

AUGUST

Newsletter




Government Relations

Calgary Stampede International Ag and Agri-Food Reception

On July 9, ACP Directors and staff attended the International Agriculture and Agri-Food Reception at the BMO Centre on Stampede Park. This event provided a valuable opportunity to connect with Alberta's Minister of Agriculture and Irrigation, the new Chief of Staff, and fellow industry stakeholders.



'Let's Grow Canada' Letter

Canada's agriculture sector sent a letter to Prime Minister Mark Carney and his Cabinet calling for agriculture to be made a core pillar of Canada's economic agenda. [Read the letter here.](#) 

The Prime Minister's response can be found [here.](#) 



We need you for a local Stock Talk!

**Help protect your agricultural livelihood by getting
involved in your local municipality with support from ILWG.**

Municipal decisions directly impact your business.

- **Land use** | Municipal decisions impact where and how you can grow your CFO through bylaws and development plans. You need to have your say.
- **Taxation** | Municipal decisions impact costs through infrastructure charges and mill rates. Ensure they understand the impacts of these costs.
- **Regulations** | Municipal decisions impact rules around CFO operations including dust management and noise. Help ensure that they understand the work you do.

GET INVOLVED WITH STOCK TALKS BY WORKING WITH ILWG TO ATTEND AN IN-PERSON MEETING WITH YOUR MUNICIPAL ELECTED OFFICIALS, HOST AN ON-SITE TOUR, VOLUNTEER FOR YOUR AG SERVICE BOARD.

ILWG | The Intensive Livestock
Working Group



Agriculture strengthens rural communities.

Your voice can help shape decisions that support our future—let's keep the conversation growing. Sign Up for a Stock Talk in your local municipality.

VISIT [HTTPS://WWW.ILWG.CA/](https://www.ilwg.ca/) TO SIGN UP OR SCAN THE CODE



Policy Update: Reporting of Additional Chick Placements

At the July 3 meeting, the Alberta Chicken Producers Board of Directors approved an update to the Assurance of Supply Policy.

To improve transparency and communication, producers are now required to declare any additional chicks sourced from independent hatcheries on the Assurance of Supply form at the time of chick placement. This ensures processors are aware early and can confirm their ability to process the additional birds well before the planned shipping date.

Key points of the update:

- Producers must report all independent hatchery placements to their processor at the time of chick placement.
- Alberta Chicken Producers and Alberta Hatching Egg Producers will conduct regular check-ins to monitor and support compliance.

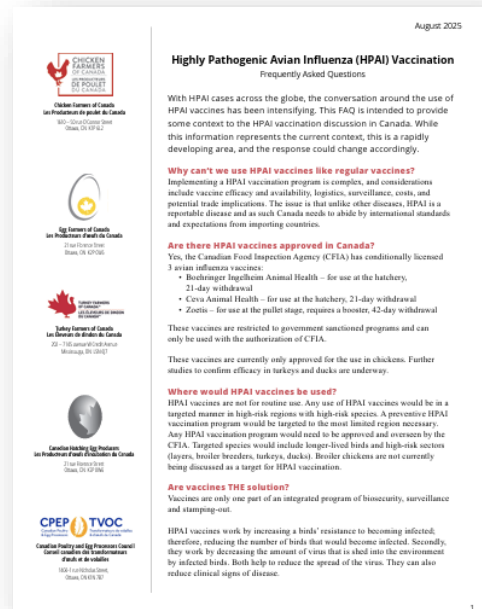
A full copy of the amended policy is included for reference.

[Assurance of Supply Policy](#)

Highly Pathogenic Avian Influenza (HPAI) Vaccination

Frequently Asked Questions

[Click here to read FAQ document](#)



EthoGuard Blog (3 min read)

How Wildfires Affect Livestock and Poultry Production: Risks, Impacts, and Recovery

In recent years, wildfires have become more frequent, intense, and destructive across many parts of the world. While the human toll and environmental devastation are widely covered, one critical aspect that often receives less attention is the impact of wildfires on agriculture — particularly livestock and poultry production. For farmers and ranchers, these natural disasters can be catastrophic, both in terms of immediate losses and long-term repercussions.

[Read more about how wildfires affect livestock and poultry production. Click here.](#)



Calgary Stampede 2025

We were thrilled to participate in the Calgary Stampede again this year, showcasing our sector to 1,470,288 visitors, just shy of the 2024 attendance record of 1,477,953. The event continues to be an outstanding platform to raise awareness and connect directly with the public.

Our booth in the Nutrien Building remained a lively draw, featuring attractions such as the "Chicken Wheel," a feed and bedding display, a model barn, and live birds. These engaging exhibits consistently drew crowds and sparked meaningful conversations about our practices and the care we provide for our chickens.

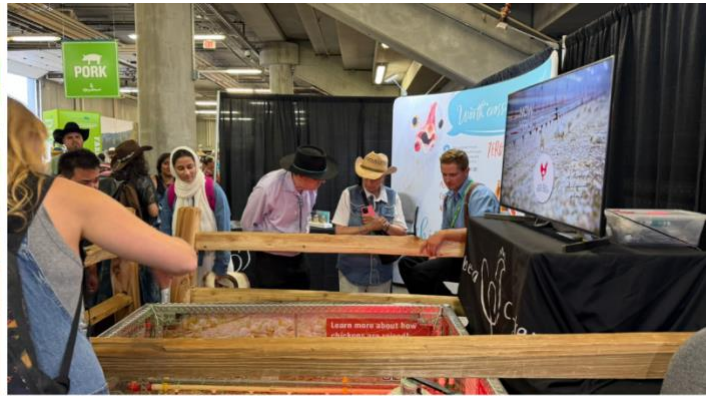
A heartfelt thank-you goes to our dedicated volunteers—your enthusiasm and hands-on support were essential to our success. Many reported positive interactions with visitors, who were eager to learn more about the birds on display and our sector overall.

The Calgary Stampede continues to be a valuable opportunity to engage with Albertans and educate the public about our industry. It helps foster greater understanding and appreciation for our work—and this year was no exception.

THANK YOU TO OUR VOLUNTEERS:

George Hofer and Family
Andrew, Lisa and Mike Wurz
Bruce, Wanda, Holly Baerg and Family
David and Sharlene Hyink
Henk and Nieske Schuur
Kevin Morgan and April Cochrane
Byron Ference and Lisa Lix
John, Anke Wierenga, and Family
Christopher Gross and Family

Claudine, Kaiden, Emma and Madison Bruning
Sam Entz and Family
Arjan, Woulien Spelt and Family
Gary Hofer, Martin Mandel, Joe Hofer and Ed Hofer
Frank, Barbara Ann, Levi and Melissa Walter
Luuk, Val Van Aken, and Family
Jerry, Nancy, Isaiah and Alyce Kamphuis
Larry Hofer and Family





Teaming Up to Face Off Against Hunger

On July 11, we joined former Edmonton Oiler Jason Strudwick, registered dietitian Emily Mardell, and the team at the Strudwick Hockey Camp for a special visit in support of the Face-Off Against Community Hunger campaign.

Farmers Jeroen and Cherise Velthuis, along with their family, joined us onsite to help gather donations and deliver them to Edmonton's Food Bank. This marks our third year supporting the initiative, which continues to grow in both impact and reach.

The campaign — a partnership between us, Jason, and Emily — runs throughout the year and encourages Edmonton-area minor hockey players and teams, as well as players attending Strudwick Hockey Camps, to bring along a non-perishable food item. In return, players are entered into a draw to have Jason guest coach one of their minor hockey practices — a fun and memorable experience that also supports an important cause.

Thanks to the generosity of the local hockey community, the 2024 campaign raised over \$2,000 and collected more than 15,000 pounds of food for food banks in the Edmonton region. The campaign is open to all Edmonton-area minor hockey teams, and we hope to see even greater participation and impact in 2025.



If you know of a player or team who might want to take part, please share this opportunity with them!

More details are available at: fuellingfamilies.com



Together, we're proud to support healthy communities — both on and off the ice.



Help us spread the word – SOCIAL SHARE!

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

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

Alberta Chicken Producers at Whoop-Up Days

From August 19–23, Alberta Chicken Producers participated for the very first time in Whoop-Up Days in Lethbridge.

Visitors could find us in the Marketplace, where our booth featured chicks, the Wheel of Chicken, and our amazing farmer volunteers. We're also excited to see the Lethbridge & District Exhibition bringing back agriculture programming and education to its events.



A huge thank you goes out to our farmer volunteers who made our participation possible. Your time and enthusiasm brought the booth to life and helped us connect with hundreds of Albertans.

Thank you, volunteers: Rob and Danielle van Diemen, George, Kelly and Riley Hofer, Sam and Richard Entz, Andrew, Jenna and Tim Wurz.



Chicken Farmers of Canada Brand Marketing and Partnerships Update

Canadian chicken is taking centre stage this summer with their new snack-focused campaign, launched June 23, showcasing chicken as the ultimate go-to protein for life's in-between moments.

Running until September 30 across social media, food and fitness sites, GymTV, and Spotify playlists, the campaign features inspiring content from creators like Olympic cyclist Nick Wammes, glow-up coach Kaila Wenn, and popular Québécois voices—all driving traffic to our refreshed website for easy recipe discovery and modern storytelling.

They have also welcomed A&W as the newest Raised by a Canadian Farmer restaurant partner, and gearing up for September's Chicken Month with a partner-driven campaign celebrating the foodservice and retail champions of Canadian chicken.



[Learn More](#)



Canadian Poultry "Broiler School" Webinar



presented by **CANADIAN POULTRY**


BROILER SCHOOL: **BOOSTING BROILER** **HEALTH & PRODUCTIVITY**

EVERY TUESDAY IN SEPTEMBER
1:00PM ET

Explore fresh insights, practical strategies, and proven solutions for today's broiler operations. Join live sessions with leading experts, right from your barn or office.

The Canadian Poultry Magazine is again offering its "Broiler School" webinar series, bringing the latest research, expert strategies, and hands-on solutions for success in the barn. The webinars will take place every Tuesday in September at 1pm EST. Topics include:

- Post-mortem diagnostics
- Managing lameness and improving mobility
- Fine-tuning ventilation and airflow
- Preventing heat and cold stress
- Exploring alternatives to antibiotics
- Probiotics and gut health
- Lighting during brooding

[Click here to register](#)  and reserve your spot. If you can't attend all sessions, recordings will be shared with all those who register.

Chicken Farmers of Canada continues to advance the Responsible Antimicrobial Use (AMU) Strategy

Chicken Farmers of Canada's (CFC) Responsible AMU Strategy helps to ensure the continued success and growth of our great sector. CFC's Strategy delivers a sustainable means of:

- Meeting consumer and government expectations for using antimicrobials in a responsible manner,

- Protecting the health and welfare of birds, and
- Preserving effective treatment options.

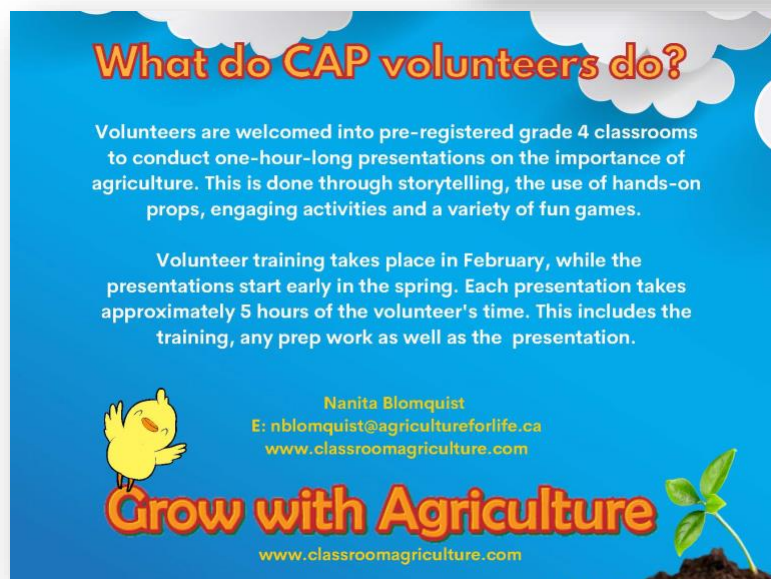
With chicken being the number one protein consumed by Canadians, the Responsible AMU Strategy plays a major role in producing food that Canadians can trust. The strategy works in collaboration with the federal government's Pan-Canadian Action Plan on Antimicrobial Resistance, with similar foundations of stewardship, surveillance, research, and best management practices.

Following the elimination of both Category I and II antimicrobials, CFC has been taking a non-regulatory approach to further antimicrobial use reduction, with a focus on the preventive use of Category III antimicrobials.

[Learn More](#)

Classroom Agriculture Program Volunteers Needed

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





2025 REGIONAL MEETINGS

**NOVEMBER 4, 2025
LETHBRIDGE**

**NOVEMBER 5, 2025
RED DEER**

**NOVEMBER 6, 2025
EDMONTON**

Producer Regional Meeting Information

All producers are encouraged to attend meetings in their area as we will be conducting a consultation with producers on potential solutions to encourage expansion of barn space to meet anticipated high growth in the Alberta chicken sector.

Potential solutions we would like to discuss:

- Changes to the Alberta Quota Lease policy and/or marketing regulation
- Shifting all Alberta producers to a 7-week cycle
- Other creative solutions to encourage expansion of growing space

Producers will also receive updates on topics such as government relations and supply management, consequences of underproduction other initiatives to address the problem.

Upcoming Meetings and Events

- September 13 – Calgary Co-op Smoke Show Event
- October 6-7 CFC Meetings
- October 16: IAC Meeting
- October 23: Catching Working Group Meeting
- November 4-6: Regional Meetings (Lethbridge 4th, Red Deer 5th, Edmonton 6th)
- December 2: CFC Meeting and Lobby Day
- February 24, 2026: AGM

A-199 Allocation

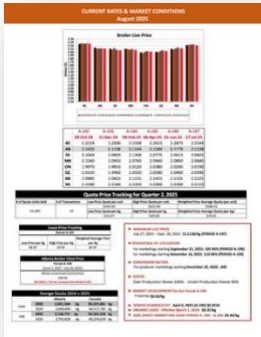
On July 29, 2025, Chicken Farmers of Canada set allocation for A-199

- The **national allocation** for Period A-199 was set at **7.5% over adjusted base**.
- Under the national allocation formula, which defaults to **Pro-Rata if no growth**, Alberta's A-199 allocation is **10.34% over adjusted base**.
- Alberta's allocation for A-199 runs from **November 16, 2025, to January 10, 2026**.

Domestic Allocation (live kgs)	32,144,781
Market Development (live kgs)	100,000
Specialty Allocation (live kgs)	0
Total Allocation (live kgs)	32,244,781
Percentage of Utilization	110.96%

PERIOD	CFC Sets Allocation
A-196 (June 1-July 26, 2025)	04-Feb-25
A-197 (July 27-Sept 20, 2025)	30-Apr-25
A-198 (Sept 21-Nov 15, 2025)	17-Jun-25
A-199 (Nov 16, 2025-Jan 10, 2026)	29-Jul-25
A-200 (Jan 11-March 7, 2026)	07-Oct-25
A-201 (March 8-May 2, 2026)	03-Dec-25
<ul style="list-style-type: none"> • Future 'Allocation' dates are published in our Newsletter so that producers can be aware when the next unallocated Period is being set. 	
<ul style="list-style-type: none"> • The dates assist producers in determining how to provide the required notice to transfer quota, change processors, or to have discussions with processors with respect to Market Development allotments. 	

Market Stats



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

Classifieds

WANTED:

7000 Units of Broiler Quota
Call 780-308-8001

WANTED:

Broiler Quota Wanted
Call Peter @ 403-392-5230

FOR SALE:

180' Big Dutchman Feeders
Ziggity Waterlines
Contact Sid
(250)793-9597



FOR SALE:

Exhaust Flaps
Contact: Dan - dsnhofer@gmail.com
780-878-4208



FOR SALE:**Agri Alert 9600 Complete System**

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

Contact: Marc 780-887-0351

**FOR SALE****Chicken Mortality Wagons**

Contact: Caleb 780-699-1223