



Young or Old, Big or Small, Supply Management Helps Us All

January 13, 2017 Aline Porrior

It's #FlashBackFriday – this week, let's take a look at the misconception that supply management only serves established farms; in reality, the system supports new farmers too!

Supply management exists for two purposes: to provide Canadians with a steady supply of high-quality chicken and to provide hard-working Canadian farmers with a stable return for their work. It does not exist to create an exclusive group of old farms or barriers to entry for the industry.

In fact, the opposite is true: the system has numerous methods in place to support those who are new to farming. Supply management in the chicken industry is maintained by provincial marketing boards, and many of these boards have “new entrant programs” designed to help new farmers get started.

These new entrant programs ensure that farmers just starting out will not be placed at an unfair disadvantage, while also ensuring that innovation and efficiency is not compromised for larger enterprises. It's a win-win situation, as supply management ensures that both large and small farms are able to recoup their costs of production.

It is true that investment in quota can be significant. But this is true for many stable and profitable businesses, from franchise or taxi licenses to other areas of farming, which may require an investment of millions of dollars in land and capital goods just to get started.

It's about good business, not big business, as supply management provides for all Canadians.

Thanks to their investment in supply management's stability, these new farmers are then able to reinvest in their communities with confidence. And this delivers dividends for the rest of Canada: the chicken industry alone sustains over 87,200 jobs!

It's clear that supply management is important to this country, and it is definitely worth preserving. The system keeps Canadian jobs in Canada and ensures that the chicken we eat is raised by a Canadian farmer.

Next time you're at your local grocery store, ask for chicken sold under the label "Raised By A Canadian Farmer" – this will guaranteed that you buy fresh, high quality, affordable chicken for you and your family.