

# 2025 ANNUAL REPORT



# 59th Annual Report

Fiscal Year • December 1, 2024 — November 30, 2025



## Table of Contents

- 2** Board & Staff
- 3** Board Structure
- 4** Chair & Executive Director Report
- 7** Strategic Plan, Vision & Mission, Priorities
- 9** Activities & Achievements
- 10** Professional Development
- 11** Governance Committee
- 12** Production Committee
- 13** Supply Chain Committee
- 15** Flock Health and Management Committee
- 17** Research Committee
- 19** Emergency Management and Avian Influenza
- 21** Public Relations
- 26** Corporate Social Responsibility
- 32** Government Relations
- 35** Chicken Farmers of Canada
- 37** Producer Representatives
- 37** Industry Advisory Committee
- 38** Market Reports
- 43** Tributes
- 46** Financial Statements

# Board



**David Hyink**  
Chair



**Ross Bezovie**  
Vice-Chair



**Rob van Diemen**  
Director



**Wes Nanninga**  
Director



**Tara deVries**  
Director

# Staff



(L to R) **Maria Leslie**, Manager of Public Affairs & Strategic Partnerships; **Jasmine Szoke**, Office Administrator & Project Assistant; **Ashley Ward**, Farm Programs & Field Representative; **Geoff Brown**, Executive Director; **Robert Renema**, Farm Programs & Research Manager; **Vera Ward**, Office Manager & Executive Assistant; **Karen Miller**, Business & Market Analyst; **Laurie Power**, Producer Services Coordinator

# Board Structure

## Director Terms Of Office

### David Hyink, *Chair*

Completes his second 3-year term in 2026

### Ross Bezovie, *Vice Chair*

Completes his second 3-year term in 2028

### Rob van Diemen, *Director*

Completes his third 3-year term in 2027

### Wes Nanninga, *Director*

Completes his second 3-year term in 2027

### Tara deVries, *Director*

Completes her first 3-year term in 2026

# 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*

Wes Nanninga

Bruce Baerg

### Research

Tara deVries, *Chair*

Wes Nanninga

Hinke Therrien

### 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*

Tara deVries, *Alternate*

## Canadian Broiler Council (CBC)

Tara deVries

# External Committees

## Agri-Environmental Partnership of Alberta

Michael Froese, *Poultry Industry Representative*

## AgSafe Alberta

Dan Entz, *Poultry Industry Representative*

## Intensive Livestock Working Group (ILWG)

Rob van Diemen

## Policy Advisory Group

Rob van Diemen

Ross Bezovie

## Poultry Diagnostics

David Hyink

Geoff Brown

## RDAR Advisory Committee

Rob Renema

Wes Nanninga

## RDAR Class A Members Meeting

Wes Nanninga

## Western Meetings

David Hyink

Ross Bezovie

Rob van Diemen

Geoff Brown (*if AB hosts, all Directors attend*)



# Chair & Executive Director Report

**As we reflect on the past year, 2025 was one defined by both opportunity and challenge for Alberta's chicken sector. Through it all, we continue to be amazed with the resilience, adaptability, and commitment to growth from our producers, which continues to position our province strongly within the national system.**

Chicken remains the preferred animal protein for Canadian consumers, and retail demand continued to grow throughout the year. Alberta producers have been well positioned to respond to this demand, even as production realities moderated the pace at which growth could be fully captured.

Against this broader backdrop of growth and operational pressures, government relations also demanded sustained attention. Throughout 2025, political uncertainty due to the threat of U.S. tariffs and heightened public discussion of supply management underscored the importance of coordinated advocacy. ACP worked closely with the other SM5 marketing boards to align messaging and engage directly with Premier Danielle Smith and the Minister of Agriculture, RJ Sigurdson. This collaboration focused on providing timely and factual information to ensure elected officials were well informed on the fine points of supply management, which will continue to be important as the review of the CUSMA agreement nears in 2026. ACP has continued to strengthen relationships within the Premier's Office and Alberta Agriculture to clearly communicate the priorities and interests of Alberta's chicken producers.

At the live price level, we began 2025 with a freshly-signed 10-period negotiated Memorandum of Understanding (MOU), which expires at the end of A-202 (June 2026). A significant milestone was achieved in February of 2025 with the successful removal of catching costs from the Alberta live price. This change harmonized catching payment terms across all Canadian provinces, improving clarity and consistency for producers.

Ensuring Alberta's live price continues to accurately reflect provincial feed costs remains a priority. The Alberta 2026

Feed Conversion Rate Study is currently underway and will continue through the end of February. We remained concerned about declining participation rates in the 2025 survey and strongly encourage all producers who are contacted to participate, as this data is critical to maintaining an accurate live pricing formula reflective of all flock results, whether good or bad.

Demand growth in 2025 resulted in a notable increase in allocations throughout the year. Chicken continues to hold a favourable position at retail relative to competing proteins and Alberta's growth in domestic production grew by over 5% over last year, nearly doubling the national growth which was 2.62%.

A key driver of this was the conclusion of Ontario's discrete supply agreement, which allowed Alberta to capture a larger share of national growth. The Chicken Farmers of Canada's (CFC) differential growth formula, which factors population growth and provincial GDP, is beginning to close the gap with regard to the percentage of Alberta chicken consumption that is produced in the province.

While allocations increased, the ability to fully produce those allocations was constrained by chick supply, chick quality, disease pressures, and overall sector capacity. These challenges resulted in both provincial and national underproduction, with Alberta facing difficulty achieving 100% quota utilization. This challenge has become a top priority for the Board and ACP launched a comprehensive stakeholder engagement strategy early in 2025 to gather perspectives from all players in the sector, so we can address the barriers holding us back. This stakeholder engagement culminated with record attendance at our

David Hyink  
Chair



Geoff Brown  
Executive Director



2025 Regional Meetings, where ACP directors and staff engaged directly with producers to understand individual challenges and discuss potential solutions to move the sector forward.

Both domestic and imported chick supplies remained tight in 2025, a theme that has persisted since 2023. U.S. import hatching egg supply was impacted by Highly Pathogenic Avian Influenza (HPAI) in one of their biggest export farms, while the domestic chick supply remained tight due to declines in hatchability. Tight hatching egg supplies translated to poor chick quality and livability, which producers identified as the most significant contributor to underproduction in 2025.

Disease challenge remains one of the chicken sectors most significant risks, with HPAI and Inclusion Body Hepatitis (IBH) at the top of the list. After two years of declining infection rates, HPAI was back with a vengeance in the fall of 2025, with 24 reported cases falling between the dates of September and December 2025. Of these 24 cases, 15 were commercial farms, with seven broiler farms being among the list. The temporary service charge for HPAI that was implemented at the 2025 AGM was well timed, as some of the funds generated to build our emergency reserve fund will be put to direct use in reimbursing affected producers for expenses not covered under the Health of Animals Act.



IBH has also been on the increase, which has been a major concern due to the extreme mortality which can be devastating, both financially and emotionally for our producers. This challenge will be addressed in 2026 with a special working group comprised of veterinarians, hatcheries, broiler breeder and broiler producers, working through a value-chain approach to create solutions for controlling this disease. Because of the vertical transmission that can occur with IBH, it is imperative that each stakeholder in the sector work together to identify and act on areas of improvement. Each stakeholder has a role to play the control of this disease.

Despite these significant challenges, Alberta producers have demonstrated strong confidence in the future of the sector. Production records were set throughout the year, with Alberta chicken production surpassing the 30 million kilogram mark in the A-198 growing period. Over 25 new barns were added in 2025, expanding provincial growing capacity by more than two million kilograms, with additional capacity ramping up for 2026 and 2027, and ACP staff (thank you Robert Renema and Ashley Ward!) took to the phones to identify potential new barn space, even if it was seasonal. We welcomed ten new entrants to chicken production in 2025, reflecting the continued confidence and renewal within Alberta's chicken sector, despite significant challenges. Although it isn't easy, the promise of strong markets and growing chicken

demand should be a source of encouragement for every player in the sector, and ACP will continue to encourage investment at every level of the chain, whether it be producer, hatchery or processor.

Organizationally, ACP will also see a few changes in the upcoming year as long time Business & Market Analyst, Karen Miller has announced her retirement in early 2026. We would offer our heartfelt congratulations and gratitude for her service to the chicken sector over nearly 18 years, she will be sincerely missed but we wish her all the best as she enters into the next chapter.

ACP is fortunate to have such a great team, and in 2025 we celebrated Laurie Power's 15 year work anniversary with the Alberta Chicken Producers. As our Producer Services Coordinator, Laurie has played a vital role in working directly with producers and our Grower Program, and we'd like to congratulate her on this milestone and thank her for her dedication and service to our producers over this time.

While challenges remain, the foundation of Alberta's chicken sector is strong. Capacity continues to grow, and Alberta is well positioned to capture future market opportunities through the strength of all who make up this great sector. Thank you for your continued engagement, resilience, and commitment. ■



# Strategic Plan

**A**lberta Chicken Producers' strategic plan is the road-map 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. A complete refresh of our Strategic Plan occurred in 2025, so the goal of the 2026 Strategic Planning Retreat was to discuss changes in the political and business landscape that had occurred so that key updates could be incorporated for 2026.

Collaboration is integral to our strategic planning process. We value the participation of our three major processors and the Alberta Hatching Egg Producers in our strategic planning process, the input of ACP staff team leads, and the support of Karen Kirkwood in facilitating our strategic planning retreats.

Key trends taken into account to provide the 2026 update included:

- 1. Insights from our Consumer Study conducted this past summer by Intensions Consulting**
- 2. Insights into the changing dynamics of both the federal and provincial governments as reported by political analyst Jason Lietaer, of Enterprise Canada**

### **3. Impacts of external challenges, including chick supply, chick quality, disease pressures, and sector capacity.**

Three major themes emerged during this year's Strategic Planning Retreat:

**High level of interest in collaboration.** The Board was very pleased with the level of engagement during the sessions, as well as the appetite for collaboration from sector partners. There was a commitment to strengthen working relationships to work collectively on joint industry initiatives, have more meaningful consultations during the national allocation setting process, and to develop new ways to approach chicken research projects that have direct impact in our sector.

**Capturing growth opportunities.** With anticipated growth in Alberta's chicken allocations, there is much work to be done through collaboration in the areas of chick quality and supply, broiler livability, improving quota utilization and encouraging investment amongst all players within the sector.

**Political advocacy.** With the current volatile political environment, it is essential that we work together to build relationships at all levels of government to build trust in the sector and advocate for the supply management system.

## 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;
- and Encourage a competitive, consumer-focused value chain.

# 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:

**O**ur 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**

#### 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

#### 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

#### 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

#### Strategic Priorities

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

- Strengthening Collaborative Relationships
- Sustainable Growth
- Building Public Trust

# Activities & Achievements



## Board Meetings

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

The Board held 13 Board meetings this past year; this included a 2-day meeting and a new initiative was introduced having a board director host a board meeting in his home. On average, board meetings are held monthly, mostly in person but also utilizing virtual to eliminate the need to travel.

Top-to-Top meetings with processors were a priority throughout the year, brainstorming and collaborating on issues of mutual interest; a large focus was spent on investment in the sector, base adjustments, production sleeves, allocation and other topics as they arose. In total, six allocation-related meetings, via Teams, were held. With a Live Price MOU in place for Period A-193 to A-202, no meetings on Live Price were necessary in 2025.



## Producer & Industry Meetings

- ACP continues to offer its Annual General Meeting in a hybrid format, offering both in-person and virtual attendance. This allows producers who are unable to travel to the meeting an opportunity to stay informed and involved.
- ACP attended annual general meetings in other provinces: Chicken Farmers of Canada (CFC), Chicken Farmers of Ontario (CFO), Manitoba Chicken Producers, Chicken Farmers of Nova Scotia, Chicken Farmers of Saskatchewan, and BC Chicken Marketing Board.
- The Board met with Marketing Council, hatcheries and the Alberta Hatching Egg Producers (AHEP) Board throughout the year to discuss relative topics such as chick supply, chick quality, in-barn hatching (IBH), and collaboration on mutual research opportunities. ACP values the close working relationship with AHEP as mutually both boards continue building strong working relationships.
- In July, ACP's CFC Director and Alternate attended the annual CFC Summer Meeting in Moncton, New Brunswick; Alberta is preparing to host the 2026 CFC Summer Meeting in July of this year.
- Facilitated by Karen Kirkwood, the Board held its annual Strategic Planning Retreat in August with representation from the processor sector and the AHEP Board; the meeting dynamics were altered slightly this year to incorporate a networking component.
- ACP's Fall Regional Meetings were held in November this past year reporting higher than average attendance.
- The Western provincial board managers continue rotating the Western Meetings among the four provinces; the dialogue is invaluable for all participants, collectively making positive strides in the industry.

## Professional Development & Continuous Learning

Alberta Chicken Producers supports and encourages the continuous learning and development of directors and staff.

The following courses, workshops, or virtual webinars were attended in 2025:

### Continuing Education/Workshops:

- Leadership Workshop for General Managers & Executive Directors
- Board Governance Fundamentals Workshop
- APIEMT Strategic Planning Session
- CFC Fall Auditor Workshop
- American College of Poultry Veterinarians Workshop: Optimizing Poultry Health: A Holistic Approach
- Western Poultry Conference
- Poultry Service Industry Workshop
- APIEMT Depopulation Training: Whole Barn Gassing
- CFC's CA & DA Workshop
- HPAI Above-Ground Composting Workshop

### Certification Courses:

- Farm Peer Mentor Training

### Conferences:

- Adobe Max Conference
- RDAR Research Showcase (Jan 16)
- Western Poultry Conference (Feb 24)
- RDAR Research Round-Up 2025 (June 13)
- CFC OFFSP / Animal Care Auditor Annual Training Meeting (Sept 17-18)
- Watt Poultry — Chicken Marketing Summit
- USDA — 2025 Agriculture Outlook Forum

### Webinars & Virtual Training:

- Adobe Max
- Broiler School: Boosting Broiler Health & Productivity (4 week series)
- Farm-Level Interventions to Reduce AMU
- Antimicrobial Stewardship in Food Producing Animals
- CIPARS Poultry Surveillance & Research
- Exploring Solar Steam: Renewable Heat Solutions for Poultry
- Carcass Disposal Options to Help the Alberta Poultry Industry Respond to Outbreaks of Highly Pathogenic Avian Influenza
- HPAI Vaccination Webinar for Western Canadian Poultry Producers & Allied Trades
- ChatGPT for Beginners
- Navigating Difficult Client Relationships

- Ag Leadership Learning Series:
  - Artificial Intelligence
  - Advocacy and Government Relations
  - Managing DEI in the Workplace
  - Risk Management
  - Stress Management
- Circana Top Trends in Fresh: Shopping Restructured — How E-commerce & Convenience Are Capturing Consumers with Fresh
- Conference Board of Canada — in Fact Webinar Preparing for 2026 and Beyond: Forecasting Insights in an Uncertain Economy
- Euromonitor Webinar — 2025 Consumer Trends and Industry Insights
- Farm Credit Canada Economic Update
- Leger Cracking the Newcomer Code 2025
- Leger The Crave Study
- Meat Institute — Leveraging Data-Driven Solutions and Navigating Industry Trends for the Future of Meat
- Mintel 2026 Global Consumer Predictions
- Mintel 2026 Global Food & Drink Predictions
- Mintel Today's Grocery Shopper
- National Restaurant Association — What's Hot in 2026 — Looking back to Move Forward
- National Restaurant Association — 2025 State of the Restaurant Industry Webinar
- Nielsen The X Factor: Why You Can't Afford to Forget Gen X
- Nourish Marketing — The Return to Real — 2026 Trends
- Numerator — Tariffs, Turbulence, and Tight Budgets: Checking in on the Canadian Consumer in 2025
- Numerator The State of the Canadian Consumer: Revisiting Tariff Expectations & What to Expect in the Coming Months
- Numerator — Navigating Tariffs & Turbulence: A Fresh Look at Canadian Consumer Sentiment & Behaviour Two Months In
- Restaurants Canada — Foodservice Facts 2025: The Ultimate Generational Grudge Match
- Restaurants Canada — U.S. Tariffs & Canadian Retaliatory Measures
- Restaurants Canada — Newcomers, Youth and the Next Generation — Re-Seasoning the Future of Foodservice Teams

The Alberta Chicken Producers Board of Directors and Executive Director also continued to work with facilitator Jim Brown of *Org Health*, on board governance and board team building exercises. ■

# Governance Committee

*Respectfully submitted by Rob van Diemen, Committee Chair*

**T**he 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 Governance Committee's initiatives in 2025 included:

- Planning for a Producer Leadership Workshop, to be held in early 2026;
- Director attendance at 'Governance Fundamentals Workshop' held for Marketing Boards & Commissions in July
- Holding a Board Meeting at a Directors Farm as part of Director Team Building;
- Integrating Producer Representatives into ACP's Committees;
- Updating the ACP Committee Terms of Reference Document;
- Assessing options for ongoing Board development; and
- Developed a skills matrix document to identify areas of professional development.

The committee also reviews and monitors board meeting evaluations, leads the board through ongoing leadership and team development activities, encourages directors to pursue professional 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*

**T**he 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 2025 were Alberta’s production performance, the New Market Development Policy, and the Direct Marketing Lease Program.

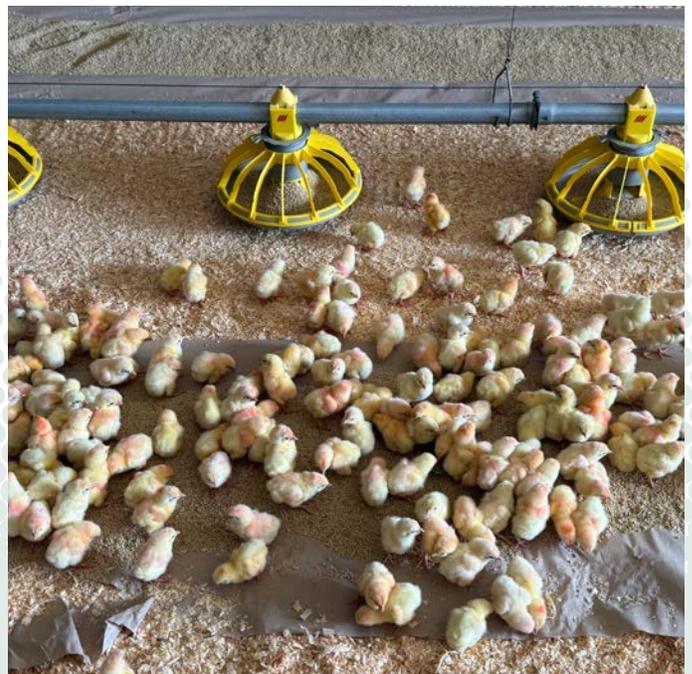
The Production Committee met with processors in June to review the Board’s production performance metrics, including our target of 100% quota utilization, and to discuss means of optimizing production performance going forward. The sector faces many barriers to achieving our target, including ongoing chick shortage and quality issues, disease pressures and sector capacity.

The committee remains concerned about the uncertainty of hatching egg supply in the current environment and noted reductions in hatchability which are also impacting chick supply. Ultimately, the committee identified that because of the multiple causes of underproduction, there is likely no one ‘silver bullet’ that will correct the issue. The committee recommended following through with the producer and stakeholder consultation strategy to get better clarity on causes and identify potential solutions and action plans. It was also noted that the challenge of underproduction needed to be clearly communicated to producers and stakeholders, and to outline the consequences to Alberta due to underperformance of specific factors included in the CFC differential growth formula.

Another responsibility of the Production Committee is reviewing our Direct Marketing Lease Program applications prior to being presented to the Board for approval. In 2025, seven applications were reviewed by the committee, and all were approved by the Board.

A total of 242,200 direct marketing lease kilograms out of the available pool of 300,000 kilograms will be leased to seven producers for the 2026 calendar year. For comparison, 181,000 direct marketing lease kilograms were leased to six producers in 2025. We had no new applicants in 2025 as all approved applicants have 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 Wes Nanninga, Bruce Baerg, 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% quota utilization and maximize Alberta’s production performance. ■



# Supply Chain Committee

*Respectfully submitted, Ross Bezovie, Committee Chair*

**T**he 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. 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. The committee is made up of a cross section of the poultry sector, including Alberta hatcheries, processors, broiler and hatching egg producers, veterinarians, genetic companies, and feed industry professionals.

## Update on Chick Quality Challenges

The Supply Chain Committee met multiple times in early 2025 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. Committee members identified areas of challenge and opportunities for these themes and collectively prioritized areas of focus. Results provided framework for discussions on chick quality and chick supply later in the year during the ACP board strategic planning and the producer consultations at the fall regional meetings. As a result of these meetings, a working group for a value-chain approach to reducing the impact of Inclusion Body Hepatitis (IBH) will be established in 2026.

Using the prioritized areas of focus as a guide, the Alberta Chick Quality Manual was updated. The manual went through a significant update in 2025, with refreshed content and new resources added. Following completion of an update to the formatting and visuals in early 2026,

the manual will be released to producers, and ACP Staff will be meeting with Alberta hatcheries to review key updates.

## Update on 7-Day Mortality

Monitoring of 7-day chick mortality is one of the most reliable tools we have for identifying emerging production and quality issues. Monitoring started in 2014, when 7-day mortality was 2.35%. By working together to resolve issues, 7-day mortality reached a low of 1.43% in 2018, before settling in at 1.64% after the CFC ban of Category II antimicrobials for disease prevention in 2019.

Since 2019, increases in 7-day mortality have occurred both when egg supply is short and when there are extraneous disease or hatchery challenges. The 7-day mortality passed 2% for the first time in eight years in early 2023, when chick supply was strained due to Highly Pathogenic Avian Influenza (HPAI). Following a return to a low of 1.7% at the end of 2023, 7-day mortality increased each quarter, reaching a high of 2.13% in early 2025. The spread in results among hatcheries was high at this point, which indicated some hatchery-specific challenges. Following the peak in early 2025, 7-day mortality has been in steady decline as variability among hatcheries has been decreasing, ending 2025 at a level of 1.91%.

Both producers and processors report variability in results. This is supported by CFIA-reported numbers for both plant condemn rates (up by 0.1%) and for overall flock mortality (up by over 2%). While early mortality is an indicator of chick quality, mortality after the first week is an indicator of disease challenges. Inclusion body hepatitis (IBH) has been a significant challenge this past year and was a driver for increased overall flock mortality. There are indicators that steps being taken to control IBH are working and that 2026 will be a better year for overall flock livability.

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.

## Update to the Humane Catching & Transportation Standards Manual

Alberta's Humane Catching & 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, live haul companies, processors and producers. They are tasked with ensuring the manual remains updated and relevant to the collaborating partners. Current projects include:

- Encouraging farms to have basic catching equipment washing options 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 barn readiness for daylight loading. Some farms have made permanent changes to cut light leaks during production and loading, while others have the capacity to put in temporary measures during catching. 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 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. 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. More recent actions 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 have resulted in meaningful reductions in antibiotic use in broiler chickens. 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. CFC shares results of these successes with retailers and interested outside parties. The leadership the poultry sector has taken in this area also serve to support collaboration in ONE Health initiatives.

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, Peter Plazier, Toni Krynski, Dr. Hayley Bowling, Dr. Tom Inglis, Nancy Fischer, Rob Renema and Geoff Brown. ■





# Flock Health and Management Committee

*Respectfully submitted, David Hyink, Committee Chair*

**T**he Flock Health and Management Committee has the following areas of focus:

- **Chick Quality:** Impact of chick supply and impact of growth and flock health.
- **Flock Health:** Disease challenges and role of broiler farmer in disease management and prevention.
- **Producer Education:** Strategic implementation of farm or producer-facing initiatives such as workshops, webinars, and supporting development of 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 and 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:

## Review Proposed Changes to Anteroom Management

The minimum standard in the On-Farm Food Safety Program for providing a visual barrier between the anteroom and the bird area (restricted area) is a painted line. However, with increased focus on management of the transition zone in recent years due to both Highly Pathogenic Avian Influenza (HPAI) and the rise in incidence of viral diseases like Inclusion Body Hepatitis (IBH), the effectiveness of the painted line has been called into question. The CFIA would like to see a physical barrier, with a bench system being the preferred

approach. Washing of the anteroom is also recommended if you are shipping light loads or in multiple shipments divided by two or more days.

Additional attention on the transition zone has come from vets reviewing Canadian poultry diseases. Prevention is the most reliable disease-management tool. The most critical element of biosecurity of how you enter and exit the bird area, meaning things like footwear changes and hand-washing are non-negotiable elements of anteroom management.

A draft addendum updating the type of barrier separating the Controlled Access Zone (CAZ) from the Restricted Area (RA) was shared with the committee for feedback. The committee shared the document with the OFFSP / Animal Care Program audit team and with key industry partners to allow the committee to consider a broader range of perspectives. Key findings and potential issues with implementation were shared with CFC for consideration as plans were finalized.

The change in minimum standard for physical barrier between the CAZ and RA will go into effect in 2026, with March as the target for implementation, in advance of the potential spring wave of HPAI. The change would be mandatory in September. Farms requiring more time to make physical changes to meet the requirement will need to submit an action plan. The barrier must be flush with the floor connect the floor and walls with no gaps to prevent cross contamination. For benches, this means they must have a backing on them that reaches the ground. As a 5.5" low barrier can be a tripping hazard, the recommended height is 12" to 18".

In Alberta, farms with an unsatisfactory barrier will receive a **'needs improvement'** response to the transition zone barrier question in their 2026 OFFSP / Animal Care program audit. When the program becomes mandatory in September, the audit response will shift to **'unacceptable'**.

## Food Safety and Animal Care Program Update

During the fall 2025 wave of HPAI in Alberta, the OFFSP / Animal Care program audit team was able to implement the updated animal disease outbreak audit procedures created in late 2024. Updated procedures create a zonal response to modifying or delaying audits due to disease, while allowing remaining audits to proceed without modification. While a number of audits of farms in Primary Control Zones were delayed, the rapid recovery of our farms with HPAI infections meant the delay was usually not more than a month. This zonal approach allows better timeliness of audits in disease outbreaks, supporting the integrity of the audit process within our OFFSP and Animal Care Programs.

Records audit for most farms are now being done on the new electronic audit platform. This transition reduces data entry and document management requirements and increases oversight of the ACP office to monitor audit status. Expect to see most full audits also change over to the new platform in 2026, once biosecurity procedures are finalized.



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

2025 was the twelfth 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 use of specific antimicrobials.

CFC's responsible AMU strategy permits antibiotic use with veterinary oversight in flocks with disease challenges or during times in the growth cycle where there are risks to bird health and wellbeing. 2024 and 2025 have been challenging years for poultry health due to disease challenges and variability in chick quality. As hatcheries worked on supply and chick quality issues, a number of farms needed therapeutic levels of antibiotics to support the health of the flock. Throughout 2025, chick quality was still variable but was trending better throughout the year. We look forward to a full implantation of CFC's responsible AMU strategy and a return to Alberta having some of the lowest antibiotic use in Canada. ACP is thankful to farmers for their on-going participation in the AMU surveys, which provide valuable information to the sector.

## Producer Education

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. With the loss of the Poultry Innovation Partnership in 2025, ACP has been meeting with funders and industry partners to discuss ways to collaborate on education and extension initiatives.

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

**A**lberta 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 2025, ACP provided cash and in-kind funding commitments to the following research projects. The total cash costs of the four funded projects were approximately 1.4 million. The cash contributions of ACP were leveraged 35:1 against total cash costs.

- **Probiotic feed additives for suppression of necrotic enteritis** (2025F3573R: Dr. David Stuart, University of Alberta)
- **Interaction of hatchery vaccination and maternal antibodies applicable to infectious bronchitis (IB) in broilers raised in Alberta** (2025F3496R: Dr. Faizal Careem, University of Calgary)
- **Development of a biological pesticide for control of darkling beetles** (2025F3685R: Dr. David Stuart, University of Alberta)
- **Metabolic modeling to create competitive exclusion communities that control poultry pathogens and antimicrobial resistance** (2025T3835R: Dr. Ben Willing, University of Alberta)

The Research Committee is pleased to see that the network of poultry researchers in Alberta is growing and that they are bringing their expertise from allied fields to our sector. Some of the new groups work with our office early-on and some have already met with producers and

industry partners before they first apply. Having farmers and industry partners showing interest in work at this stage is valuable for the funding process. As an example, the darkling beetle project above had approximately 25 Alberta broiler farms sign up to be involved in the work prior to funding.

Below are updates on several recent projects:

- **A multicomponent plant-derived vaccine for poultry salmonellosis** (J. Alcantara, University of Calgary). This group has had great success with their approach to target various bacteria and viruses impacting the broiler and layer industry, and is beginning to scale up as they move towards commercialization.
- **Exploring potential of Western Canadian faba beans as a feedstuff for broiler chickens and laying hens** (D. Korver, University of Alberta). The completed project exceeded expectations for the role of faba beans in rations and has captured the interest of faba bean producers to produce product specifically for the poultry sector. A follow-up application is going in to help scale up.
- **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). The group has had early success in finding HPAI virus in areas surrounding infected farms. There is a lot of interest in learning how airborne the virus is. This is particularly relevant after the fall 2025 HPAI season, when a cluster of infections appeared in a small area following several days of heavy wind.

A review of the full project proposals for 2025-26 is in the final stages and we look forward to facilitating funding of projects that were determined of importance to Alberta broiler producers.

## Exploration of New Avenues for Funding Research and Tech Transfer

With the loss of the Poultry Innovation Partnership in 2025, ACP has taken a back-to-basics approach to develop projects addressing research priorities of the broiler production value chain. Value-chain challenges identified by the Supply Chain Committee and in producer feedback in the 2025 ACP regional meetings have been discussed with potential funders. In 2026 we will be working hatching egg produces and value-chain partners to submit proposals to address priority needs. We will also be supporting Results Driven Agricultural Research (RDAR) in developing a poultry-specific call for proposals on priority themes such as flock health.

Farm-based needs can be addressed both through tech transfer and through farm-based research. ACP has started working with farmers and funders like the

Producer Research & Evaluation Program (PREP) to help individual producers or groups of producers get some financial support to answer their research questions. There have also been discussions with industry partners and funders about collaborating on tech transfer events closer to the farm. We are working to maximize our potential to support farm-based needs with our refocused approach to tech transfer and farm-based projects.

In closing, I would like to extend appreciation for the contributions Rob Renema, Wes Nanninga, Hinke Therien, 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 their ongoing support and commitment to research and development. ■





# Emergency Management and Avian Influenza

*Respectfully submitted, Rob Renema and Geoff Brown*

**T**he 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 mobilized 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. Processes continue to be streamlined as lessons learned through subsequent waves of the outbreak are incorporated.

Brandy Addai (from the Egg Farmers of Alberta) serves as the Emergency Preparedness & Response Coordinator for the APIEMT, 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. The group also conducts a table-top exercise or case study to practice dealing with novel emergency scenarios, contributing to continuous improvement in defining roles and responsibilities.

## 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 with a total of 56,000 birds were additionally depopulated. In subsequent years of this HPAI outbreak, it has become primarily a fall problem in Alberta. In the fall of 2023 there were 19 cases, with eight of those being on commercial farms, including a total of 233,000 birds on four broiler farms. There were only four cases in the fall of 2024, with one commercial case impacting 160,000 birds.

In early 2025, there were indications that the HPAI virus had undergone some change and that the year would be worse for infections. In the fall of 2025, there were 24 cases. Fifteen of these were on commercial poultry farms. While seven broiler farms were impacted, only three of these farms had infected broilers. The rest had broiler barns on a farm where their turkey flock was infected.

The distinct unit request was successful on several of these farms, allowing the CFIA to divide up the farm into several functional units, limiting the number of birds that had to be depopulated and accelerating the timelines for placing unaffected broiler barns near the infected premise. A total of 305,290 broilers were lost, but this number could have been 500,000 if more of the distinct unit requests had failed and if birds about to be placed hadn't been diverted to other sites. Inadequate distance between barns, staff movement between sick and healthy barns, sharing equipment without cleaning, and shared compost/manure piles are some of the key reasons distinct unit requests fail.

Through a grant from the Sustainable-Canadian Agricultural Partnership (S-CAP) program, the Alberta feather boards brought in experts to run barn gassing training events for producers and for industry partners wanting to provide emergency depopulation services to support the CFIA. This proved valuable as the use of a CFIA team and an additional service provider happened midway through the fall HPAI wave and helped spread the work during the surge of infections in early November.

## Avian Influenza in Canada

For the entire HPAI outbreak since December 2021, there have been 624 infected premises, 444 (71%) of which were commercial farms. During wave eight of the disease in the fall of 2025, there were a total of 91 cases in six provinces, with 65 of those being commercial, 23 of which were repeat infections. Commercial farm infections, by sector were 25 turkey, 12 broiler, 13 layer, seven broiler breeder, five duck, and three mixed poultry farms.

It is notable that while BC had the most HPAI cases in Canada again this year, the number of BC farms impacted were down significantly compared to previous waves, resulting in the total number of Canadian cases dropping by nine, as compared to 2024.

The CFIA has released a report on the results of their analysis of potential avenues for HPAI to get into barns or to spread among farms. Top risk areas were unprotected bedding storage, scavenger access to unprotected compost piles, and split processing loads. Key areas of focus include improving compost area security, rethinking barn entryways for better biosecurity compliance, and targeting risk reduction within 500m of barns.

## Avian Influenza in Dairy Cattle

Poultry farms that tested positive for HPAI with dairy cattle on the premises had those cattle tested for the avian influenza strains associated with the dairy outbreak in the US. CFIA protocols for determining if dairy cattle are HPAI free can delay HPAI clean-up completion on said farm by two to four months.

In 2025, movement of US dairy cattle into Canada was significantly reduced and points of entry were in provinces outside Alberta. Taken together, this reduced the local risk of infection. 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 have plans in place if a detection were to occur. To date, no cases of avian influenza have been detected in Canada.

## Avian Influenza in Humans

Concerns remain 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. In 2025, there was one human death from avian influenza in the northwestern US; however, the avian influenza strain found was not H5N1, the strain associated with the ongoing poultry outbreak.

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 remains low, while individuals with higher-level exposure to infected animals are at increased risk. As such, Canada is implementing an HPAI vaccination program for individuals more frequently exposed to high levels of HPAI virus. Poultry farmers and poultry industry personnel are not eligible for HPAI vaccination at this time.





# Public Relations

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

## 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.

## Strategic Partnerships, Education, and Public Trust

Strategic partnerships continue to play a critical role in amplifying our messaging and extending our reach. Each year, we review our partnerships to ensure they align with our values and continue to deliver against our strategic objectives.

In 2025, we worked closely with a strong network of partners to participate in events, host contests, and share trusted messaging across their platforms and audiences. These partnerships allow us to reach consumers in meaningful and credible ways through organizations and individuals they already know and trust. Our strategic partners include leaders in agriculture education, health and nutrition, food retail, culinary education, sports and entertainment, and community service.

Through these collaborations, we engaged Albertans where they live,

learn, shop, and gather — from classrooms and community events to major sporting and culinary experiences.

### Some of our key strategic partnerships include:

- Agriculture for Life
- Food Banks Alberta
- Dr. Mom — Family doctor and influencer
- Emily Mardell — Registered dietitian
- 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
- Calgary Co-op
- Lethbridge Agricultural Society and Exhibition



## 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

## Sports and Entertainment Partnerships

In 2025, we delivered our third consecutive campaign with the Edmonton Oilers and Edmonton Oil Kings. This partnership included an in-game activation with the Oil Kings on January 1, reaching nearly 9,000 fans. The activation featured interactive chicken trivia highlighting key messages, a fan-engaging chicken dance, and take-home items including a squishy chicken and a coupon for free chicken nuggets.

This event provided valuable brand exposure to a key target demographic — young families and young Albertans — in a high-energy, family-friendly environment. Additional exposure was achieved through messaging placed on the Edmonton Oilers statistics webpage, generating approximately 250,000 impressions, as well as through Edmonton Oil Kings “From the Farm” reports.



## Agriculture Education and Community Engagement

We continued to support agriculture education through participation in major events including the Calgary Stampede, Aggie Days, Outstanding in the Field in Brooks, Mountain View Aggie Days, and, new in 2025, Whoop-Up Days in Lethbridge.

Our involvement in the Project Agriculture Program and classroom agriculture programming also remains a priority. These programs introduce elementary and secondary students to Alberta agriculture and food production through curriculum-aligned, in-school learning. In partnership with Agriculture for Life, we actively promote these programs to educators across the province.



As demand for these programs continues to grow, volunteer engagement remains essential. While we are fortunate to have a dedicated group of returning volunteers, expanding our volunteer roster is critical to ensure sustainability and avoid volunteer burnout. New volunteers are supported through a strong rewards program and paired with experienced team members to ensure a positive and meaningful experience.



## Calgary Stampede

In 2025, the Calgary Stampede welcomed 1,470,288 visitors over the 10-day event, reinforcing its position as one of Alberta's most powerful public-engagement platforms.

Alberta Chicken Producers' booth in the Nutrien Building was a consistently busy and highly interactive space throughout the Stampede. Visitors were drawn in by engaging features including the popular Chicken Wheel, a feed and bedding display, a model barn, and live birds. These hands-on displays created natural opportunities for meaningful conversations with consumers about animal care, farming practices, and how Alberta chicken is raised.

Volunteers reported overwhelmingly positive interactions with attendees, many of whom

were curious, engaged, and eager to learn more about the poultry sector. The presence of live birds in particular sparked thoughtful discussions and helped build understanding and trust with urban and rural audiences alike.

The Calgary Stampede continues to be one of our most valuable outreach opportunities, allowing us to engage directly with hundreds of thousands of Albertans and visitors from across Canada and beyond. Our presence at the Stampede plays a critical role in educating the public, strengthening transparency, and fostering appreciation for Alberta's chicken farmers and the care they take every day.



## Culinary Partnerships and Food-Focused Outreach

Food-focused events and culinary partnerships continue to strengthen our relationships with chefs, educators, retailers, and food influencers who play a key role in shaping consumer perceptions and purchasing decisions.

In April 2025, Alberta Chicken Producers served as the title sponsor of Hot Chefs Cool bEATS at the Royal Glenora Club in Edmonton. The event brought together chefs, restaurant owners, educators, and food enthusiasts to celebrate Alberta's culinary talent while raising funds for the High School Culinary Challenge Program, which supports the next generation of chefs.

Building on this momentum, we partnered with Knifewear and the High School Culinary Challenge Program to launch the #AlbertaChickenChallenge — a province-wide social media contest encouraging aspiring chefs aged 25 and under to create and share their favourite Alberta chicken recipes. Promotional video content produced by Knifewear helped

expand the reach and impact of the campaign.

Our partnership with Calgary Co-op continues to provide valuable, consumer-facing engagement opportunities. In 2025, we participated in Calgary Co-op's Grape Escape events in both the spring and fall, as well as their Smoke Show event in Calgary in



September. These events allow us to connect directly with food-focused consumers in a retail-adjacent setting, highlighting Alberta chicken through recipe inspiration, conversation, and shared experiences.



In addition to in-person events, Alberta Chicken Producers maintains a strong digital presence through Calgary Co-op stores. QR codes placed on signage and chicken packages allow shoppers to easily access a poultry-specific webpage on the Calgary Co-op website. This page features Alberta chicken recipes and related content, providing consumers with convenient, trusted information at the point of purchase.

Our ongoing partnership with the NAIT Culinary Team also ensured Alberta Chicken Producers' annual presence at the Rocky Mountain Wine & Food Festival. This partnership provides an excellent opportunity to engage with food enthusiasts, showcase chicken's versatility, and highlight the skill and creativity of Alberta's emerging culinary talent.

Together, these initiatives allow us to celebrate Alberta chicken while building public trust, increasing brand visibility, and strengthening meaningful connections across the culinary and retail food communities.



**SCAN TO WATCH:**  
Registered Dietitian  
Emily Mardell and  
Chelsea Bird talk about  
chicken and nutrition



## Thank You to Our Volunteers

Our success at the Calgary Stampede would not be possible without the dedication and enthusiasm of our volunteers. We extend our sincere thanks to the following individuals and families who generously contributed their time and energy in 2025:

- 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 Kamp huis
- Larry Hofer and Family

## National Collaboration and Farm-Level Storytelling

In April, the Therrien family hosted Swimming Canada athletes and Olympians on their farm as part of a partnership initiative with Chicken Farmers of Canada. The visit provided athletes with a firsthand look at how Canadian chicken is raised and created an authentic opportunity to share our sector's story through influential ambassadors.

Content captured during the visit was shared through Swimming Canada's digital channels, reaching audiences nationwide and reinforcing the connection between good nutrition, active living, and Canadian chicken. We extend our thanks to Chicken Farmers of Canada for facilitating this opportunity and to the Therrien family for hosting and showcasing the care that goes into raising Canadian chicken.



**SCAN TO WATCH:**  
Swimming Canada  
Olympians and Athletes  
Tour an Alberta  
Chicken Farm

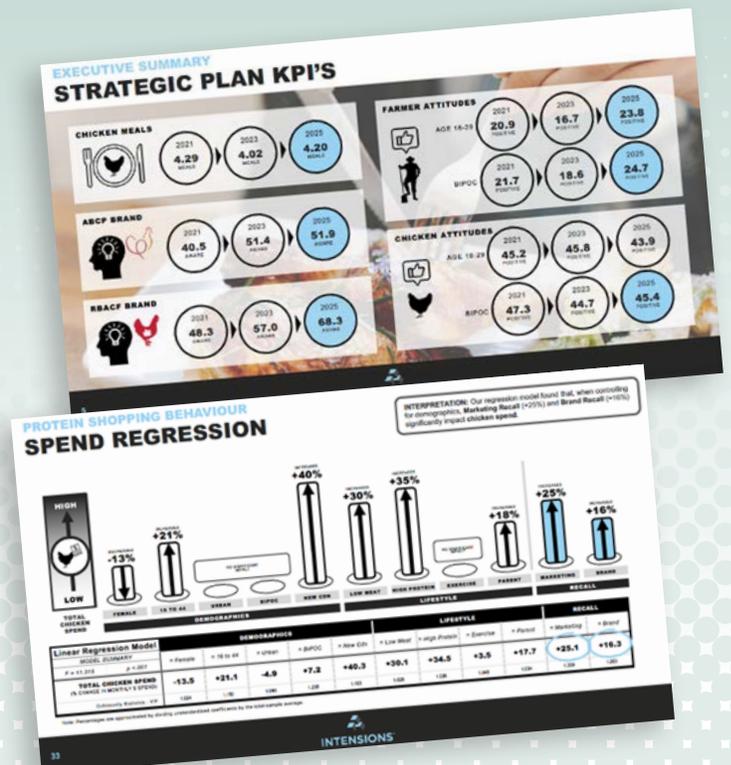


## Consumer Research and Marketing Effectiveness

In summer 2025, we completed a consumer study with Intensions Consulting to identify emerging opportunities and potential risk areas within the marketplace. As with each research cycle, we assessed our key performance indicators to measure progress over time and evaluate the effectiveness of our marketing efforts.

The results show meaningful gains. Farmer attitudes among young people have reached their highest level since tracking began in 2021. Chicken continues to be a consistent weekly protein choice for consumers, and aided brand recall has shown steady growth — particularly for Chicken Farmers of Canada.

Further analysis confirmed the direct impact of marketing on purchasing behaviour. Regression analysis demonstrates that when consumers recall our marketing or recognize our brand, total chicken spend increases. Simply put, consistent and engaging communication leads consumers to buy more chicken, reinforcing the value of continued investment in strategic marketing, partnerships, and trusted storytelling.



# Corporate Social Responsibility

## The Good Neighbours Program

In 2025, Alberta Chicken Producers marked the **fifth year** of the Good Neighbours Program — a milestone that reflects our long-term commitment to community, connection, and responsible food production.

Many of our marketing and outreach initiatives also serve as Corporate Social Responsibility (CSR) activities. The Good Neighbours Program provides the formal framework that guides this work, ensuring our efforts are intentional, values-driven, and aligned with the priorities of Albertans. Full details of the program are publicly available on our website.

The program is built around three core pillars:

PILLAR 1  
Creating Connection

PILLAR 2  
Building Strong, Healthy  
Communities

PILLAR 3  
Social Responsibility

Together, these pillars come to life through initiatives that connect farmers directly with consumers, support food security, and demonstrate leadership in community engagement.



## Supporting Food Security and Community Well-Being

Food security remains a central focus of our CSR efforts. Through the Food Bank Program and advocacy related to the Fresh Food Tax Credit, Alberta Chicken Producers continues to work toward a producer-driven, incremental donation model designed to support long-term farmer participation.

This work has been strengthened through collaboration with partners and government leaders, with proposals currently under active policy review as part of broader discussions on food security and food waste — an important step toward meaningful, system-level change.

In April 2025, Alberta Chicken Producers also proudly sponsored Wing Wednesday 2025 in support of Edmonton Meals on Wheels. Hosted at Halley's Club at the Starlight Casino, the event brought together members of the business community for an evening of fundraising, food, and connection. Now in its third year, Wing Wednesday continues to grow in energy and impact, raising vital funds that directly support nutritious meal delivery for vulnerable Albertans, including seniors and individuals with limited mobility.

Alberta Chicken Producers partnered with Maple Leaf Foods to sponsor the wings, and ACP Director Wes Nanning attended on behalf of the organization to connect with attendees and demonstrate our ongoing commitment to being good neighbours both on and off the farm.





(L to R): Bente Yanota, Director, Okotoks Food Bank; Lori Entz; Sam Entz; The Honourable John Barlow, Member of Parliament and Shadow Minister for Agriculture and Agri-Food; Gord Lang, Councillor, Town of Okotoks; The Honourable RJ Sigurdson, Minister of Agriculture and Irrigation, Government of Alberta; Lisa Lix; Farmer Byron Ference; Lillian Ference; Henk Schuur; Geoff Brown, Executive Director, Alberta Chicken Producers; Sharlene Hyink; David Hyink, Chair, Alberta Chicken Producers; Candace van Diemen; Rob van Diemen, Director, Alberta Chicken Producers; and Nieske Schuur.

## Farmers Giving Back: Okotoks Food Bank Volunteer Day

Rooted in strong family values and a continued commitment to community, Alberta’s chicken farming families were proud to come together in Okotoks in December to support Albertans facing food insecurity.

On December 15, farmers volunteered at the Okotoks Food Bank Association alongside RJ Sigurdson, Minister of Agriculture and Irrigation, Government of Alberta; John Barlow, Member of Parliament and Shadow Minister for Agriculture and Agri-Food; and Gord Lang, Councillor, Town of Okotoks, helping to pack and sort Christmas hampers for local families during the busy holiday season.

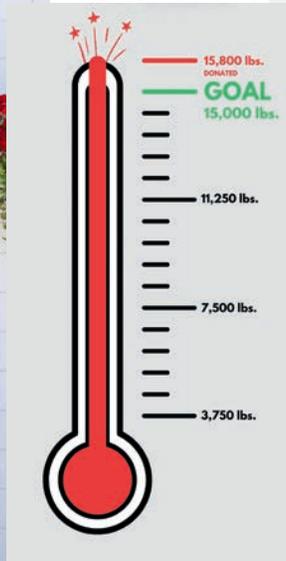
Following the volunteer day, Alberta Chicken Producers presented a \$30,000 donation to Food Banks Alberta, supporting access to nutritious, high-quality protein for individuals and families across Alberta.

Supporting vulnerable Albertans is at the heart of the Good Neighbours Program, and this initiative reflects the hands-on, farmer-led approach that defines our commitment to building strong, healthy communities.





The Velthuis family with Jason Strudwick, Emily Mardell, and Debbie Theuss of Edmonton's Food Bank during a donation presentation at a Strudwick Hockey Camp in summer 2025.



In 2025, the campaign set a goal of donating 15,000 pounds of food to food banks across the province. Thanks to the incredible efforts of minor hockey teams, families, and supporters, the campaign exceeded its goal, with 15,800 pounds of food donated, delivering record support to communities during the holiday season.

## Face-Off Against Community Hunger

Alberta Chicken Producers' annual Face-Off Against Community Hunger campaign once again demonstrated the power of teamwork, community spirit, and farmer leadership. Delivered in partnership with former Edmonton Oiler Jason Strudwick and Registered Dietitian Emily Mardell, the campaign encouraged minor hockey teams across Alberta to rally in support of local food banks.

The campaign concluded on December 10, with the winning team announced on December 15. Congratulations to EFHA #552 U13 Storm, who earned the opportunity to enjoy a team practice guest-coached by Jason Strudwick in the new year.

Alberta Chicken Producers extends its sincere thanks to all participating teams, families, and partners for helping make a meaningful impact in communities across Alberta.



## Supporting the Stollery Children's Hospital



Our partnership with The Stollery Children's Hospital and the Stollery Women's Network continues to provide meaningful opportunities for farmer-led engagement and community impact.

In May 2025, Alberta Chicken Producers participated in Teddy Bear Fun Fest at Rundle Park, where farmers connected directly with Stollery families in a welcoming, family-friendly environment. The ACP booth served chicken wraps for lunch and created opportunities for conversation and connection. We are grateful to Sofina Foods for generously providing the chicken for this event.

Later in the year, Alberta Chicken Producers further supported the Stollery Children's Hospital Foundation through its *Meet the Match* fundraising campaign. On November 30, 2025, ACP committed to matching donations up to \$5,000. Thanks to strong community engagement, the campaign exceeded expectations, raising more than \$17,000 in support of pediatric care.

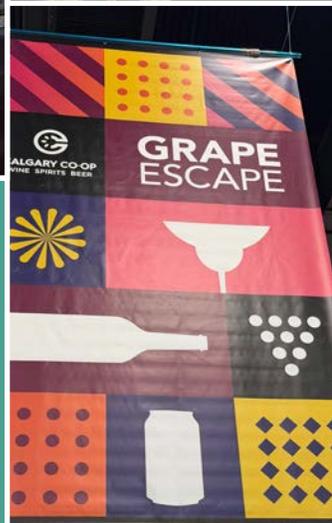
Together, these activations demonstrate the strong connection between Alberta chicken farmers, our brand, and the communities we serve — while supporting an organization that delivers essential care to children across Alberta.



## Bringing Our Values to Life

Through the **Good Neighbours Program**, Alberta Chicken Producers continues to demonstrate that community connection, social responsibility, and food security are core to who we are as an organization.

These initiatives bring our values to life — strengthening relationships with Albertans, supporting vulnerable populations, and reinforcing the care, quality, and responsibility behind every chicken raised here in Alberta.



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



# Government Relations

## Alberta Chicken Producers — 2025

Throughout 2025, Alberta Chicken Producers (ACP) remained actively engaged in government relations at both the provincial and national levels. ACP worked collaboratively with elected officials, supply-managed partners, and industry stakeholders to advance shared priorities and ensure decision-makers understand the role of supply management in supporting food security, local investment, and stable markets for Canadian farmers.

Much of ACP's government relations work focused on education — both in-person and behind the scenes — reinforcing how supply management contributes to resilient food systems and strong rural communities. Throughout the year, ACP participated in a range of provincial and national engagements to maintain visibility, build relationships, and support coordinated advocacy efforts.

## Alberta Chambers of Commerce — Political Action Day

In March 2025, ACP participated in the Alberta Chambers of Commerce Political Action Day in Edmonton, alongside other Alberta business and agricultural organizations. The event provided an opportunity to engage directly with elected officials and senior government representatives, highlighting issues important to Alberta's livestock and supply-managed sectors.

Discussions focused on regulatory certainty, economic stability, and the importance of domestic food production in supporting Alberta's economy and communities.

## Poultry Boards Meeting with Premier and Minister of Agriculture

In April, Alberta's four poultry boards met jointly with the Premier of Alberta and the Minister of Agriculture

and Irrigation. The meeting provided a productive forum for collaboration and education, with a focus on trade, investment, and the role of supply management in supporting a stable and competitive agri-food sector.

The discussion reinforced the value of continued dialogue between government and supply-managed sectors as policy considerations evolve at both the provincial and federal levels.

## Chicken Farmers of Canada Lobby Engagement

On December 2, directors and staff from Alberta Chicken Producers joined colleagues from Chicken Farmers of Canada in Ottawa for CFC's annual Lobby Day. This important event brought together producers from across the country to meet with Parliamentarians and senior officials, discuss priority issues for Canada's chicken sector, and reinforce the vital role supply-managed farmers play in communities from coast to coast.



(L to R): Operating Producers Executive Director Geoff Brown; Director Tara DeVries; John Barlow, Member of Parliament for Foothills and Shadow Minister for Agriculture, Agri-Food and Young Farmers; Young Farmer Byron Ference; Director Rob Van Diemen; and Director Ross Bezovie.



(L to R): Director; Rob van Diemen; Director Ross Bezovie; Dane Lloyd, Member of Parliament for Sturgeon River—Parkland; and Director Tara deVries.

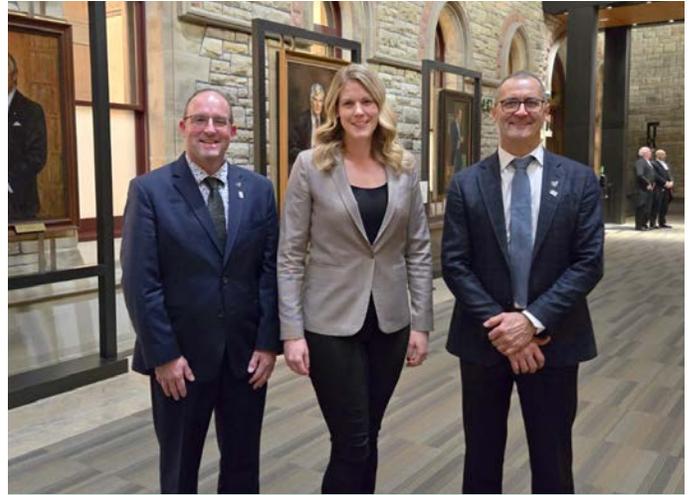
With a new Parliament seated, this year’s discussions focused on strengthening relationships and highlighting the economic and social contributions of Canada’s chicken farms. ACP representatives engaged in productive conversations centred on four key themes: economic contribution, supply management, spent fowl, and trade.

ACP was grateful for the opportunity to meet with several influential Parliamentarians and officials during Lobby Day, including:

- **John Barlow**, Member of Parliament for Foothills and Shadow Minister for Agriculture, Agri-Food and Food Security
- **Rachel Thomas**, Member of Parliament for Lethbridge—Medicine Hat
- **Blaine Calkins**, Member of Parliament for Red Deer—Lacombe
- **Dane Lloyd**, Member of Parliament for Sturgeon River—Parkland
- **David Bexte**, Senior Policy Advisor, Office of the Leader of the Opposition
- **Daryl Fridhandler**, Senior Policy Advisor, Office of the Minister of Public Safety, Democratic Institutions and Intergovernmental Affairs
- **Burton Bailey**, Political Affairs Advisor, Alberta Senate Caucus

**Additional engagement:**

ACP representatives, along with Byron and members of the Young Farmers group, also joined Kody Blois, Member of Parliament, for a working lunch, followed by a tour of Parliament Hill and introductions to various cabinet ministers.



(L to R): Director Rob van Diemen; Rachel Thomas, Member of Parliament for Lethbridge—Medicine Hat; and Director Ross Bezovie.

These discussions were constructive and forward-looking, reaffirming the value of strong collaboration between producers and policymakers as we work together to strengthen Canada’s food system.

## Calgary Stampede International Agriculture and Agri-Food Reception

In July, ACP representatives attended the annual Calgary Stampede International Agriculture and Agri-Food Reception. The event provided an opportunity to connect with provincial and federal elected officials, senior government staff, and industry stakeholders, strengthening relationships and reinforcing the poultry sector’s role within Alberta’s broader agri-food economy.



On February 24, 2025, the Minister of Agriculture and Irrigation, RJ Sigurdson, delivered greetings at the Alberta Poultry Industry Reception, connecting with our farmers and industry partners.



Naheed Nenshi, Leader of the Alberta NDP, at the Calgary Chamber of Commerce agriculture event.

## Ministerial Roundtables and Policy Engagement

In September, ACP participated in a virtual roundtable to support preparation for the fall Federal-Provincial-Territorial (FPT) meeting. During this discussion, ACP raised key challenges facing the sector, including reportable animal diseases, market access considerations, and public trust issues that can limit the expansion of modern agriculture.

ACP emphasized the importance of continued support for Canadian farmers and agricultural stakeholders, ensuring they have the confidence and stability needed to invest in the future of the sector.

## Advocacy Priorities

ACP’s government relations efforts throughout 2025 focused on four key advocacy priorities:

- 1. Education of Elected Officials**  
Continuing to build understanding of how the supply management system benefits farmers, consumers, and Canada’s food security.
- 2. Market Growth and Investment**  
Supporting opportunities for growth through infrastructure investment and capacity expansion that strengthens both local and national markets.
- 3. Temporary Foreign Worker Program**  
Emphasizing the importance of a strong and reliable Temporary Foreign Worker Program to prevent disruptions in processing and catching operations.
- 4. Regulatory Flexibility**  
Supporting science-based, risk-appropriate regulation for animal health products, feed, and water additives that reduce antimicrobial use while maintaining bird health and welfare.



(L to R): Director Ross Bezovie; Daryl Fridhandler, Senator; and Executive Director Geoff Brown.

## Intensive Livestock Working Group (ILWG) Collaboration

ACP continued to work collaboratively with other livestock boards and commissions through the Intensive Livestock Working Group (ILWG). ILWG plays a coordinating role by bringing producer organizations together to develop unified positions on provincial policy, regulation, and land-use planning issues.

Through this collaboration, ACP helps ensure the perspectives of livestock producers and confined feeding operations are represented in discussions with government, municipalities, and other stakeholders.

## Stock Talks Public Trust Project

The Stock Talks Public Trust Project, led by ILWG, focuses on building stronger relationships between municipalities and confined feeding operations. The initiative emphasizes open dialogue and education to ensure municipal leaders understand the role these operations play in supporting local economies, environmental stewardship, and rural sustainability.

The project also includes monitoring municipal land-use planning — such as development plans, zoning bylaws, and infrastructure decisions — to identify emerging issues early and improve public perception by highlighting responsible management practices and economic contributions. ■

# Chicken Farmers of Canada

In 2025, Chicken Farmers of Canada (CFC) advanced its mandate to support Canadian chicken farmers through strong national leadership in animal care, food safety, research, brand marketing, public affairs, and government relations. Amid ongoing challenges such as avian influenza and evolving consumer expectations, CFC focused on maintaining trust, strengthening partnerships, and investing in science-based programs that reinforce the long-term sustainability of the sector. The year was marked by continued certification excellence, expanded public engagement, and meaningful progress across advocacy, research, and farmer development initiatives.

## Animal Care, Sustainability, and Research

Animal care remained a cornerstone of CFC's work in 2025 through ongoing oversight of the **Raised by a Canadian Farmer** (RBCF) Animal Care Program. All Canadian chicken farms continued to be audited annually, maintaining 100 per cent certification nationwide. The program remains aligned with the National Farm Animal Care Council's Code of Practice, which entered an active review phase during the year. CFC participated in Code Development and Scientific Committee meetings to ensure that future updates remain practical, science-based, and reflective of Canadian production realities.

Third-party audits of both the RBCF Animal Care and On-Farm Food Safety programs continued for a ninth consecutive year, reinforcing transparency and accountability. CFC also delivered annual auditor training to support consistency and continuous improvement across provinces.

CFC's commitment to research was demonstrated through sustained investment in poultry science. As a founding member of the Canadian Poultry Research Council, CFC supported the fourth Poultry Science Cluster and additional targeted research funding. Priority areas in 2025 included enrichment for broiler chickens, vaccine development, and management strategies for *E. coli*.

## Food Safety and Animal Health

Avian influenza remained a significant issue in 2025, with outbreaks linked to fall wild bird migration. CFC worked closely with federal and provincial partners, including the Canadian Food Inspection Agency and Animal Health Canada, to support preparedness and coordinated response efforts. Advocacy efforts contributed to progress toward an avian influenza vaccination trial in Canada.

Oversight of the RBCF On-Farm Food Safety Program continued throughout the year, including audits and management reviews in collaboration with provincial boards. Updates were implemented to address emerging practices such as in-barn hatching, ensuring programs remain responsive as the sector evolves.

CFC also advanced its Responsible Antimicrobial Use strategy, focusing on education and non-regulatory approaches to further reduce preventive antimicrobial use. Monitoring through national surveillance programs continues to show declining antimicrobial resistance trends in broiler chickens, reinforcing the effectiveness of industry policies and farmer practices.

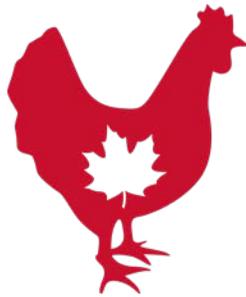


## Brand, Marketing, and Public Engagement

In 2025, CFC strengthened the *Raised by a Canadian Farmer* brand through always-on digital storytelling, national campaigns, and culturally relevant outreach. Content focused on farm transparency, animal care, antimicrobial use education, nutrition, and farmer stories. This approach delivered consistent monthly engagement, exceeding one million views across social platforms and building strong brand recall among younger Canadians.

Integrated campaigns such as Protein & Snack and Impact/Free Run Facts addressed misinformation and positioned Canadian chicken as a trusted, high-quality protein. For the first time, campaign materials were produced in Chinese and Hindi, expanding reach to diverse communities. Major activations included a MasterChef Canada integration, Chicken Month partner promotions, and high-profile appearances at industry and consumer events.

The relaunch of [chicken.ca](https://chicken.ca) improved access to clear, trusted information about Canadian chicken farming, food safety, and nutrition, creating a central destination for consumer education and engagement.



## Supporting Farmers and Developing Leaders

Farmer development remained a priority through programs such as the Young Farmers Program and Chicken Champs. The second year of Chicken Champs expanded participation to 45 farmers who acted as ambassadors in media, events, and partnerships nationwide. The Young Farmers Program supported governance development and succession planning through training, national meetings, and hands-on engagement.

CFC also continued community and partnership initiatives, including food donations through the Ottawa Food Bank and long-standing collaborations with Swimming Canada and Skate Canada. These programs connected farmers with Canadians in meaningful ways while reinforcing positive perceptions of the sector.

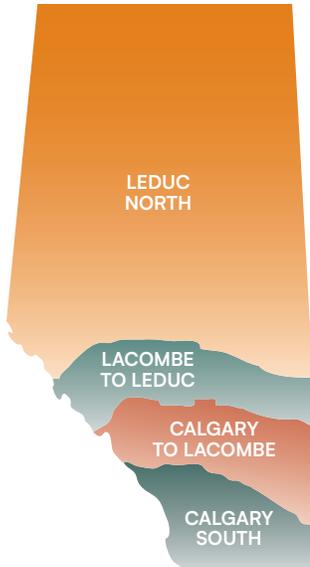


## Government Relations and Advocacy

CFC maintained an active government relations presence in 2025, engaging decision-makers across all levels. Key activities included the Joint Annual Reception in Ottawa, a Parliamentary Internship Programme farm visit, participation in the Federation of Canadian Municipalities Conference, Downtown Diner, and the annual Lobby Day and reception. These engagements reinforced the value of supply management, food security, and the economic contributions of chicken farmers, while advancing advocacy priorities such as addressing illegal imports of spent fowl.



# Producer Representatives



**Byron Ference**  
Calgary South

**Hinke Therrien**  
Leduc North

**Bruce Baerg**  
Calgary to Lacombe

**Arjan Spelt**  
Lacombe to Leduc

# Industry Advisory Committee



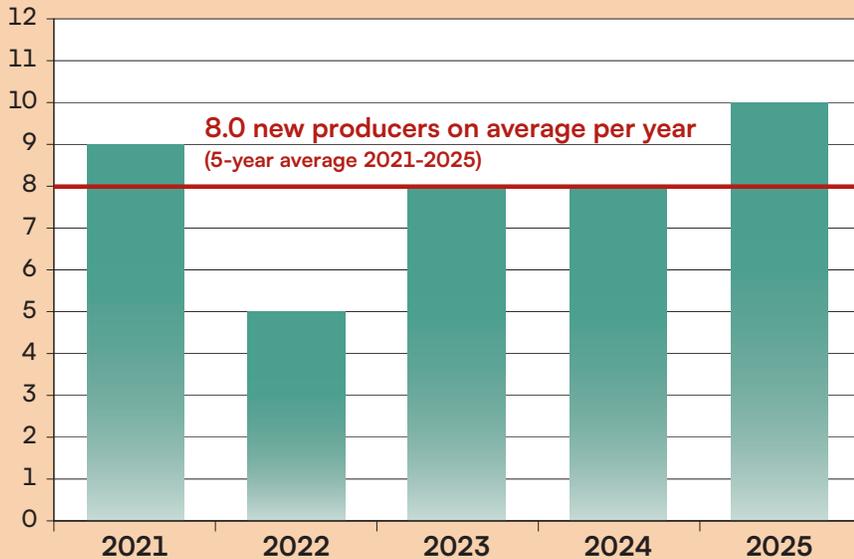
**Back Row (L to R): Paul McCartan** (Sofina Foods), **Arjan Spelt** (Producer Rep - Lacombe to Leduc), **Byron Ference** (Calgary South), **Peter Smith** (Maple Leaf Foods), **David Hyink** (ACP Chair), **Robert Renema** (ACP Farm Programs & Research Manager), **Peter Plaizier** (Sofina Foods), **Bob Smook** (AHEP General Manager), **Tony Krynski** (Aviagen), **Bruce Baerg** (Producer Rep Calgary to Lacombe), **Dr. Victor Palomino-Tapia** (Maple Leaf Foods), **Rob van Diemen** (ACP Director), **Janet Dietrich** (Marketing Council), **Dr. Ashish Gupta** (UCVM Poultry Diagnostics)

**Front Row (L to R): Nancy Fischer** (Country Junction Feeds), **Hinke Therrien** (Producer Rep Leduc North), **Geoff Brown** (ACP Executive Director), **Tara deVries** (ACP Director), **Wes Nanninga** (ACP Director), **Kevin Tiemstra** (AHEP Chair), **John Third** (Miller Hatchery), **Karen Miller** (Business & Market Analyst), **Dr. Hayley Bowling** (Prairie Livestock Veterinarian)

**Not pictured: Eduard Fetting** and **Nate Dechief**, Sunrise Farms

# Market Reports

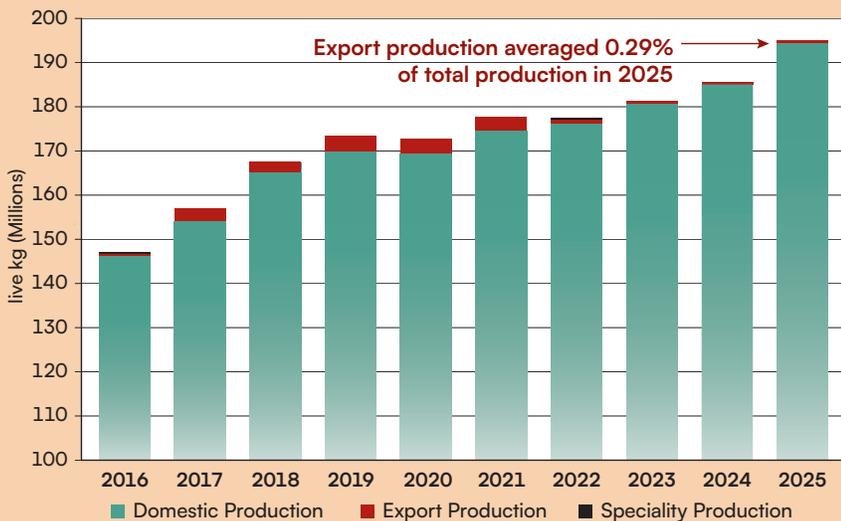
## Number of New Entrants 2021 — 2025



Alberta saw ten (10) new producers become licensed and start production in 2025.

An average of eight (8) new producers per year have entered Alberta's chicken industry and an average of eight (8) per year has exited over the last five years (2021-2025).

## Alberta's Annual Production 2016 — 2025



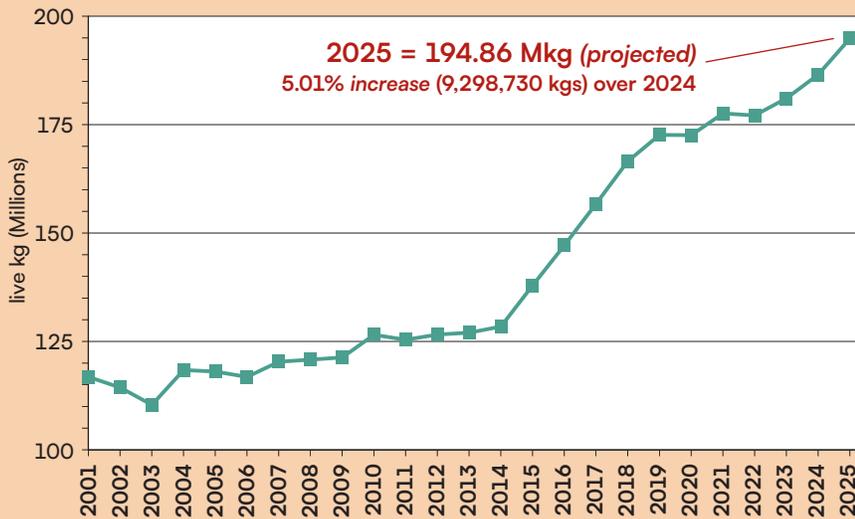
2025 total production includes 574,107 kgs of export production & 0 kgs of speciality production

Alberta's domestic production in 2025 is estimated to be 194.28 million live kilograms, an increase of 9.34 million live kilograms, or 5.05%, from 2024. Canada's 2025 domestic production is estimated to be 1.90 billion live kilograms, an increase of 51.1 million live kilograms, or 2.76%, from 2024.

Alberta's export production (market development) in 2025 was 574,107 live kilograms, a decrease of 44,643 live kilograms, or 7.22%, from 2024. Alberta's market development represented 0.29% of Alberta's total production in 2025, versus 0.33% in 2024 and 0.21% in 2023. Comparatively, national market development represented 1.82% of Canada's total production in 2025, versus 2.02% in 2024 and 2.05% in 2023. Highly Pathogenic Avian Influenza (HPAI), which began in 2022, has tightened chick supply and limited export 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 2025. 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 2026.

## Alberta's Annual Total Chicken Production



Alberta's total chicken production in 2025, which includes market development and specialty production (in 2025 no specialty production occurred in Alberta), is estimated to be 194.86 million live kilograms, an increase of 9,298,730 live kilograms, or 5.01%, from 2024.

Canada's total chicken production in 2025, including market development and specialty chicken production, is estimated to be 1.95 billion live kilograms, an increase of 49,805,350 live kilograms, or 2.62%, from 2024.

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 2022-2025, chick quality, chick availability, bird health (i.e. inclusion body hepatitis or IBH) and the current inflationary environment impacting the cost of living and overall consumer buying strategies on food.

In the last five years (2020-2025), the average growth per year has averaged 2.59% for Alberta and 2.63% for Canada. Comparatively, for the previous five years (2015-2020) the average growth rate averaged 5.04% per year in Alberta and 3.13% per year in Canada.

## Alberta's Quota Utilization 2024 — 2025 (A-186 — A-198)

Period	Dates		Utilization			AB Compared to Canada	AB Compared to Western Canada
			Alberta	Western Canada	Canada		
A186	11/19/23	01/13/24	100.6%	101.0%	101.3%	-0.7%	-0.4%
A187	01/14/24	03/09/24	100.0%	100.5%	100.5%	-0.5%	-0.5%
A188	03/10/24	05/04/24	98.1%	100.3%	99.2%	-1.1%	-2.2%
A189	05/05/24	06/29/24	98.4%	99.2%	99.6%	-1.2%	-0.8%
A190	06/30/24	08/24/24	95.9%	97.4%	98.9%	-3.1%	-1.5%
A191	08/25/24	10/19/24	97.2%	99.6%	100.3%	-3.0%	-2.3%
A192	10/20/24	12/14/24	98.5%	99.8%	101.8%	-3.3%	-1.3%
A193	12/15/24	02/08/25	99.2%	100.0%	99.2%	0.0%	-0.7%
A194	02/09/25	04/05/25	97.4%	98.4%	98.7%	-1.3%	-1.0%
A195	04/06/25	05/31/25	94.6%	95.1%	97.1%	-2.5%	-0.5%
A196	06/01/25	07/26/25	96.1%	97.2%	97.5%	-1.5%	-1.1%
A197	07/27/25	09/20/25	94.0%	97.8%	98.8%	-4.8%	-3.8%
A198	09/21/25	11/15/25	98.6%	97.8%	99.6%	-1.0%	0.8%
<b>2 YEAR AVERAGE</b>			<b>97.6%</b>	<b>98.8%</b>	<b>99.4%</b>	<b>-1.8%</b>	<b>-1.2%</b>

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 in just under four years has experienced 22 A-Periods of underproduction the only exception was A-186 and A-187. Underproduction started in the spring of 2022 (A-175) and continued into the fall of 2025 (A-198).

All stakeholders continue to do their part in returning the industry to uniformity and stability in Alberta's chick quality and availability. In 2025, Alberta's utilization performance is estimated to average 96.6%. This is a 1.4% decline from the 98% average in 2024, indicating that challenges remain.

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 98.5% in 2025, 1.9% higher than Alberta's utilization of 96.6%.

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%.

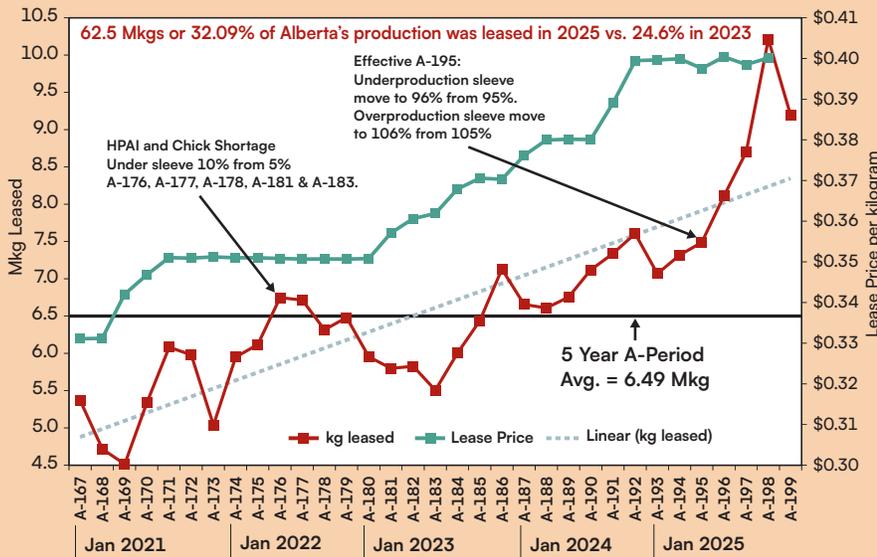
The ACP Board and our industry partners remain committed to navigating future challenges together to optimize production and achieve 100% utilization and are optimistic that production performance will return to pre-HPAI figures in 2026-2027.

## Allocation Growth Over Adjusted Base

A-193 to A-198	Adjusted Base (Mkg)	Domestic Allocation (Mkg)	% Growth Over Adj. Base
Alberta	128,663,575	133,695,604	3.91%
Canada	1,261,626,613	1,299,452,006	3.00%

This year's domestic allocation covered the six block periods of A-193 to A-198 (December 15, 2024 to November 15, 2025). Alberta was allocated 3.91% growth over its adjusted base as compared to the national allocation of 3.00%. For Alberta the A-163/A-164 recovery of kilograms back to Eastern Canada from Western provinces ended in A-197 and the Atlantic Safeguard ended in A-193 making A-198 the first A-Period where no claw back of kilograms in the allocation formula was made.

## Volume/Price of Marketing Kilograms Leased per Period



The preliminary estimate of kilograms leased in 2025 is a total of 62.5 million kilograms, or 32.09% of Alberta's total production. This represents an increase of 16.6 million kilograms, or 36.2% from 2024. It is believed the underproduction in 2024 created larger than the normal carry forward balances into 2025 A-Periods along with growth in the industry increased the necessity to lease.

An estimated total of 1,933 periodic lease transactions were approved by the Board of Directors in 2025, which is an increase of one hundred, or 6.2%, from 2024.

## Alberta's Producer Live Price



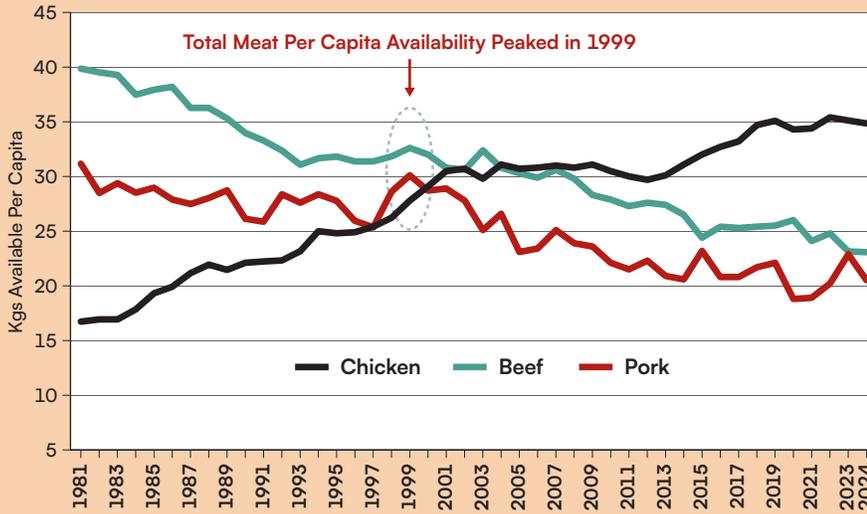
Alberta's average live price for 2025 was \$2.1101/kg, a decrease of \$0.0623/kg (6.23 cents) from the 2024 average. This decrease was primarily driven by declining feed prices and an improved feed conversion ratio. High feed grain commodity prices remain in 2025 and while they are down slightly from 2024, they are still having a substantial impact on feed costs in Alberta and across Canada for all livestock.

In 2025, Alberta's live price was at its lowest in Period A-199 (November/December) at \$2.0834/kg and at its highest in Period A-195 (April/May) at \$2.1184/kg. The difference between the high and low in 2025 was \$0.0350/kg (3.50 cents).

Alberta has been operating under a long-term MOU pricing agreement with processors from 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 applicable 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 (February, 2025).

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



Several meat publications such as the Daily Livestock Report (August, 2025) 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 2025 will not be released by Stats Canada until later in 2026.

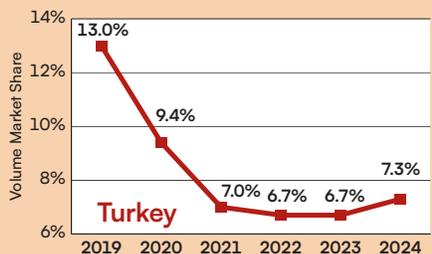
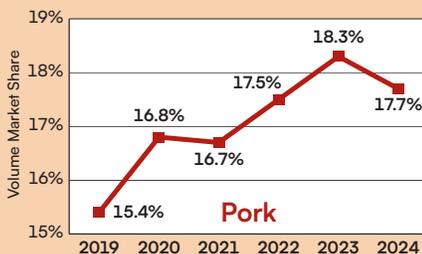
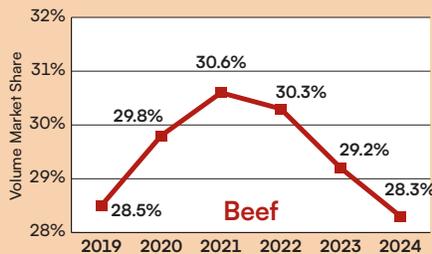
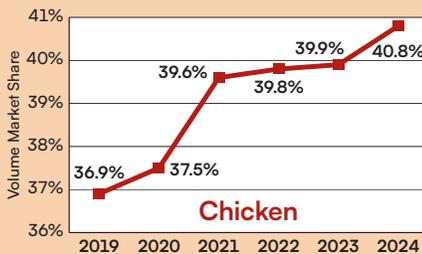
As of 2024, per capita consumption of chicken in Canada was 34.8 kg, followed by beef at 23.0 kg and pork at 20.6 kg. Chicken has remained the number one consumed protein in Canada after it surpassed beef in 2004.

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 ever since. 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 2024, excluding fish, was 86.4 kg, representing a 2.7 kg decrease from 2023. Pork decreased by 2.3 kg while chicken and beef decreased 0.30 kg and 0.10 kg respectively. As a percentage share of total meats consumed in 2024, chicken, beef, and pork hold almost 91% combined share, of which 40.28% is chicken, 26.62% is beef, and 23.84% is pork.

Total per capita meat consumption (availability) peaked in 1999 at 98.6 kg and has since declined 12.2 kilograms. Since this peak 25 years ago, chicken consumption has continued to increase, gaining 7.0 kg per capita while beef and pork have declined 9.6 kg and 9.5 kg respectively.

## Canadian Meat Protein Market Shares by Volume

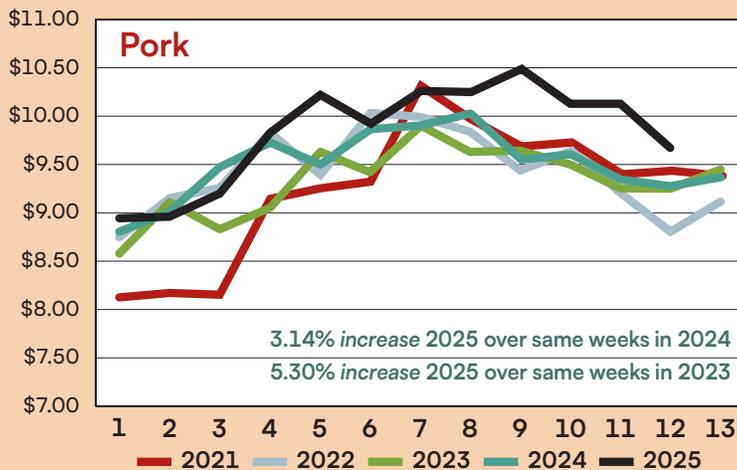
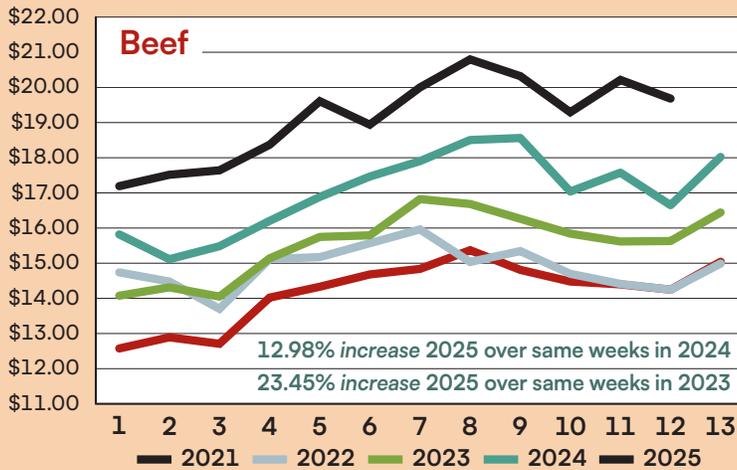
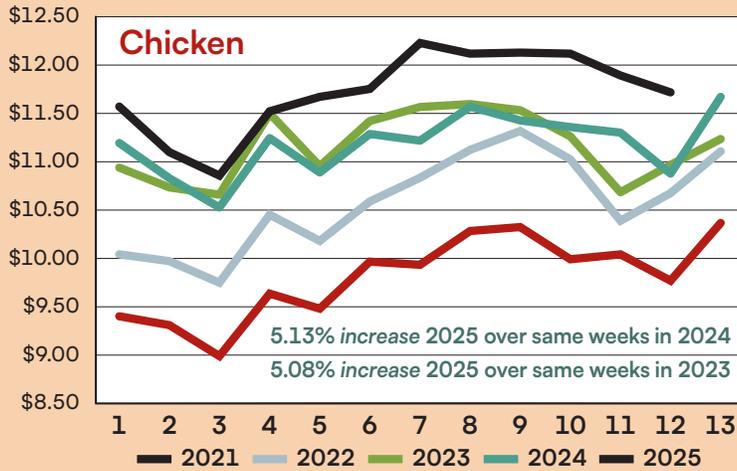


Retail scan data, as provided by Nielsen Fresh Track, shows that volume shares for chicken, beef, pork and turkey shifted greatly among these proteins over the last five years (2019-2024). Chicken has been able to gain significant volume share beginning in 2021, mainly from beef and turkey.

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. If that wasn't enough, in 2022 consumers also started to face inflationary pressures which raised the cost of living on essentials such as food, housing, and transportation. To this day, food inflation continues to outpace all other items, with meat (particularly beef) leading the way. Despite these challenges, 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%, dipping again in 2019 to 2020, and then gained share once again, surpassing its 2018 peak in 2021. The cycle of tight beef supplies returned in 2025 and is not expected to recover until 2027, leading to growth opportunities for the chicken industry once again. In fact, chicken has not looked back since 2021, increasing its volume share at retail of the fresh meat category each year.

## Canadian Meat Protein Retail Prices 2021 — 2025



Canadians continue to feel the pressures of overall inflation. Pressure on food budgets is not expected to lessen over the next 12 months. The on-going US trade dispute has changed the food manufacturing landscape, increasing operating and labour costs. Disease pressures and climate change have also changed supply levels for livestock and as a result consumers are seeing meat prices continue to rise.

The 2025 (44 weeks, year-to-date) the average retail price per kilogram for chicken compared to the same weeks last year has increased by \$0.57 per kilogram, while beef and pork have increased \$2.20 and \$0.30 respectively. This put chicken in a favorable competitive position relative to beef in 2025.

Looking at meat retails over the last two years (2025 vs. 2023), consumers have seen the average per kilogram price of chicken, beef, and pork increase by \$0.57, \$3.63, \$0.49 respectively since 2023.

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

We believe consumers will remain price-sensitive and concerned about food affordability in 2026. 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.

# Laurie Power



It's 15 years already! On October 6, 2010 Laurie Power joined Alberta Chicken Producers; and if you were to ask Laurie, she would say the “time has just flown by!”

Laurie is a steadfast pillar of our organization; her excellence, extraordinary knowledge and willingness to go above and beyond leaves a lasting impact on everyone who crosses paths with her. No matter what it takes, her willingness to help producers, hatcheries, processors, and staff speaks to her dedication and passion for this sector.

Through change, growth, and challenges, Laurie remains dependable and driven, always demonstrating integrity, teamwork, and a genuine passion for her work. With her keen eye to following ACP's Policy and Regulations, her influence will continue to guide us into the future.

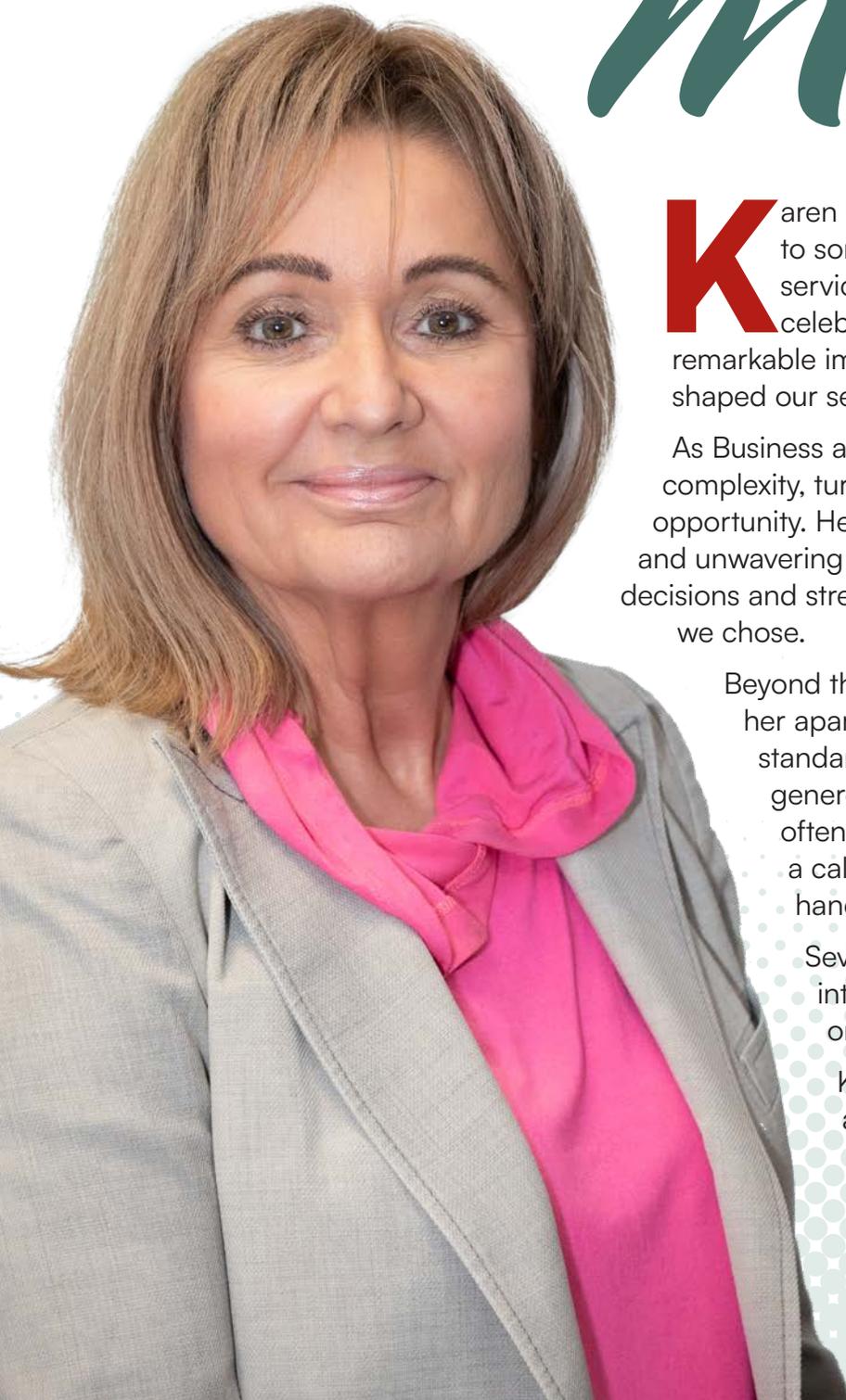
15 years of service is no small achievement — it is a testament to character, perseverance, and a deep commitment to the organization's vision and mission.

Thank you Laurie for 15 remarkable years! We look forward to celebrating many more milestones together.

15  
Years

## TRIBUTE

# Karen Miller



**K**aren Miller..... where do we begin to pay tribute to someone who has 17 years of dedicated service with Alberta Chicken Producers; we celebrate not just a career milestone, but the remarkable impact of an individual whose work has shaped our sector in lasting ways.

As Business and Market Analyst, she brought clarity to complexity, turning data into insight and certainty into opportunity. Her thoughtful analysis, steady judgement, and unwavering commitment have guided countless decisions and strengthened our confidence in the paths we chose.

Beyond the numbers and reports, what truly set her apart was her professionalism, integrity, and standard for excellence across the team; she was generous with her time and knowledge as we often witnessed the times she mentored with a calm presence those who needed a guiding hand or a subtle nudge in the right direction.

Seventeen years is a legacy and as she heads into retirement, she will be remembered as one with impact, respect and trust.

Karen... while we will miss your expertise and daily contributions, we are grateful for all you have given to the chicken sector and are truly excited for the next chapter you've earned. Thank you for your dedication, your insight, and the mark you leave behind — you will always be a part of our story!



# Financial Statements

## Alberta Chicken Producers Year Ended November 30, 2025

Independent Auditor's Report .....	47
Statement of Financial Position .....	49
Statement of Operations .....	50
Statement of Changes in Net Assets .....	52
Statement of Cash Flows .....	53
Notes to Financial Statements .....	54



---

## 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, 2025, 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, 2025, 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 14, 2026

CHARTERED PROFESSIONAL ACCOUNTANTS



# Statement of Financial Position

As at November 30, 2025

	2025	2024
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 329,994	\$ 339,238
Accounts receivable	252,914	190,856
Prepaid expenses (Note 2)	145,801	86,946
Mortgage receivable	-	1,192
	<u>728,709</u>	618,232
<b>RESTRICTED CASH AND PORTFOLIO INVESTMENTS (Note 3)</b>	<b>2,243,393</b>	<b>2,000,000</b>
<b>PROPERTY AND EQUIPMENT (Note 4)</b>	<b>811,221</b>	<b>857,989</b>
	<u>\$ 3,783,323</u>	<u>\$ 3,476,221</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities (Note 5)	\$ 385,046	\$ 394,857
Current portion of obligations under capital lease	1,280	1,740
Deferred contributions (Note 6)	36,167	-
	<u>422,493</u>	396,597
<b>OBLIGATIONS UNDER CAPITAL LEASE</b>	<u>-</u>	1,153
	<u>422,493</u>	397,750
<b>LIQUIDATED DAMAGES RESOLUTION (Note 7)</b>		
<b>NET ASSETS</b>		
Invested in property and equipment	809,941	855,096
Internally restricted reserve (Note 8)	2,243,393	2,000,000
Unrestricted	307,496	223,375
	<u>3,360,830</u>	3,078,471
	<u>\$ 3,783,323</u>	<u>\$ 3,476,221</u>

## ON BEHALF OF THE BOARD

\_\_\_\_\_ Director

\_\_\_\_\_ Director

# Statement of Operations

Year Ended November 30, 2025

	Budget (Unaudited) 2025	2025	2024
<b>OPERATIONAL REVENUE</b>			
Levies <i>(Note 9)</i>	\$ 2,570,225	\$ 2,549,069	\$ 2,549,232
Other production	99,990	109,190	105,938
Administrative fees and other	12,400	26,072	44,480
Rental	24,000	24,000	24,000
Monetary penalties	30,000	15,474	38,459
	<u>2,736,615</u>	<u>2,723,805</u>	<u>2,762,109</u>
<b>OPERATIONAL EXPENSES</b>			
Salaries, contracts, benefits and fees <i>(Note 11)</i>	1,214,100	1,192,137	1,188,815
Advertising, promotion and sponsorship	283,800	298,892	280,690
Professional fees	238,000	267,189	163,257
Travel	173,900	205,912	195,806
Diagnostic services	200,600	205,133	217,157
Office, training and memberships	192,750	142,339	175,289
Taxes and fees	72,920	70,637	70,766
Research	133,000	60,000	160,115
Amortization of property and equipment	76,000	52,792	65,915
Hotel equipment and rental	34,000	36,472	42,658
Telephone and utilities	33,000	32,734	31,685
Insurance	16,000	17,490	15,321
Repairs and maintenance	20,000	14,991	16,108
Interest and bank charges	9,000	10,458	9,468
	<u>2,697,070</u>	<u>2,607,176</u>	<u>2,633,050</u>
<b>EXCESS (DEFICIENCY) OF OPERATIONAL REVENUE OVER OPERATIONAL EXPENSES</b>	<u>39,545</u>	<u>116,629</u>	<u>129,059</u>

*(continues)*

# Statement of Operations (continued)

Year Ended November 30, 2025

	Budget (Unaudited) 2025	2025	2024
<b>OTHER INCOME (EXPENSES)</b>			
Highly Pathogenic Avian Influenza Emergency Funding			
Revenue	-	<b>182,161</b>	-
Expenses	-	<b>(15,822)</b>	(81,709)
	-	<b>166,339</b>	(81,709)
ILWG Grant			
Revenue <i>(Note 6)</i>	105,000	<b>21,423</b>	-
Expenses	(105,000)	<b>(21,423)</b>	-
	-	-	-
On -Farm Food Safety			
Revenue	102,850	<b>87,057</b>	80,071
Expenses	(111,000)	<b>(91,298)</b>	(91,282)
	(8,150)	<b>(4,241)</b>	(11,211)
Producer Grower Program			
Revenue	80,463	<b>75,843</b>	73,632
Expenses	(232,573)	<b>(219,779)</b>	(213,697)
	(152,110)	<b>(143,936)</b>	(140,065)
Investment			
Unrealized increase in fair market value	-	<b>78,317</b>	119,798
Interest, dividends and realized gains	45,577	<b>69,251</b>	58,409
	45,577	<b>147,568</b>	178,207
	(114,683)	<b>165,730</b>	(54,778)
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	\$ (75,138)	<b>\$ 282,359</b>	\$ 74,281

## Statement of Changes in Net Assets

Year Ended November 30, 2025

		Invested in Property and Equipment		Internally Restricted Reserve (Note 8)		Unrestricted		2025	2024
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$	855,096	\$	2,000,000	\$	223,375	\$	<b>3,078,471</b>	\$ 3,004,190
Excess (deficiency) of revenue over expenses		(52,792)		-		335,151		<b>282,359</b>	74,281
Transfers <i>(Note 8)</i>		-		243,393		(243,393)		-	-
Purchase of property and equipment		6,024		-		(6,024)		-	-
Repayment of obligations under capital lease		1,613		-		(1,613)		-	-
<b>NET ASSETS - END OF YEAR</b>	<b>\$</b>	<b>809,941</b>	<b>\$</b>	<b>2,243,393</b>	<b>\$</b>	<b>307,496</b>	<b>\$</b>	<b>3,360,830</b>	<b>\$ 3,078,471</b>

# Statement of Cash Flows

Year Ended November 30, 2025

	2025	2024
<b>OPERATING ACTIVITIES</b>		
Excess of operational revenue over operational expenses	\$ 282,359	\$ 74,281
Items not affecting cash:		
Amortization of property and equipment	52,792	65,915
Realized gain on disposal of portfolio investments	(5,465)	-
Unrealized increase in fair value of portfolio investments	(78,317)	(119,797)
	<u>251,369</u>	<u>20,399</u>
Changes in non-cash working capital:		
Accounts receivable	(62,058)	(33,713)
Prepaid expenses	(58,855)	17,351
Accounts payable and accrued liabilities	(9,814)	(22,842)
Deferred contributions	36,167	-
	<u>(94,560)</u>	<u>(39,204)</u>
Cash flow from (used by) operating activities	<u>156,809</u>	<u>(18,805)</u>
<b>INVESTING ACTIVITIES</b>		
Transfer from (to) restricted cash and portfolio investments, net	(159,608)	119,633
Proceeds from mortgage receivable	1,192	9,873
Purchase of property and equipment	(6,024)	(6,779)
	<u>(164,440)</u>	<u>122,727</u>
Cash flow from (used by) investing activities	<u>(164,440)</u>	<u>122,727</u>
<b>FINANCING ACTIVITY</b>		
Repayment of obligations under capital lease	(1,613)	(986)
	<u>(1,613)</u>	<u>(986)</u>
Cash flow used by financing activity	<u>(1,613)</u>	<u>(986)</u>
<b>INCREASE (DECREASE) IN CASH</b>	<b>(9,244)</b>	<b>102,936</b>
<b>CASH - BEGINNING OF YEAR</b>	<b>339,238</b>	<b>236,302</b>
<b>CASH - END OF YEAR</b>	<b>\$ 329,994</b>	<b>\$ 339,238</b>

# Notes to Financial Statements

Year Ended November 30, 2025

---

## 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, 2025

## 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, accounts receivable and guaranteed investment certificates. 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, 2025

## 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.

### Cloud Computing Arrangements

Effective December 1, 2024, the Board adopted Accounting Guideline 20, customer's accounting for cloud computing arrangements, which provides guidance on the accounting for expenditures on cloud computing arrangements. As part of the adoption, the Board elected to apply the simplification approach to account for its expenditures in its cloud computing arrangements. When there are multiple elements within a single cloud computing arrangement, the Board allocates the consideration to each separable element based on the relative stand-alone selling prices. Expenditures in all cloud computing agreements, excluding tangible capital assets and rights to use tangible capital assets, are treated as a supply of services and expensed as the Board receives the services. Amounts paid in advance of receiving the services are recognized as a prepaid expense. In accordance with the transitional provisions, the Board has applied the new accounting guideline retrospectively. As a result of applying the amendments, there was no impact on the Board's previously reported financial position or results of operations or cash flows.

During the year, the Board entered into cloud computing arrangement and expensed \$26,728 (2024 - \$28,774) in connection with the arrangements, which included in office expenditures in the statement of operations.

### 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

	2025	2024
Poultry service agreement contributions	\$ 66,867	\$ 71,400
Summer meeting	57,540	-
Other	21,394	15,546
	<u>\$ 145,801</u>	<u>\$ 86,946</u>

# Notes to Financial Statements

Year Ended November 30, 2025

## 3. RESTRICTED CASH AND PORTFOLIO INVESTMENTS

	2025	2024
Guaranteed investment certificates	\$ 1,211,118	\$ 1,224,708
Mutual funds	1,000,663	763,353
Cash	31,612	11,939
	<b>\$ 2,243,393</b>	<b>\$ 2,000,000</b>

The guaranteed investment certificates earn interest at rates ranging from 1.33% to 5.32% and have maturity dates ranging from January 19, 2026 to September 16, 2030.

## 4. PROPERTY AND EQUIPMENT

	Cost	Accumulated amortization	2025 Net book value	2024 Net book value
Condominium units	\$ 1,768,921	\$ 984,878	\$ 784,043	\$ 825,309
Furniture and fixtures	410,753	394,254	16,499	19,364
Computer equipment	89,022	81,095	7,927	9,876
Computer software	106,918	106,918	-	-
Equipment under capital lease	4,778	2,026	2,752	3,440
	<b>\$ 2,380,392</b>	<b>\$ 1,569,171</b>	<b>\$ 811,221</b>	<b>\$ 857,989</b>

## 5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

	2025	2024
Trade	\$ 345,597	\$ 361,775
Government remittances	21,804	18,916
Vacation accrued	13,445	9,966
Security deposit	4,200	4,200
	<b>\$ 385,046</b>	<b>\$ 394,857</b>

## 6. DEFERRED CONTRIBUTIONS

Deferred contributions represents restricted operating funding received that is related to subsequent periods. The following is a summary of the changes for the year:

	2025	2024
Contributions received for ILWG grant	\$ 57,590	\$ -
Recognized as revenue	(21,423)	-
Balance - end of year	<b>\$ 36,167</b>	<b>\$ -</b>

# Notes to Financial Statements

Year Ended November 30, 2025

## 7. 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 (2024 - \$165,068) to secure the CFC's position should the marketing in Alberta exceed the allocation. At November 30, 2025, certain investments of the Board have been pledged as security.

## 8. INTERNALLY RESTRICTED RESERVE

During the year, the Board approved a net increase to internally restricted net assets of \$243,393, bringing the total internally restricted reserve fund to \$2,243,393. This reserve provides investment income, financial stability and serves as a contingency for emergencies, extenuating circumstances, or unexpected expenses. The funds are internally restricted and cannot be utilized without Board approval.

## 9. LEVIES

	2025	2024
Levies charged	\$ 3,738,925	\$ 3,652,889
CFC portion	<u>(1,189,856)</u>	<u>(1,103,657)</u>
Net levies	<u>\$ 2,549,069</u>	<u>\$ 2,549,232</u>

## 10. PENSION EXPENSE

Pension expense included in salaries, contracts, and benefits is \$41,582 (2024 - \$40,164).

## 11. SALARIES, CONTRACTS, BENEFITS AND FEES

	Salaries and Contract	Benefits	Fees	2025	2024
<b>Salaries, contracts and benefits</b>					
Office staff	\$ 883,142	\$ 149,186	\$ -	\$ 1,032,328	\$ 1,003,189
<b>Director fees</b>					
David Hyink	\$ -	\$ -	\$ 50,737	\$ 50,737	\$ 58,393
Rob Van Diemen	-	-	28,190	28,190	36,628
Tara Devries	-	-	35,527	35,527	33,444
Ross Bezovie	-	-	22,798	22,798	32,812
Wesley Nanninga	-	-	22,557	22,557	24,349
	-	-	159,809	159,809	185,626
	<u>\$ 883,142</u>	<u>\$ 149,186</u>	<u>\$ 159,809</u>	<u>\$ 1,192,137</u>	<u>\$ 1,188,815</u>

# Notes to Financial Statements

Year Ended November 30, 2025

---

## 12. BUDGET

The budget is unaudited and was approved by the Board on October 15, 2024.

## 13. 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, 2025.

### 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.

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.

### 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.

## 14. COMPARATIVE FIGURES

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





2518 Ellwood Drive SW, Edmonton, AB T6X 0A9

tel: 780.488.2125 | fax: 780.488.3570

[www.chicken.ab.ca](http://www.chicken.ab.ca)