

2024 ANNUAL REPORT



58th Annual Report

Fiscal Year • December 1, 2023 – November 30, 2024

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Board



David Hyink
Chair



Tara deVries
Vice-Chair



Rob van Diemen
Director



Wes Nanninga
Director



Ross Bezovie
Director

Staff



Geoff Brown
Executive Director



Jasmine Szoke
*Office Administrator
& Project Assistant*



Vera Ward
Office Manager



Robert Renema
*Producer Programs
& Research Manager*



Maria Leslie
*Manager of Public
Affairs & Strategic
Partnerships*



Karen Miller
*Business & Market
Analyst*



Laurie Power
*Producer Services
Coordinator*



Ashley Ward
*Producer Programs
Coordinator*

Board Structure

Director Terms of Office

David Hyink, Chair

Completes his second 3-year term in 2026

Tara deVries, Vice Chair

Completes her first 3-year term in 2026

Rob van Diemen, Director

Completes his third 3-year term in 2027

Wes Nanninga, Director

Completes his second 3-year term in 2027

Ross Bezovie, Director

Completes his first 3-year term in 2025

ACP Committees

Director & Producer Representative Leads

Finance

Wes Nanninga, *Chair*
Tara deVries

Flock Health & Management

David Hyink, *Chair*
Wes Nanninga
Byron Ference

Governance Committee

Rob van Diemen, *Chair*
Tara deVries

Production

Ross Bezovie, *Chair*
Rob van Diemen
Hinke Therrien

Research

Tara deVries, *Chair*
Wes Nanninga
Anke Wierenga

Supply Chain

Ross Bezovie, *Chair*
Rob van Diemen
Arjan Spelt

Catching Manual Working Group

Wes Nanninga, *Chair*
David Hyink

Roles & Responsibilities

Media Spokespersons

David Hyink
Geoff Brown
Rob van Diemen
Tara deVries

Public Relations

David Hyink
Geoff Brown
Tara deVries

Chicken Farmers of Canada (CFC)

Rob van Diemen, *Director*
Ross Bezovie, *Alternate*

Canadian Broiler Council (CBC)

Ross Bezovie

External Committees

Agri-Environmental Partnership of Alberta

David Hyink, *Poultry Industry Representative*

AgSafe Alberta

Dan Entz, *Poultry Industry Representative*

Intensive Livestock Working Group (ILWG)

David Hyink

Policy Advisory Group

Rob van Diemen
David Hyink

Poultry Diagnostics

Geoff Brown

RDAR Advisory Committee

Rob Renema
Tara deVries

RDAR Class A Members Meeting

Tara deVries

Western Meetings

David Hyink
Tara deVries
Rob van Diemen
Ross Bezovie
Geoff Brown (*if Alberta hosts, all Directors attend*)

Chair & Executive Director Report

The start of every calendar year is a natural time of reflection, and for the Alberta Chicken Producers (ACP), it has been a very productive year filled with both challenges and successes. We enter 2025 with a freshly signed 10-period live price agreement with our Alberta processors and are in the final stages of completing a three-year, western provincial initiative to remove the cost of catching and catching mileage from live price, eliminating the need for producer chargebacks for these costs. These two initiatives were key priorities on ACP's work plan, and we are grateful for all the contributions of our directors, staff and Alberta processors in bringing them to fruition.

ACP conducted a producer and stakeholder satisfaction survey in 2024, helping us identify and prioritize critical issues for the sector based on the feedback. This information was presented at our 2024 Strategic Planning Retreat for incorporation into our 2025-2027 Strategic Plan. The top issues for producers were:

- **New entrants and farm succession**
- **Economic viability**
- **Chick quality and supply**
- **Disease risk management**

For sector stakeholders, the top issues included:

- **Public relations and public trust**
- **Pricing of product**
- **Sustainable chicken allocations and growth**
- **Support for supply management and control of imports**

We extend our gratitude to everyone who participated in the 2024 satisfaction surveys, providing us with valuable insights.

We are pleased to see continued growth in new entrants to the industry, with eight new Alberta chicken producers joining the sector in 2024—above the five-year average of 6.8 new entrants per year. We believe ACP's unique leasing policy supports this growth, allowing new farmers to scale more quickly with the goal of eventually investing in allocated quota. While this approach isn't without challenges—especially when chick supplies are tight and lease availability is limited—we believe it remains an effective way to enable new producers to enter the business.

We saw 14 additional barns contributing to Alberta grow space capacity in 2024, all of which represent new capacity for Alberta. This translates to a total expanded capacity of 850,000 kg this year, with more construction projects in the



David Hyink
Chair



Geoff Brown
Executive Director



pipeline. This exciting trend is a prerequisite to capturing growth in the chicken business and is essential for ensuring that Alberta can produce our provincial allocations in the future.

We are happy to report another year of moderate growth, with 2024 Alberta chicken production increasing to an estimated 186.5 million live kilograms in 2024, up 3.03% from 2023. With that said, the Board remains focused on addressing our provincial underproduction to allocation, which has been a theme for the last two years. The 2023 underproduction was a direct result of an unprecedented chick shortage in North America connected with breeder flock losses in the previous year due to Highly Pathogenic Avian Influenza (HPAI). Underproduction in 2024 appears to be a more complex issue, with factors such as disease challenge, variable chick quality, high flock mortality, and tight hatching egg supplies being identified as contributing factors.

Under normal circumstances, underproduction relative to our provincial allocation would negatively impact Alberta's performance under Chicken Farmers of Canada's (CFC) differential growth formula, as quota utilization is a key factor in how allocations are distributed among provinces. Fortunately for Alberta, this quota utilization factor in the formula was temporarily suspended in A-176 due to the COVID-19 and HPAI outbreaks. However, CFC directors recently voted to reinstate this factor once 12 audited periods (A-190 to A-202) are completed, meaning it will

be back in effect by the end of 2026. Alberta will need to consistently rank among the top five provinces for quota utilization from A-190 through to A-202 to achieve the full distribution of kilograms for this component of the differential growth formula, making production to provincial allocation a top priority for the Board in 2025.

One important piece of the puzzle in solving Alberta's underproduction is addressing chick supply and quality. Supply of domestic hatching eggs have improved significantly since the chick shortage in 2023, but there is still a heavy reliance on import hatching eggs, which can be costly and variable in quality. We are hearing reports of higher levels of infectious bursal disease (IBD) and inclusion body hepatitis (IBH), which can spike mortality and reduce flock performance. These factors combined erode the progress on chick quality, evidenced by 7-day mortalities increasing to 2.02% in the last quarter of 2024. To address this, the ACP Supply Chain Committee has been engaged to bring value chain partners together for an update of *Alberta's Broiler Chick Quality Manual* to develop industry standards and best management practices, and ultimately improve the quality of broiler chicks in Alberta.

While HPAI has been less prevalent in Alberta over the last two years, it still represents a major threat to our producers and the chicken sector. Producers in British Columbia were hit once again with another devastating outbreak, while Saskatchewan, Manitoba, Ontario and Quebec, have also seen cases in 2024. Alberta experienced one commercial



case of HPAI and three small non-commercial flocks cases, serving as a reminder to maintain strict biosecurity practices and emergency management plans. Our Alberta Poultry Industry Emergency Management Team (APIEMT) continued to support the sector as the Canadian Food Inspection Agency (CFIA) launched a producer-led dead bird surveillance (DBS) in the commercial primary control zone—a first for Alberta. The APIEMT continues to look at risks beyond HPAI to proactively develop emergency plans to support producers and our supply chain partners.

Each year, ACP facilitates a meeting with Alberta catching companies, live haulers and processors to get updates on the latest issues and work towards improvements to the *Alberta's Humane Catching and Transportation Standards Manual*. This year's meeting was held at the ACP office on October 17, with strong attendance from all participating members. This year's key updates included:

- Producers must now provide washing equipment (e.g., pressure washers and hoses) so catching companies can clean their equipment before leaving the farm.
- A discussion on increasing daylight loading and how producers can adjust light intensity during the catching process.

ACP will be working with catching companies in 2024 to assess daylight loading capacity in Alberta broiler barns and will report back to the committee at the 2025 meeting.

The ACP office was happy to welcome a new team member, Jasmine Szoke, in July of 2024 as our **Office Administration and Project Assistant**. Jasmine replaces Caitlin Kaiser, who was with ACP for nearly five years, but made the decision to step away to focus on her young family and their farming operations. We also celebrated two significant work anniversaries for our staff, with Robert Renema celebrating 10 years and Vera Ward celebrating an amazing 30 years with ACP. We offer thanks to both Robert and Vera for their many years of service with ACP and look forward to working with them for many years to come.

As we look ahead to 2025, we remain optimistic about the future. Demand for Canadian chicken is strong and improving, and many opportunities exist for sector growth. This industry is built on relationships, and our success is a testament to the dedication of directors, staff, producers, and industry partners who work together to achieve common goals.

Thank you for your continued commitment to Alberta's chicken sector. ■

Vision, Mission & Priorities

A vision is a desired future state which keeps us progressing as a sector. ACP's vision is a shared sector vision that is developed in collaboration with our value chain partners.

Shared Industry Vision:

Alberta's chicken sector is collaborating to grow, create shared value and ensure chicken is consumers' preferred and trusted protein.

Mission:

Our mission, which defines the purpose of our organization, is to:

Serve Alberta's chicken producers by collaborating with key stakeholders to:

- Create a thriving environment for sustainable chicken production.
- Encourage a competitive, consumer-focused value chain.

Strategic Plan

ACP's strategic plan is the roadmap to achieving our goals and moving toward our vision. It keeps us focused on key priorities and is also responsive to emerging opportunities and risks through our annual review of the plan.

Collaboration is integral to our strategic planning process. We value the participation of the Alberta Hatching Egg Producers in our strategic planning process, and the support of OrgHealth in facilitating our strategic planning retreat.

Key insights and trends taken into account in developing our new strategic plan include:

- Results from Producer and Stakeholder Satisfaction Surveys conducted in 2024
- Market presentations from the Further Poultry Processing Association of Canada, Restaurants Canada and Costco Canada
- Input and perspective from key ACP staff in their areas of expertise

Much of our time was focused on continuing to strengthen relationships throughout the value chain and identifying current risks and challenges. Top industry issues identified by our value-chain partners included Public Relations/Public Trust; Pricing of Product; and Sustainable Growth/Allocation.



Strategic Priorities

ACP's Strategic Priorities have been re-framed for 2025 in alignment with our vision, mission and strategic goals and in response to the opportunities and risks facing our sector. Our three strategic priorities are:

- **Strengthening Collaborative Relationships**
- **Sustainable Growth**
- **Building Public Trust**

ACP's Strategic Framework:

Our Standards of Leadership guide our actions and decision-making as an organization, starting at the highest level through our vision, mission, and strategic priorities. Our goals are our longer-term areas of focus that move us toward our vision, and our Key Success Factors are the traits that support the achievement of our strategic actions. Measuring progress is also an important part of our strategic plan, and we have identified a set of seven Key Performance Indicators to gauge our performance.

ACP's Strategic Plan was updated and presented to producers and stakeholders at our Fall Regional Meeting, and the full Strategic Plan is posted on our website for reference.

Standards of Leadership

Fundamental principles and beliefs that serve as implicit criteria guiding all actions and decision-making conducted by ACP.

- Value People ■ Drive best practices ■ Strive for continuous improvement ■ Be a good corporate citizen; behave fairly and legally
- Be open and transparent ■ Meaningfully engage producers, stakeholders, and consumers ■ Be proactive, positive, and future-focused
- Actively create opportunities to improve and innovate within the sector ■ Be effective and efficient

Vision

The desired future state of the Alberta chicken sector

Alberta's chicken sector is collaborating to grow, create shared value and ensure chicken is consumers' preferred and trusted protein

Mission

What ACP does to achieve the shared sector vision

Serve Alberta's chicken producers by collaborating with key stakeholders to:

- Create a thriving environment for sustainable chicken production
- Encourage a competitive, consumer-focused value chain

Strategic Priorities

Three strategic priorities were identified for action over the next 12-36 months

- Strengthening Collaborative Relationships
- Sustainable Growth
- Building Public Trust

Goals

Ideal states to be achieved in the long-term

1. Sustainably grow the chicken market served by Alberta producers
2. Champion a culture of continuous improvement and commitment to best practices across the value chain
3. Capture opportunities and work collaboratively with sector partners
4. Proactively build and maintain public trust in Alberta's chicken sector
5. Ensure all value chain participants are engaged and proudly contributing towards the success of the Alberta chicken sector
6. Be a valuable resource to Alberta producers and sector partners
7. Be an innovative leader in the Canadian context

Key Success Factors

Traits that impact the organization's ability to achieve its vision and mission

1. Collaboration
2. Strategic Focus
3. Continuous Improvement
4. Organizational Effectiveness
5. Adaptability

Key Performance Indicators

Metrics used to gauge performance

1. Sustainable Growth
2. Flock Health & Management
3. Public Trust
4. Stakeholder Satisfaction & Engagement
5. Risk Management
6. Organizational Effectiveness
7. Financial Performance

Activities & Achievements

Board Meetings

Following the Annual General Meeting, the Board held its annual Organizational Meeting over two days, where key leadership roles and committee positions were assigned.

Over the past year, the Board held 15 meetings.

Informal face-to-face and virtual meetings with processors were held throughout the year, collaborating on issues of mutual interest; a large focus was spent on achieving agreement on the Live Price Memorandum of Understanding (MOU). In addition, there were seven allocation-related meetings (mostly held via Zoom, and seven meetings with industry partners to discuss Live Price and other topics of mutual interest.

Producer & Industry Meetings

- The Alberta Chicken Producers (ACP) continues to offer its AGM in a hybrid format, allowing in-person and virtual participation. This ensures producers unable to travel can still participate.
- ACP attended AGMs in other provinces: Chicken Farmers of Canada (CFC), Chicken Farmers of Ontario, Chicken Producers of Quebec (EVQ), Manitoba Chicken

Producers, Chicken Farmers of Saskatchewan, and BC Chicken Marketing Board.

- The Board met with Marketing Council, and held several meetings with processors, hatcheries and the Alberta Hatching Egg Producers (AHEP) Board. Discussion focused on mutual interests; ACP and AHEP continue building strong working relationships. Topics such as chick supply, quality, and in-barn hatching were at the forefront of discussion this past year.
- In July, ACP directors attended the annual CFC Summer Meeting in Winnipeg Manitoba; Alberta is slated to host in 2026.
- The Board held its annual Strategic Planning Retreat in September, with representation from the AHEP Board and presentations from downstream supply chain partners.
- ACP's Fall Regional Meetings were held in November this past year reporting good attendance.
- The Western Boards' meetings with provincial Board Managers continue to add value for all participants, collectively making positive strides in the industry.
- ACP hosted a Producer Leadership Workshop, facilitated by Karen Kirkwood of OrgHealth, which included directors, producer representatives, AHEP directors, and interested producers.





Professional Development & Continuous Learning:

ACP supports and encourages the continuous learning and development of its directors and staff.

The following courses, workshops, and webinars were attended in 2024:

Certification Courses:

- CFC's On-Farm Food Safety and Animal Care Program Auditor Certification Course
- HACCP Certification Course (North Carolina State University)
- Marketing Week – Mini MBA – Course
- Standard First Aid & CPR/AED Level C (two employees)

Continuing Education/Workshops:

- CFC's Spring and Fall Auditor Workshops
- CFC's CA and DA Workshop
- "Talk, Ask, Listen" (Do More Ag Foundation)

Conferences:

- Western Poultry Conference
- Alberta Poultry Industry Emergency Management Team Strategic Planning Session
- Poultry Service Industry Workshop
- RDAR Research Showcase (January 11)
- The Mystery, Mayhem, and Mastery of Fibre Workshop (February 26)
- Canadian Poultry Research Forum (May 28-30)
- RDAR Research Round-Up 2023 (June 6)
- Western Poultry Conference (June 13)
- NAIT Alberta Corridor Technical Symposium (September 17)

- CFC OFFSP / Animal Care Auditor Annual Training Meeting (September 24-25)
- Poultry Service Industry Workshop (October 3-4)
- All Marketing Boards & Commissions Meeting (October 22)
- PHS Alberta Broiler Breeder Meeting (October 29)

Webinars:

- Adobe Max
- 2024 Broiler School Webinar Series:
 - Understanding Poultry Plant Condemns – Prevention and Control
 - Raising the Bar: Applying Welfare Standards on Broiler Farms
 - Illuminating Broiler Health: The Impact of Light Wavelength on Poultry Well-Being
 - New Technology for Coccidiosis Prevention
- Strategies to Control Necrotic Enteritis in Broilers Through Gut Health Optimization
- Inclusion Body Hepatitis – We Care and Continue Working Toward the Solution
- Integrating Solar Thermal Air Heating into Poultry Barn Operations
- Water Quality and how it may be Affecting Bird Performance
- Strategic Thinking, then Strategic Planning – Development Program
- Committees and Meetings – Development Program
- Building Strong Teams & Effective Relationships – Development Program

The Alberta Chicken Producers Board of Directors and Executive Director also continued to work with facilitator Jim Brown of OrgHealth, on board governance. ■

Governance Committee

Respectfully Submitted, **Rob van Diemen**, Committee Chair

The Governance Committee supports the Board's oversight function and is guided by its mandate: **"To support and enhance Board governance by presenting options for policies, programs, procedures, and best-practices to the Board."**

In this role, the committee monitors best practices and trends in Board governance, assesses policies and practices of the Board and brings forward options and suggestions to the Board to maintain a culture of good governance. The Committee is comprised of two Directors and the Executive Director, and its Work Plan is reviewed and updated annually by the Board.

The Committee's initiatives in 2024 included:

- Review of the Alberta Chicken Producers Marketing Regulation
- Review of Committee Mandates, Terms of References and Structures

- Holding a Producer Leadership Development Workshop in February
- Holding a Board governance workshop in November
- Holding a third party Board assessment review
- Development of a Director Skills Matrix to guide Director training and development
- Review of the Producer and Stakeholder Satisfaction Survey report

The Committee also reviews and monitors Board meeting evaluations, leads the Board through ongoing leadership and team development activities and continuously supports the Board in developing current and future leaders for the industry. I would like to thank Committee members Tara deVries and Geoff Brown for their valued contributions to our Committee's activities over this past year. ■



Production Committee

Respectfully Submitted, Ross Bezovie, Committee Chair

The Production Committee is comprised of two Directors, one producer representative and two staff members and is guided by its mandate, **"to provide the Board with advice concerning the marketing of chicken in Alberta"**.

The primary areas of focus for the Committee in 2024 were Alberta's production performance, chick supply challenges, barn capacity, and current days to achieve market weight and potential improvements to policy.

The Production Committee met with processors in June to review the Board's production performance metrics, including our target of 100% quota utilization, and to discuss means of optimizing production performance going forward. Changes in bird genetics and reduced days to target weights as well as tight chick supplies and barn capacity were some of the challenges faced. Despite these production difficulties, all industry partners worked diligently to optimize Alberta's production performance, and it was affirmed that the Board's current policies provide the environment to achieve these results.

Another responsibility of the Production Committee is reviewing our Direct Marketing Lease Program applications prior to being presented to the Board for approval.

In 2024, six applications were reviewed by the Committee, and all were approved by the Board. A total of 181,000 direct marketing lease kilograms out of the available pool of 300,000 kilograms will be leased to six producers for the 2025 calendar year.

For comparison, 225,400 direct marketing lease kilograms were leased to six producers in 2024. We have one new applicant for 2025. All other approved applicants have already established direct- to-consumer sales channels and have previously participated in the program since it was implemented in 2013.

I would like to thank fellow Committee members Rob van Diemen, Hinke Therrien, Karen Miller, and Laurie Power for their diligence and valued contributions this past year.

The Committee commends the contributions of all procurement staff and producers in your continued efforts to meet our goal of 100 percent quota utilization and maximize Alberta's production performance. ■



Supply Chain Committee

Respectfully submitted, **Ross Bezovie**, Committee Chair

The Supply Chain Committee is guided by its mandate *“to foster an industry culture of collaboration and commitment to continuous improvement and best farming practices that support growth for the chicken market served by Alberta producers”*. The Committee takes a collaborative approach to addressing current and emerging challenges before they become roadblocks for the industry.

Update on the Antimicrobial Use (AMU) Strategy

Chicken Farmers of Canada’s (CFC) Responsible Antimicrobial Use (AMU) Strategy was launched in 2012 as part of a global initiative to meet consumer expectations of reduced antibiotic use, while still protecting the health and welfare of birds and preserving effective treatment options. As a result of this initiative, antibiotic use in broiler production is in decline in Canada. Category I and II antimicrobials with importance for human health can only be used with veterinary prescription, thereby limiting use to flocks with significant disease challenges.

Action to limit antibiotic use to the highest-risk periods of a broiler’s life for development of gut health disorders exemplifies how CFC’s Responsible AMU Strategy is being implemented. In Alberta, approaches such as eliminating use of antibiotics in most feed rations used later in the finisher period are resulting in continued, meaningful reductions in antibiotic use in broiler chickens and in reductions in antimicrobial resistance in targeted bacteria. The Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS) has indicated that the chicken sector’s AMU strategy is a major contributing factor to reported reductions in antimicrobial resistance.

Update to the Humane Catching and Transportation Standards Manual

Alberta’s Humane Catching and Transportation Standards outlines producer, catching company, and processor responsibilities in the process of humanely moving broilers from the farm to the processing facility. The Catching Working Group is comprised of representatives from catching companies, processors and producers. They are tasked with ensuring the manual remains updated and relevant to the collaborating partners.

The Catching Working Group was tasked with evaluating the recent update in the manual that added the expectation that



catchers have access to handwashing and toilet facilities at the farm. The review process is almost complete, with only a few remaining farms that need to provide an update on their plans for making updates to their site.

Current projects include:

- Ensuring basic catching equipment washing options be available to chicken catchers to limit the potential risk of spread of diseases (such as Avian Influenza) and improve biosecurity of equipment before it leaves the farm.
- Collecting data from catchers on readiness of farms for daylight loading and reviewing strategies for reducing the challenges that come with loading birds in barns with light leaks. The manual encourages producers to have darkout facilities but does not state what needs to be part of the barn vs. what the farmer and/or catchers can do as temporary measures during catching.



Update on 7-Day Mortality: Charting Transition to Reduced Antibiotic Use

The Supply Chain Committee is responsible for maintaining the Alberta Broiler Chick Quality manual as well as evaluating trends in 7-day chick mortality, life-of-flock mortality and plant condemnments relative to the rest of Canada. Monitoring of 7-day chick mortality is one of the most reliable tools we have for identifying emerging production and quality issues. The committee has been monitoring 7-day mortality since concerns were raised in late 2014, when 7-day mortality was 2.35%. Through careful monitoring of this metric, 7-day mortality reached a low of 1.43% in 2018. Between 2019 and 2021, new rules on veterinary oversight for use of medications and the CFC banning the use of Category II antimicrobials for disease prevention were implemented, and average 7-day mortality increased slightly to 1.64% during this time.

In 2023, challenges with egg and chick supply caused by Highly Pathogenic Avian Influenza (HPAI) created some variability in chick quality, and the Alberta broiler sector saw mortality exceed 2% for the first time in over eight years (first half of 2023) before settling at 1.70% in the fourth quarter. 2024 saw the 7-day mortality rate gradually increase throughout the year, with average 7-day mortality averaging 1.97% for the year, ending at 2.02% in the fourth quarter. With less of an impact from HPAI on egg supply in 2024, the expected downward trend in 7-day mortality rates in 2024 did not materialize. Both producers and processors noted

increased variability in results. For the first time, the spread in results among hatcheries increased in 2024, indicating that the weighted averages reported here may not be as indicative of farm-based results as in previous years.

The Supply Chain Committee met in January of 2025, and will be following up with a full day session in February. The objective will be to work through sector issues related to chick quality, mortality, health, and condemn issues as part of a thorough review and update of the Alberta Chick Quality Manual. The Committee is made up of a cross section of industry, including Alberta hatcheries, processors, broiler and hatching egg producers, veterinarians, and feed industry professionals.

The Committee extends a big thank-you to producers for your continued and timely reporting of 7-day mortality to your processor/hatchery. A complete data set is integral to measuring our progress. We are thankful to our processors, who have been able to report quarterly values representing the vast majority of their farms to ensure an accurate read on current trends.

We appreciate and look forward to the ongoing collaboration with our industry partners as we continue to strive for excellence in the Alberta broiler production value chain. I would like to extend a sincere thank you to Committee members Rob van Diemen, Arjan Spelt, Bob Smook, Kevin Tiemstra, Ed Fetting, Mike Lenhart, Rachelle Davidson, Peter Plazier, Dr. Hayley Bowling, Dr. Tom Inglis, Nancy Fischer, Rob Renema and Geoff Brown. ■

Flock Health and Management

Respectfully submitted, **David Hyink, Committee Chair**

In 2024, the Flock Health and Management Committee re-evaluated the Committee's terms of reference and areas of focus. We developed a work plan including the following activities:

- **Chick Quality:** Impact of chick supply and its impact of growth and flock health.
- **Flock Health:** Disease challenges and the role of broiler farmers in disease management and prevention.
- **Producer Education:** Strategic implementation of farm or producer-facing initiatives such as workshops, webinars, and supporting the development of the Western Poultry Conference agenda.
- **CFC program review:** Provide feedback on proposed updates to the On-Farm Food Safety Program (OFFSP) and Animal Care Program updates, as well as collection of local data to improve our ability to respond to proposed changes.
- **Antimicrobial Use (AMU) Surveys:** Monitor progress on the Chicken Farmers of Canada (CFC) ongoing documentation of changes in antimicrobial use on Canadian broiler farms.

Highlights from activities the Committee has engaged in recent years include:

Food Safety and Animal Care Program Update

In-barn hatching is the practice of taking 18-day incubated eggs and transferring them directly to the broiler barn for the portion of incubation that would normally take place in a hatcher machine.

When done correctly, there is potential for positive effects on flock health and uniformity; however, it creates more work at the broiler farm and may not be suitable for some hatcheries, farms, or farm management styles.

CFC rolled out an OFFSP / Animal Care Program addendum at the end of 2024 that incorporates the monitoring of the on-farm portion of in-barn hatching into our OFFSP and Animal Care programs and demonstrates how it will be audited.

The Flock Health and Management Committee sought out perspectives from hatcheries, processors, and producers familiar with the process to develop feedback on the proposed addendum to the OFFSP manual, with the second phase of the review occurring in early 2024.

It is important to emphasize that the creation of this program addendum is limited to audit management only and does not address the logistical issues that hatcheries, processors, and producers would need to work through to implement the practice within provincial regulations. Much work would need to be done to establish a system that properly establishes roles and responsibilities, reporting requirements, terms of payment, and key areas of accountability.

Since 2020, both COVID-19 and Highly Pathogenic Avian Influenza (HPAI) affected ACP's ability to go on-farm. These emergency modifications to audit procedures during a disease outbreak raised concerns about our ability to fully evaluate on-farm conditions.

As a result, ACP updated procedures for auditing during a human or animal disease outbreak in 2024. Updated procedures create a zonal response system to modifying or delaying audits due to disease, while allowing remaining audits to proceed without modification.

This approach maximizes our ability to evaluate the farm and growing areas, allowing farms in elevated risk areas to have their audit cycle adjusted to a lower-risk time of year.

These changes will ensure ongoing integrity of the audit process within our OFFSP and Animal Care Programs.

Three new OFFSP / Animal Care program auditors were certified to audit Alberta broiler farms in 2024. The new auditors are being trained on a newly launched electronic audit platform, which connects electronic audits with the audit section of our Grower Program to increase the speed and accuracy of internal audit management.

Antimicrobial Use (AMU) Surveys and Farm Data: Supporting Reduction in AMU

2024 was the 11th year ACP's audit team performed the AMU survey with producers during on-farm audits. The AMU survey allows CFC to identify shifts in product choice and usage, which is an indicator of the poultry industry's preparedness to reduce or eliminate the use of specific antimicrobials.

In recent years, Alberta's antibiotic use has been among the lowest among Canadian provinces.

Strategies by some large feed mills to minimize or eliminate antibiotic use in the finisher period have accelerated this decline, aligning well with CFC's responsible AMU strategy.

Antibiotics are permitted for use in flocks with disease challenges or during times in the growth cycle when there are risks to bird health and well-being.

2024 was a challenging year for poultry health due to disease challenges and variability in chick quality. By the end of the year, the AMU survey indicated increased use of antibiotics that we have not used in several years.

Causes for this change are under investigation and we look forward to seeing the industry impact as CFC's responsible AMU strategy is more fully implemented.

ACP is thankful to farmers for their ongoing participation in the AMU surveys, which provide valuable information to the sector.

Mass Disposal Protocol Development

The appearance of HPAI in Alberta in 2022 demonstrated the need for better farm information regarding possible options for carrying out large-scale poultry mortality disposal.

Farms needed to be prepared for a primary and secondary option, each of which may have different location requirements for composting or burial.

In 2024, ACP completed the revamping of our barn and farm location satellite imaging files and processed the submissions for a number of possible sites for composting or burial on the farm. The advantages of reducing time between having a suspect case of HPAI and approval of a disposal plan resulted in excellent uptake by producers.

Identifying potential sites for secondary composting or burial was particularly important for sites with multiple bird types. Farm layout, routing options, and proximity to other farms can all impact the ability of a farm with HPAI to make a case for distinct unit classification, potentially saving their unrelated flock from destruction.

It is encouraging to see farms consider these factors when planning potential sites for barn construction.

Given our lessons learned from previous HPAI cases, we are better equipped to work with the Chief Provincial Veterinarian's office and speed up the approval process. Our more recent HPAI cases have had the disposal approval process reduced by several days. This year, we put this to the test with a non-disease disposal event and were pleased to see how smoothly things worked.

The Flock Health and Management Committee provides input into educational opportunities for producers and helps direct what can be done provincially; or alternatively, what can be done nationally through CFC.

The Alberta Broiler Chick Quality Manual, the Basic-Better-Best biosecurity best management guide, the Western Poultry Conference, and producer workshops are actions ACP has taken provincially to address chick quality, flock health, and performance.

ACP extends a thank you to Committee members Wes Nanninga, Byron Ferrence, Robert Renema, and to our Audit Team, (Trevor Prout, Stephen Foote, Boyd Bresnahan, Rodney Swanek, and Ashley Ward), for their diligence and commitment to Alberta Chicken Producers. ■



Research Committee

Respectfully submitted, **Tara deVries**, Committee Chair

Research and Development

Alberta Chicken Producers (ACP) supports poultry research through cash, in-kind contributions, and facilitation of new projects and collaborations. ACP encourages researchers to reach out early in the development of their project applications to help ensure maximum industry impact. ACP can also provide poultry industry expertise for projects that would benefit from a stronger industry connection. These strategies and in-kind contributions increase ACP's ability to leverage research dollars for the benefit of the poultry sector.

In 2024, ACP provided cash funding commitments to the following research projects. The cash contributions of ACP were leveraged 19:1 against the total cash cost of these three projects:

- *Effects of feeding delays associated with long-distance transportation on broiler breeder digestive physiology, health and immune function* (D. Korver, University of Alberta)
- *A novel hatchery vaccination strategy to control Enterococcus: E. coli disease syndrome in broiler chickens.* (S. Gomis, University of Saskatchewan)
- *Finding better Bacteroidetes to be used for competitive exclusion cocktails in chickens* (B. Willing, University of Alberta)

The following 2024 project is relevant to broiler producers and was funded by Agriculture Funding Consortium partners:

- *Novel antibiotic alternatives to inhibit both human and poultry pathogens with green materials* (D. Korver, University of Alberta)

These projects received funding commitments from ACP in 2023 and are now underway, with some early results available:

- *A multicomponent plant-derived vaccine for poultry salmonellosis* (J. Alcantara, University of Calgary)
- *Exploring potential of Western Canadian faba beans as a feedstuff for broiler chickens and laying hens* (D. Korver, University of Alberta)
- *Use of oral probiotics to enhance immune response against infectious bronchitis in broiler chickens* (F. Careem, University of Calgary)
- *Bioactive glucosamine-derived caramels to increase bone and gut health in broiler chickens* (D. Korver, University of Alberta)



- *Environmental monitoring of Highly Pathogenic Avian Influenza (HPAI) virus in Alberta with a focus on transmission to commercial poultry operations.* (F. Careem, University of Calgary)

A review of the full project proposals for 2025 has been completed, and we look forward to facilitating funding for projects that have been determined to be of importance to Alberta broiler producers.

Leveraging ACP's Contributions to the Poultry Innovation Partnership

Alberta Chicken Producers (ACP) has been a contributing member of the Poultry Research Centre (PRC) at the University of Alberta since its formation in 1986, when Alberta Agriculture and the four Provincial poultry boards came together to ensure support for local poultry research. The organization's structure was reorganized in 2020 to become the Poultry Innovation Partnership (PIP). Industry cash and in-kind contributions were better leveraged into

research grant applications and ACP's priorities of leveraging industry dollars for extension and education opportunities were maximized.

In late 2024, the four Alberta poultry feather boards committed to a joint initiative to build a policy framework for funding poultry research and extension. Much has changed in research themes, research sites, staff, and extension since 1986 when the Poultry Research Centre was formed. We hope to find clarity and direction for how to maximize the impact of our collaborations in research and technology transfer as we evaluate our needs today.

In closing, we would like to acknowledge the valuable contribution that Robert Renema has made this year representing ACP on PIP and the provincial funding



Anke Wierenga

their ongoing support and commitment to research and development. ■

agency, Results Driven Agriculture Research (RDAR). Congratulations are extended to committee member, Anke Wierenga, for her election to the RDAR board. She is the first poultry farmer to be elected to this board, where she is well-positioned to represent poultry and livestock farmers. In addition, we extend our appreciation for the contributions Wes Nanninga, Anke Wierenga, Darko Mitevski, Valerie Carney, Jeff Notenbomer, Airell Deslaurier, Jorge Gallegos and Bill Cassaday have made this year through their time and participation on this committee. The committee is grateful for the industry partners and researchers who provide

Emergency Management and Avian Influenza

Respectfully submitted, Rob Renema and Geoff Brown

The Alberta Poultry Industry Emergency Management Team (APIEMT) was formed after the Avian Influenza outbreak in British Columbia in the winter of 2004. It was created to address the need for large scale emergency preparedness plans for disease outbreaks and other cross-commodity emergencies. The APIEMT was created by the four provincial poultry Boards, Alberta Chicken Producers (ACP), Alberta Turkey Producers (ATP), Alberta Hatching Egg Producers (AHEP), and Egg Farmers of Alberta (EFA). The APIEMT also engages other supply chain players including egg graders, processors, hatcheries, veterinarians and the feed industry.

The APIEMT was mobilized once again during the Highly Pathogenic Avian Influenza (HPAI) outbreaks in 2022, serving to develop emergency management plans and support producers and other value-chain partners in working with the Canadian Food Inspection Agency (CFIA) through processes such as mapping, permitting, flock destruction/disposal, and sector communication. Over the last two years, processes have been streamlined and improved, incorporating the lessons learned over each wave of the outbreak.

The APIEMT is now led by Brandy Addai (from the Egg Farmers of Alberta), who serves as the Emergency Preparedness & Response Coordinator, a position supported by all four Alberta poultry Boards. Each year,

the APIEMT meets to coordinate on a strategic planning document to improve the preparedness in dealing with HPAI and other potential risks that could threaten the poultry sector. In addition to this, the group also meets annually to conduct a table-top exercise or case study to run the group through the paces in dealing with a mock scenario, to continue to define roles and responsibilities for continual improvement.

Avian Influenza in Alberta

In the spring of 2022, eight Alberta broiler farms were depopulated due to H5N1 Avian Influenza, with a total 560,000 broilers affected. In the fall of 2022, five broiler flocks were depopulated due to proximity to infected turkey flocks on the same premises, representing an additional 56,000 broilers.

There were no cases in the spring of 2023; however, we did see a significant break in the fall with a total of 19 cases, eight of those being on commercial farms. Four broiler farms were depopulated representing a loss of 233,000 broilers in 2023.

In 2024, there were again no cases of HPAI in the spring, and only four cases in the fall, only one of which was commercial. This case was a large broiler farm which was depopulated representing a loss of 160,000 broilers in 2024.

Producer-led Dead Bird Surveillance (DBS) was trialed by the CFIA in Ontario in 2023 and was applied to the farms in the Primary Control Zone of the Alberta HPAI case. In this system, farmers are trained to take bird sample swabs by themselves and have them submitted to a twice-weekly pickup for lab analysis. This change reduces the number of visitors to the farm and reduces some of the workload on CFIA staff. Sampling of broiler farms is needed both within 72 hours of shipping and when a zone is about to be released.

The Alberta feather boards submitted a successful proposal to the Sustainable Canadian Agricultural Partnership Program for emergency depopulation equipment training. This training is planned for early 2025. It will build capacity in Alberta to support the CFIA in emergency depopulation events and to support producers undergoing depopulations for other reasons.

Avian Influenza in Canada

While HPAI was relatively quiet in Alberta in fall 2024, other provinces were more significantly impacted. Most notably, British Columbia had one of their largest outbreaks to date with 81 total cases, 75 of which were commercial, and nearly half of which had previously had HPAI. Nationally, we saw a total of 100 total and 91 commercial cases of HPAI, for what is now labelled the sixth wave of HPAI since 2022 (as of January 17, 2025). Of these 91 commercial cases, 12 broiler and 9 broiler breeder farms were affected.

This past fall, HPAI presented differently than in past years in most cases were under the Pacific migratory flyway, on the western seaboard. Cases under the central and eastern flyways were sparse, suggesting Alberta may not have as many infections. HPAI broke later in the fall, and the continued reports of HPAI cases indicate that the risk of infection has lingered much longer than in previous years. For example, Ontario is up to eight HPAI cases in the sixth wave, with the first of these cases only appearing mid-December 2024. Weather, level of infection in migratory birds, and presence of HPAI in the general environment can all impact how HPAI presents itself. More analysis will be needed to determine why this wave of HPAI has differed from previous ones. The total compensation to date for Canadian poultry farmers for birds ordered destroyed by the CFIA is 246 million since the outbreak began in early 2022.

Avian Influenza in Dairy Cattle

Avian influenza has also been detected in dairy cattle in several US states. Through our partnership with Animal Health Canada, CFC is monitoring the situation closely, consulting with CFIA and industry partners, and communicating to farmers. As a result of the US situation, several measures have been put in place by both industry and government to prevent avian influenza in Canadian cattle, and to prepare for if a detection were to occur.



Avian Influenza in Humans

Reporting about human cases continues to be in the news, with concerns about the potential for mutations that could increase human infections. These mutations can happen with any new infections, particularly if the person is also infected with human influenza at the same time.

The most current risk assessments from both the Public Health Agency of Canada (PHAC) and the Centers for Disease Control and Prevention (CDC) indicate that the risk to the public is still low, while individuals with higher-level exposure to infected animals are at increased risk.

The US has reported 67 human avian influenza cases, most with exposure to infected animals but three cases with unknown exposures. There is a report about the World Organization for Animal Health (WOAH) calling for more action on avian influenza in animals to avoid more cases in humans. ■

Public Relations

Respectfully submitted, Maria Leslie, *Manager of Public Affairs and Strategic Partnerships*

Introduction to the Alberta Chicken Producers Brand:

Raising Food for Our Families, Friends and Neighbours

Our family-farms are dedicated to growing high-quality local food for our families, friends and neighbours. Our efforts extend beyond farming as we actively support and engage with local communities, ensuring a positive impact and fostering strong relationships.

Our brand embodies family values and sustainable farming, reflecting our commitment to raising food with care and dedication.



Brand Logo



Corporate Logo



Corporate Social Responsibility Logo

Strategy:

How do we choose what to participate in?

Each year, we craft our strategy based on the key findings from our consumer research.

This research identifies industry myths, consumer perceptions, and demographics, enabling Alberta Chicken Producers (ACP) to strategically target key audiences with impactful and appropriate messaging. Our approach is to “meet the audience where they are,” using diverse platforms and engagement opportunities to maximize impact.

We ensure our initiatives align with and complement Chicken Farmers of Canada’s (CFC) strategy. Through our activations, we promote both the Alberta Chicken Producers brand and the Raised by a Canadian Chicken Farmer (RBCCF) brand.

Our 2023 consumer study revealed many positives, highlighting how our brand and messaging resonate effectively with target audiences. A follow-up study will be conducted in 2025.

In 2023, regression modelling showed that ACP marketing recall was associated

with a 37 per cent increase in chicken spending, while ACP-RBCCF brand awareness was linked to an 18 per cent increase in chicken spending.

Chicken product attitudes have remained stable, with the majority of Albertans continuing to have positive sentiment and attitudes toward chicken. However, chicken farmer attitudes have declined slightly compared to 2021. Despite this, most Albertans still express positive sentiment toward farmers, with positive attitudes remaining stable.

Based on this research, young adults (Gen Z, 16–29) remain the primary demographic we target. Our secondary target audiences are Millennials (30–44) and visible minorities/new Albertans.

The common attitudes across all three demographics that have the greatest impact on consumption are:

- Chicken is versatile.
- Chicken is healthy (muscles/fitness/health).

In 2024, we continued to work strategically to incorporate messaging that reflects these attitudes and used values-based messaging that resonates with our target audiences.

ACP will conduct further consumer research in 2025 to effectively inform our marketing efforts.



2024 Highlights:

Strategic Partnerships

Each year, as part of our strategy review, we assess whether partnerships continue to align with Alberta Chicken Producers' values and deliver on our strategic goals. In 2024, we participated in events with our existing partners, hosted contests, and shared messaging through their networks.

Some of our key strategic partnerships include:

- Alberta on the Plate
- Agriculture for Life
- Food Banks Alberta
- Emily Mardell – Registered Dietitian

- Dr. Mom – Family Doctor and influencer
- Jason Strudwick – Former Edmonton Oiler
- Edmonton Oilers Entertainment Foundation/Edmonton Oil Kings
- NAIT Culinary Team
- Stollery Children's Hospital and Stollery Women's Network
- Freson Bros.
- Calgary Stampede
- Knifewear
- The High School Culinary Challenge



New: Alberta Chicken Producers Partner with Calgary Co-op

In 2024, Alberta Chicken Producers (ACP) proudly partnered with Calgary Co-op, a trusted grocer with 24 locations across Calgary and surrounding areas. This collaboration focuses on educating consumers about Alberta's chicken farming sector and enhancing brand awareness.

Consumer Education Highlights

Calgary Co-op's new poultry webpage provides information on chicken cuts, nutrition, and how chicken is raised in Alberta. The page also features farmer profiles, connecting consumers directly to ACP's resources. QR codes in meat sections and on packaging further enhance accessibility to this content.



Engaging Calgary Co-op Meat Managers

On September 12, 2024, ACP hosted a lunch and learn session with Calgary Co-op meat managers. Vice-Chair Tara deVries shared visuals and stories from her farm, while attendees engaged in a fun chicken trivia game and learned about Alberta's chicken sector.

Celebrating Chicken Month

ACP launched the partnership during the Calgary Co-op Smoke Show event on September 14, 2024, featuring BBQ demos, chicken samples, and prizes, while raising funds for the Calgary Food Bank.

This partnership strengthens connections with Calgary Co-op's network, creating new opportunities to educate consumers and promote Alberta's chicken farming.

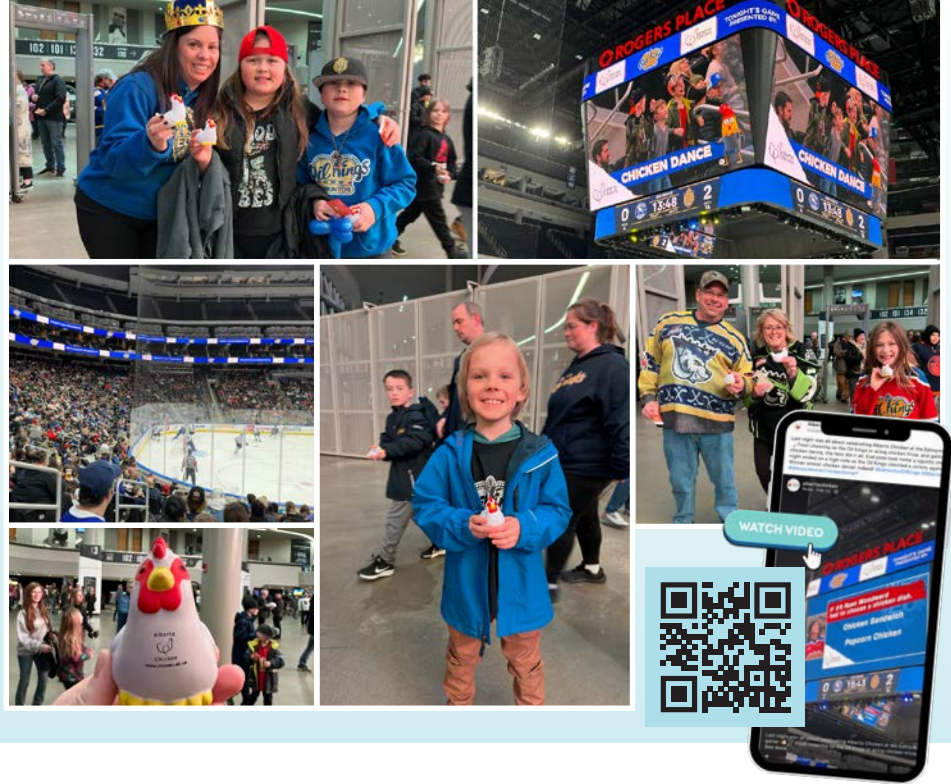


Alberta Chicken Featured at Edmonton Oil Kings Game

In 2024, we ran our second campaign with the Edmonton Oilers and Edmonton Oil Kings. As part of this partnership, an in-game activation was held with the Oil Kings. Fans enjoyed chicken trivia that highlighted ACP's key messages, participated in the chicken dance, and took home a squishy chicken and spice package. Game-goers also received a coupon for free nuggets at Popeyes.

The game was a valuable opportunity for brand exposure to a key target demographic: young families.

We also shared our messaging through the Edmonton Oilers' stats webpage and the Edmonton Oil Kings' "From the Farm" reports.



Dietitian Partnership

Our consumer research continues to reaffirm that Albertans view dietitians as a trusted source of information.

In collaboration with registered dietitian Emily Mardell, we develop recipes and social media content, and participate in Global Television spots and events to share meaningful, chicken-related nutritional information with consumers.



2024 Events

A huge thank you to everyone who volunteered their time and energy. Your dedication helped us share good news stories and educate Albertans about the incredible work our farmers do. We couldn't have done it without you!

- Calgary Stampede
- Mountain View Aggie Days
- Aggie Days Calgary
- Kathryn Aggie Days
- Stollery Teddy Bear Fun Fest
- Together Again (Christmas in November)
- Terroir Symposium Knifewear Session
- Canadian Culinary Federation Conference
- Hot Chefs Cool bEATS
- Calgary Co-op Smoke Show Event and Grape Escape

Thank you for helping make these events a success!

Event Highlights:

2024 Stollery Teddy Bear Fun Fest

On May 11, 2024, Alberta Chicken Producers, alongside our partners Explore Edmonton and Sofina (Lilydale), participated in and supported the Stollery Teddy Bear Fun Fest. Our farmers were on-site to engage with Stollery families before the run, and they served a chicken lunch to attendees after the run and walk. A huge thank you to Explore Edmonton for providing catering in-kind and to Sofina for supplying local chicken for our wraps.

The event exceeded its original fundraising goal of \$185,000, currently reaching \$222,000.

More about the Stollery: www.stollerykids.com/who-we-are/



Stollery Facts



305,478
patient visits



231,835
outpatient clinic visits



11,465
surgeries



125,592
virtual health visits



53,629
emergency department visits



27%
of patients from outside the Edmonton area

Knifewear and Alberta Chicken Producers Forge Partnership for Terroir Food Symposium

On May 6, 2024, Manager of Public Affairs and Strategic Partnerships Maria Leslie visited the Ference family farm with our new partner, **Knifewear**, to capture content for the upcoming Terroir Food Symposium in Calgary. **A huge thank you to Byron Ference** for showing us around his farm and advocating for the sector. Following the farm visit, Knifewear hosted a chicken butchery workshop at the Terroir Symposium in Calgary, where they shared the full farm-to-plate story.



Calgary Stampede

In 2024, the Calgary Stampede set a new attendance record, welcoming over 1.4 million visitors to the event.

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



Alberta Chicken Producers Featured in Second CTV Fields to Forks Episode

CTV Calgary, accompanied by Maria Leslie, Manager of Public Affairs and Strategic Partnerships, visited the Wierenga family farm near Olds, Alberta, to capture another episode in the CTV Fields to Forks series. Set against the scenic backdrop of the farm, this episode shares a glimpse into family-farm life and raising chickens.

A huge thank-you to the Wierenga family for volunteering their time and allowing us to showcase their farm.



Ag Education and Events

We remain committed to engaging Albertans through agriculture education by participating in numerous events, including the Calgary Stampede, Aggie Days, Outstanding in the Field in Brooks, Mountain View Aggie Days, and post-secondary presentations.

In addition, we continue our involvement with the **Project Agriculture Program**, which has expanded over the past year to include an updated elementary component. We are collaborating with our partner, Ag for Life, to market the program to teachers and encourage its integration into classrooms.

We also continue our involvement with the **Classroom Agriculture Program**, which is delivered in schools to Grade 4 students across Alberta. These programs and events play a vital role in building trust and agricultural literacy among Alberta's youth, fostering an understanding of the food system and the role of farmers in producing safe, high-quality food.



Alberta Chicken Producers Celebrate Culinary Creativity at "Together Again"

In early November 2024, Alberta Chicken Producers (ACP) participated in Together Again, a special food and culinary celebration held at the iconic Jasper Park Lodge. This event replaced the much-anticipated "Christmas in November," which was paused due to challenges from recent wildfires in Jasper that impacted the lodge's facilities and holiday décor. In its place, the Fairmont team introduced Together Again, a more intimate gathering focused on food, community, and connection.

Continuing our longstanding partnership with the event, ACP collaborated with renowned Canadian chef Emily Richards. Known for her passion for creating flavorful and approachable dishes, Emily hosted a "Perfect Italian Brunch" session, featuring three delectable chicken recipes. Guests were treated to an

engaging cooking demonstration, lively chicken trivia, and a showcase of the versatility and quality of Alberta chicken.

Attendees also enjoyed two delicious chicken lunches, made with locally sourced chicken generously provided by our partner, Lilydale/Sofina.

This event offered ACP a valuable opportunity to connect with attendees, share the story of Alberta's thriving chicken sector, and celebrate the creativity of cooking with local ingredients. The success of Together Again highlights the importance of fostering partnerships within the culinary world and showcasing Alberta chicken's exceptional flavour and quality.

Recipes presented at the event can be found here:

www.jasper-park-lodge.com/content/uploads/2024/11/together-again-ebook.pdf



Scan to check out the recipes from the event!



Corporate Social Responsibility

The Public Relations and Corporate Social Responsibility strategies of Alberta Chicken Producers are closely intertwined rather than mutually exclusive. When exploring new opportunities to engage with our target audiences, we assess how the activation or partnership aligns with both strategies. Often, we can create a mutually beneficial scenario, allowing us to connect with our target audience while also making a meaningful impact in the community.

Alberta Chicken Producers Celebrate Fifth Year of the "Good Neighbours Program"

ACP's *Good Neighbours Program* is a formal framework that guides the social responsibility efforts ACP takes on.

- Corporate Social Responsibility Pillars:**
- **Creating Connection**
 - **Building Strong, Healthy Communities**
 - **Social Responsibility**



Alberta Chicken Farm Families Continue to Rally to Ensure Albertans' Plates Aren't Left Empty

In response to the alarming statistics which revealed that 174,311 Albertans accessed a food bank in 2022, with 37% being children (*HungerCount 2023*), Alberta's chicken farming families **continue to rally** to support those in need. On January 22, 2024, several farmers participated in a volunteer day at the Food Banks Alberta Leduc Warehouse, aiding in sorting and packing donations for distribution. Minister RJ Sigurdson and MLA Brandon Lundy joined the farmers for the afternoon, showing their support for the initiative.

At the end of the day, Alberta's chicken farm families presented Food Banks Alberta with a \$30,000 donation to help provide a much-needed healthy protein. This financial contribution builds on Alberta Chicken Producers' donations beginning in 2020. As of January 22, 2024, the total funds donated to assist Alberta families in need is \$120,000.



Food Banks Alberta, Leduc Warehouse

From L-R: Wes Nanninga, Alberta Chicken Producers' (ACP) Director; Geoff Brown, ACP Executive Director, Anke Wierenga, ACP Producer Representative, MLA for Leduc-Beaumont, Brandon Lundy, David Hyink, ACP Chair, Shawna Bissell, Food Banks Alberta Executive Director, RJ Sigurdson, Minister of Agriculture and Irrigation, Laurie and Shawn Power, ACP; Christian Hofer; Ross Bezovie, ACP Director.



Meals on Wheels – Wing Wednesday Event

On April 17, 2024 we attended and supported Wing Wednesday a fundraiser for Edmonton Meals on Wheels held in the Stantec Tower. Hosted by Rob Christie (former 630 CHED host), the event supports Edmonton Meals on Wheels in their mission to continue to provide home-delivered meals and programs for Edmontonians. Guests enjoyed Hot Seat interviews, while indulging in delicious wings for a great cause. Thank you to Maple Leaf Foods Inc. for providing the mouthwatering local chicken!



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

In 2024, we once again partnered with former Edmonton Oiler Jason Strudwick and Registered Dietitian Emily Mardell on the *Face-Off Against Hunger* food drive campaign, which brings hockey players and their families together to make a meaningful difference in their communities.

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. Camp participants and local minor hockey teams were encouraged to collect food bank donations. By participating, teams had the exciting chance to win a guest-coached practice session with Jason Strudwick.

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.



**TOGETHER,
MINOR HOCKEY TEAMS
RAISED OVER
\$2,000
FOR LOCAL FOOD BANKS
AND DONATED OVER
15,000
POUNDS OF FOOD**



Alberta Chicken Producers Serve Breakfast to Families at Stollery Children's Hospital

On March 27, 2024, and October 23, 2024, our farmers volunteered at the Stollery Children's Hospital, serving breakfast to families in need. **Thank you to Tara deVries, Ross Bezovie, David Hyink, and Geoff Brown for volunteering!** This initiative highlights our farmers' commitment to the community. During our time at the hospital, we witnessed firsthand the exceptional care provided to Alberta families in need.

Following the October breakfast, Hyink and Brown attended a donor wall unveiling, where Alberta Chicken Producers were recognized alongside other key supporters of the hospital. The organization expressed gratitude for being part of the Stollery's community of donors and remains committed to supporting the hospital's invaluable work.



Farmers Ross and Tara are onsite this morning at the @stollerykids hospital serving families breakfast ❤️





*From our families to yours,
care is at the heart of what we do.*



Alberta
Chicken Producers



Government Relations

Respectfully submitted, **Maria Leslie and Geoff Brown**

This year's government relations activities included the following:

Foodbank Donation Day Activation

In January, Alberta Chicken Producers organized a volunteering event with local farmers, attended by the Minister. The Minister participated in the annual cheque presentation to Alberta Food Banks and engaged with directors and farmers.

Alberta Chamber of Commerce Political Action Day

Alberta Chicken Producers participated in the 2024 Political Action Day Event hosted by the Alberta Chambers of Commerce in Edmonton on March 14, 2024. Director, Ross Bezovie and ACP staff engaged with various elected officials, including the Minister and Deputy Minister of Agriculture and Irrigation, the Premier of Alberta, the Minister of Finance and Treasury, the Minister of Immigration and Multiculturalism, and several NDP leadership candidates. The event served as a platform to address sector-specific issues and foster relationships with policymakers, ensuring the poultry sector's concerns are considered in future policy decisions.



Above L-R: **Ross Bezovie**, ACP Director; **Danielle Smith**, Premier of Alberta; **Geoff Brown**, Executive Director of ACP; and **Maria Leslie**, Manager of Public Affairs and Strategic Partnerships

Right L-R: **Geoff Brown**, Executive Director of ACP; **MLA Sarah Hoffman**; and **Ross Bezovie**, ACP Director



CFC Joint Annual Reception

On March 20, 2024, representatives from Alberta Chicken Producers attended the Joint Annual Reception in Ottawa, hosted by Chicken Farmers of Canada, Egg Farmers of Canada, Canadian Hatching Egg Producers, and Turkey Farmers of Canada. The event provided a platform to engage with industry and elected officials, addressing the challenges and opportunities within our sector.



L-R: **MP Francis Drouin**, Parliamentary Secretary to the Minister of Agriculture and Agri-Food; **Ross Bezovie**, ACP Director; **MP Dave Epp**; **MP Kody Blois**



L-R: **Ross Bezovie**, ACP Director; **Maria Leslie**, Manager of Public Affairs and Strategic Partnerships; **MP John Barlow**, Vice-Chair for the Standing Committee on Agriculture and Agri-food; **David Hyink**, ACP Chair; **Rob van Diemen**, ACP Director



Top left:
L-R: Geoff Brown, ACP Executive Director; MP Dane Lloyd; Rob van Diemen, ACP Director.

Top right:
L-R: Geoff Brown, ACP Executive Director; Abby Martynes, Staffer; MP Rachael Thomas; Rob van Diemen, ACP Director.

Bottom left:
L-R: Geoff Brown, ACP Executive Director; MP Martin Shields; Rob van Diemen, ACP Director.

Bottom right:
L-R: Ray Nickel, CFC Director; Geoff Brown, ACP Executive Director; MP Glen Motz; Ross Bezovie, ACP Director



Chicken Farmers of Canada Spring and Fall Lobby Days

On May 28, 2024, members of the Alberta Chicken Producers' Board and staff participated in the annual CFC Spring Lobby Day and Reception. In total, farmers across Canada met with 57 Members of Parliament and Senators. Topics of discussion included, but were not limited to: HPAI, Bill C-282, the carbon tax, farm security, capital gains, spent fowl (trade), and federal recognition of the CFC Animal Care Program. Additionally, CFC hosted a mini lobby day in November, providing another opportunity for farmers to engage with policymakers on key industry issues.

Calgary Stampede International Ag and Agri-Food Reception

On Wednesday, July 10, 2024, ACP staff, Chair David Hyink, and Producer Representative Byron Ference 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.

Roundtable Contributions

- Participated in roundtables through the ILWG (Industry Leadership Working Group) with ADM John Conrad.
- Participated in a roundtable with MP Martin Shields and John Barlow in Vulcan, Alberta in the spring of 2024.
- Contributed to a pre-FPT (Federal-Provincial-Territorial) roundtable with the Minister to discuss strategic concerns for the sector (Animal Care Program Recognition).



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



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.

MP Farm Tour

On August 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.

Alberta Chicken Producers Speak Out Against Bill C-293, Citing Unfair Targeting of Animal Agriculture at Press Conference

On October 24, 2024, Alberta Chicken Producers' Chair, David Hyink, joined Alberta Beef Vice-Chair Doug Roxburgh and Alberta Pork Director Sandra Spruit to address concerns about Bill C-293 in a press conference following remarks from Minister of Agriculture and Irrigation RJ Sigurdson and Minister of Health Adriana LaGrange. The group raised issues with the bill's language surrounding livestock production, calling it biased and unfounded. They argued that some claims in the bill lack scientific basis and unfairly target animal agriculture, which could harm the industry and mislead the public.



Poultry Diagnostics

Respectfully submitted, **Geoff Brown**

In 2021, the four poultry Boards established a partnership with the University of Calgary's Faculty of Veterinary Medicine (UCVM) to develop a long-term strategy and business plan for poultry diagnostic services. The UCVM's Diagnostic Services Unit (DSU) opened poultry services on April 1, 2021, and in April 2024, established a four-year renewal agreement with the Alberta poultry industry to continue delivering diagnostic services to our sector.

Since its inception, the DSU has made significant strides in expanding diagnostic capacity. The Bacteriology Lab, which opened in November 2021, has processed an increasing number of submissions each year and has significantly improved testing turnaround times. In 2023, the DSU introduced a Serology Lab, which allowed for the detection of Avian Encephalomyelitis (AE), Infectious Bursal Disease (IBD), Infectious Bronchitis Virus (IBV), Newcastle Disease Virus (NDV), and Avian Reovirus (AVR). Recently serology has expanded its offerings to include avian metapneumovirus (aMPV), *Mycoplasma synovia*, *Mycoplasma gallisepticum* and some ruminant diseases.

Renovations are now complete on the new Molecular Diagnostics Lab, which will support polymerase chain reaction (PCR) testing starting in the spring of 2025.

PCR testing for avian metapneumovirus is expected to commence at that time, with plans for future development of PCR testing for diseases such as AVR, IBD, Avian Encephalomyelitis (AEV), Fowl Adenovirus (FAdV), Infectious Laryngotracheitis (ILT), Marek's Disease Virus (MDV), Avian Astroviruses (AstVs), Avian Hepatitis E Virus (aHEV), and Salmonella (SE).

The poultry agreement with UCVM also introduces veterinary students to the sector by incorporating poultry into fourth-year rotations and pathology rounds, with the goal of recruiting new poultry veterinarians. Additionally, the agreement funds a poultry-specific faculty position (Dr. Ashish Gupta, DVM, PhD, Postdoc, DACVP – Poultry Pathologist) as well as a bacteriology technician (Karan Gadani, BSc Microbiology) and a serology technician (Dr. Manga Devi Nookala, DVM, MSc – Veterinary Microbiology).

The four poultry Boards extend their sincere appreciation to Dr. Jennifer Davies and her team at the DSU for their continued efforts to expand diagnostic services and infrastructure at UCVM. We also thank the Government of Alberta for supporting increased diagnostic capacity in the province, which will benefit poultry and livestock producers well into the future. ■



Chicken Farmers of Canada

Respectfully submitted, **Rob van Diemen**, CFC Director

Production and Allocation

In 2024, the Chicken Farmers of Canada (CFC) set seven allocations for periods A-189 to A-195 at in-person Board meetings.

In early January, directors considered a request from several provinces regarding the frequency of setting allocation and decided to set the allocations for periods A-189 and A-190 period by period (as opposed to two at a time) in light of volatile market conditions. Directors also asked the Allocation Policies and Procedures Committee to review the allocation setting frequency and present their findings at the March meeting.

The allocation for period A-189 (May 5 – June 29, 2024) was set conservatively at 1.5% below base, as storage stocks levels were high especially for further processed items and Tariff Rate Quota (TRQ) utilization had started the year off slow. Additionally, the previous three periods were overproduced by a total of 8.4 Mkg.

At the meeting on March 20th, to respond to changing market conditions in a timelier manner, the board elected to change its existing practice of setting two allocations at a time and moved to setting one at a time. The allocation setting for period A-190 saw an engaging meeting with many industry participants in attendance and extensive questions about market conditions put to board members. Directors set the allocation for this period at 1% over the adjusted base, taking an approach that accounted for mixed market factors, including significant drawdowns in storage stocks, increases in domestic disappearance, strong wholesale prices, but also economic challenges including rising housing costs.

The allocation for period A-191 (August 25 - October 19, 2024) was set in May. At this meeting, directors discussed storage stocks continued decline and disappearance showing a positive trend. Feed prices were lower, but inflationary pressures persisted. Issues around prices, food insecurity, and the impact of imports and CPTPP were also raised. After discussions, a motion for a 1% increase over base was passed, reflecting cautious optimism amid uncertain market conditions.

For period A-192 (October 20, 2024 - December 14, 2024), Directors discussed positive factors such as declining beef supplies, strong

domestic chicken disappearance, robust wholesale prices, population growth, low feed grain costs, and GDP growth. However, they also considered the negative impacts of food & housing inflation, consumer caution, and the expected strong TRQ volumes during this period. Taking into consideration these factors, Directors approved an allocation at 1% above base.

The base allocations and the medium-term growth target for periods A-193 to A-198 were discussed and established in August. This block of six allocation periods covers the last two weeks of 2024 and most of 2025. The medium-term growth target was set at 3%, slightly higher than the target for the previous block of six periods.

In September, directors met to set the allocation for period A-193 (December 15 – February 8, 2024). The meeting focused on balancing chicken supply and demand amid economic challenges and varying regional conditions. Key concerns included market oversupply in the previous year, live prices, fluctuating wholesale prices, and the impact of imports, particularly TRQ underutilization. After a detailed discussion, including considerations for TRQ and regional pricing issues, the final decision was to implement a 1% increase over base.

The allocation for period A-194 (February 9, 2025 - April 5, 2025) was set in November. Directors focused on projections for chicken supply and demand in 2025, with key discussions about population growth rates, imports, economic factors, and regional conditions. Directors discussed concerns over economic conditions, such as lower GDP growth and increased unemployment, which could impact per capita consumption. Ultimately, directors voted for a 1.5% increase over base.

The A-195 allocation (April 6, 2025 - May 31, 2025) was set in December. The meeting focused on discussions around chicken supply and demand, including population growth expectations, imports, and per capita consumption. The discussion included concerns about imports, wholesale prices, and the impact of economic conditions on consumption. Directors voted for a 0.5% increase over base for A-195.

Combined allocations for periods A-189 to A-195 were 0.6% above total base for these periods. Chicken production in 2024 was up slightly from the year before with lower production in the last half of the year



coming close to offsetting the increase posted in the first six months. Wholesale prices were generally stable throughout the year, with higher dark meat prices and weaker wing prices than in previous years. The record-high frozen chicken inventories at the beginning of the year decreased steadily until September and increased seasonally during the last few months of the year. TRQ imports, especially under CUSMA, were slow in the first part of 2024. TRQ utilization caught up in the latter part of the year, especially in the last quarter, but some TRQ was left unused at the end of the year.

Retail volume sales of fresh chicken showed positive numbers in 2024 despite higher prices. Total food service sales were flat in 2024 but sales in the limited-service sector of the market that uses many chicken items outperformed the other food service sectors.

In 2024, the amounts of chicken produced were closer to what was allocated compared to previous years, with some underproduction in the middle of the year and some overproduction in the first and last part of 2024.

The temporary suspension of the quota utilization component in the allocation formula, initiated in A-176, continued throughout 2024, and will be resuming once a new data set of six audit periods is available (A-190 to A-202).

Both the Atlantic Canada Safeguard Agreement and the Ontario Discrete Supply components of the Operating Agreement Period ended in A-192. Small amounts of carry-over kilograms were included in the allocation for period A-193 to conclude both agreements.

Market Development Policy

Following a review by the Allocation Policies and Procedures Committee, the board decided to add boneless breasts with drumettes attached as an eligible product under CFC's Market Development Policy.

Market information Working Group

The Market information Working Group (MIWG), which has an independent Chair and representation from all sectors in the supply chain, met seven times during the year to analyze and discuss market conditions and trends and issued seven reports prior to allocation setting.

Collaboration with Canadian Hatching Egg Producers

In 2024, CFC participated in three CHEP advisory committee meetings. The mandate of this committee is to advise the CHEP Board of Directors on expected demand for chicken in the upcoming year(s) and the amount of production required to meet the demand, assisting CHEP in producing the appropriate number of hatching eggs for the Canadian market. The committee volume recommendations were reflective of the continued growth in the chicken sector.

International Trade

World Trade Organization (WTO)

2024 continued to build on the ongoing agricultural negotiations, with significant efforts focused on addressing food security, public stockholding, sustainability, and key trade negotiating pillars such as domestic support and market access. Throughout the year, SM5 representatives were actively engaged in monitoring WTO negotiations, participating in technical missions and attending major events, such as WTO Ministerial Conference in February and the WTO Public Forum in September 2024. During these events, SM5 representatives held side meetings with key WTO members, including representatives from the European Union, the United States, Brazil, and the African Group, Canadian Government representatives (notably International Trade Minister Mary Ng and Chief Agriculture Negotiator Matthew Smith) as well as the WTO Chair of the Agriculture Negotiations, Ambassador Alparslan Acarsoy (Turkey).

The 13th Ministerial Conference of the WTO (MC13), held in Abu Dhabi in February 2024, ended without any agreement on agriculture, an ongoing key issue of contention. India sought to establish permanent rules for developing countries to build public food stocks to ensure food security, but this was met with resistance from other members, who favoured addressing agricultural issues in a broader negotiation round. Despite efforts, no progress was made on resolving the longstanding tensions over public stockholding, reflecting the ongoing challenges within the WTO to reconcile the diverse interests of its members, especially in the context of global economic uncertainties and geopolitical tensions. This impasse highlights the difficulty the WTO faces in advancing multilateral agreements on agricultural trade.

Later on, the central issue discussed at the WTO Public Forum was the aftermath of the failed Brazilian text proposal, which aimed to shape the agricultural negotiations ahead of MC14. Despite strong support from major players such as the US, the EU, and China, the paper faced opposition, particularly from India and the African Group. The opposition to the Brazilian proposal resulted from the insistence on addressing public stockholding before tackling other issues like market access and domestic support. For those countries, public stockholding is crucial for food security as it allows them to maintain food reserves for public distribution. Consequently, India and the African Group advocated for prioritizing public stockholding in the negotiations. As a result, the Chair has pivoted to exploring alternative strategies, including the formation of working groups within the Committee on Agriculture in Special Session (COASS). These groups were set up to tackle the key negotiation topics (market access, domestic support, and public stockholding), with a proposal in the works for the broader membership. While the Brazilian paper has been deemed "expired," the Cairns Group, along with the African Group,



have expressed their interest to present a new proposal on the modalities of these issues.

Additionally, sustainability and climate change became important topics in agricultural discussions. Although members have yet to define the scope of sustainability in agricultural negotiations, there is growing recognition that these issues, including environmental concerns, food security, and inclusivity, will soon play a larger role in future negotiations. This aligns with the broader theme of maintaining engagement among WTO members while simultaneously addressing core trade issues. The discussions around sustainability highlight the shifting focus toward incorporating long-term environmental and social considerations into agricultural trade discussions. As MC14 approaches in March 2026, these ongoing deliberations will likely shape the direction of future trade talks.

Bilateral And Regional Trade

In 2024, Canada saw new developments in bilateral and regional trade that CFC monitored closely by attending meetings hosted by AAFC. The United Kingdom's official accession to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) on December 15, 2024, marks a notable milestone. However, the impact on Canadian chicken sector is expected to be limited, as the UK primarily exports chicken to the European market, and the two countries will not access each other's markets under the CPTPP terms until Canada ratifies the agreement. Similarly, discussions on Costa Rica's accession to

the CPTPP, officially started in late 2024. As a potential 13'th CPTPP member, Costa Rica's adherence to CPTPP is unlikely to have a major impact on Canada's poultry industry due to Costa Rica's smaller scale in poultry production.

Regarding regional trade, Canada is prioritizing the advancement of its trade relations with ASEAN countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Laos, Cambodia and Myanmar/ Burma). Efforts center around addressing market access, sanitary measures, and other trade facilitation issues. CFC is monitoring this trade initiative more closely as the participation of Thailand, a major chicken exporter, might lead to more pressure for Canadian access. However, the negotiations are not progressing fast as it remains challenging to reach consensus within ASEAN countries due to the divergences between its members on key issues, notably sanitary and phytosanitary issues (SPS).

On a bilateral basis, Canada officially launched free trade agreement negotiations with Ecuador in April 2024. Positive progress was made throughout the year, with a few chapters successfully closed. Ongoing negotiations are now focusing on tariff elimination, agricultural trade, services, and investment. The fifth round (December 2024, Ottawa), aimed to close remaining provisions before Ecuador's presidential elections in early 2025.

On December 2, 2024, Canada announced the conclusion of negotiations for a Canada-Indonesia Comprehensive Economic Partnership Agreement (CEPA) and committed to

sign the CEPA in 2025. This is the conclusion of an important agreement for Canada's trade, with Indonesia being Southeast Asia's largest economy with a population of 279 million. It also demonstrates that Canada can reach trade agreements while not making any concessions for chicken, and other poultry, egg or dairy products.

Canada is continuing to engage in bilateral discussions with the United States, particularly regarding a review to the Canada-United States-Mexico Agreement (CUSMA), with a focus on ensuring fair trade conditions.

Import Controls

CFC remains committed to ensuring that Canada's TRQ allocation methodology supports the long-term viability of supply management. Proposed changes to the chicken TRQ allocation, including adjustments to WTO and CUSMA caps, raise concerns about increased non-Import Control List (ICL) requests and the reliance on supplementary imports. CFC advocates for a permanent methodology that prevents TRQ trading, prioritizes non-ICL requests within original limits, and uses returned TRQ volumes to offset imports. The use of government programs such as the Duties Relief Program (DRP) and Import to Re-export Program (IREP) continues to rise, with DRP imports increasing by 10% in 2024. However, Canadian Border Services Agency (CBSA) verifications revealed widespread non-compliance among DRP users, resulting in fines of \$581 million. Spent fowl imports, though slightly reduced, remain a significant concern due to continued tariff evasion, leading CFC to push for DNA testing and stricter enforcement. The ongoing discussions on a long-term TRQ allocation methodology will continue into 2025 as CFC works with government agencies to safeguard the Canadian chicken sector.

Brand and Marketing

In 2024, Chicken Farmers of Canada (CFC) continued to build on its commitment to promoting the *"Raised by a Canadian Farmer"* brand while fostering public trust in Canadian chicken. This year, our marketing and branding efforts focused on innovative media strategies, precise audience segmentation, and dynamic campaigns designed to captivate diverse demographics, dispel misinformation, and solidify chicken as the leading consumed protein.



Strategic Highlights

Media and Campaign Innovations

- Media Shift: 40% digital, 60% TV, with a focus on Connected TV (CTV) to reach 18-34-year-olds.
- Smart TV Partnerships: Integrated CFC campaigns into home screens and content guides.
- *"Chicken Worth Celebrating"* Campaign: Highlighted chicken's versatility and sustainable farming.
- Chicken Month: 4.2M impressions via gym-focused digital ads.
- Swim Canada Partnership: 4.1M impressions through Olympics-related advertising.
- Raised Right Campaign: Multi-channel strategy targeting Gen Z and Millennials, reinforcing ethical, sustainable Canadian chicken farming practices.

Media Campaign Success:

- Increased *"Raised by a Canadian Farmer"* brand awareness to **53%**, up 3% from 2023.
- Achieved **48% marketing recall** in 2024, a 17% year-over-year increase.

Consumer Engagement Highlights:

- **Social Media Growth: 6M+ impressions** across platforms, with TikTok campaigns **engaging Gen Z at 55%**.
- Culinary Campaigns: National Chicken Month **boosted website traffic 15%**, while influencer and chef partnerships **generated 1.6M impressions**.

Events and Outreach:

- Sponsored the Chicken Sandwich Contest at the Restaurants Canada Show.
- Partnered with QuellNow to celebrate chicken in family traditions and diverse cuisines.
- Launched the Raised Right Campaign with goodwill chickens spreading kindness in Toronto.
- Engaged 500+ attendees at the Culinary Federation National Conference.
- Ran The Great Canadian Coop Star Contest, naming a young chef as CFC's ambassador.
- Led a bold Chicken Month campaign, featuring a mobile 'builtboard' in Toronto.
- Reached 300,000+ attendees at The Royal Agricultural Winter Fair, hosting cook-alongs and a three-course meal with Chef Albert Ponzo.

Young Farmers Program

It's been a big year for the Chicken Farmers of Canada's 2024-2025 cohort of the Young Farmers Program, which is an integral component to the continued success of our organization.

Four young farmers, Caleb Westeringh from British Columbia, Callie Haverkamp and Jessica Szmiett from Ontario and Frederick Cloutier from Quebec, participated in the Young Farmers Program in 2024. The program aids in succession for both provincial and national organizations and strengthens institutional governance.

Young farmers attended key events, including Lobby Day, Orientation, and the Summer Meeting in Winnipeg, where they observed a Board meeting and toured a farm. Members also engaged in outreach: Caleb Westeringh met MP Mark Strahl, Callie Haverkamp hosted her MP and attended the Swimming Canada Trials, Jessica Szmiett welcomed skater Trennt Michaud for a Skate Canada partnership, and Frédéric Cloutier hosted CFC for a Day in the Life filming. We look forward to the 2025-2026 cohort.

Chicken Champs Program

In its first year, 29 Chicken Champs participated in over 15 events, including media interviews, panel discussions, trade shows, commercials, and government relations. CFC aims to match ambassadors with local events to minimize disruptions. The program's successful launch sets the stage for more opportunities in 2025 to highlight the dedication of Canadian chicken farmers.

Food Bank Food Donation Program

In 2024, Chicken Farmers of Canada continued the Chicken Challenge with the Ottawa Food Bank, purchasing \$50,000 worth of chicken from Exceldor Cooperative through a bidding process. The 2025 process is underway, with results to be announced soon.

Partnerships

Swimming Canada

2024 was a milestone year for Swimming Canada, with 29 Olympic and 20 Paralympic swimmers earning a combined 21 medals in Paris. CFC celebrated its decade-long partnership by airing a commercial featuring Young Farmer Rachel Sheffield and Olympian Sophie Angus during the Games. Leading up to the event, CFC attended the Swimming Trials in Markham, engaging with athletes and spectators while launching SquishPeeps, a fan-favourite giveaway. In November, CFC hosted a virtual Fireside Chat with Sophie Angus, allowing stakeholders to hear about her Olympic journey first-hand.

Skate Canada

In its second year as the official meat protein of Skate Canada, CFC continued supporting CanSkate and high-performance athletes. CFC filmed social media content at Jessica Szmiett's farm with national team skater Trennt Michaud and attended Skate Canada International in Halifax with Rachel Sheffield to engage with athletes and families. The event featured a CFC 2023 farm video, rink board signage, and an ad in the skate program to highlight the partnership.

Valerie Grenier – Alpine Canada

In 2024, CFC sponsored World Cup alpine ski racer Valerie Grenier. After a serious injury and months of rehab, she returned to racing in November, placing ninth in the FIS Ski World Cup Giant Slalom in Killington, Vermont. CFC visited her home in Lefaivre, Ontario to film social media content, while Valerie shared her own videos on Instagram, highlighting the role of chicken protein in an athlete's diet.

Advancing Women in Agriculture

In 2024, CFC sponsored the Advancing Women in Agriculture Conference in Niagara Falls, hosting a roundtable with Keisha Rose on the topics of mentorship and leadership. Amy VanderHeide, Chair of Chicken Farmers of Nova Scotia, joined a panel on women in agriculture. The event fosters networking and leadership growth for women in farming.

Canadian Federation of Agriculture Update

In 2024, the Canadian Federation of Agriculture (CFA) focused on advancing the interests of Canadian farm families. The year began with the CFA AGM in Ottawa, setting industry priorities. In the summer, CFA met in Whitehorse alongside Federal-Provincial-Territorial (FPT) Ministers, discussing data-driven productivity and sector sustainability. Despite CFC's advocacy, Ministers did not address animal care program recognition, but efforts will continue into 2025. In the fall, CFA's Hill Day saw over 30 meetings with policymakers, reinforcing a unified agricultural vision. CFC remains committed to working with CFA on key sector priorities.



Auditing the System

Audits of provincial chicken boards, market development licensees, specialty production licensees, and interprovincial licensees are carried out every four allocation periods. CFC also conducts special audits as needed.

In 2024, CFC staff and external auditors completed the audits of provincial chicken boards for compliance with the policies and regulations for periods:

- A-182 to A-185 (April 9, 2023, to November 18, 2023)

Live marketing reporting audits including the interprovincial movement of live chicken and market development and specialty production licensees' compliance with policies and regulations, were conducted by the external auditors for periods A-182 to A-185.

The audit reports for periods A-178 to A-181 and A-182 to A-185 were presented and approved by the Board of Directors in January 2024 and July 2024, respectively.

Annual Spring Lobby Day and Reception

CFC's Annual Spring Lobby Day & Reception took place in Ottawa on May 28, 2024, with representatives meeting nearly 60 Parliamentarians to discuss supply management, animal care recognition, spent fowl, avian influenza, antimicrobial use, and Bill C-282. The evening reception facilitated further discussions on the importance of the Canadian chicken sector with policymakers and industry members.

SM4 Effort

Chicken Farmers of Canada, alongside Egg Farmers of Canada, Turkey Farmers of Canada, and the Canadian Hatching Egg Producers, hosted a successful joint annual reception at the Fairmont Château Laurier on March 20, 2024. Following the CFC Annual General Meeting, CFC Directors, Alternates, Provincial Board Managers, and staff enjoyed an evening with industry peers and government officials.

Parliamentary Internship Program Chicken Day

As a longtime sponsor of the Parliamentary Internship Program, CFC hosted the 2023-2024 interns in Ottawa for a virtual reality Chicken Day in March. Ontario farmers Rick Kaptein, Scott Buchan, and Andrea Veldhuizen led a virtual reality barn tour and discussed supply management and the sector's impact on Canadian communities.

Federation of Canadian Municipalities Annual Conference and Trade Show

CFC, in partnership with SM5, sponsored the Federation of Canadian Municipalities Conference in Calgary this June. The

SM5 engaged with thousands of municipal officials, hosting a trade show booth, interactive activities, and participated in an Ask the Experts Panel featuring Alberta's Chicken Champ, Tara deVries.

Downtown Diner

The annual Downtown Diner was held on October 3, 2024, in collaboration with Egg Farmers of Canada, Turkey Farmers of Canada, the Canadian Hatching Egg Producers, and Dairy Farmers of Canada on Sparks Street in Ottawa. The pop-up diner was a great success with 45 Parliamentarians dropping by to meet farmers and show their support for made-in-Canada food.

CFC Fall Lobby Day

Chicken Farmers of Canada hosted a Fall Lobby Day on November 5, 2024, in Ottawa. CFC representatives participated in meetings with Parliamentarians to discuss key priorities and issues impacting the chicken sector. Representatives also highlighted the day-to-day realities of operating a chicken farm and continued conversations on priority items like support for supply management, the *Raised by a Canadian Farmer* Animal Care Program, Bill C-282, spent fowl, avian influenza and antimicrobial use and resistance. We had a successful day on Parliament Hill and met with a total of 30 Parliamentarians from across the country.

Legislation Monitor

List of key agriculture-focused legislation that CFC monitored and advocated for or against in both the House of Commons and Senate this year.

- Bill C-282, *An Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management)*
- C-293, *An Act respecting pandemic prevention and preparedness*
- Bill C-275, *An Act to amend the Health of Animals Act (biosecurity on farms)*
- Bill C-359, *An Act to amend the Feeds Act, the Seeds Act and the Pest Control Products Act (provisional registration and approval)*
- Bill C-234, *An Act to amend the Greenhouse Gas Pollution Pricing*

Food Safety

In-barn hatching is an emerging practice in Canada and is no longer a licensable activity by the Canadian Food Inspection Agency (CFIA) since the publication of the new Hatchery Regulations. Throughout 2024, CFC consulted with provinces and stakeholders to develop food safety requirements to cover in-barn hatching. The addendum to the *"Raised by a*

Canadian Farmer™ On-Farm Food Safety Program (OFFSP) is completed and available to ensure proper audit of the practice, should provincial boards be ready to implement.

Pathogen Reduction

Throughout 2024, CFC actively participated in the Joint Government-Industry Working Group on the Control of Salmonella and Campylobacter in Poultry, collaborating with CFIA to develop Salmonella performance standards.

The Farmer Resource Portal on chickenfarmers.ca remains a key tool for sharing best production practices with farmers, supporting both pathogen reduction and prudent antimicrobial use.

Responsible AMU Strategy

Throughout 2024, CFC has continued to work with federal and provincial governments on implementing actions included in the Pan-Canadian Action Plan on Antimicrobial Resistance. Building on the elimination of the preventive use of Category I and II, CFC is now focusing on a non-regulatory approach to further reducing antimicrobial use, with specific attention on reducing the preventive use of Category III antimicrobials.

Environment

Chicken Farmers of Canada continues to advance its sustainability strategy with a key focus on the completion of the Life Cycle Assessment (LCA), in collaboration with AGECO Group. The updated LCA, which incorporates a greenhouse gas (GHG) inventory, aims to measure and assess the environmental performance of Canada's chicken sector, providing an understanding of its carbon footprint. This update covers the period from 2016 to 2023 and will serve as a critical tool in identifying areas for improvement and informing future sustainability efforts.

Animal Care Program

The *"Raised by a Canadian Farmer"* Animal Care Program has now been implemented for 15 years on our 2,800+ chicken farms. Oversight of the program continued in 2024 with all farms receiving their annual audit to demonstrate implementation of each of the program requirements. We're proud to report that certification remains at 100%.

In conjunction with the On-Farm Food Safety Program, an addendum to cover the animal care elements of in-barn hatching was developed and finalized this year, following consultation with provincial boards and industry stakeholders.

Third-Party Audits

In its eighth year of third-party audits, CFC reaffirmed its commitment to animal care and food safety under the

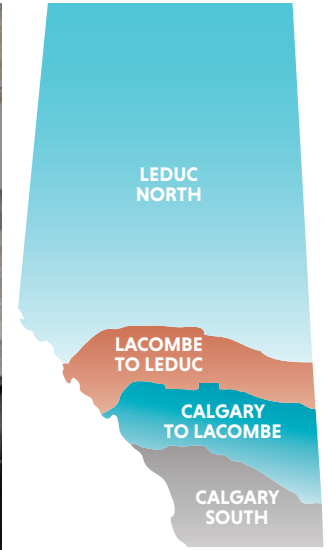
Raised by a Canadian Farmer programs. Audit results were shared with stakeholders to enhance transparency and confidence. Following a review, MSVS Inc. was contracted as the new third-party audit provider starting August 2024, ensuring continued program credibility and excellence.

Poultry Research

CFC is dedicated to advancing chicken health and welfare through scientific research that enhances animal care, farming sustainability, and food safety. As a founding member of the Canadian Poultry Research Council (CPRC), CFC supports poultry research and industry training, with Ray Nickel serving as CPRC Chair. In 2024, CPRC secured \$10.2M for the fourth Poultry Science Cluster, funding research on climate, economic resilience, and sustainability, with CFC contributing \$1M over five years. By year-end, CPRC members had committed \$6M to 129 research projects, leveraging \$34.8M in total funding. CPRC also approved seven research projects with CFC funding 56% (\$180,000), focusing on food safety, poultry health, and sustainability. Additionally, CFC allocated \$120,000 for two industry-specific studies on cellulitis control and darkling beetle management in chicken farms. ■



Producer Representatives



Arjan Spelt
Lacombe to Leduc

Byron Ference
Calgary South

Hinke Therrien
Leduc North

Anke Wierenga
Calgary to Lacombe

Industry Advisory Committee



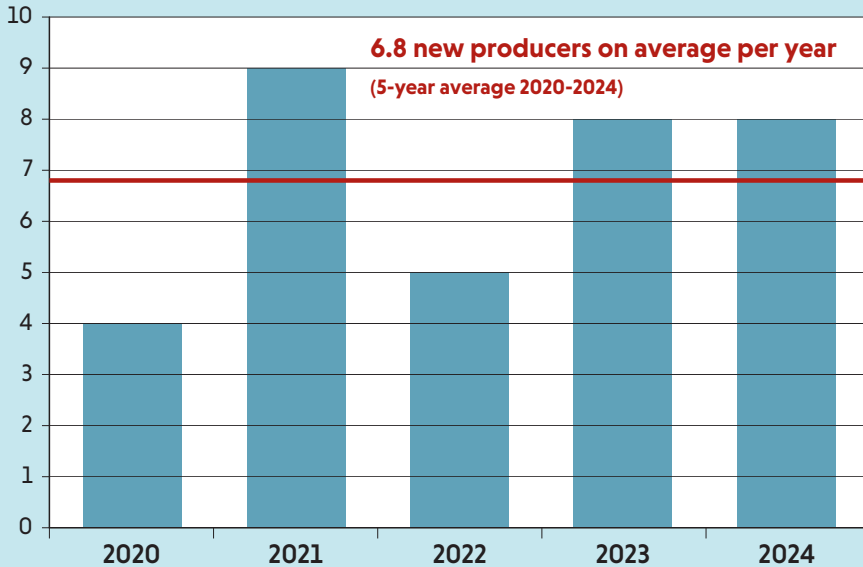
Back Row (L-R): Paul McCarten, Byron Ference, Arjan Spelt, David Hyink, Dr. Hayley Bowling, Janet Dietrich, Hinke Therrien, Anke Wierenga, Rob van Diemen, Rob Renema, Kevin Tiemstra, and Tony Krynsky
Front Row (L-R): Peter Plaizer, Tara deVries, Dr. Ashish Gupta, Bob Smook, Dr. Victor Palomino-Tapia, Ed Fetting, Geoff Brown, Nancy Fischer

Comprised of members from:

- Aviagen**
- Prairie Livestock Veterinarians**
- Alberta Agriculture and Forestry**
- Agricultural Products Marketing Council**
- Animal Nutrition Association of Canada (the Feed Mills)**
- University of Calgary**
- Processors and Hatcheries (Maple Leaf Foods, Sofina Foods, Sunrise Farms)**
- Alberta Hatching Egg Producers**
- Alberta Chicken Producers Board of Directors, Producer Representatives, and Staff**

Market Reports

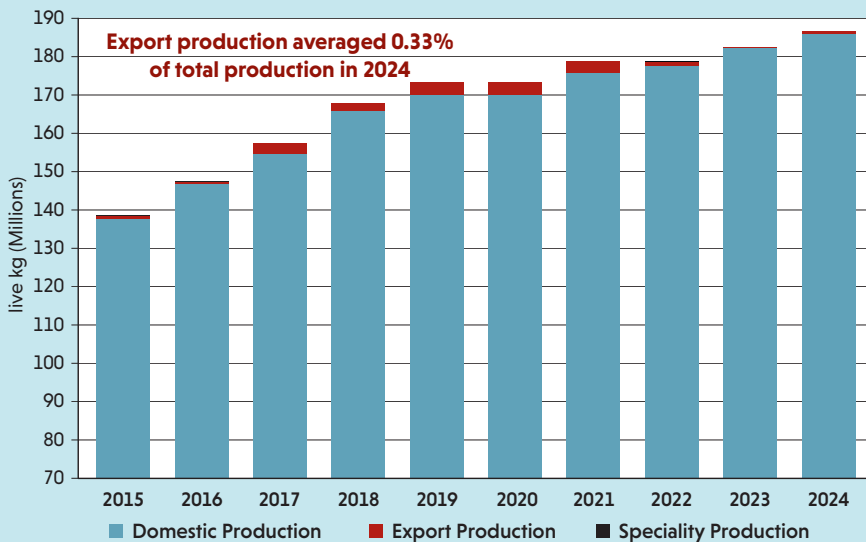
**Number of New Entrants
2020 – 2024**



Alberta saw eight (8) new producers become licensed and start production in 2024.

An average of seven (7) new producers per year have entered Alberta's chicken industry over the last five years (2020-2024).

**Alberta's Annual Production
2015 – 2024**



2024 total production includes 618,750 kgs of export production & 0 kgs of speciality production

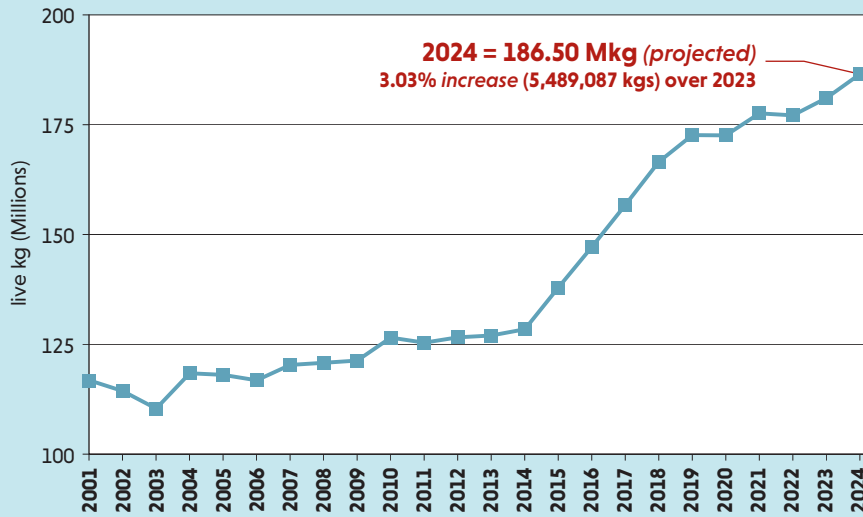
Alberta's domestic production in 2024 is estimated to be 185.88 million live kilograms, an increase of 5.25 million live kilograms, or 2.90%, from 2023. Canada's 2024 domestic production is estimated to be 1.85 billion live kilograms, an increase of 5.30 million live kilograms, or 0.29%, from 2023.

Alberta's export production (market development) in 2024 was 618,750 live kilograms, an increase of 241,964 live kilograms, or 64.22%, from 2023. Alberta's market development represented 0.33% of Alberta's total production in 2024, versus 0.21% in 2023 and 0.62% in 2022. Comparatively, national market development represented 2.02% of Canada's total production in 2024, versus 2.05% in 2023 and 2.49% in 2022. Highly Pathogenic Avian Influenza (HPAI), which began in 2022, has continued to limit exported opportunities. In Canada, shifting consumer preferences to dark meat is also believed to have decreased the need to export and balance supply.

Alberta's specialty chicken production did not occur in 2024. This program was implemented in August 2015, and the production of specialty birds in Alberta was active consecutively from A-132 to A-139 and then again briefly in A-177 to A-179. We do not anticipate specialty chicken production to be active in 2025.

Market Reports (continued)

Alberta's Annual Total Chicken Production



Alberta's total chicken production in 2024, which includes market development and specialty production (in 2024 no specialty production occurred in Alberta), is estimated to be 186.50 million live kilograms, an increase of 5,489,087 live kilograms, or 3.03%, from 2023.

Canada's total chicken production in 2024, including market development and specialty chicken production, is estimated to be 1.90 billion live kilograms, an increase of 3,832,662 live kilograms, or 0.20%, from 2023.

Since 2020 the industry has faced many challenges impacting chicken supply, demand, and export opportunities. These challenges include the COVID-19 pandemic in 2020-2021, the Highly Pathogenic Avian Influenza (HPAI) outbreaks in 2022-2024, and the current inflationary environment impacting the cost of living and overall consumer buying strategies on food.

In these last five years (2020-2024), the average growth per year has averaged 1.62% for Alberta and 2.06% for Canada. Comparatively, for the previous five years (2015-2019) the average growth rate averaged 5.05% per year in Alberta and 3.59% per year in Canada.

Alberta's Quota Utilization 2023 - 2024 (A-179 - A-191)

Period	Dates	Utilization			AB Compared to Canada	AB Compared to Western Canada
		Alberta	Western Canada	Canada		
A-179	10-23-22 12-17-22	98.0%	97.5%	99.9%	-1.9%	0.5%
A-180	12-18-22 02-11-23	98.8%	96.2%	98.7%	0.1%	2.6%
A-181	02-12-23 04-08-23	93.9%	96.6%	98.0%	-4.1%	-2.7%
A-182	04-09-23 06-03-23	97.2%	98.0%	98.7%	-1.5%	-0.9%
A-183	06-04-23 07-29-23	90.9%	96.4%	97.1%	-6.2%	-5.5%
A-184	06-30-23 09-23-23	95.9%	101.1%	101.0%	-5.1%	-5.2%
A-185	09-24-23 11-18-23	97.6%	101.0%	101.9%	-4.3%	-3.4%
A-186	11-19-23 01-13-24	100.6%	101.0%	101.3%	-0.7%	-0.4%
A-187	01-14-24 03-09-24	100.0%	100.0%	100.3%	-0.3%	0.0%
A-188	03-10-24 05-04-24	98.1%	99.8%	99.1%	-0.9%	-1.7%
A-189	05-05-24 06-29-24	98.4%	99.0%	99.6%	-1.2%	-0.6%
A-190	06-30-24 08-24-24	95.9%	97.4%	98.9%	-3.0%	-1.5%
A-191	08-25-24 10-19-24	97.2%	99.4%	100.2%	-3.0%	-2.2%
2 YEAR AVERAGE		97.1%	98.7%	99.6%	-2.5%	-1.6%

This table compares Alberta's utilization performance to Western Canada and Canada.

In 2022, Alberta experienced its first ever outbreak of Highly Pathogenic Avian Influenza (HPAI), which has continued, although on a smaller scale. With an already tight chick supply situation in the United States, the Alberta chick supply worsened because of the depopulation of domestic breeder flocks impacted by HPAI. The industry saw eleven consecutive A-Periods of underproduction beginning in the spring of 2022 (A-175) until the fall of 2023 (A-185).

All stakeholders continue to do their part in returning the industry to uniformity and stability in Alberta's chick supply. In 2024, Alberta's utilization performance is estimated to average 97.9%. This is a 1.5% improvement from the 96.4% average in 2023, certainly trending in the right direction.

The impacts of HPAI were also experienced nationally; although, not to the same extent as Alberta. This resulted in an estimated utilization performance for Canada of 99.6% in 2024, 1.7% higher than Alberta's utilization of 97.9%.

Targeting 100% utilization continues to be a key performance indicator in Alberta Chicken Producer's strategic plan due to the importance of the quota utilization factor in the national allocation formula.

Alberta's utilization performance prior to HPAI (2021) was very close to target at 100.7%, with underproduction isolated mainly to the summer months. Utilization performance nationally in 2021 was 99.6%.

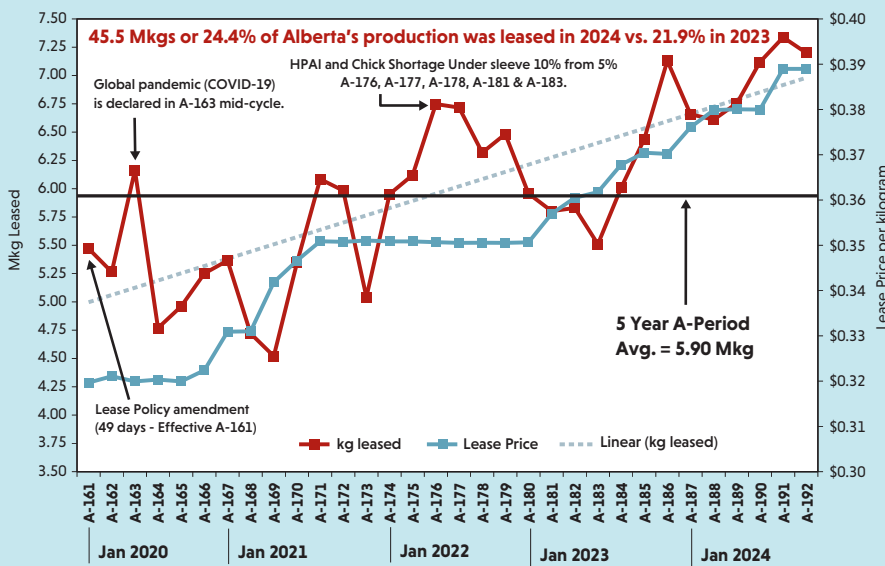
The ACP Board and our industry partners remain committed to navigating future challenges together to optimize production and achieve 100% utilization and are optimistic that production performance will return to pre-HPAI figures in 2025-2026.

Allocation Growth Over Adjusted Base

A-187 to A-192	Adjusted Base (Mkg)	Domestic Allocation (Mkg)	% Growth Over Adj. Base
Alberta	128,058,944	128,680,669	0.49%
Canada	1,258,017,804	1,265,175,150	0.57%

This year's domestic allocation covered the 6 block periods of A-187 to A-192 (January 14, 2024 to December 14, 2024). Alberta was allocated 0.49% growth over its adjusted base as compared to the national allocation of 0.57%. A-163/A-164 recovery of kilograms back to Eastern Canada from Western provinces at a time of modest allocation setting for this block of 6 A-Periods resulted in Alberta's growth over adjusted base being lower than the national growth rate.

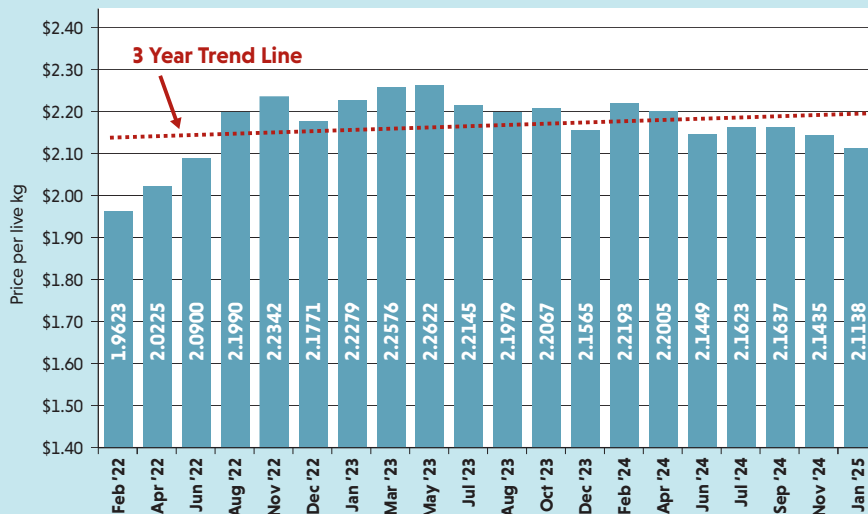
Volume/Price of Marketing Kilograms Leased per Period



The preliminary estimate of kilograms leased in 2024 is a total of 45.93 million kilograms, or 24.6% of Alberta's total production. This represents an increase of 6.4 million kilograms, or 16.2% from 2023. It is believed the underproduction in 2023 created larger than the norm carry forward balances into 2024 A-Periods increasing the necessity to lease.

An estimated total of 1,824 periodic lease transactions were approved by the Board of Directors in 2024, which is an increase of one hundred, or 5.8%, from 2023.

Alberta's Producer Live Price



Alberta's average live price for 2024 was \$2.1724/kg, a decrease of \$0.0452/kg (4.52 cents) from the 2023 average. This decrease was primarily driven by declining feed prices and an improved feed conversion ratio. High feed grain commodity prices remain in 2024 and while they are down slightly from 2023, they are still having a substantial impact on feed costs in Alberta and across Canada for all livestock.

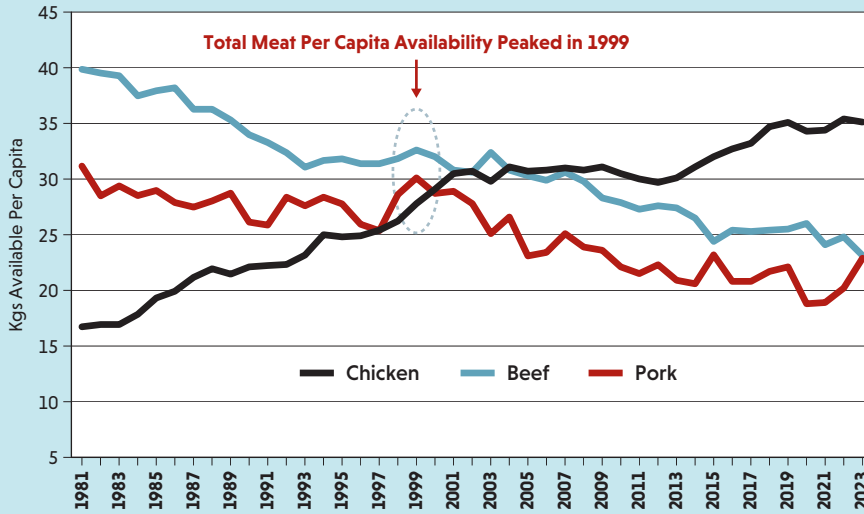
In 2024, Alberta's live price was at its lowest in Period A-192 (November/December) at \$2.1435/kg and at its highest in Period A-187 (January/February) at \$2.2193/kg. The difference between the high and low in 2024 was \$0.0758/kg (7.58 cents).

Alberta operated under a long-term MOU pricing agreement with processors from A-181 to A-189 and priced period by period for A-190 to A-192 growing periods. Alberta recently signed a new long-term MOU pricing agreement for A-193 to A-202. This 10-A-Period live price memorandum of understanding (MOU) provides the industry with stability and predictability on pricing. Alberta's live price is established by using Ontario's cost of production formula as the base, while adjusting Alberta feed costs (less a negotiated bandwidth), deducting Ontario specific costs and adding catching costs* paid by Alberta producers.

*Please note: the cost of catching and catching mileage will be paid by processors and therefore removed from Alberta's minimum live price effective A-194 (Feb, 2025).

Market Reports (continued)

Canadian Meat Availability (a.k.a. Per Capita Consumption)



Several meat publications such as the *Daily Livestock Report* note that per capita consumption is largely a supply measure; it shows how much meat is available per person each year.

Per capita consumption data for 2024 will not be released by Stats Canada until later in 2025.

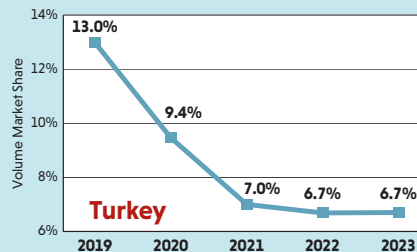
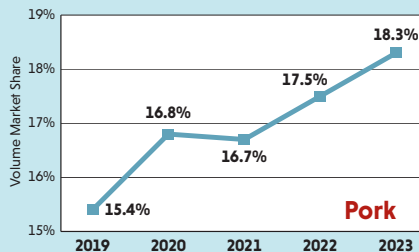
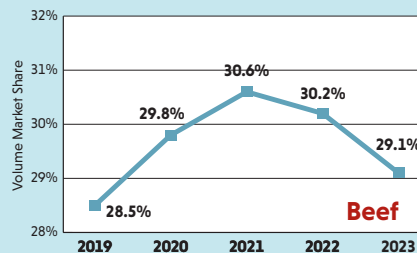
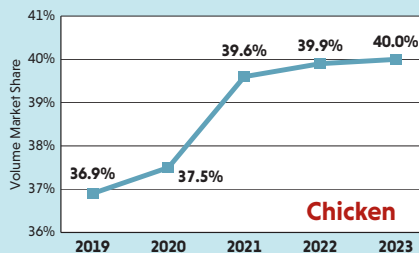
As of 2023, per capita consumption of chicken in Canada was 35.1 kg, followed by beef at 23.1 kg and pork at 22.9 kg. Chicken has remained the number one consumed protein in Canada after it surpassed beef in 2004.

Per capita chicken consumption peaked in 2004 (31.1 kg) then started to decline though to 2014. In 2015 chicken consumption started to increase again (32 kg per capita), surpassing 2004 levels and has continued to rise, with the exception of the COVID-19 pandemic years of 2020 and 2021. At the same time, beef and pork per capita consumption have continued to decline since their peaks in 1975 and 1980 respectively.

Total meat consumption in 2023, excluding fish, was 89.1 kg, representing a 0.8 kg increase from 2022. Pork increased by 2.7 kg while chicken and beef decreased 0.30 kg and 1.7 kg respectively. As a percentage share of total meats consumed in 2023, chicken, beef, and pork hold just over 91% combined share, of which 39.4% is chicken, 25.9% is beef, and 25.7% is pork.

Total per capita meat consumption (availability) peaked in 1999 at 98.6 kg and has since declined 9.5 kilograms. Since this peak 24 years ago, chicken consumption has continued to increase, gaining 7.3 kg per capita while beef and pork have declined 9.5 kg and 7.2 kg respectively.

Canadian Meat Protein Market Shares by Volume

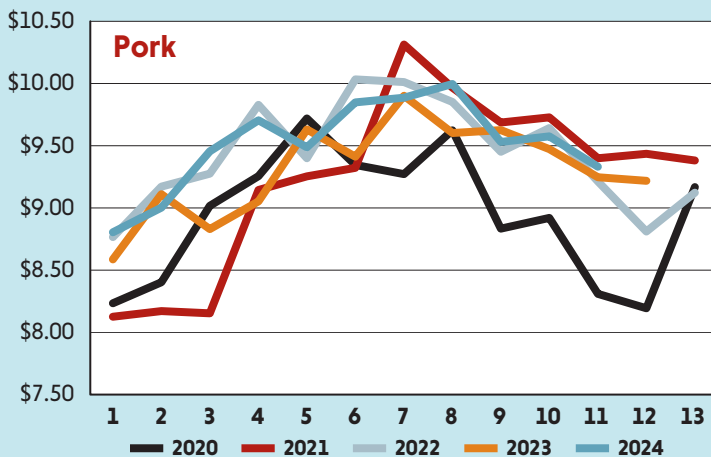
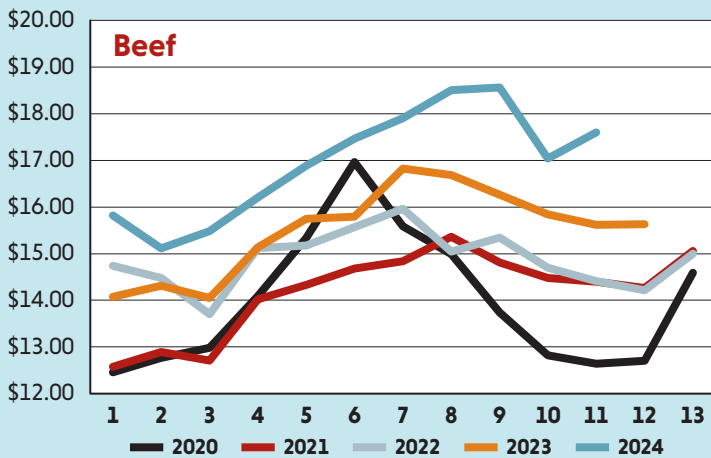
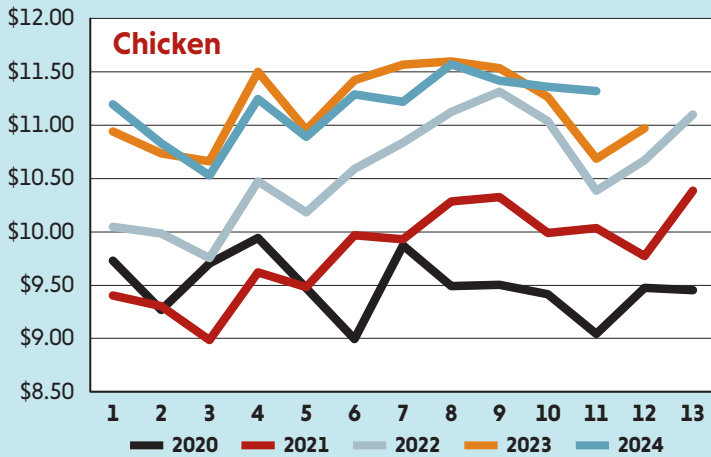


Retail scan data, as provided by *Nielsen Fresh Track*, shows that volume shares for chicken, beef, pork and turkey shifted greatly among these proteins over the last five years (2019-2023). Chicken has been able to gain volume share beginning in 2021, most significantly from beef and turkey.

Pandemic restrictions began in 2020, altering consumer buying behaviour and shifting normal market share balances between spending on food at home versus spending at restaurants or take out. Other disruptions to the market included panic buying at the start of the pandemic, government issued stimulus payments, along with COVID-19 outbreaks at processing facilities. All these factors translated into fluctuating volume market share for chicken and other proteins at retail. A return to stability as the industry recovered from COVID-19 was interrupted by Highly Pathogenic Avian Influenza (HPAI) cases across Canada that began in 2022. Consumers then faced inflationary pressures which raised the cost of living on such essentials as food, housing, and transportation. Despite the challenges over the last few years, chicken continues to have the largest volume market share of the fresh meat category at retail year after year.

The Canadian chicken industry had exceptional years of high-volume growth between 2014 to 2017 which coincided with beef having its lowest volume sold at retail. By 2018, beef had recovered the majority of market share it lost beginning in 2014. Chicken's market share peaked in 2018 at 38.6%, dipped again in 2019 to 2020, and then started to gain share once again, surpassing its 2018 peak in 2021. Since 2021, chicken has not looked back, increasing its volume share at retail of the fresh meat category each year.

Canadian Meat Protein Retail Prices



Canadians continue to feel the pressures of overall inflation; although, pressure on food budgets should lessen as inflation eases and interest rates continue to drop. Higher commodity prices and operational costs have resulted in higher prices for all meat in recent years.

The 2024 (year to date) average retail price per kilogram for chicken has remained stable compared to the same weeks last year, while beef and pork has increased \$1.47 and \$0.19 respectively. This put chicken in a favourable competitive position relative to beef and pork in 2024.

Looking at meat retails over the last three years (2024 vs. 2021), consumers have seen the average per kilogram price of chicken, beef, and pork increase by \$1.42, \$2.90, \$0.38 respectively since 2021.

We know inflation fatigue has set in for consumers and many of the money saving strategies they have adopted will persist even after the Canadian economy has improved.

We believe consumers will remain price-sensitive and concerned about food affordability. The shift to lower cost meats and discount channels will be favourable for chicken demand, as it is an affordable, versatile, healthy, and quick to prepare protein.

TRIBUTE

Vera Ward



Celebrating 30 Years of Service!

December 4, 2024, marked Vera Ward's 30th Anniversary with Alberta Chicken Producers, serving as our Office Manager and Executive Assistant. Vera wears numerous hats in supporting our organization and our industry. She is incredibly skilled in all that she does and her remarkable flair for event planning, organization, and attention to detail is a tremendous asset to the industry.

When staff and directors think of Vera, descriptors such as fun, dedicated, organized, principled, supportive, sincere, thoughtful, and selfless come to mind. Directors and staff value her leadership and her unique ability to make the office feel like home.

Over her thirty years of service, Vera has worked for six General Managers and over twenty Board Directors. Vera is indeed the glue that binds us together, and she is a pillar of strength for our organization. We are incredibly grateful for her loyalty, her drive for continuous improvement, and her selfless service to ACP.

Thank you Vera, for your dedication and continued leadership in the industry!

30 Years

TRIBUTE

Robert Renema

Celebrating 10 Years of Service!

November 3, 2024, marked Robert Renema's 10th Anniversary with Alberta Chicken Producers, serving as our Producer Programs and Research Manager. Robert works closely with our producers on best management practices for broiler production, oversees our auditing programs, and manages our research and extension programs.

Robert has a wealth of information when it comes to poultry production, and his playful demeanor means he is up for anything when it comes to staff team building events. His dedication to ensuring integrity in our audit programs while at the same time cultivating positive relationships with producers and stakeholders continue to provide value to our organization and our sector.

We continue to value Robert's passion for innovation within the sector and appreciate his ability to think 'out of the box' on issues that need a fresh perspective.

Thank you Robert, for your leadership and dedication!



10 Years

Financial Statements

Alberta Chicken Producers Year Ended November 30, 2024

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INDEPENDENT AUDITOR'S REPORT

To the Members of Alberta Chicken Producers

Opinion

We have audited the financial statements of Alberta Chicken Producers (the Board), which comprise the statement of financial position as at November 30, 2024, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Board as at November 30, 2024, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Board in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Board's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Board or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Board's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

(continues)

Independent Auditor's Report to the Members of Alberta Chicken Producers (*continued*)

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Board's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Board to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

King + Company

Edmonton, AB
January 8, 2025

CHARTERED PROFESSIONAL ACCOUNTANTS

Statement of Financial Position

As at November 30, 2024

	2024	2023
ASSETS		
CURRENT		
Cash	\$ 339,238	\$ 236,302
Accounts receivable	190,856	157,143
Prepaid expenses (Note 2)	86,946	104,297
Current portion of mortgage receivable (Note 3)	1,192	9,874
	618,232	507,616
MORTGAGE RECEIVABLE (Note 3)	-	1,192
RESTRICTED CASH AND PORTFOLIO INVESTMENTS (Note 4)	2,000,000	2,000,000
PROPERTY AND EQUIPMENT (Note 5)	857,989	917,125
	\$ 3,476,221	\$ 3,425,933
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities (Note 6)	\$ 394,856	\$ 417,701
Current portion of obligations under capital lease	1,740	1,740
	396,596	419,441
OBLIGATIONS UNDER CAPITAL LEASE	1,153	2,301
	397,749	421,742
COMMITMENTS (Note 7)		
LIQUIDATED DAMAGES RESOLUTION (Note 8)		
NET ASSETS		
Invested in property and equipment	855,096	913,084
Internally restricted reserve (Note 9)	2,000,000	2,000,000
Unrestricted	223,376	91,107
	3,078,472	3,004,191
	\$ 3,476,221	\$ 3,425,933

ON BEHALF OF THE BOARD

_____ Director

_____ Director

Statement of Operations

Year Ended November 30, 2024

	Budget (Unaudited) 2024	2024	2023
REVENUE			
Levies <i>(Note 10)</i>	\$ 2,575,271	\$ 2,549,232	\$ 2,442,002
Other production income	117,238	105,938	144,989
On-Farm Food Safety charges	102,850	80,071	92,849
Producer grower program	77,472	73,632	71,772
Administrative fees and other	12,400	44,480	33,136
Monetary penalties	30,000	38,459	47,746
Rental	24,000	24,000	24,000
	<u>2,939,231</u>	<u>2,915,812</u>	<u>2,856,494</u>
EXPENSES			
Salaries, contracts, benefits and fees <i>(Note 12)</i>	1,252,700	1,188,815	1,171,443
Advertising, promotion and sponsorship	283,800	280,690	276,203
Diagnostic services	214,200	217,157	209,005
Producer grower program	224,868	213,697	208,836
Travel	176,130	195,806	212,944
Office, training and memberships	202,750	175,289	201,844
Professional fees	196,000	163,257	185,214
Research grant expenses	145,000	160,115	286,170
On-Farm Food Safety charges	111,000	91,282	104,535
Taxes and fees	70,400	70,766	63,861
Amortization of property and equipment	76,000	65,915	71,494
Hotel equipment and rental	32,500	42,658	28,867
Telephone and utilities	33,000	31,685	33,768
Repairs and maintenance	18,000	16,108	43,369
Insurance	15,000	15,321	11,475
Interest and bank charges	9,000	9,468	8,688
	<u>3,060,348</u>	<u>2,938,029</u>	<u>3,117,716</u>
DEFICIENCY OF REVENUE OVER EXPENSES FROM OPERATIONS	<u>(121,117)</u>	<u>(22,217)</u>	<u>(261,222)</u>
OTHER INCOME (EXPENSES)			
Increase (decrease) in fair value of portfolio investments	-	119,798	(14,208)
Investment	45,207	58,409	48,438
Loss on disposal of property and equipment	-	-	(3,993)
Project grant expenses	-	-	(8,096)
Project grant revenues	-	-	139,068
Highly Pathogenic Avian Influenza Emergency Funding <i>(Note 9)</i>	-	(81,709)	(16,296)
	<u>45,207</u>	<u>96,498</u>	<u>144,913</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>\$ (75,910)</u>	<u>\$ 74,281</u>	<u>\$ (116,309)</u>

Statement of Changes in Net Assets

Year Ended November 30, 2024

	Invested in Property and Equipment	Internally Restricted Reserve (Note 9)	Unrestricted	2024	2023
NET ASSETS - BEGINNING OF YEAR	\$ 913,084	\$ 2,000,000	\$ 91,107	\$ 3,004,191	\$ 3,120,500
Excess (deficiency) of revenue over expenses	(65,753)	96,498	43,536	74,281	(116,309)
Transfers <i>(Note 9)</i>	-	(96,498)	96,498	-	-
Purchase of property and equipment	6,779	-	(6,779)	-	-
Repayment of obligations under capital lease	986	-	(986)	-	-
NET ASSETS - END OF YEAR	\$ 855,096	\$ 2,000,000	\$ 223,376	\$ 3,078,472	\$ 3,004,191

Statement of Cash Flows

Year Ended November 30, 2024

	2024	2023
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ 74,281	\$ (116,309)
Items not affecting cash:		
Amortization of property and equipment	65,915	71,494
Loss on disposal of property and equipment	-	3,993
Unrealized (increase) decrease in fair value of portfolio investments	(119,797)	14,208
	20,399	(26,614)
Changes in non-cash working capital:		
Accounts payable and accrued liabilities	(22,842)	116,194
Prepaid expenses	17,351	20,606
Accounts receivable	(33,713)	5,071
	(39,204)	141,871
Cash flow from (used by) operating activities	(18,805)	115,257
INVESTING ACTIVITIES		
Transfer from restricted cash and portfolio investments, net	119,633	(9,428)
Proceeds from mortgage receivable	9,873	9,490
Purchase of property and equipment	(6,779)	(15,188)
	122,727	(15,126)
Cash flow from (used by) investing activities	122,727	(15,126)
FINANCING ACTIVITY		
Repayment of obligations under capital lease	(986)	(737)
	(986)	(737)
Cash flow used by financing activity	(986)	(737)
INCREASE IN CASH	102,936	99,394
CASH - BEGINNING OF YEAR	236,302	136,908
CASH - END OF YEAR	\$ 339,238	\$ 236,302

Notes to Financial Statements

Year Ended November 30, 2024

NATURE OF OPERATIONS

Alberta Chicken Producers (the "Board") was incorporated under the Marketing of Agricultural Products Act to control the production and marketing of chickens in the Province of Alberta. The Board is a not-for-profit organization and is exempt from income taxes. The Board charges levies, quota allocation fees and monetary penalties, as authorized under regulation, to fund its activities and to assist in enforcing regulations.

1. SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations.

Revenue Recognition

Levies are set at \$0.0195/kg and are collected at the point of sale, based on kilograms of chicken produced and collected from producers via the processors. Processors remit levies on behalf of each producer as part of their licensing agreement. Producers that sell directly to consumers are required to submit weekly slaughter data and remit levies directly to the Board.

The Board follows the deferral method of accounting for contributions, which includes government grants. Grant revenue is recognized in accordance with the terms of the grant agreement when received or receivable if the amounts to be received can be reasonably estimated and collection is reasonably assured. Restricted contributions are recognized in revenue in the year in which the related expenses are incurred.

Monetary penalties are recognized when the amount can be reasonably estimated and collection is reasonably assured. As of A-161 (January 19, 2020), farmers may produce up to 5% over their allocated production amount without incurring a penalty. When farmers exceed this lower over-production sleeve of 5%, they are required to pay a penalty of \$0.44/kg for the next 5%, which will be up to 10% over their allocated production. When the farmers exceed this 10%, they are required to pay a penalty of \$0.88/kg. Prior to January 19, 2020, the lower over-production sleeve was 7% and the upper-production sleeve remained 10%.

Revenues from programs including producer grower programs, On-Farm Food Safety, and other production income are recognized as the services are provided.

Investment income includes interest, dividends, and realized and unrealized investment gains and losses. Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Other unrestricted investment income is recognized as revenue when earned.

Administrative charges and other fees are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Seminar fees are recognized as revenue when the seminars are held.

(continues)

Notes to Financial Statements

Year Ended November 30, 2024

1. SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Financial Instruments

Initial Measurement

The Board initially measures its financial assets and liabilities originated or exchanged in arm's length transactions at fair value. Financial assets and liabilities originated or exchanged in related party transactions, except for those that involve parties whose sole relationship with the Board is in the capacity of management, are initially measured at cost.

The cost of a financial instrument in a related party transaction depends on whether the instrument has repayment terms. If it does, the cost is determined using its undiscounted cash flows, excluding interest and dividend payments, less any impairment losses previously recognized by the transferor. Otherwise, the cost is determined using the consideration transferred or received by the company in the transaction.

Subsequent Measurement

The Board subsequently measures all its financial assets and liabilities at cost or amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in earnings in the period incurred.

Financial assets measured at amortized cost using the straight-line method include cash and accounts receivable. Financial liabilities measured at amortized cost using the straight-line method include accounts payable and accrued liabilities.

Transaction Costs

Transaction costs attributable to financial instruments subsequently measured at fair value and to those originated or exchanged in a related party transaction are recognized in earnings in the period incurred. Transaction costs related to financial instruments originated or exchanged in an arm's length transaction that are subsequently measured at cost or amortized cost are recognized in the original cost of the instrument. When the instrument is measured at amortized cost, transaction costs are recognized in earnings over the life of the instrument using the straight-line method.

Impairment

For financial assets measured at cost or amortized cost, the Board determines whether there are indications of possible impairment. When there are, and the company determines that a significant adverse change has occurred during the period in the expected timing or amount of future cash flows, a write-down is recognized in earnings. If the indicators of impairment have decreased or no longer exist, the previously recognized impairment loss may be reversed to the extent of the improvement. The carrying amount of the financial asset may be no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in earnings.

Cash

Cash is comprised of cash held in financial institutions.

(continues)

Notes to Financial Statements

Year Ended November 30, 2024

1. SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Property and Equipment

Property and Equipment is stated at cost or deemed cost less accumulated amortization. Property and Equipment is amortized over its estimated useful life at the following rates and methods:

Condominium units	5%	declining balance method
Furniture and fixtures	20%	declining balance method
Computer equipment	3 years	straight-line method
Computer software	30%	declining balance method

Management regularly reviews its property and equipment to eliminate obsolete items.

Pension Plan

The Board maintains a defined contribution pension plan under which amounts are contributed to employee's RRSP accounts. Expense for this plan is equal to the Board's required contribution for the year.

Measurement Uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

2. PREPAID EXPENSES

	2024	2023
Poultry service agreement contributions	\$ 71,400	\$ 71,400
Other	15,546	18,206
Insurance	-	14,691
	<u>\$ 86,946</u>	<u>\$ 104,297</u>

3. MORTGAGE RECEIVABLE

The mortgage was repaid on December 1, 2024.

4. RESTRICTED CASH AND PORTFOLIO INVESTMENTS

	2024	2023
Guaranteed investment certificates	\$ 1,224,708	\$ 1,224,789
Mutual funds	763,353	724,466
Cash	11,939	50,745
	<u>\$ 2,000,000</u>	<u>\$ 2,000,000</u>

The guaranteed investment certificates earn interest at rates ranging from 1.31% to 5.32% and have maturity dates ranging from September 15, 2025 to October 30, 2028.

Notes to Financial Statements

Year Ended November 30, 2024

5. PROPERTY AND EQUIPMENT

	Cost	Accumulated amortization	2024 Net book value	2023 Net book value
Condominium units	\$ 1,768,921	\$ 943,612	\$ 825,309	\$ 868,746
Furniture and fixtures	409,633	390,269	19,364	24,205
Computer equipment	84,117	74,241	9,876	19,874
Computer software	106,918	106,918	-	-
Equipment under capital lease	4,778	1,338	3,440	4,300
	<u>\$ 2,374,367</u>	<u>\$ 1,516,378</u>	<u>\$ 857,989</u>	<u>\$ 917,125</u>

6. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

	2024	2023
Trade	\$ 361,774	\$ 391,639
Government remittances	18,916	14,780
Vacation accrued	9,966	7,082
Security deposit	4,200	4,200
	<u>\$ 394,856</u>	<u>\$ 417,701</u>

7. COMMITMENTS

Results Driven Agriculture Research (RDAR)

The Board has committed a total of \$25,000, payable upon execution, to a co-funding agreement among Alberta Chicken Producers, Egg Farmers of Alberta, and RDAR. The agreement was fully executed on December 5, 2024.

8. LIQUIDATED DAMAGES RESOLUTION

Chicken Farmers of Canada ("CFC") and the Board have established levy and service fee arrangements to defray the administrative and marketing costs of the orderly marketing system for chicken in the Province of Alberta.

As a member of CFC, pursuant to the Liquidated Damages Resolution, the Board is required to post security in the amount of \$165,068 (2023 - \$165,068) to secure the CFC's position should the marketing in Alberta exceed the allocation. At November 30, 2024, certain investments of the Board have been pledged as security.

9. INTERNALLY RESTRICTED RESERVE

The Board has internally restricted net assets in the amount of a \$2,000,000 reserve fund. This reserve provides interest income, financial stability and serves as a contingency in the event of emergencies, extenuating circumstances, or unexpected expenses.

During the year, there was revenue of \$178,207 earned on investments held for internally restricted net assets and expenditures of \$81,709 paid to producers impacted by the Highly Pathogenic Avian Influenza. This resulted in a net transfer of \$96,498 from the internally restricted reserve fund to the unrestricted fund.

Notes to Financial Statements

Year Ended November 30, 2024

10. LEVIES

	<u>2024</u>	<u>2023</u>
Levies charged	\$ 3,652,889	\$ 3,478,206
CFC Portion	<u>(1,103,657)</u>	<u>(1,036,204)</u>
Net levies	<u>\$ 2,549,232</u>	<u>\$ 2,442,002</u>

11. PENSION EXPENSE

Pension expense included in salaries, contracts, and benefits is \$40,164 (2023 - \$41,786).

12. SALARIES, CONTRACTS, BENEFITS AND FEES

	Salaries and Contract	Benefits	Fees	<u>2024</u>	<u>2023</u>
Salaries, contracts and benefits					
Office staff	\$ 854,424	\$ 148,765	\$ -	\$ 1,003,189	\$ 979,293
Director fees					
David Hyink	\$ -	\$ -	\$ 58,393	\$ 58,393	\$ 60,549
Rob Van Diemen	-	-	36,628	36,628	40,235
Tara Devries	-	-	33,444	33,444	23,462
Ross Bezovie	-	-	32,812	32,812	29,353
Wesley Nanninga	-	-	24,349	24,349	28,767
Dennis Steinwand	-	-	-	-	9,784
	-	-	185,626	185,626	192,150
	<u>\$ 854,424</u>	<u>\$ 148,765</u>	<u>\$ 185,626</u>	<u>\$ 1,188,815</u>	<u>\$ 1,171,443</u>

13. BUDGET

The budget is unaudited and was approved by the Board on October 17, 2023.

14. FINANCIAL INSTRUMENTS

The Board is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the Board's risk exposure and concentration as of November 30, 2024.

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Board is exposed to credit risk primarily from cash and accounts receivable. The Board maintains its cash in a major financial institution. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information.

(continues)

Notes to Financial Statements

Year Ended November 30, 2024

14. FINANCIAL INSTRUMENTS *(continued)*

The Board's accounts receivable are exposed to credit risk as the majority of receivables are from entities that conduct their business within the same industry.

Market Risk

Market Risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency rate risk, interest rate risk and other price risk. The Board is mainly exposed to interest rate risk and other price risk.

Interest Rate Risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the Board manages exposure through its normal operating and financing activities. The Board is exposed to interest rate risk primarily through its portfolio investments and mortgage receivable.

Other Price Risk

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk), whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. The Board is exposed to other price risk through its investment in quoted mutual funds.

15. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.



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