



Alberta



Chicken
PRODUCERS

2019

August Newsletter

Tribute to Wendy Jevne

It was with extreme sadness and heavy hearts that we informed Producers and our industry partners of the passing of our dear team member and friend, Wendy Jevne. Wendy passed away surrounded by her family and loved ones on July 9, 2019.

Wendy served as Alberta Chicken Producers' Bookkeeper for over 15 years with exemplary humility, diligence and devotion. She was an integral member of our team and will be dearly missed.

We remain in contact with the Jevne family and will continue to extend our heartfelt prayers of comfort and healing to them during this difficult time.



Farewell for Twila Martin

On July 16th, we bid farewell to a valued friend and colleague, Twila Martin; and celebrated her many years of dedication and passion in serving our organization. Twila brought tremendous enthusiasm, creativity, humour and fun to our team and to serving our producers and industry partners for over eight years - and she will be greatly missed!!

While this has been sad news for us, we are happy for Twila and wish her all the best.



Staff Announcements

Celebrating 10 Years!

Written on July 19, 2019

Today is a special day for both the Alberta Chicken Producers' (ACP) Board and Staff that I think is important to acknowledge - 10 years ago, Karen joined ACP as Executive Director! In those 10 years, there have been many peaks and a few valleys and through it all, Karen has remained steadfast in her commitment to us at ACP and to the industry that she clearly loves.

As Board members, *"Karen, we truly appreciate your wise counsel, strategic leadership and the smooth and effective operation of ACP as we all work together to achieve our strategic priorities on behalf of all our producers and industry partners."* ACP is recognized as a leading organization in the chicken industry both provincially and nationally which is a true testament to Karen's leadership.

So on behalf of the Board and the Staff at ACP and all our producers Karen, I want to congratulate you on 10 years of remarkable dedication, service and commitment to our industry!

Jason Born

Chair, Alberta Chicken Producers



Bookkeeping

We are pleased that Rita Cherniak has assumed the role of Bookkeeper for ACP. Rita has been a valued member of our team for over four years, providing project assistance to ACP and bookkeeping support for the past six months. We appreciate her commitment and are thrilled to have her take on the bookkeeping role on a permanent contract basis.



Administrative & Logistics Coordinator

ACP is recruiting for the position of Administrative and Logistics Coordinator, and we are aiming to fill the position by mid-September.



A-159 & A-160 Allocation

The allocation for A-159 was set by the Chicken Farmers of Canada (CFC) Board of Directors on June 27, 2019. A-159 allocation was set at +3.5% nationally. For Alberta this represents 4.21% over the adjusted base.

A-159: September 29, 2019 to November 23, 2019

Utilization: 111.62%

Domestic Kg: 26,241,103 (live) 19,295,083 (evis)

Market Development Kg: 950,000 (live) 698,535 (evis)

The CFC Directors were unable to reach a consensus on the allocation for Period A-160 (November 24, 2019 to January 18, 2020), and allocation for Period A-160 will be set at the CFC summer meeting in Saskatoon on August 13, 2019.

Provincial Over-Marketing Assessment

Following CFC's audit of Alberta's production for periods A-150 to A-153, Alberta was assessed an over-marketing levy under CFC's Monitoring and Enforcement Policy for the A-152/A-153 Audit Period. This assessment was rendered to ACP on June 27, 2019, and the total amount levied to Alberta was \$66,000. This is the first time in the recorded history of ACP that Alberta has been assessed an over-marketing levy for production in excess of allocation.

Under CFC's Monitoring and Enforcement Policy, all provinces are audited every four consecutive A-periods on their provincial production versus allocation for each Audit Period. An Audit Period is defined as two consecutive A-Periods, even followed by odd. In this case, A-152 and A-153. Should a province's actual production exceed its allocation by more than 102% for the Audit Period, the province is assessed an over-marketing levy of \$0.44/kg for every kilogram marketed in excess of 102%, and \$0.88/kg for marketing's in excess of 104%.

As Alberta's production performance for the A-152/A-153 Audit Period was 0.28% over the 102% sleeve, Alberta was assessed this over-marketing levy. Monies received by CFC under the Monitoring and Enforcement Policy are used for purposes of promoting the marketing of chicken (such as CFC's *Raised by a Canadian Farmer* branding strategy).



Amendments to Leasing of Quota Policy and Production Sleeve – Effective A-161

Background:

The purpose of the Leasing of Quota Policy is to serve as a management tool for producers to maximize the use of production facilities, respond to production issues and to ensure quota is fully utilized.

In 2018, the timeframe for leasing-in of quota was extended from 28 to 35 days after placement on a piloted basis for Periods A-149 to A-155; and metrics were established to evaluate the impact of the piloted Policy change.

Those metrics and targets were:

1. Provincial Quota Utilization: target of 100%,
2. Average Quota Lease Price: no change to price (stable),
3. Lease Pool (Average Lease volume per A-Period): remains at or above baseline, and
4. Lease Floor: at or above baseline.



Analysis:

In late May, the Production Committee met with processors to review Alberta's utilization performance and to assess the piloted extension of the timeframe for leasing-in of quota. The following table summarizes the baseline metrics and final results vs. target collected:

METRIC & TARGET	BASELINE (pre-A-149)	POST PILOT RESULTS (post-A-155)	Result
Quota Utilization: <i>100%</i>	100.40%	101.20%	+0.80% vs target
Avg. Lease Price: <i>no change</i>	\$0.29 per kg	\$0.29 per kg	Target met
Lease Pool (Avg per A-Period): <i>remains at or above baseline</i>	4.545 Mkgs	5.733 Mkgs	Target met (pool increased)
Lease Floor: <i>At or above baseline</i>	2.5 Mkgs	2.5 Mkgs	Target met (no change)

The Committee met again to further evaluate tools and options for optimizing production, and in July the Committee presented its analysis to the Board.

In addition to presenting the measurable outcomes above, the Committee also noted that:

- A high growth environment existed for the duration of the pilot, however, the industry is moving into a more moderate growth environment.
- During the time of the pilot, available barn capacity in the province increased by 8.03% to over 30 Mkgs per 8-week cycle.
- The window change from 28 days to 35 days has been an effective tool for managing production (i.e. effects of withdraw of category II antibiotics, changes in breed, etc.) and lowering the magnitude of under-production.
- Keeping the timeframe for leasing-in within the National A-Period maintains the orderly marketing of chicken, ensuring that leasing remains a management tool and not a balancing tool.

At our July 23rd Board meeting, the Board discussed the Committee's analysis and determined to extend the timeframe for Leasing-In under the Leasing of Quota Policy to 49 days after placement and, at the same time, to reduce the Production Sleeve for over-marketing from 107% to 105%.

These changes will take effect at the start of Period A-161 (January 19, 2020), and our Committee will continue to assess and evaluate the impact of these changes on Alberta's utilization performance on a regular, ongoing basis.

CFC's AMU Reduction Strategy

Thank you to all producers and industry stakeholders who completed CFC's stakeholder survey for the Category III reassessment. As part of CFC's antimicrobial use (AMU) reduction strategy, this re-assessment is aimed at obtaining input on 1) the impacts of the Category II elimination, and 2) the Canadian chicken value-chain's level of preparedness for the elimination of the preventive use of Category III antibiotics by the end of 2020.

Your input is valuable to this process and we will continue to keep you posted on the strategy in the months ahead.



Pathogen Reduction Initiatives– What You Need to Know

Over the last few years, there has been significant external pressure mounting regarding pathogen reduction (Salmonella in particular) in poultry, and CFC has been actively engaged with the government on this. Enclosed with this newsletter is important information for chicken producers on this issue and initiatives the industry is undertaking. We will continue to keep you updated on these initiatives; and, as always, please don't hesitate to contact our office if you have any questions.

Successful Southern Alberta Quality Brooding Workshop

A lively Quality Brooding Workshop was held at Anno Bylsma's farm near Coaldale in late July. The group of 20 came with plenty of questions and stimulated discussion with their perspectives on what works and what doesn't in brooding, environmental management, and disease control.

New this time was the chance to be in the barn a few days after placement to discuss how the brooding set-up was working and how it compared to other farms. Brooding demonstration zones were set up to show the impact of ideal and less than ideal feed availability at chick placement. We looked at weight, uniformity, and crop fill of birds with on the chick paper. We were able to show clear weight differences between the groups. Having not enough feed available on the chick paper can hurt early growth and, by extension, early gut and immune system development.

We also learned about taking our crop-fill assessments to the next level by adding an additional level of scoring (0 = empty crop, 1 = some crop fill, 2 = full crop). The value of crop-fill scoring was shown in our assessment of chicks with less feed available on the chick paper, where numerous birds had only some food in crop. We already pick up chicks to feel the crop area with our thumb to test for the presence of feed in the first days chicks are on-farm, so adding this extra level of crop-fill scoring provides the ability to fine-tune management with no additional work.

Our speakers were Darko Mitevski from Poultry Health Services, Rob Renema from Alberta Chicken Producers, and, pulled from retirement, Ken Rice from Maple Leaf. As a wonderful gesture to the Alberta broiler industry, Ken donated his personal set of barn environmental measurement tools to ACP for use in future workshops and in producer training!



Thank-you to the producers who took the time to learn about how the modern broiler is affected by feed, environment, and health status in the first week. We appreciate all of our guest speakers and the contributions they make to the workshop in both their presentations and in the many side discussions. We would also like to thank our workshop host, Anno Bylsma, for allowing us into the barn with his young flock and for helping with logistics for setting up the brooding demonstration zones and the meeting room. Brenda Reimer from AAF, representing the Poultry Research Centre, was also an important contributor to the success of the workshop.



If you have broiler industry questions that you would like to know more about, let Rob Renema at the ACP office know (780-488-2125). It may end up being a theme in a future workshop!

Community & Events

Save On Foods

On Saturday June 22, Alberta Chicken Proud, Tara deVries was on hand at the grand re-opening of Save-On Foods Ellerslie Road in Edmonton. Tara, along with employee David, handed out free samples and answered consumers' questions.



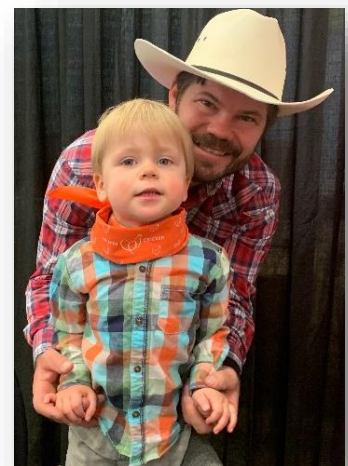
Calgary Stampede

Calgary Stampede ran from July 5 – 15 and Alberta Chicken Producers' were well represented!

A huge thank-you to George Hofer for setting up and tearing-down our booth, as well all of the wonderful producers who volunteered.

2019 Volunteers:

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|----------------------|--------------------|--------------------|
| • Rob Van Diemen | • Harry Voorhorst | • Frank Walters |
| • Candace Van Diemen | • Joanne Voorhorst | • Peter Walters |
| • Claudia Van Diemen | • Adri Both | • Barbara Walters |
| • Julian Van Diemen | • Gerda Both | • Benjamin Walters |
| • Arnold Teunissen | • Rick Both | • Anke Wierenga |
| • Joanne Teunissen | • Mark Both | • Jan Weirenga |
| • Theo Bruning | • Arwin Both | • Evan Wierenga |
| • Claudine Bruning | • Peter Both | • Avery Wierenga |
| • Kaiden Bruning | • Danielle Both | • Indy Wierenga |
| • Emma Bruning | • Francis Torallo | • Harm Schipper |
| • Madison Bruning | • Hardy Sagun | • Dee Schipper |
| • Tinie Brink | • Tyson Both | • Lia Schipper |
| • Ellen Brink | • Diesel Both | • Larry Hofer |
| • Madelyn Brink | • Erna Ference | • Sandra Hofer |
| • David Brink | • Byron Ference | • Leona Hofer |
| • Julius Hofer | • George Hofer | • Lorraine Hofer |
| | • Kevin Hofer | • Heidi Hofer |



2019 Premier's Breakfasts

On Saturday July 6th, ACP Chair, Jason Born and Vice Chair, Dennis Steinwand attended the Calgary Conservative Stampede BBQ at Heritage Park. On Monday, July 8, Jason along with ACP Director, Christian Guenter also attended the Calgary Stampede Premier's Breakfast. Both events were excellent opportunities to interact with provincial and national elected officials.



SM5 Farmers with Premier
Jason Kenney



Red Deer North MLA and
Alberta Minister of Education
Adriana LaGrange with Jason &
Christian



Alberta Agriculture & Forestry
Minister, Devin Dreeshen, took
time off of cooking duty to chat
with Christian and Jason



Alberta Premier, Jason Kenney, Jason
and Dennis at the Calgary Conservative
BBQ



Leader of the Conservative Party,
Andrew Scheer, Jason and Dennis

On Thursday July 18, 2019 ACP Director Henk Schuur, his daughter, Liane, and granddaughter Lily Molitor, attended the annual KDays Premier's Breakfast in Edmonton



Premier Jason Kenney with SM5 Farmers



Hinke, Annelies and Emilie Therrien, Premier Jason Kenney, Lian and Lily Molitor

On July 19, 2019, Alberta Chicken Producers' Executive Director, Karen Kirkwood and Marketing and Communications Specialist, Maria Leslie attended the Northern Alberta Conservative BBQ. *Photographed to the right with Dane Lloyd MP Sturgeon River – Parkland.*



Upcoming Meetings and Events

August 11 -14: CFC Summer Meeting
September 4: Board Meeting
September 11: CFC Provincial Board Managers Meeting
September 19-20: Strategic Planning
October 1-3: CFC Meeting
October 8: Board Meeting
October 9: Industry Advisory Committee Meeting
November 13: CFC Provincial Board Managers Meeting
December 4-5: CFC Meeting
December 13: Board Meeting

Regional Meetings
October 29: Lethbridge
October 30: Red Deer
October 31: Edmonton

Market Stats



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Artichoke Chicken Breast

Serves 4 people
Prep Time: 15 minutes
Cook Time: 25 – 30 minutes
Total Time: 45 minutes

Recipe adapted from Pinterest: <https://www.plainchicken.com/2017/03/artichoke-chicken.html>

Ingredients:

- 1 cup bottled Italian dressing
- 4 skinless, boneless chicken breast halves
- 2 tbsp. olive oil
- 1 – 15 oz. can artichoke hearts, drained and chopped
- $\frac{3}{4}$ cup grated parmesan cheese
- $\frac{3}{4}$ cup mayonnaise
- $\frac{1}{4}$ tsp garlic powder

Instructions:

1. Marinate chicken breasts in Italian dressing for a few hours or overnight
2. Preheat oven to 375 degrees.
3. Heat olive oil in non-stick skillet over medium-high heat. Remove chicken from marinade and cook 2 minutes per side. Place chicken on non-stick foil-lined baking sheet.
4. In a medium bowl, mix together chopped artichoke hearts, Parmesan cheese, mayonnaise, and garlic powder. Spread the artichoke mixture evenly in top of the chicken.
5. Bake for 25 to 30 minutes , until juices run clear.