

LIFE CYCLE ASSESSMENT

OF CANADIAN CHICKEN

A life cycle assessment (LCA) of the Canadian chicken industry will take place throughout 2017 and include collecting data from farmers in each province. A life cycle assessment is a way to assess the impacts and efficiencies associated with all stages of a product's life – chicken, in this case.

WHY IS THIS BEING DONE AND WHAT WILL BE THE BENEFITS?

- > To maintain public trust, sustainability programs are very important. Environmental performance is a key component
- > We know chicken production has a low environmental impact – we need good Canadian data to promote this!

THE STUDY WILL INCLUDE BOTH AN ENVIRONMENTAL AND SOCIAL LIFE CYCLE ASSESSMENT.

- > Environmental: energy, water, land use etc.
- > Social: animal health, food safety, worker well-being etc.

It will also compare Canadian chicken with other protein sources, and include a historical comparison to show improvements and efficiencies over time.

WHAT IS NEEDED FROM FARMERS?

- > Farmer surveys are needed to complete the study
 - Data is also being collected from broiler breeder farms, hatcheries, feed mills, transporters, and processors

HOW WILL DATA BE COLLECTED AND KEPT CONFIDENTIAL?

- > Surveys will be sent by email for online completion
 - Only yes-no, or checklist-type questions, 15-20 minutes to complete
- > All survey answers kept confidential. Only national or provincial data will be reported. Individual farms will never be identified.

Many other commodities have conducted this type of study, in Canada but also internationally.



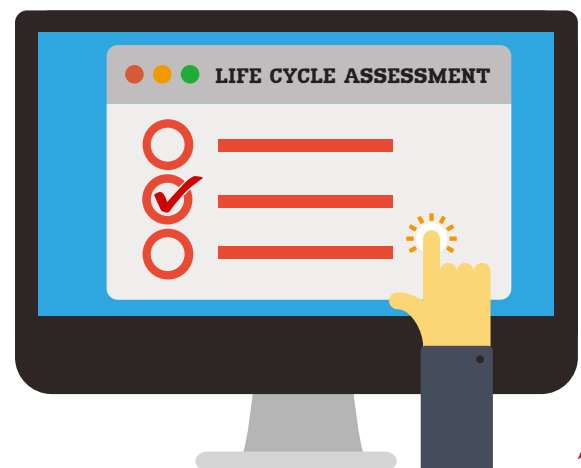
EGG FARMERS OF CANADA
Dedicated to Quality



LES PRODUCTEURS D'ŒUFS DU CANADA
Dédiés à la qualité



CRSB
CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF
TABLE RONDE CANADIENNE SUR LE BOEUF DURABLE



THE MORE SURVEYS WE CAN GET COMPLETED, THE BETTER!

As thanks for your time, every survey respondent will be entered into a prize draw for a **\$1,000 visa gift card** (6 available in total)!

