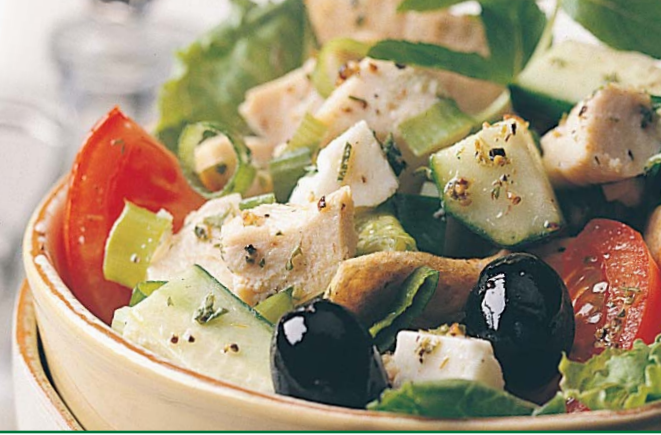




Chicken Farmers of Ontario

The Chicken Page



A RELIABLE SOURCE OF INFORMATION
FOR ONTARIO'S ELECTED PROVINCIAL AND FEDERAL MEMBERS

The Chicken Page is produced by Chicken Farmers of Ontario (CFO), and is written specifically for Provincial and Federal Members who represent the people of this province. Chicken is one of the most dynamic sectors in the Ontario and Canadian agri-food industry, and we encourage all elected Members to become more aware of its successes and to understand its challenges. Chicken Farmers of Ontario sincerely hopes that The Chicken Page will interest you as an elected representative and consumer.

Minister of Health Salutes Ontario's Chicken Farmers



"Ongoing Challenges, Ongoing Successes" – that was the theme of this year's Annual General Meeting, held at the Doubletree International Plaza in Toronto. A highlight of the day's events was the appearance by The Hon. Tony Clement, who gave his first major speech as Canada's Minister of Health.

"As chicken farmers," the Minister said, "you represent the front lines of the war on avian flu and I'm here today to salute the tremendous work you're doing in that regard. You are leading the way in terms of implementing biosecurity measures at the farm level and reporting signs of disease early on to authorities."

The Minister went on to state that Health Canada, the Public Health Agency of Canada, and the Canadian Food Inspection Agency are working collaboratively with international partners such as the World Health Organization (WHO) and the Food and Agriculture Organization of the UN to monitor avian influenza trends and developments on a daily basis.

"Canada," Minister Clement said, "is recognized as a world leader in pandemic planning. Our flu experts have been working together for more than a decade on a national pandemic influenza plan."

Released in 2004, the WHO regards it as a model for other countries to follow. It is in the process of being updated, and will be re-released later this spring.

The Minister went on to say that Canada is the first country in the world to have a contract with a domestic vaccine manufacturer to produce a pandemic vaccine once the new strain has been identified.

"Does this mean we're done with our planning and we just wait and see? Absolutely not. In many ways the planning has just started, and I am committed to supporting the Public Health Agency and my cabinet colleagues who have a responsibility to help protect the health and safety of Canadians."

The international nature of the threat of avian influenza, the Minister said, adds a critical element to how we address it. "One of the lessons of SARS was that it's not enough for us to – if you'll pardon the pun – simply have our own ducks in a row; we have a vested interest in helping other countries to effectively manage theirs, too."

Referring to the cancellation of the Poultry Show at last year's Royal Agricultural Winter Fair, Minister Clement applauded CFO's decision to collaborate with other industry and government stakeholders in order to develop a public education program to address misconceptions amongst both consumers and the media.

"The very existence of the CFO," he said, "speaks to your recognition of and commitment to collaboration. The avian flu threat clearly demands a cooperative approach from all of us. Canadians should be encouraged by the fact that you've been solving industry problems together for more than four decades."

Supply management, he noted, not only protects the safety of a critical part of Canada's food supply, but makes it harder in every way for avian flu to gain a foothold in Ontario.

In his concluding remarks, the Minister pledged to use every opportunity to raise awareness about what Ontario chicken farmers are doing to ensure the safety of Canada's chicken supply.

"Unfortunately," he said, "we likely can't prevent avian flu from crossing Canada's borders. But we can certainly enhance our ability to detect it and contain its spread. Thank you for doing your part."

A New Face at CFO: Toni Wells



Chicken Farmers of Ontario is pleased to welcome Antoinette (Toni) Wells to the senior management team as Director, Policy and Government Relations.

Before joining CFO, Toni operated a management consulting business specializing in strategic planning, public affairs and corporate communications.

She credits her executive management skills to a very challenging career in the Ontario public service, where she held senior positions with the Ontario Ministries of Agriculture, Economic Development and Trade, Environment and Energy, Cabinet Office and Tourism and Culture. She was also Executive Director and

Secretary of the Board of Sheridan College Institute of Technology and Advanced Learning.

Toni received her degree in political science and economics from York University in Toronto, where she has lectured on environment and energy policy. She currently serves as Vice-President of Burlington Counseling and Family Services Agency and is an active member of the Boards of Burlington Arts Centre, Tourism Burlington and the RBC Festival of Classics.

The Board of Directors and Toni's staff colleagues are excited about her arrival and look forward to the tremendous contribution she will make on behalf of CFO and supply management in general. We are pleased to welcome Toni Wells to the Ontario chicken industry.

Ontario Government Confirms Support for Supply Management



Maria Van Bommel, MPP for Lambton-Kent-Middlesex and Parliamentary Assistant to Ontario's Minister of Agriculture, Food and Rural Affairs, opened CFO's

Annual Meeting with greetings from The Hon. Leona Dombrowsky.

"Ontario's chicken industry," she said, "and the supply management system that supports it, are extremely important to our province's success. And we need to preserve that. Minister Dombrowsky went to Hong Kong in December to represent our

interests at the World Trade Organization talks – to make sure that there was no doubt, in anyone's mind, that supply management is crucial to this province."

Ms. Van Bommel assured the audience that the McGuinty Government will continue to support Ontario's supply managed sectors. "We will continue," she said, "to urge the Federal Government to pursue a balanced approach to these international talks. To be successful, future talks must meet the needs of Ontario's producers."

In conclusion, Ms. Van Bommel stated that government and industry stakeholders are all working to strengthen and protect Ontario's reputation for safe, high-quality food.

"Working together as partners," she said, "we will meet the challenges ahead and build on the foundations of our success."

Meeting the Challenge



CFO's Communications department, in association with Timeline Communications, has produced a three-minute educational video showing the precautions chicken farmers take in order to protect their birds. The video, called "Meeting the Challenge," was played at the Annual Meeting

in March and was well-received. As CFO Board Director Tom Beischlag said when introducing the video, "We believe we have a good story to tell when it comes to biosecurity and taking precautions, and we are proud to tell it."

CFO plans to use this video and others like it at schools and fairgrounds across the province. Our thanks to producer Les Keczan of Beamsville, Ontario for taking part in the video and letting us film on his farm. "Meeting the Challenge" can be seen on the CFO website at www.cfo.on.ca.

Chicken Farmers of Ontario

P.O. Box 5035 3320 South Service Rd.
Burlington, Ontario L7R 3Y8

Phone: (905) 637-0025 Fax: (905) 637-3464

Web site: www.cfo.on.ca



Chicken Farmers of Ontario