



2019

Alberta  Chicken



October Newsletter

Fall Regional Meetings

The Regional Meetings are only a few short weeks away. Meeting documents are included with this Newsletter and include:

- Regional Meeting Agenda
- 2018-19 Fiscal Year Financial Projection

Strategic Planning

Alberta Chicken Producers' Board and Executive Director held their annual Strategic Planning retreat on September 19-20, 2019.

Representatives from the Alberta Hatching Egg Producers Board and our three major processors attended the first day of the retreat to provide input into the establishment of priorities for the second year of ACP's 3-Year Strategic Plan.

ACP's updated Strategic Plan will be presented at our upcoming Regional Meetings on October 29 – 31, 2019; and a final copy will be posted on our website shortly thereafter.

A-161 & A-162 Allocation

The allocations for A-161 and A-162 were set by the Chicken Farmers of Canada (CFC) Board of Directors on October 1, 2019. The A-161 allocation was set at +3.0% nationally. For Alberta this represents 3.63% over the adjusted base.

A-161: January 19, 2020 to March 14, 2020

Utilization: 109.87%

Domestic kg (Alberta): 25,878,490 (live) 19,051,744 (evis)

Market Development kg (Alberta): 825,000 (live) 607,365 (evis)

The A-162 allocation was set at +2.5% nationally. For Alberta this represents 3.03% over the adjusted base.

A-162: March 15, 2020 to May 9, 2020

Utilization (Alberta): 109.46%

Domestic kg (Alberta): 26,250,708 (live) 19,325,771 (evis)

Market Development kg (Alberta): 775,000 (live) 570,555 (evis)



CFC's AMU Reduction Strategy – You're Input is Valued & Needed!

Chicken Farmers of Canada's (CFC) antimicrobial use (AMU) reduction strategy is a step-wise approach to eliminating the preventive use of antimicrobials of human importance (Category I-III).

Thank you to all producers and industry stakeholders who completed CFC's first stakeholder survey for the Category III re-assessment in June 2019. 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.

CFC is conducting a second survey as part of this reassessment, and your input is valuable to this process! Please follow this link to provide your input: <https://www.surveymonkey.ca/r/FallCategoryIII>. We will continue to keep you posted on the strategy in the months ahead.

Salmonella prevalence survey kicks off in January:

Chicken Farmers of Canada (CFC) is set to begin a national Salmonella prevalence survey in the New Year. The main objective is to determine the on-going monitoring and mitigation needs that are appropriate for Canadian chicken farms in the future. Here's some background information about why this decision was made and what the survey will entail.

As mentioned in a previous newsletter, the government, led by the Public Health Agency of Canada, has placed a high priority on reducing Salmonella-related illnesses among Canadians. The priority placed on this issue is based on the increasing rate of illness over the last 10+ years, with several outbreaks of Salmonella illness across the country linked to raw chicken. The Canadian Food Inspection Agency (CFIA) took steps last year to mandate maximum Salmonella levels in frozen raw breaded chicken products. However, the federal government has made clear its concerns about Salmonella in all types of poultry products.

This issue will remain a high priority for government for the foreseeable future, and this is also reflected in CFC's work, where pathogen reduction was designated as a critical priority for the organization in 2019. As such, much of 2019 was spent working with supply chain members (broiler breeders, hatcheries, and processors) to determine the best way forward for the chicken industry to address this. Each sector is taking additional steps to address pathogen reduction, and for chicken farms, a decision was made in August by CFC Directors to begin a national Salmonella prevalence survey.

The survey will be conducted on approximately 10% of farms across the country (based on a standardized sample size calculation), with samples being taken in every province throughout the entire year to account for seasonality. Each provincial board will determine the personnel who will be taking the samples and will be responsible for ensuring confidentiality of data; farms will only be identified by confidential identifiers and only aggregate results will be reported.

Further detail regarding the surveillance in Alberta will be provided in ongoing communications with producers and at our upcoming Fall Regional Meetings.



Communications efforts

Another major component of CFC's work on pathogen reduction involves increased communications to consumers about safe food handling practices. We recognize that farmers and other supply chain members all have a role to play in reducing pathogens, but consumers also have an important role at home.

Communication efforts will be increasing over the next year to get the message out to Canadians about the importance of proper handling and cooking of chicken to avoid any chances of foodborne illness. This will involve increased food safety messages online and through our various social media channels and may also feature on traditional media like radio or TV. Stay tuned to CFC's social media channels and share these with your networks as well.

Facebook: @chickenfarmers ~~ Twitter: @chickenfarmers ~~ Instagram: @chickendotca

2019 Federal Election

FEDERAL ELECTION: MONDAY OCT. 21, 2019

As a producer, don't underestimate the role you play in engaging in government relations at a grassroots level. Please reference the Producers' Only Portal on the Alberta Chicken Producers website for resources to support you in making a difference.

What you'll find:

- CFC Election Website Information
- SM5 Election Readiness Toolkit
- SM5 Pre-Election Webinar Recording
- Key Messages

With only one week to go to the election, we challenge you to identify one action that you will undertake in support of our grassroots government relations efforts. To help you find an action you're comfortable undertaking, please refer to the "Ways to Connect" section of the toolkit or contact our office.

Several Alberta Chicken Producers have hosted elected officials on farm tours:

L-R: Sam Guenter, MP Earl Dreeshen, Christian Guenter





L-R: Don Sundgaard, MP Martin Shields,
Trent Sundgaard

Mitigation announcement for poultry and egg farmers

Canada's poultry and egg farmers are disappointed the details of new programming to mitigate the impact of the Comprehensive and Progressive Trans-Pacific Trade Agreement (CPTPP) on poultry and egg farmers were not released before the dissolution of Parliament.

The Agriculture and Agri-Food Poultry Working Group was convened in December 2018 and the group has been working alongside government officials to reach a favourable outcome, with final impact estimates provided in March 2019 and detailed recommendations on programming presented in April to government.

In the case of the poultry and egg sectors—flexibility in the mitigation programs or measures is important as it allows us to best address the unique nature and dynamics of the egg, chicken, turkey and hatching egg sectors.

We were pleased to hear the government commit to giving no additional access to the dairy sector in future trade agreements. Going forward, this same commitment must apply to our sectors, as the government has pledged.

The federal government has promised full and fair compensation for all poultry and egg farmers affected by recent trade deals, as clearly indicated in the 2019 Federal Budget. We were disappointed to have been informed by officials on September 3, 2019 that an announcement on programming will be postponed until after the election. We had expected the government to deliver this outcome prior to the writ being dropped, and we urge the new government to build on the work that has taken place immediately following the election

Our focus remains on programs and initiatives that ensure the long-term sustainability and competitiveness of our sectors. Canada's poultry and egg sectors represent 4,500 farmers and more than 127,500 jobs in Canada. Our industries are diverse, and make a sizable contribution to the Canadian economy. Our focus is on programs and initiatives that strengthen the long-term health of our overall sector, allowing our farmers to continue to deliver the made-in-Canada products that Canadians want and love.

Too Much or Too Little Litter Moisture Causes Problems: How do you get it Just Right?

Correctly managing litter quality can promote broiler health and boost performance. Broilers do not perform to their genetic potential in a poor environment. The quality of the in-house environment is highly dependent upon litter quality. The litter environment is ideal for bacterial proliferation, ammonia and odour production. The two factors that influence litter conditions most are manure and moisture. The manure portion is largely out of a grower's control; however, growers can and must control litter moisture.

The link between excess moisture in the litter and footpad and hock condition is well known; but wet litter can also increase incidence of breast blisters, skin bums, scabby areas, bruising, condemnations and downgrades. The wetter the litter, the more likely it will promote the proliferation of pathogenic bacteria and molds. Wet litter is also the primary cause of ammonia emissions, one of the most serious performance and environmental factors affecting broiler production today. Controlling litter moisture is the most important step in avoiding ammonia problems.

The negative effects of very dry litter are less understood. Litter that is too dry and dusty can cause dehydration of new chicks, respiratory disease and increased condemnations. One of the biggest risks, however, is that it can lead to improper cocci cycling and therefore a flock at high risk for an outbreak of coccidiosis. To ensure sporulation can occur, which is necessary for vaccine effectiveness, a minimum of 20 to 25 percent litter moisture content is required. Too much moisture, however, can cause excessive sporulation challenging birds. Moisture levels will be higher under the drinker lines, but should be kept at no more than 35% in this area.

Considering that broiler barns are bedded with materials with a moisture content of less than 10%, how do we reach the minimum litter moisture targets of 20-25% by the first cocci sporulation at 7 days of age? Alberta air is relatively dry and in winter contains almost no moisture at all. We want to maintain our relative humidity at 50 to 70% to promote proper cocci vaccine sporulation while at the same time minimizing litter caking and barn sweating. Barn sprinklers and misters are particularly effective in adding moisture to the litter prior to bird arrival and in the first days of placement, before birds add enough moisture of their own to the environment.



The way we test for litter moisture is to squeeze it into a ball and see how loosely it holds together. But this doesn't work early in lay or prior to arrival of the chicks. There are moisture probes available, but most of these are designed for wood products and don't work well in litter because it's too porous. One exception is the Mastercraft pinless moisture sensor which works quite well for reliably measuring litter moisture content. It is the tool most often used by poultry field staff to document litter moisture content. It normally retails for \$90, but often goes on sale for 40% or more off. As we move to reduced antibiotic use in broiler production, management tools like barn misters and humidity tools are more likely to become more common on Alberta farms.

Chicken Farmers of Canada's Young Farmers Program 2020 – 2021

What is the young farmer's program?

The goal of Chicken Farmers of Canada's Young Farmers Program is to bring together young farmers from across the country to learn about how the Canadian chicken industry works, to share their experiences and knowledge, and to identify new leaders.

Every year, five young farmers will be selected to partake in the 18-month program. We will have a representative distribution of candidates from across the country – one representative from the Atlantic Provinces, one from Ontario, one from Quebec and two from the Western provinces. Young chicken farmers from farms across the country will gain valuable experience to bolster their entry into the chicken industry, and reinforce the timeless values that are the backbone of rural Canada. The Program will give young farmers the tools and training to continue growing in the industry, with the long-term goal of having them play a larger role in promoting chicken farming in Canada.

Deadline to apply is Friday, November 1st, 2019. To learn more visit: <https://www.chickenfarmers.ca/young-farmers-program/>

Community & Events

Chicken Month

Throughout the month of September, two billboards along HWY 2, just South of Edmonton, promoted Chicken Month through our partnership with Blackjacks Roadhouse!



Canadian chicken was featured on CTV Morning Live with Registered Dietitian, Emily Mardell from Getjoyfull!



Throughout the month we highlighted several new recipes!



Spinach Artichoke and Chicken Quesadilla



Crispy Coconut Chicken



Creamy Southwestern Chicken Corn Chowder

An Alberta Chicken Producers', "Now You Know" commercial aired on CTV across the province throughout the month of September. The commercial educated consumers on conditions in-barn and myth-busted the common misconception of added hormones and steroids in chicken farming.



Some of our partnership restaurants helped us to spread the word about Chicken Month!

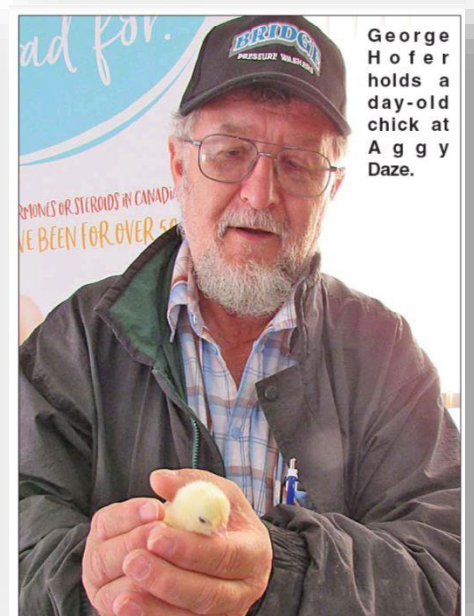
Consumers were able to pick up a Moroccan Chicken Spice at Northern Chicken, Workshop Eatery and Blackjacks Roadhouse.

Northern Chicken hosted a second annual Prairie on the Plate Dinner.



Raymond Aggie Daze

On September 20-21, 2019 Alberta Chicken Producers participated in the Raymond Aggie Daze event. Thank you to George Hofer for volunteering and engaging with our consumers. Our booth and George were also featured in the *Prairie Post West* weekly print edition!



Scotford Colony Hosts Lakeland College Farm Tour

On October 3, 2019, Scotford Colony hosted 15 Lakeland College students on a tour of their new broiler barn. Marketing and Communications Specialist, Maria Leslie and Administrative and Logistics Coordinator, Caitlin Stark, were in attendance to assist. This provided a great opportunity to engage with potential future chicken farmers. Thank you to Philip and Jerry for hosting the very eager and engaged students.





Regional Meeting Co-Sponsorship

Your \$500 contribution goes towards
Lunch & Refreshments

Alberta Chicken Producers'
Regional Meetings are quickly approaching!

OCTOBER 29, 2019 - LETHBRIDGE, AB - COAST HOTEL
OCTOBER 30, 2019 - RED DEER, AB - RADISSON HOTEL
OCTOBER 31, 2019 - EDMONTON, AB - HOLIDAY INN GATEWAY SOUTH

Equal opportunity for meeting sponsorship is available now!

Please call Caitlin Stark at the Alberta Chicken Producers'
office (780) 488-2125 to secure your sponsorship

Thank-you!

FOR SALE:

Coal Boiler

All Canadian
2.3 million BTU
Complete with all controls
Excellent condition

Downsizing and do not need the capacity.
Call Aaron 780-499-6215



Upcoming Meetings and Events

November 13: CFC Provincial Board Managers Meeting
December 4-5: CFC Meeting
December 12: AHEP-ACP Boards Meeting
December 13: Board Meeting
January 21: Board Meeting
January 22: ILWG Meeting
February 11: Board Meeting
February 24: Western Poultry Conference
February 25: Annual General Meeting

Regional Meetings

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

Crispy Coconut Chicken Strips

Prep Time: 15 minutes
Cook Time: 15 minutes
Total Time: 30 minutes
Feeds: 4-6 people

INGREDIENTS:

Canola oil for frying
1 cup cornstarch
¼ tsp salt
1/8 tsp pepper
1 tsp. cayenne pepper (optional)
4 large eggs, lightly beaten
4 cups of sweetened coconut flakes
4 medium boneless skinless, chicken breasts, cut into strips



INSTRUCTIONS:

1. In a medium skillet, add 1-2 inches oil. Turn burner to medium heat and allow oil to get nice and hot. (the perfect temperature should be 365 degrees F).
2. In a bowl, mix cornstarch, salt, pepper and cayenne pepper. Set aside.
3. In a second bowl, add 4 eggs and lightly beat together to blend all eggs.
4. In a third bowl, add coconut flakes.
5. Take chicken pieces, one at a time, and douse in cornstarch mixture. Then dip into eggs ensuring to cover both sides, then dip in coconut and set aside on a plate. (do this to all the chicken)
6. Once chicken is ready, check oil temperature by placing the end of a wooden spoon in the oil. If bubbles form around the spoon, the oil is ready. If bubbles do not form around the spoon, then the oil is not hot enough.
7. When oil is ready, gently add chicken one piece at a time to oil, ensuring chicken does not touch and stick together in the skillet. Cook chicken for approximately 4 minutes then flip and allow the other side to cook. (cook chicken in batches to not overcrowd the pan).
8. Gently remove golden brown chicken and set on a paper towel lined plate.
9. Serve with your favourite dipping sauce and enjoy!

Note: (1) Using disposal gloves for the dipping process saves a lot of clean up time in the end; and,

(2) If you'd rather bake instead of trying, follow these directions: Preheat oven to 400° F. Lay the coconut breaded chicken on a baking dish lined with parchment paper, non-stick foil or baking mat. Bake for 15 minutes, then turn chicken over. Bake 10 more minutes (total 25) or until chicken is cooked through.