

AUGUST

Newsletter





Alberta Chicken Producers' Board and Staff Contact Information:

CHAIR: David Hyink **VICE-CHAIR:** Tara deVries

DIRECTORS: Wes Nanninga, Ross Bezovie, Rob van Diemen

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.

LACOMBE TO LEDUC (LL)	Arjan Spelt
LEDUC NORTH (LN)	Hinke Therrien
CALGARY SOUTH (CS)	Byron Ference
CALGARY TO LACOMBE (CL)	Anke Wierenga

EXECUTIVE DIRECTOR:

Geoff Brown 780-488-2281 gbrown@chicken.ab.ca

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Ashley Ward	780-220-4235	award@chicken.ab.ca
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Jasmine Szoke	780-438-0291	jszoke@chicken.ab.ca

SUPPORT STAFF: On-Contract Bookkeeper

Wendy Telcs 780-438-0272 wtelcs@chicken.ab.ca

OFFICE NUMBER TOLL FREE: 1-877-822-4425 OR 780-488-2125



facebook.com/ABchickenproducers



[@albertachicken](https://instagram.com/albertachicken)



[@Alberta_Chicken](https://twitter.com/Alberta_Chicken)



[Alberta Chicken Producers](https://pinterest.com/AlbertaChickenProducers)



[Alberta Chicken Producers](https://linkedin.com/company/AlbertaChickenProducers)



[@ABChickenProducers](https://youtube.com/ABChickenProducers)



Executive Director Update



As I write this update, I am anxiously anticipating this year's Strategic Planning Retreat which occurs next week. Strategic Planning is something I look forward to each year, as it allows us to set aside time to reflect on our progress with the industry, but also do some dreaming as we examine what is possible for our sector. It has been a busy year for ACP and I'm very proud to work with a top-notch Board of Directors and Staff as we progress initiatives on behalf of our producers.

I'd like to start by expressing my appreciation to everyone who recently completed our Producer and Stakeholder Satisfaction surveys last month. The information we glean from these surveys is invaluable as we work toward continual improvement as an organization. The results allow us to identify what upcoming issues are a priority for our membership and stakeholders, which is then carefully considered at our Strategic Planning session as we map out future initiatives.

We are cautiously optimistic regarding the Highly Pathogenic Avian Influenza (HPAI) situation, as we have now experienced two relatively quiet spring seasons. With that said, we are entering the fall season where we have seen a higher level of commercial infections and continue to encourage producers to stay vigilant with their biosecurity practices to avoid an outbreak. One of our focus areas in our annual workplan is to work on options for producer reimbursement for expenses not covered under CFIA compensation when flocks are depopulated due to HPAI.

We will be presenting the results of this work along with other important topics at our upcoming regional meetings in November. We have some exciting changes for this year's regional meetings, as we will be starting in Edmonton on November 12th, followed by meetings in Red Deer on the 13th, wrapping up with our Lethbridge meeting on the 14th. Please mark your calendars for these dates and we'll send out details closer to the meetings.

We will be announcing an exciting new partnership with the Calgary Co-op at the Co-op's "Smoke Show" event on September 14th. The partnership will feature our recipes and farm stories on their website and app and shoppers will be able to scan a QR code in store and on Co-op packaging which will take consumers to a poultry landing page for additional information. This partnership is another great example of how ACP is connecting with consumers to promote positive farmer and chicken attitudes. These two metrics, along with ACP and CFC brand recall are key performance indicators (KPI's) that are tracked every other year in our consumer study and have a direct effect on increasing consumer spending on chicken.



Finally, I would like to express my gratitude to all of our producers who took time out of their busy schedules to volunteer at ACP events this year. Farmers filled a total of 40 shifts during the week and created meaningful engagement and connection with the public attending the event. If you've never volunteered, I would encourage you to contact Maria Leslie at the ACP office to sign up. The general public are eager to connect with farmers to understand the facts around how their food is raised.

I hope that you have all had a great summer this year and look forward to connecting with you at regionals this year.

Respectfully submitted,

Geoff Brown
Executive Director
Alberta Chicken Producers

Government Relations:

Calgary Stampede International Ag and Agri-Food Reception

On Wednesday, July 10, ACP staff and Chair David Hyink attended the annual Calgary Stampede International Agriculture and Agri-Food Reception. The event, hosted in the new BMO Centre on the Stampede grounds, provided an opportunity to connect with federal Agriculture Minister Lawrence MacAulay, Alberta Agriculture Minister RJ Sigurdson, MP John Barlow, and many other elected officials and industry stakeholders.



L-R: Byron Ference, Lisa Lix, and Member of Parliament John Barlow

MP Farm Tour

On Aug. 29, 2024, Alberta Chicken Producers took part in an MP farm tour at the Ference family farm. A big thank you to Byron, Erna, and Reg Ference for graciously hosting the event.

The tour included MPs John Barlow (agriculture critic) and Glen Motz. Discussions covered a range of topics, including the life cycle of a flock, supply management, federal recognition of the Chicken Farmers of Canada Animal Care Program, Avian Influenza, capital gains, and the carbon tax. The tone of the discussions was very positive, with MP Motz expressing significant interest in the Ference operation.



Included in the photos are Geoff Brown, ACP Executive Director; David Hyink, ACP Chair; MP Glen Motz; MP John Barlow; Byron Ference; Erna Ference; and Reg Ference.

CFIA INVESTIGATIONS OF RECENT HPAI CASES IN CANADA:

Sharing of employees, equipment, and/or service providers is likely responsible for the majority of HPAI spread that occurs from one premise to another.

Fall migration is a great time to evaluate your biosecurity practices and review compliance across your team of workers and service providers.

PROTECT OUR FLOCKS!



Calgary Stampede 2024

We were thrilled to participate in the Calgary Stampede again this year, showcasing our sector to a record-breaking 1,477,953 visitors. The event provided an excellent platform to raise awareness and connect with consumers.

Our booth in the Nutrien building was a busy spot, featuring attractions like the "Chicken Wheel," a feed and bedding display, a model barn, and live birds. These displays drew crowds and sparked meaningful conversations about our practices and how we care for our chickens.

A big thank you to our volunteers, whose efforts were crucial to the event's success. Many noted positive interactions with visitors, who were eager to learn about the birds on display.

The Calgary Stampede remains a valuable opportunity to engage with Albertans and educate the public about our sector, helping to foster a greater understanding and appreciation for our work.

THANK YOU TO OUR VOLUNTEERS:

George Hofer and Family
Erna, Byron Ference, and Family
Claudine, Jack Bruning, and Family
Andre, Hannah Poulin, and Family
Danielle van Diemen and Trent
Brian and Roeline Wassink
David and Sharlene Hyink
Gary Hofer, Mart Mandel, Peter Kleinser, Martin Hofer
Nick and Samantha Morgan, Danielle and Kyle Brozny
John, Anke Wierenga, and Family
Henk and Nieske Schuur
Mark Oostenbrug and Rachel Voth
Luuk, Val Van Aken, and Family
Christian, Josef, Luke, and Tomas Hofer
Larry Hofer and Family





Face-Off Against Hunger Campaign 2024 Underway

Alberta Chicken Farmers Team Up with Former Edmonton Oiler and Registered Dietitian to Fuel Families and Fight Hunger

We are excited to work again with registered dietitian Emily Mardell and former Edmonton Oiler Jason Strudwick as part of the 2024 Face-Off Against Hunger campaign. Throughout the spring and summer of 2024, we participated in Strudwick Hockey Camps, where we gained brand exposure, integrated our messaging, and supported registered dietitian Emily Mardell in delivering nutritional programming to camp attendees and parents.





In August, farmers Wes, Charlene, Jace, and Carson Nanninga, along with Maria Leslie, volunteered at one of Jason's camps. At the end of the day, everyone pitched in to gather the weekend's food bank donations and deliver them to Edmonton's Food Bank.

Over the course of the spring and summer, participants in Jason's camps donated nearly 7,000 pounds of food (exceeding our 2023 goal) to Edmonton's Food Bank as part of the Face-Off Against Hunger food drive.

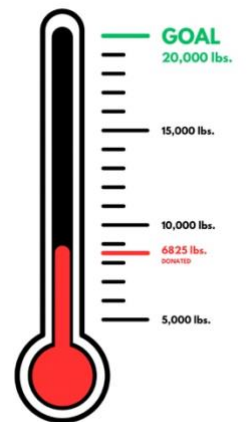
This partnership also plays a key role in connecting our messaging and brand with one of our primary target demographics—Gen Z and those aged 16-29, who are the highest consumers of chicken.

The public portion of the Face-Off Against Hunger campaign is now running until Nov. 30, 2024. Minor hockey teams, players, and parents from the Edmonton area are invited to contribute to their local food bank for a chance to win a team practice experience with Jason Strudwick. Additional prizes are also available, and details can be found on the campaign website: fuellingfamilies.com/register.

Help us spread the word – SOCIAL SHARE 😊

We challenge all minor hockey teams to help fuel families in need by making a team food bank donation. By participating, you'll help build a healthier community, score freebies, and have the chance to win awesome prizes! #FaceOffAgainstHunger

[Click here to enter your team!](#)



Classroom Agriculture Program Volunteers Needed


If you're interested in volunteering with the Classroom Agriculture Program, please let Maria Leslie, Manager of Public Affairs and Strategic Partnerships, know at mleslie@chicken.ab.ca. We're happy to support you with your presentations and preparation.




What do CAP volunteers do?

Volunteers are welcomed into pre-registered grade 4 classrooms to conduct one-hour-long presentations on the importance of agriculture. This is done through storytelling, the use of hands-on props, engaging activities and a variety of fun games.

Volunteer training takes place in February, while the presentations start early in the spring. Each presentation takes approximately 5 hours of the volunteer's time. This includes the training, any prep work as well as the presentation.

 **Nanita Blomquist**
E: nblomquist@agricultureforlife.ca
www.classroomagriculture.com

Grow with Agriculture

www.classroomagriculture.com 





2024 REGIONAL MEETINGS

NOVEMBER 12, 2024
EDMONTON

NOVEMBER 13, 2024
RED DEER

NOVEMBER 14, 2024
LETHBRIDGE

Upcoming Meetings and Events

- September 4-6: Strategic Planning
- September 10 – 11: CFC Meetings in Ottawa
- October 15: Board Meeting
- October 16: IAC Meeting
- October 22: Boards & Commissions Session
- November 6: CFC Meetings & Lobby Day in Ottawa
- November 12-14: Regional Meetings (Edmonton 12th, Red Deer 13th, Lethbridge 14th)

A-192 Allocation

On July 16, 2024 Chicken Farmers of Canada set allocation for A-192.

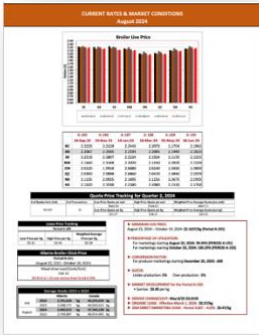
- The national allocation for Period A-192 was set at 1.00% over adjusted base.
- Under the national allocation formula which defaults to Pro-Rata if no growth, Alberta’s A-192 allocation is 0.83% over adjusted base.
- Alberta’s allocation for A-192, starts on October 20, 2024 and ends on December 14, 2024

Domestic Allocation (live kgs)	28,706,046
Market Development (live kgs)	150,000
Speciality Allocation (live kgs)	0
Total Allocation (live kgs)	28,856,046
Percentage of Utilization	100.29%

PERIOD	CFC Sets Allocation
A-188 (March 10-May 4, 2024)	10-Oct-23
A-189 (May 5-June 29, 2024)	30-Jan-24
A-190 (June 30-August 24, 2024)	30-Jan-24
A-191 (August 25-October 19, 2024)	29-May-24
A-192 (October 20-December 14, 2024)	16-Jul-24
A-193 (December 15, 2023-February 8, 2025)	10-Sep-24
A-194 (February 9-April 5, 2025)	06-Nov-24
A-195 (April 6-May 31, 2025)	10-Dec-24

- Future 'Allocation' dates are published in our Newsletter so that producers can be aware when the next unallocated Period is being set.
- The dates assist producers in determining how to provide the required notice to transfer quota, change processors, or to have discussions with processors with respect to Market Development allotments.

Market Stats



[Click here for Current Rates and Market Conditions](#)

Classifieds

FOR SALE:

32,577 units of broiler breeder quota

[Click here for full details](#)

FOR SALE:

5500 Quota Units – 780-918-6816

FOR SALE:

7,000 Quota Units - 780-352-1794 or 780-361-6683

FOR SALE:

Exhaust Flaps

Contact: Dan - dsnhofer@gmail.com

780-878-4208



FOR SALE:

Agri Alert 9600 Complete System

- Excellent condition, only issue is main board can no longer charge back-up battery
- Comes with Secondary control box key pad, 3 x TP 800, battery box and DC Electric Box
- All in working condition, we upgraded to Argi Alert 128
- Asking \$2000 obo

Contact: Marc 780-887-0351



FOR SALE:

Fancom barn computers for sale

- 1 man computer F38
- 1 feed computer F42
- 1 bird scale computer F47
- 1 web link box
- 2 winch motors
- 1 norsol vm-1 circulation fan controller
- 4 pura fire heaters

Contact Pete - 403 331 4963



WANTED:

7000 Units of Broiler Quota

Call 780-308-8001