BCISWP)

Since 2006, farms with paid workers present have been required to follow the Ontario Health and Safety Act (OHSA). Ontario's poultry industry joined together in 2009 to address the issue of falls from heights related to loading chickens from the 2nd and 3rd floor of a barn. This prompted the industry to review overall farm safety. Over the past year, the industry working group* has been working to develop an industry standard that outlines safety requirements for the handling of live broiler chickens and for using equipment to perform these activities on broiler chicken farms. The result of this work is the Broiler Chicken Industry Safe Work Practices (BCISWP). The BCISWP will help the poultry industry follow appropriate due diligence to comply with the OHSA.

Copies of the BCISWP document are being mailed to all farmers who didn't attend the Farmer Insight Meetings. It's also available at www.ontariochicken.ca in the Farmer Resource section.

The BCISWP outlines safety requirements for the handling of live broilers chickens and for using equipment to perform activities on a

broiler chicken farm. It applies to all workers involved with live broiler chicken handling on the farm and in transit.

Specifically, the BCISWP outlines the safe work practices for:

- Placing broiler chicks in the barn
- Loading on truck and catching broiler chickens in the barn
- Working on live haul broiler transport trailers equipped with a manual tarp system
- Working on live haul broiler transport trailers equipped with a solid roof

"This document demonstrates the industry's commitment to safety" explained Richard Mack, General Manager, Riverdale Poultry Express and Chairman of the transportation division of PSA "Having a standard will help all on-farm workers understand their responsibilities and will make us a stronger industry in the long run."

Safe Work Practice examples from the BCISWP:

- All hazards at the work site must be identified to all workers
- Farmers must be available to workers for emergencies

- Work site must be monitored
- All appropriate barriers and safety systems must be available and in place to protect workers
- Floor openings not in use must be secure
- Stairways between floors are properly lit, free of clutter and have handrails in place

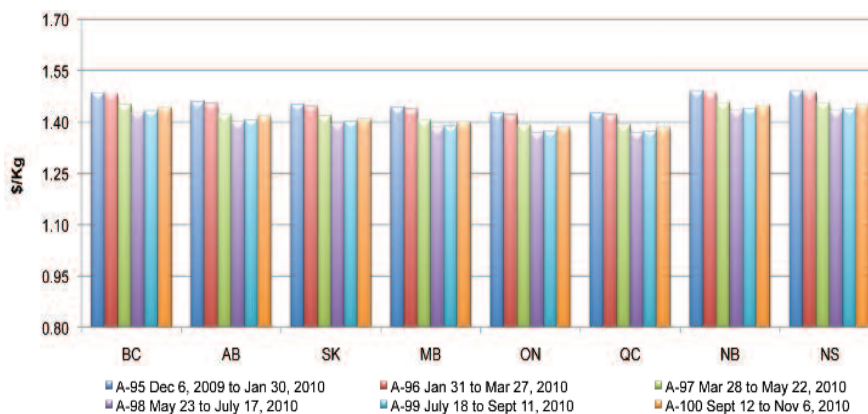
"We encourage everyone to start using the standard immediately" said Bob Ottens, Co-Owner of Moonfleet Poultry and member of PSA. "We know that many farmers have made the necessary changes to their 3rd and 2nd floor barns but some have not and we hope everyone will start making the changes before January 1st."

The BCISWP will come into effect on January 1, 2011. If you were not at one of the Insight 2010 meetings, your BCISWP book will be mailed to you in the coming weeks. If you have any questions about how to use your BCISWP please contact your Field Service Representative.

*Poultry Industry Working Group members include: Chicken Farmers of Ontario (CFO) Association of Ontario Chicken Processors (AOCP) Ontario Independent Poultry Processors (OIPP) Poultry Service Association - Catchers and Transporters (PSA) Ontario Hatchery Association (OHA) Farm Safety Association (FSA) Transportation Safety Association (TSA) Ontario Ministry of Agriculture, Food and Rural Affairs

Market Information Snapshot

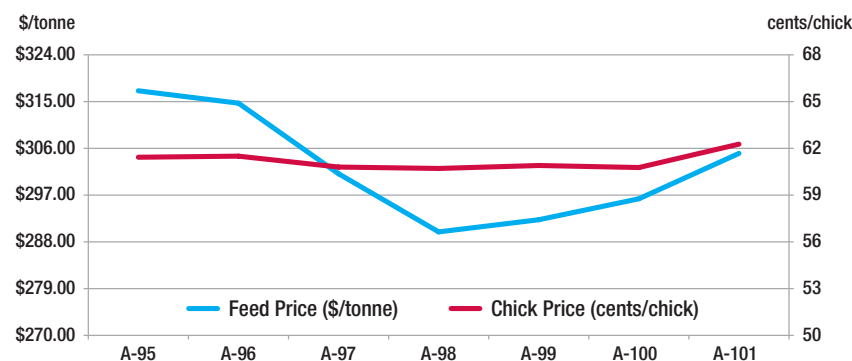
Live Price Provincial live prices for the last 6 quota periods have shown stability with levels in a 5-cent range.



	A-95 12/06/09-01/30/10	A-96 01/31/10-03/27/10	A-97 05/22/10-01/30/10	A-98 05/23/10-07/17/10	A-99 07/18/10-09/11/10	A-100 09/12/10-11/06/10
BC	1.4849	1.4799	1.4502	1.4273	1.4331	1.4416
AB	1.4585	1.4535	1.4235	1.4005	1.4065	1.4155
SK	1.4510	1.4466	1.4184	1.3955	1.4012	1.4084
MB	1.4420	1.4376	1.4060	1.3830	1.3890	1.3980
ON	1.4260	1.4210	1.3910	1.3680	1.3740	1.3830
QC	1.4260	1.4210	1.3910	1.3680	1.3740	1.3830
NB	1.4910	1.4860	1.4560	1.4330	1.4390	1.4480
NS	1.4910	1.4860	1.4560	1.4330	1.4390	1.4490

Farmer Costs

Trend of feed and chick prices in 2010.



Production (Live Kg) Production volumes over the last 10 quota periods reflect the seasonality of consumption whereby it is at its highest level during the summer periods.

Period	Start	End	Ontario	Canada
A-95	12/06/09	01/30/10	64,837,963	199,869,596
A-96	01/31/10	03/27/10	67,826,431	212,088,229
A-97	03/28/10	05/22/10	71,339,073	217,364,053
A-98	05/23/10	07/17/10	70,052,444	216,166,106
A-99	07/18/10	09/11/10	68,587,621	211,435,106

Storage Stocks (Kg)

While the level of national inventories are showing recent declines, they are exhibiting incremental increases in Ontario.

		Ontario	Canada
SEPT	2010	15,674,767	34,251,682
SEPT	2009	14,084,021	36,147,991
OCT	2010	15,289,567	33,171,424
OCT	2009	14,423,299	35,172,443

Sleeves and Levies: A-90 to A-102

Overproduction sleeves and levies have been at the same levels for two years.

Overproduction Sleeves	Overproduction Levy
100% to 104%	No Penalty
>104% to 106%	\$0.50/kg
>106%	\$1.00/kg

Quota Utilization

The heat waves over the summer months contributed to underallocation of production over the last 3 quota periods.

	Ontario	Canada
A-97	100.4%	100.3%
A-98	97.4%	98.7%
A-99	97.6%	98.2%

Quota Facts

YTD as of June 14, 2010

No. of Quota Units Sold	367,256
No. of Transactions	88
No. of New Entrant Farmers	9



CFO serving you better

Earlier this year CFO contracted Ipsos Reid, a market research firm, to conduct a study of farmers and processors satisfaction in working with CFO. Two hundred farmers and 10 processors were surveyed to find out how they rate working with CFO. We asked questions that focused on overall satisfaction, CFO's role in the industry, communications and working with the Field Services and Supply Management Services representatives.

Feedback from farmers and processors will help guide out customer services strategy and training in 2010-11.

If you have any questions about the customer service research, please contact Ray Hinton at 289-288-4204 or ray.hinton@ontariochicken.ca

Communications - Are we ready to do business online?

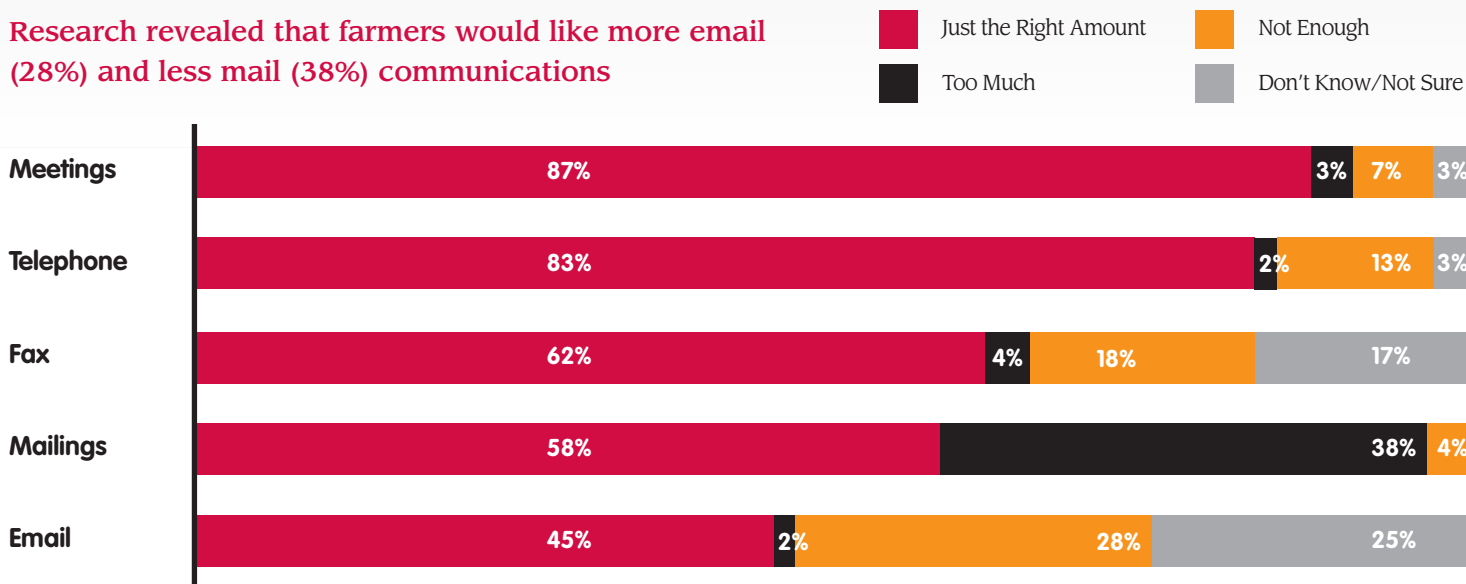
We wanted to understand how farmers currently use different communications in their farm businesses. We asked how many farmers have computers, fax, mail, email to identify opportunities to improve speed and efficiency of information flowing to and from CFO. The results are promising. Over 70% of farmers have access to high speed internet and 79% have a personal email address. There is also strong support for using more email (28%) and less mail (38%) communications .

This all supports CFO's strategy behind CFO Online website revitalization project, which will see more electronic communication and collaboration in 2011.

Field and Supply Management Services Representatives you can count on

The vast majority of farmers are completely satisfied with the services they receive from CFO's Field Service and Supply Management Services representatives. In future, we understand from farmers that we can improve this service through the type and frequency of contact they have with their representatives, but more work needs to be done to understand what additional services and information farmers would like.

Research revealed that farmers would like more email (28%) and less mail (38%) communications



Are your forms complete? Record keeping and filing of forms

The sharing of information between farmers and CFO is a critical part of our collective responsibility to fulfill the requirements of our regulatory environment. Farmers are responsible for ensuring their forms are filled out correctly and filed on time. Your Supply Management or Field Service Representatives can help if you have any questions.

Reminders for filling out Forms 3 and 6

CFO's Supply Management Service staff have identified some common issues or errors made by farmers when filling out Forms 3 and 6. To help ensure you're filling the forms in correctly, we've put together a list of the most common errors found.



Report from the CFO Board

CFO's Policy Framework

Chicken Farmers of Ontario has the responsibility as leader and regulator in the industry to oversee the production and marketing of chicken in Ontario. CFO has two primary accountabilities:

1. **Deliver cost-effective and socially-responsible production of safe, high quality chicken**
2. **Deliver value and sustainability-enhancing solutions for the Ontario chicken industry**

Everything we do as a Board has these goals in mind. The CFO Policy Framework is the foundation of Ontario's chicken business providing us with the rules and guidelines for how we produce and market chicken in Ontario.

We've heard from farmers that a review of our policy framework would help them better understand the business and how the CFO Board responds to emerging issues and works through developing or amending policies and regulations to address them. In response we dedicated time at our Insight Meetings this fall to share the process.

CFO's policy development process flows out of the vision, mission and priorities identified by the Board of Directors through the CFO Strategic Plan 2012.

The decision to engage in the policy development process arises out the need to respond to emerging issues or opportunities facing the industry.

Regular consultation with farmers, processors, government and other industry stakeholders helps CFO monitor issues and identify how best to manage the impact on the industry.

In many cases this process will end up in policy development or, in other cases, the Board may decide to manage it a different way. For example, the recent work to help farmers understand their obligations through the Occupational Health and Safety Act is purely a communication and education initiative, not one where CFO policy comes into play.

CFO's Policy and Regulations provide the framework for the entire Ontario chicken industry and while the process at times moves more slowly than we would all like, it's important to understand that development of policy requires moving the entire industry forward. Careful consideration and consultation take time.

Other areas of the business we've decided as a Board to address in the future are:

- Reviewing the potential for a New Entrant program
- Reviewing the current Market Development program
- Developing an Ontario Growth Strategy
- Addressing the growing opportunity for specialty markets

Policy development process

CFO Strategic Plan

Identify the Opportunity or Challenge



Board of Directors
Decision to Proceed



CFO Staff Conduct Research,
Analysis and Consultation



Board Committees Develop
Opinions and Recommendations



Board of Directors
Preliminary Decision



Consultation



Final Board Decision

The policy development process, driven by CFO's vision and goals follows a process of research, evaluation and consultation.

To view all of CFO's Policies and Regulations visit www.ontariochicken.ca, click on 'Farmer Resources'. If you have any questions about the policies, please contact Chris Horbász at 289-288-4205 or chris.horbasz@ontariochicken.ca

Flock Production and Marketing Form 3:

- Your producer file number
- Form 3 Date should be the actual date of completion (not the placement date)
- The correct Quota Period
- Production Schedule Id #
- Hatchery Information
- Your producer signature

Flock Production and Marketing Form 6:

- Your Producer File Number
- The correct Quota Period
- Catching/Loading time – indicate time, circle a.m. or p.m., and include date
- Production Schedule Id #
- Correct number of Crates and number of Chickens per crate
- Processor details and driver's signature
- Your Producer signature



Prepare, Practice & Improve

Learnings from the Ontario industry disease simulation help CFO improve Infectious Poultry Disease Isolation Policy

In June of 2010, the Feather Board Command Centre (FBCC) participated in a disease simulation exercise to assess how well the industry can manage the response to a poultry disease situation.

Locating Farms

The ability to quickly identify and locate farmers emerged as one of the key issues from this exercise. The need to locate the farm(s) within a 3km or 10km zone of the suspected farm is critical to minimizing the potential for the disease to spread. In some cases, not all of the necessary information was available to CFO and this made locating farms difficult. To improve our response in the future, CFO is working to obtain the fire number, GPS coordinates and premise I.D. number for every registered farm in Ontario.

What To Do In The Case Of An Outbreak

Understanding roles and responsibilities of farmers and CFO staff during an outbreak is critical. Since the simulation, CFO has updated the Infectious Disease Isolation Policy to ensure farmers understand their responsibilities during a response to a potential disease outbreak.

Farmer Responsibilities:

- Consult immediately with a qualified veterinarian
- Immediately notify the Board of the infectious poultry disease concern
- Restrict movement to and from the farm as much as possible and try to conduct activities through non-contact methods
- Use the visitor log book to record all movement on and off the farm
- Establish a visible barrier and post signage indicating that the farm is under heightened biosecurity.

CFO Responsibilities:

If there are grounds to believe that an infectious poultry disease is present at a farm, the Board may request or direct that the farm be isolated and may request or direct that CFO Field Service

Representatives, along with emergency response equipment, enter the farm in order to assist with the isolation and biosecurity efforts.

"The simulation revealed some confusion that exists around what a farmer is responsible for doing if they suspect a disease outbreak on their farm" explained John Neil, Manager, Food Quality and Risk Management, CFO.

"If an outbreak should ever occur it's critical that everyone know their role and responsibilities so we can work together to contain and minimize the impact."

To view the complete policy please visit www.ontariochicken.ca and look under the Farmer Resources section.

CFO Hosts Insight 2010 – Fall Regional Meetings for Farmers & Industry Partners

Chicken Farmers of Ontario completed fall Insight 2010 meetings attracting over 200 farmers and industry partners. Our goal through these meetings is to share valuable and relevant information and, importantly, continue to build relationships with farmers and the industry. Each district in Ontario is supported by a District Team made up of a Board Director, District Committee Representatives, Field Service and Supply Management Service representatives who are dedicated to supporting farmers and the industry. These teams were present at the Insight Meetings with the goal to meet, engage and provide a higher level of service to farmers and the industry.

Thanks to District Committee Representatives Henk Lise (D4), John Kassies (D2) Joe Metcalfe (D1), Mike DeWeerd (D7) and Scott Buchan (D8) for their time and input into the agenda.

We'd like to thank all attendees. We hope you'll continue to find these meetings valuable and provide feedback on how we can continually improve them. For those who are unable to attend, you can view all presentations at www.ontariochicken.ca

Thanks for your feedback! We'll continue to look for ways to improve these meetings in the future.

Here's what farmers had to say about Insight 2010 Meetings:

Good information about forms and on-farm worker safety

I'd like to see more farmers attend these meetings

Good meetings but I think hosting them once a year is enough

I thought the presentations were well done and surprisingly interesting

I'd like more information about allocation and World Trade negotiations



OFFSAP Policy Update - Penalties and cost recovery charges for non-compliance

Previous	Changes/Updates
A. Cancellation of Audit \$ 500.00 recovery cost charge	A. No change – still @ \$500.00
B. Two or more farm visits for same CA – Initial sum was \$ 250.00	B. Two or more farm visits for same CA – sum is now \$ 350.00
C. Triggered Audit: No amount	C. Triggered Audit: New amount is \$ 575.00
D. Valid complaint: No amount	D. Valid Complaint: Amount \$ 500.00
E. Each Follow up for complaint: No amount	E. Each visit to resolve complaint CA \$350.00
F. An initial crop quota reduction of 1000 kg and a further 1000 kg every 30 days the non-compliance for: - Failure to pay a cost recovery invoice by the specified date	F. An initial crop quota reduction of 1000 kg and a further 1000 kg every 30 days the non-compliance continues for the following: - Failure to pay a cost recovery invoice by the specified date - Failure to submit records or information by the specified date on a written Corrective Action request - Failure to submit complete records for a “Records Assessment”, “Self Declaration” or schedule an “Audit” by the specified date
G. Failure to comply with the OFFSAP Policy, initial 1/3 crop quota reduction and 1/3 crop reduction over the following two quota periods if the non-compliance continues	G. No change

A message from our CEO – Rob Dougans

In our CFO Strategic Plan 2012: Our Plan for Success that was shared with all farmers, industry and government earlier this year, CFO committed to becoming a recognized leader in food quality, farm safety and on-farm best management practices in our broiler chicken industry.

To achieve this goal, this month CFO announced a significant restructuring and strengthening of our Food Quality, Operations and Risk Management team led by Dr. Gwen Zellen. This new leadership team is focused on 1) protecting business continuity through proactive, positive risk management, 2) optimizing field performance with continuous improvement, and 3) ensuring business integrity through relevant regulations and by ensuring compliance.

Please join me in recognizing a CFO veteran - John Neil in his new role as Manager- Food Quality and Risk Management, and by

welcoming Phil Alyea to CFO as Manager- Field Operations, and Sandy Roulston to CFO as Manager- Regulations and Chief Compliance Officer. This is a strong, experienced and motivated leadership team.

Moving forward into 2011; Gwen, John, Phil and Sandy will lead and support a high performing organization by building expertise, via effective knowledge-sharing, and delivering a focused and consistent approach to creating real business value with our farmers and primary processors.

Over time, by living our Strategic Plan, we are committed to leading our Ontario broiler industry to higher standards and performance. Working with all CFO staff, our leaders will focus to delivering better results through process initiatives and discipline; by developing and implementing performance metrics and controls in all critical processes; by ensuring we have

data driven - consistency in all we do, and by driving better productivity via leveraging technology.

As I reflect on 2010 and look forward to 2011, we see strong business improvement continuing. Strategic initiatives are well underway, focused on value creation: in growth, quality, customer service, positive industry relationships and issue resolution. We're very pleased with our momentum and believe there's still much to do!