

June Newsletter

CHAIR:

Jason Born
 4346 Bridgeview Street
 Abbotsford, BC
 V4X 1W8
 Ph: (604) 855-0078 x102
 Email: Jason.born@shaw.ca

AB Farm Address:
 Box 8 RR1 Site 7
 Legal, AB
 T0G 1L0

VICE-CHAIR:

Dennis Steinwand
 20332 Highway 14
 Sherwood Park, AB
 T8G 1E4
 Ph: (780) 242-2917
 Email: dennis.steinwand@gmail.com

DIRECTORS:

Christian Guenter
 38318-RR#21
 Red Deer County, AB
 T4E 2M5
 Ph: (403) 887-3177
 Email: cguenterca@gmail.com

Rob Van Diemen
 Box 88
 Iron Springs, AB
 TOK 1V0
 Ph: (403) 738-2182
 Email: robvandiemen.acp@gmail.com

Henk Schuur
 RR#4
 Ponoka, AB
 T4J 1R4
 Ph: (403) 783-8757
 Email: nw.chicken@outlook.com

PRODUCER REPRESENTATIVES - If you have poultry matters which need attention, please contact your Producer Representative to bring them forward for discussion at the Industry Advisory Committee Meetings. These meetings are held twice a year, in the spring and in the fall.

LACOMBE TO LEDUC (LL) Arjan Spelt - woulien@hotmail.com
 LEDUC NORTH (LN) Wes Nanninga - wescbn@hotmail.com
 CALGARY SOUTH (CS) George Hofer -gdhelectric@gmail.com
 CALGARY TO LACOMBE (CL) Sam Guenter-samuelguenter@gmail.com

EXECUTIVE DIRECTOR:

Karen Kirkwood 780-488-2281

kkirkwood@chicken.ab.ca

STAFF:

Vera Ward	780-488-1845
Karen Miller	780-466-4233
Laurie Power	780-433-4472
Twila Martin	780-438-0291
Robert Renema	780-438-0293
Maria Leslie	780-465-6195

vward@chicken.ab.ca
kmiller@chicken.ab.ca
lpower@chicken.ab.ca
tmartin@chicken.ab.ca
rrenema@chicken.ab.ca
mleslie@chicken.ab.ca

SUPPORT STAFF – On Contract:

Bookkeeper: Wendy Jevne	587-415-9164
Project Assistant: Rita Cherniak	780-438-0272

wjevne@chicken.ab.ca
rcherniak@chicken.ab.ca

OFFICE NUMBER TOLL FREE: 1-877-822-4425 OR 780-488-2125

Optimizing Production in the Summer Months:

As producers are aware, under-production can be an issue during the summer months. It is not only costly to individual producers, but it also results in significant costs and losses to stakeholders throughout the supply chain.

Targeting 100% quota utilization remains a goal for Alberta's chicken industry, and we encourage producers to take all measures during the summer months to maintain this level of production performance.

What can you as a producer do?

- Work with your Processor/Hatchery to achieve full utilization through planning placements, target weights, and projected mortality.
- Maintain close communication with your Processor's Field Service Personnel to ensure your flock is on-track to meeting target weights and projected mortality.
- Report any abnormal conditions to your Processor's Field Service Personnel and Veterinarian immediately.
- Leasing within 35 days of flock placement is a tool available to Producers to ensure 100% of kilograms are produced.

Grower Program - New Look

We are excited to announce that the refreshed Grower Program is now live!

Thank you to everyone who joined us on the webinar on May 23 to review the new look and its functions. If you did not have time to join the webinar, it is now available on the producer page of the website, or you can use the [User Guide](#) and explore on your own!



CFC Lobby Day

CFC held its Lobby Day in Ottawa on May 7, 2019. Jason Born, Dennis Steinwand, Karen Kirkwood and Kerry Towle (Sofina Foods) met with eight Alberta Members of Parliament. It was a successful day and again proved to be an effective means for the chicken industry to reinforce the importance of supply management with our federal elected officials.



ACP Director, Dennis Steinwand, Red Deer-Moutainview MP, Earl Dreessen and CFC Staff Member, Aline Porrior



Sofina Foods representative, Kerry Towle, ACP Chair, Jason Born, Honourable Amarjeet Sohi and CFC Chair, Benoit Fontaine



ACP Directors Rob van Diemen, Jason Born and Dennis Steinwand with Sturgeon River - Parkland MP, Dane Lloyd

SM5 Meeting with Alberta's Minister of Agriculture & Forestry

On May 14, Jason Born and Karen Kirkwood along with our SM5 partners had the opportunity to meet with Alberta's new Minister of Agriculture & Forestry, Devin Dreeshen.

The SM5 appreciated this time with the Minister to discuss many topics including the important role of supply management in Alberta's economy, trade, the carbon tax, and livestock research. We look forward to continuing to work with the Provincial Ministry and Department of Agriculture and Forestry in addressing common goals.



L-R: Cara Prout, ATP; Marc Therrien, ATP; Jeff Notenbomer, AHEP; Minister Dreeshen, Jason Born, ACP; Gary van Klei, AHEP; Beatrice Visser, EFA; Miranda Verhoef, AB Milk; Karlee Conway, AB Milk

CFC's AMU Reduction Strategy Stakeholder Survey - Your Input is Needed!

Chicken Farmers of Canada's (CFC) antimicrobial use (AMU) reduction strategy is a step-wise approach to eliminating the preventive use of antimicrobials of human importance (Category I-III). The objective of this stakeholder survey is to obtain input on 1) the impacts of the elimination of preventative use of Category II antimicrobials, and 2) the Canadian chicken value-chain's level of preparedness for the elimination of the preventive use of Category III antibiotics.

The on-line stakeholder survey for the Category III reassessment will be open until June 25, 2019. The survey can be accessed here: <https://www.surveymonkey.ca/r/CFCcategory3>

Pathogen Reduction Initiatives– What You Need to Know

Over the last few years, there has been significant external pressure mounting regarding pathogen reduction (Salmonella in particular) in poultry. CFC has been actively engaged with the government on this matter; and enclosed with this newsletter is important information for chicken producers on this issue and initiatives the industry is undertaking. We will continue to keep you updated on these initiatives; and, as always, please don't hesitate to contact our office if you have any questions.

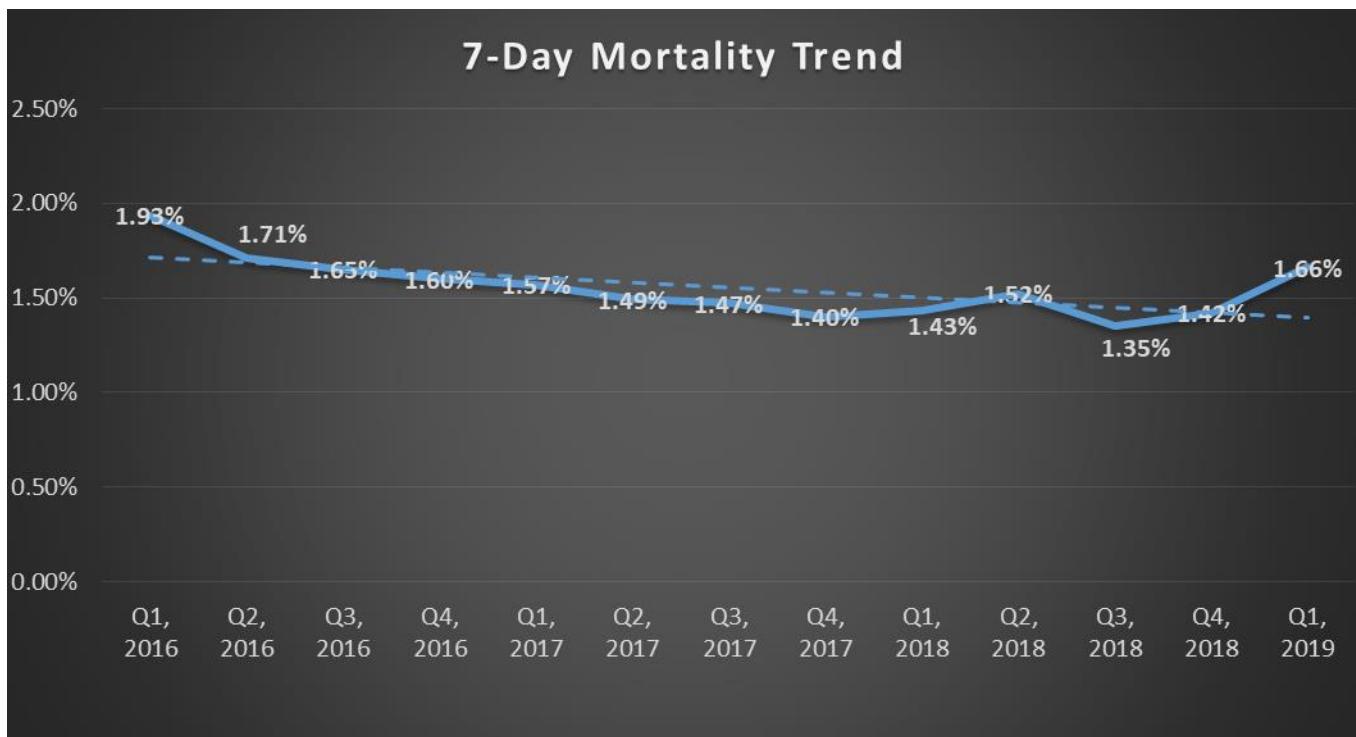
Using 7-Day Mortality Rates to Assess Impact of Changes in Antibiotic Use

A recent milestone in the Canadian broiler industry's ongoing movement away from the use of antibiotics was the voluntary ban of use of Category II antibiotics for prevention of disease and the establishment of new prescription requirements for Category II and III antibiotics. 2019 is a year of monitoring the impact of these changes on bird health and productivity. While we know success can be had through a combination of management practices and antibiotic-replacement feed additives, we don't know how well our farms are managing changes in antibiotic choice and use without data monitoring.

One of the functions of the Alberta Chicken Producers' Supply Chain Committee is to review quarterly data on mortality, culls, condemnations, and hatchability. The 7-day mortality data is the one piece of data we rely on producers for. We need these reports submitted to the hatcheries on time to maintain the integrity of the report. The other parameters in quarterly review are compiled from processor and CFIA data.

The collection of 7-day mortality data began in mid-2014, when the average level was 2.35%. As shown in the figure below, 7-day mortality was in steady decline between 2014 and the Fall of 2018. While it is too early to fully assess, it is hypothesized that the increased 7-day mortality observed in the most recent two quarters may be attributed to the industry's removal of the preventative use of Category II antimicrobials in January 2019. The ongoing collection and monitoring of this data is important to ACP and our Alberta chicken industry supply chain in successfully implementing the CFC Antimicrobial Reduction Strategy. It is also a good benchmarking tool for you as producers to compare your own 7-day mortality numbers to the Alberta average.

Thank-you to all producers who are providing their 7-day mortality data to their respective hatchery. Accuracy of our measurements will be of particular importance in the next few years as we assess how well the Alberta broiler industry is adapting to changes in antibiotic use, and we encourage all producers to submit their 7-day mortality numbers to your hatcheries.



Community & Events

Stollery Hospital Teddy Bear Fun Run

On Saturday May 11, ACP farmers had the privilege of providing chicken wraps to the 1,500 entrants and their families in this event.

The Teddy Bear Fun Run is growing rapidly, and the exposure ACP receives through our sponsorship and participation, and via social media, is immense.

We would like to thank the Sofina Foods for donating the chicken for the wraps, and the Edmonton Expo Centre for donating their time to prepare the wraps. We would also like to thank Tiffany, Brandon & Jenny Spelt; Carson, Brooke and Charlene Nanninga; David & Charlene Hyink; Tara DeVries; Jacob Middelkamp and Sharon Boychuk for volunteering!

We look forward to an even bigger and better event next year.



CALGARY STAMPEDE

VOLUNTEERS NEEDED
JULY 5 - 14!

Volunteers Needed

Calgary Stampede

We still have many spots to fill:

Saturday July 6 - Both Shifts

Sun July 7 - 3:00pm - 9:00pm

Tuesday July 9 - Both Shifts

Wed July 10 - Both Shifts

~~Thurs July 11 - Both Shifts~~ FILLED

Fri July 12 - 4:00pm - 9:00pm

Sat July 13 - 4:00pm - 9:00pm

Sun July 14 - Both Shifts

Most shifts are 11:00am - 4:00pm

& 4:00pm - 9:00pm

To volunteer please contact Twila 780-438-0291



[Click here to read the June Ag Safe Newsletter](#)

Upcoming Meetings and Events

June 3: Supply Chain Committee Meeting

June 4: Board Meeting

June 6: Industry Advisory Meeting

June 11-13: CFC Managers Meeting

June 26-27: CFC Meeting

July 5-14: Calgary Stampede

July 8: Stampede Premier's Breakfast

July TBA: Edmonton Premier's Breakfast

July 23: Board Meeting

July 24: AHEP-ACP Boards Meeting

August 11 -14: CFC Summer Meeting

Regional Meetings

October 29: Lethbridge

October 30: Red Deer

October 31: Edmonton

Market Stats



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BBQ Chicken Naan Pizza

Serves 2-4 people

Prep Time: 15 minutes

Cook Time: 7-10 minutes

Total Time: 30 minutes

Recipe adapted from Pinterest

Source: <https://www.pinterest.ca/pin/481674122645801927/>

A great, quick and easy recipe to make with your kids – and very tasty!

INGREDIENTS:

- 1 chicken breast, cooked and cubed into 1" pieces
- 2 loaves naan bread, prepared
- $\frac{1}{2}$ olive oil mixed with 1 tbsp melted butter
- $\frac{1}{2}$ cup BBQ sauce
- 1 onion, caramelized
- 2 cup shredded mozzarella cheese or smoked gouda cheese (1 cup per loaf)
- $\frac{1}{4}$ cup fresh basil

OTHER INGREDIENT OPTIONS:

artichoke hearts
cooked mushrooms
roasted red peppers

INSTRUCTIONS:

1. Preheat oven to 400 degrees.
2. Season the chicken breast with salt, garlic powder, and freshly ground black pepper to taste and fry in a lightly greased frying pan until cooked through. Remove from pan and let rest 10 minutes before cubing.
3. Thin slice the whole onion and caramelize slowly in an oil and buttered frying pan until a rich golden brown color is achieved. Set aside to cool slightly.
4. Place naan bread on a baking sheet (flat side up) and heat in the oven for 2-3 minutes. Remove from oven and flip naan over.
5. Mix the oil and melted butter together and brush lightly over the prepared naan bread.
6. Arrange the chicken pieces over top to ensure every bite gets chicken.
7. Drizzle the BBQ sauce over the chicken; add the caramelized onion and shredded cheese evenly over the top.
8. Return to the oven and bake for 5-7 minutes until cheese begins to melt. Turn the oven to high broil setting and cook for an additional 2-3 minutes until the cheese has browned. Remove from the oven and sprinkle fresh basil pieces overtop