

# **Canadian Chicken Farmers – Among the Hardest Working People You’ll Meet**

June 16, 2017 Aline Porrior

The journey from farm to plate starts before dawn.

When Canadians buy chicken – whether from a grocery store or a restaurant – they expect a product that’s safe, high-quality, and delicious.

It takes a lot of work to deliver the standards Canadians have come to expect from their chicken supply – but it’s work farmers are happy to do.

Chicken farmers come to farming from many different backgrounds. Some people inherit the family farms. Some come from other areas of farming. Some are young people with degrees in agriculture, looking to start their own operation. Others are first-generation farmers, and others adopt farming as a second – more rewarding – career.

But wherever they came from, their days begin early – sometimes before dawn. There's lots of work to do on the farm. Farmers have to constantly monitor their birds' condition, to ensure that they are cared for properly. A farmer has to constantly monitor feed and water quality. They also have to carefully adjust the temperature in their barns – when their birds are young they prefer a warmer climate, but as they grow and begin to give off their own heat, the temperature needs to be reduced.

There's also lots to do on the business end. Modern chicken farms are complex operations. A farmer may be up at 2 a.m. discussing the price of feed, or running the numbers to determine whether now is the time to make a big new investment in productivity. They may be working to measure their performance and figure out ways to do even better.

And if this wasn't enough, farmers are also involved in their communities. Chicken Farmers of Canada – and every provincial board – only works because of the tireless work of farmers on the Boards of Directors, who ensure that the work we do benefits both farmers and consumers, both of whom want to ensure that Canada has a stable supply of fresh, high-quality chicken.

This is all thanks to the stability provided by supply management. Thanks to our made-in-Canada system, farmers can be assured that these long hours – all the 2 a.m. calls, the pre-dawn feed and water monitoring, the endless hours crunching numbers – will be worth it, with a stable lifestyle for their families, and a rock-solid economic base for their communities, without any government subsidies.

*Next time you're at your local grocery store, ask for chicken sold under the label "Raised By A Canadian Farmer" – this will guaranteed that you buy fresh, high quality, affordable chicken for you and your family.*