

# SEPTEMBER NEWSLETTER

Alberta



Chicken  
PRODUCERS







# Alberta Chicken Producers' Board and Staff Contact Information:

**CHAIR:** Jason Born    **VICE-CHAIR:** David Hyink

**DIRECTORS:** Dennis Steinwand    Rob van Diemen    Henk Schuur

**PRODUCER REPRESENTATIVES-** If you have poultry matters which need attention, please contact your Producer Representative to bring them forward for discussion at the Industry Advisory Committee Meetings. These meetings are held twice a year, in the spring and in the fall.

<b>LACOMBE TO LEDUC (LL)</b>	Arjan Spelt
<b>LEDUC NORTH (LN)</b>	Wes Nanninga
<b>CALGARY SOUTH (CS)</b>	George Hofer
<b>CALGARY TO LACOMBE (CL)</b>	Sam Guenter

## **EXECUTIVE DIRECTOR:**

Karen Kirkwood	780-488-2281	kkirkwood@chicken.ab.ca
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## **STAFF:**

Vera Ward	780-488-1845	vward@chicken.ab.ca
Karen Miller	780-466-4233	kmiller@chicken.ab.ca
Laurie Power	780-433-4472	lpower@chicken.ab.ca
Caitlin Kaiser	780-438-0291	ckaiser@chicken.ab.ca
Robert Renema	780-438-0293	rrenema@chicken.ab.ca
Maria Leslie	780-465-6195	mleslie@chicken.ab.ca

## **SUPPORT STAFF - On Contract Bookkeeper:**

Rita Cherniak	780-438-0272	rcherniak@chicken.ab.ca
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**OFFICE NUMBER TOLL FREE: 1-877-822-4425 OR 780-488-2125**



@AlbertaChickenProducers



@albertachicken



@eatabchicken



@Alberta\_Chicken



Alberta Chicken Producers



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@ABChickenProducers

## Fall Regional Meetings

The Regional Meetings are quickly approaching and, in this unique environment of the COVID-19 pandemic, we have put plans in place to safely and flexibly engage producers and our stakeholders. The full details, including registration information and the proposed agenda, are contained on pages 13-15, of this newsletter and are also housed on our [website](#).

Meeting documentation will be circulated closer to the meeting date, and we encourage you to continue to visit our website for more information in the near future.

## Strategic Planning

Alberta Chicken Producers' Board and Executive Director held their annual Strategic Planning retreat on September 17-18, 2020.

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 third year of ACP's 3-Year Strategic Plan.

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

## A-167 Allocation

The allocation for A-167 was set by the Chicken Farmers of Canada (CFC) Board of Directors on September 21, 2020. The A-167 allocation was set at +0.5% nationally. For Alberta this represents 0.6% over the adjusted base.

**A-167:** December 20, 2020 to February 13, 2021

**Utilization:** 88.45%\*

**Domestic kg (Alberta):** 25,245,296 (live) 18,605,783 (evis)

**Market Development kg (Alberta):** 700,000 (live) 515,900 (evis)

*\*Effective A-167 Conversion Factor is 0.60 (was 0.50); refer to Memo to Producers and Industry Stakeholders of September 23, 2020 for further detail*



September 23, 2020

Dear Producers and Industry Partners:

**On May 6, 2020, the Alberta Chicken Producers Board approved a motion to set the Conversion Factor at 0.60 effective Period A-167.**

**What is a Conversion Factor?**

When converting quota units to kilograms, a Conversion Factor is used in the formula.  
(quota unit's X conversion factor X number of weeks in cycle X utilization %)

**How does the change in Conversion Factor affect how many kilograms I am allotted to grow?**

None, there is no impact. The Conversion Factor lowers the Percentage of Utilization but does not change the number of kilograms an individual producer is allotted to grow.

**Example of producer owning 1,000 units on an 8-week cycle in Period A-167:**

1. Conversion Factor at 0.50  
 $1000 \text{ unit's} \times 0.50 \times 8 \text{ weeks} \times 106.14\% = 4,246 \text{ kilograms}$
2. Conversion Factor at 0.60  
 $1000 \text{ unit's} \times 0.60 \times 8 \text{ weeks} \times 88.45\% = 4,246 \text{ kilograms}$

**Why did the Board change the Conversion Factor?**

As the industry grows, the Board uses this tool to maintain utilization below 100%. Since the summer of 2018 utilization has consistently been over the 100% range; and after analysis and Board review, it was determined that 0.6 is an appropriate Conversion Factor to use.

**What was the Conversion Factor before Period A-167?**

In September, 2016 (A-139) it had been set at 0.50.

**What would the Percentage of Utilization be in Period A-167 if the Conversion Factor did not change?**

Percentage of Utilization for Period A-167 would have been 106.14%.

**What is the Percentage of Utilization in Period A-167 with the new Conversion Factor?**

Percentage of Utilization for Period A-167 is 88.45%.

**If you have any questions please contact me at [kmiller@chicken.ab.ca](mailto:kmiller@chicken.ab.ca) or 780-466-4233.**

**Thank you.**

A handwritten signature in black ink, appearing to read "Karen Miller", written in a cursive style.

Karen Miller  
Business & Market Analyst Alberta Chicken Producers  
cc: Karen Kirkwood, Executive Director

## Direct Marketing Lease Program for 2021

Applications for the Direct Marketing Lease Program are now being accepted for production in the 2021 calendar year (A-168 to A-173).

**NOTE: The deadline for submissions to the Board Office is October 9, 2020.**

The [Application Form](#) and Direct Marketing Lease Program Policy are available in the “Chicken Industry” section on our website. Should you have any questions, or require additional details, please don’t hesitate to contact Karen Miller, Business and Market Analyst at 780-466-4233.

## Chicken Farmers of Canada AMU Strategy

Chicken Farmers of Canada is extending the reassessment timeframe for preventive Category III elimination. This will ensure that the sector is taking a responsible, pragmatic approach to antimicrobial use reduction.

The realities of the COVID-19 pandemic have resulted in the postponement of key meetings between important partners at a provincial level. The success of the strategy has been based on taking a responsible approach to ensure animal welfare and sustainability, and these currently remain unresolved. For these reasons, CFC is delaying the 2020 implementation goal.

It is important to note that this remains a key priority for the Canadian chicken sector. The reassessment requires further consultation with industry in order to successfully eliminate the preventive use of Category III antibiotics.

## Poultry Webinars for Everyone!

With many conferences and tech-service meetings grounded this year due to Covid-19, poultry companies are offering more online events. Cobb and Novus are two examples that have been moving more content online to reach both regular participants and those who normally don’t make it out to events.

### Cobb Broiler Global Webinar Series

Cobb has had weekly webinars this fall, with a new one coming every Tuesday at 9AM. The webinars hosted by industry experts as they cover topics vital to the success of your operation.

See the schedule, recordings of most completed webinars, and get registered here: [https://www.cobb-vantress.com/en\\_US/webinars/north-america/](https://www.cobb-vantress.com/en_US/webinars/north-america/)

For the broiler webinars, these talks are applicable to all broiler breeds (apart from some nutritional recommendations), so don’t worry if you grow something other than a Cobb bird!

Some highlights include:

- Water Quality and Sanitation (Sue Watkins, in past webinars)
- Broiler and Breeder Nutrition Overview (in past webinars)
- Influence of Incubation on Chick Quality (coming September 29)

- Brooding Principles (coming October 13)
- Perimeter Ventilation & Heat Distribution Principles (coming October 20)
- Bird Cooling & the Role of Air Exchange Rates (coming October 27)
- Tunnel Ventilation, Static Pressure & Airspeed Uniformity in Broilers & Breeders (coming November 3)
- Animal Welfare (coming November 17)

### **Novus Gut Health Knowledge Webinar Series**

Gut health affects every aspect of animal health and performance. The gut serves as a key line of defense from the outside world and maintaining a good barrier can assist producers in avoiding several issues. In spite of reduction in antibiotic use, there are strategies that can be used to lower the intestinal challenges and maintain or even improve growth performance. This Novus webinar series featured experts in the area of gut health and antibiotic reduction. Past webinars can be found at:

Highlights include:

- Nutritional Interventions in Improving Gut Health for Poultry
- Maternal Stress, Feed Intake and Diet Composition in Poultry: Effects on Progeny Gut Development

Poultry World and Novus hosted the webinar, **“Gut integrity in poultry: importance, challenges and phytogetic solutions”**. You can watch this webinar on demand via the following link:

<https://poultryworld.net/webinar-novus>

### **Free Online Course: Chicken Behaviour and Welfare**

Do you want to learn more about your chickens through online course from the University of Edinburgh? This free poultry extension course explains the general principles of chicken behaviour and welfare, and the behavioural and physiological indicators that can be used to assess welfare in chickens kept in hobby flocks through to commercial farms. The course is of interest to people who own hobby flocks, commercial egg and chicken meat producers, veterinarians and vet nurses. You can go at your own pace and set your own schedule through the 10 hours of sessions. The latest session starts in September, but you can start anytime. You can register for it here: <https://www.coursera.org/learn/chickens>

By the end of the course you will learn to be able to:

- Describe avian sensory perception and motivation
- Explain the main behaviour patterns of poultry
- Define welfare and explain the bases of welfare standards
- Assess chicken welfare, using behavioural and physiological means
- Understand common welfare problems of chickens



# Community & Events

## Alberta Chicken Producers' Partner with AMA for Virtual Backyard BBQ Community

This Spring a new partnership between Alberta Chicken Producers Alberta Motor Association (AMA) kicked off with the AMA Backyard BBQ campaign! The campaign ran throughout the summer promoting Alberta producers and products, all while supporting the Alberta Food Bank.

Check out the [AMA Backyard BBQ Facebook Community!](#)

On July 9, ACP participated in an "Ask Me Anything", responding to chicken related questions. A huge thank-you to farmer Erna Ference, who alongside Registered Dietitian, Emily Mardell and Chef, Liana Robberecht answered the communities' questions. The topics ranged from how chickens are raised, what they to preparing chicken and nutrition.

Following the FB Live a film crew visited the Ference farm for some follow-up questions with Erna and Bryon Ference. Watch the follow-up film by [clicking here.](#)



Hello BBQ fans, and welcome to our Ask Me Anything event with Alberta Chicken Producers! We'll be here until 3pm to answer your questions about farming, nutrition, BBQ, and more.

Answering your questions today:

- Experts with the **Alberta Chicken Producers** Erna and Maria
- Chef **Liana Robberecht**
- Registered dietitian **Emily Mardell** of **GetJoyfull**

Ask us a question before 3pm, and you'll also be entered to win an Alberta Chicken BBQ gift basket courtesy of Alberta Chicken Producers!



Sponsored by Taste Alberta



Taste Alberta shared a link.  
August 13

Our Ask Me Anything Events have been so much fun, we decided to make some video's of your questions and our answers. Check out the one below with Alberta Chicken Producers and Chef Liana Robberecht. We've covered some questions on chicken farming in Alberta with Erna and Byron Ference and cooking chicken with Chef Liana, and Hendrik Van Wyk with Two Cowboys added his BBQ expertise. <https://youtu.be/NbPZm9VxqJU>



YOUTUBE.COM

**Alberta Chicken & AMA Backyard BBQ**

Taste Alberta has partnered with AMA Backyard BBQ Facebook, Two...

On Thursday, August 6, as part of the ongoing campaign, ACP hosted a [virtual farm tour from Sunworks Farm](#) near Camrose, Alberta. A huge thank-you to Ron, Sheila and Shae for participating in the planning and production of the tour. [Click here](#) to watch the tour.



Ron Hamilton owner of Sunworks Farm hosts FB Live farm tour.



Alberta Chicken Producers featured in AMA myth-busting article, [click here](#) to read full article.

#### Fascinating Facts About Alberta Chicken - AMA

There are thousands of different ways Albertans enjoy chicken every day, whether it's baked, fried, grilled or even made into a soup. According to Statistics Canada, in 2019, chicken was the most consumed meat in our country. But did you know...

[Read more](#)  
amainsider.com



## Alberta Chicken Producers Featured in "Ten Delicious Chicken Dishes to Try in Edmonton"



On July 6, a new partnership with Alberta social media influencer and food blogger, Linda Hoang kicked off on a tasty note!

The blog highlights the need to support local restaurants and local producers. Linda's first blog lists ten locations to eat delicious, Canadian raised chicken in Edmonton. The campaign was promoted on social media and featured an Alberta Chicken Producers prize.

[Click here](#) to read the blog.

## Chicken Month Activities

Check out what we've been up to! Click the buttons below to view a myth-busting blog written by local blogger, Linda Hoang. Watch a Facebook live chatting all things chicken, hosted by Linda Hoang with guests, R.D. Emily Mardell and farmer Tara de Vries.

**Blog**

**FB Live**

**FB Contest**

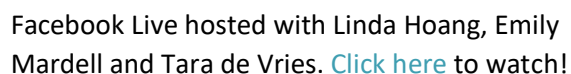
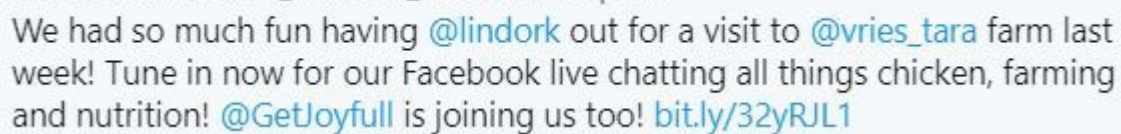


Did you know...



Chicken farms follow important food / safety programs!





October 15: Industry Advisory Meeting  
October 16: Board Meeting  
October 28: Regional Meeting  
November 26: Joint AHEP-ACP Boards Meeting  
November 27: Board Meeting

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# Classifieds



## FARM WORKERS

**AVAILABLE IMMEDIATELY!**





- **POULTRY WORKERS**
- **CHICKEN CATCHERS**
- **MEAT CUTTERS & MORE.**

**ATLANTIC JOB'S** provides you with :

- Very experienced poultry farm workers
- Workers providing permanent long term commitment to you.



## Atlantic

**JOBS Ltd.** Specializing In Skilled Jobs Placement

We will make your hiring process easy and stress free by securing the best workers available that have the experience, skills, qualifications and language requirements to help your business prosper.  
**ATLANTIC JOBS** has partnered with poultry farmers for many years to provide excellent results.  
 Call now for information at absolutely no obligation to you.

1-877-488-4699 or [clients@atlanticjobs.net](mailto:clients@atlanticjobs.net)

## WANTED

5000 Units of Broiler Quota  
Call Erwin 403-635-1720

Broiler Quota  
Call 780-608-0397

10,000 Units of Broiler Quota  
Call Ryan - 403 505 7345

7000 Units of Broiler Quota  
Call 780-308-8001

Purchase or Lease 4000 Units of Broiler Quota  
Call Sam 403-443-9495

7500 Units of Broiler Quota  
Call Wietse 780-781-1994

## FOR SALE

Roxwell Water Lines For Sale

Broiler Breeder Farm For Sale Barrhead Area

2007 Ciemmealabria Apollo 60 Broiler  
Chicken Harvester

Broiler Breeder Farm For Sale Three Hills Area

Broiler Breeder Farm For Sale Linden Area

Karcher Hot Water Pressure Washer



## Feature Recipe

### Creamy Chicken Soup with Pasta & Spinach



#### Creamy Chicken Soup with Pasta & Spinach

Serves 8 people

Prep Time: 5 minutes

Cook Time: 25 minutes

*Nutritious, easy and big on flavor! It's heartwarming, delicious, and loved by everyone who tries it!*

*Perfect comfort food in a bowl!*

Recipe adapted from Pinterest: <https://www.eatwell101.com/creamy-chicken-soup-recipe#recipcardo>

#### INGREDIENTS:

- 1 lb (450g) cooked shredded or chopped chicken breast (or rotisserie chicken)
- 4 cups low-sodium chicken broth or vegetable broth
- 2 teaspoons olive oil
- 1/2 cup chopped onion
- 1 cup diced carrots
- 1/2 cup diced celery
- 2 garlic cloves, minced
- 1 1/2 cups shredded mild cheddar cheese
- 1 cup cream cheese, softened
- 1/2 cup heavy cream
- 1/2 teaspoon kosher salt and freshly ground black pepper, adjust to taste
- 2 cups uncooked ditalini pasta (or any other small pasta)
- 2 cups chopped spinach
- 1/2 cup parmesan cheese for garnish, optional

#### DIRECTIONS:

In a large dutch oven, add the carrots, celery, onion, garlic and saute in olive oil until tender and fragrant, about 5 minutes. Add cooked chicken and continue cooking for 3 minutes, stirring regularly.

Add the broth, heavy cream, and cream cheese. Cover and bring to a boil, then cook for 15 minutes.

Lower the heat, then add pasta and cheddar and simmer until pasta is cooked to your liking. Add spinach to the chicken pasta soup toward the end, and stir until wilted.

Adjust seasoning to taste with salt and black pepper. Serve the creamy chicken pasta soup into bowls and top with extra parmesan cheese if desired. Enjoy!

**Note:** If you like a thinner chicken pasta soup, you can cook pasta on the side and ladle the soup over the noodles at meal time

***If you are not receiving a hard copy newsletter and wish to, please contact Caitlin Stark at 780-488-2125.***

## 2020 Producer Fall Regional Meeting

This year we have adapted our Fall Regional Meeting format in response to the realities of the COVID-19 pandemic. Learning from the experiences of other boards and organizations that have held large-scale meetings for their members, and following the requirements set out by Alberta Health for in-door gatherings, out of an abundance of caution for our members we have decided to host one fall meeting at the Cambridge Hotel in Red Deer, Alberta. This meeting can be attended either in-person or by videoconference.

It will be your discretion as to whether you choose to attend in-person. Alberta Health rules limit seated, in-door gatherings to a maximum of 100 people. As a result, registration will be first-come, first-served with preference given to producers over industry.

For those who choose to attend in-person, you will be required to undergo **mandatory COVID-19 screening prior to attending the meeting**. This is to ensure the safety of those attending. All attendees are required to register to attend either in-person or virtually. The deadline for registration is October 8, 2020.

### Registration:

[Producer Registration Form](#)  
[Industry Registration Form](#)

### Meeting Details:

**2020 ACP Producer Fall Regional Meeting**

**October 28, 2020**

**Cambridge Hotel Red Deer**

**Meeting Start Time: 9:30 am**

### Registration:

- In-person attendees: for COVID-19 screening, you must arrive by: 8:30 am
- For virtual attendees: please join the meeting by 9:00 am as we will be individually approving and admitting online participants.

### In-person Participation:

#### COVID-19 Safety Protocols:

- Masks must be worn at all times when entering the Cambridge hotel, in the lobby, hallways, washrooms, and in the meeting room (with the exception that masks can come off when seated and when adhering to the physical distancing). If getting up to get coffee or move about the room, your mask must be worn.
  - NOTE: ACP will have a supply of masks and hand sanitizers; please also feel free to bring your own.
- COVID-19 pre-screening questions will be sent to producers, advising them that if they have any symptoms on the list, they will not be permitted to attend the meeting. Further, these questions will be part of the registration process and will be asked of each producer registered to attend the meeting.

- Temperature checks will be conducted at the registration table prior to entering the meeting room (depending on amount of registrants, the physical temperature checks and COVID questions will take some time).
- A plated lunch will be provided by the hotel to enable us to run an efficient meeting; a short lunch break will be held.

### **Virtual Participation:**

#### **How to attend:**

- Producers who choose to attend virtually will receive an email with a link and details on how to join the meeting.
- All virtual participants will be required to enter their full name and farm name to be approved to join the meeting. Staff will monitor attendee requests to join.

#### **Asking questions:**

Throughout the meeting virtual participants can text in questions. A staff member will relay questions to the appropriate Director/Staff for answers. All virtual participants will be muted to ensure audio quality throughout the meeting.

#### **Preparing to join the videoconference:**

A document will be shared shortly explaining how to connect to WEBEX. A test of the WEBEX stream platform (videoconference) will be offered to producers several days before the meeting. ***If you've never participated in a videoconference meeting, we recommend you participate in the test.***

### **Post-Meeting Resources and Follow-up:**

If you are unable to attend in-person or virtually, or if you wish to view a presentation again, a final recording of the video of the meeting will be posted to the Producers' Only Portal of the Alberta Chicken Producers' website in the days following the meeting to view at your leisure. Information on how to connect with the presenters will be included on the Portal to ensure all questions you have can be addressed.

An electronic evaluation form will be emailed to all producers and industry participants following the meeting to ensure we capture your feedback. The deadline for responses will be November 15, 2020. The Board takes your feedback and input very seriously, and we will look forward to reviewing your responses to the evaluation at our Board meeting in late November.



## 2020 REGIONAL MEETINGS

Registration for in-person attendees will commence at 8:30 a.m.

Registration for online attendees will commence at 9:00 a.m.

Meeting start time: 9:30 a.m.

### Proposed Agenda

1. Call to Order - 9:30 a.m.
2. Chair's Welcome
3. 3-Year Strategic Plan
4. Corporate Social Responsibility Strategy
5. Market Analysis Report
6. Financial Projection & Budget★
7. Production Committee Update
8. Flock Health & Management
9. CFC Update
10. Other Business
11. Questions and Answers
12. Adjournment

★ DOCUMENTATION TO COME CLOSER TO THE MEETING DATE

## DATE, TIME & LOCATION

October 28, 2020

Cambridge Hotel Red Deer  
3310 50 Ave  
Red Deer, Alberta

A Webex invitation will be  
emailed to those who  
register to join the meeting  
virtually.