



Poultry Facts



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Canada



Poultry Facts

Overview

Chicken

In 2006, there were approximately 4,600 commercial poultry and egg farms across Canada. (The next Census of Agriculture will take place in 2011.) Canadian consumption of chicken has increased approximately 50 per cent over the past 20 years. With per capita consumption of 31.7 kilograms in 2008, chicken is Canada's favourite protein. Chicken also appears on restaurant menus more often than any other meat. Poultry production and processing are among the most highly mechanized sectors in agriculture. The chicken industry is a major force within the Canadian economy, contributing 19,000 jobs on chicken farms and in processing plants.

Eggs

The rate of lay by hens has increased due to production efficiencies, enabling farmers to

produce more with less. In Canada, annual egg consumption has stabilized in recent years. Per capita consumption was 12 dozen in 2008, with 25.9 million birds laying these eggs.

Turkey

According to the most recent Census of Agriculture, turkey production jumped by 5.9 per cent between 2000 and 2005. More meat per bird has made increased production possible, despite a 5.2 per cent decline in the number of turkeys in Canada over the same period. Sales are shifting from whole turkeys to processed turkey products to meet consumer demand. Ontario had 43.7 per cent of the turkey production across the country and Quebec accounted for another 20.4 per cent.¹

Canadian Poultry Operations (from the Statistics Canada 2006 Census of Agriculture)²

	B.C.	Alta.	Sask.	Man.	Ont.	Que.	N.B.	N.S.	P.E.I.	N.L.
Total chicken farms	311	196	64	95	834	405	11	67	9	7
Total turkey farms	59	35	9	22	116	48	2	8	3	1
Total egg production farms	627	138	53	127	599	158	29	49	15	16
Other poultry	55	25	5	12	93	68	1	1	1	0

Get more facts and statistics at:

www40.statcan.ca/101/cst01/prim55a.htm

www.agr.gc.ca/poultry

www.turkeyfarmersofcanada.ca/industrystatistics

¹ Source: Statistics Canada

² Source: 1-12 Statistics Canada; www.statcan.ca/english/freepub/95-629-XIE/1/1.2.htm

Key issues and initiatives

Quota and supply management

Canada's poultry industry is regulated by a supply management system, which stabilizes price for producers and consumers, and supply for processors. Domestic production is controlled by provincial governments, while the federal government manages inter-provincial and export trade. Producers purchase quota, a licence granted from their respective board to produce chicken or eggs. Each provincial board makes its own rules. The price of quota is determined by supply and demand or bids and offers, with some jurisdictions having regulations that influence price. To expand operations, producers depend on purchasing additional quota, making availability and price critical factors. See quota regulations at www.laws.justice.gc.ca/en/F-4/SOR-2002-36/index.html and check out supply management at www.statcan.ca/english/research/96-328-MIE/96-328-MIE2004038.htm.

World Trade Organization (WTO)

The Doha round of trade negotiations stalled in July 2008. However, there have been recent meetings to discuss these negotiations. Canada is seeking a reduction of approximately US \$2 billion in domestic support, improved market access for export commodities and status quo tariff rate quota protection for supply management. This round of negotiations has not yet concluded. Learn more at www.wto.org/english/tratop_e/dda_e/dda_e.htm.

Biosecurity

Biosecurity refers to protecting the health of poultry by preventing the transmission of disease. Any disease that could jeopardize the health of animals threatens the economic viability of the farm and the welfare of the flock. Canada is well known for its high quality food safety and, through various efforts, has managed to prevent diseases from entering the production system. For

example, after each flock of birds is raised, barns are cleaned and disinfected for the next growing cycle to help prevent the spread of disease from one flock to another. For more information, visit www.inspection.gc.ca/english/anima/heasan/fad/biosecure.shtml and www.ansci.umn.edu/poultry/index.html.

Animal welfare

Animal welfare supports the principle that animals deserve the best care that can be given and that all attempts should be made to provide as high a quality of life as possible. Good animal welfare practices are increasingly perceived as important by consumers. For in-depth information, check www.inspection.gc.ca and www.landfood.ubc.ca/animalwelfare.

Avian influenza

Avian influenza is a contagious viral infection that is thought to affect all species of birds. Although rare, infection in humans can occur. The Canadian poultry industry remains concerned about the potential impacts of avian influenza on the industry and consumer demand, as the H₅N₁ strain continues to spread globally. Given the Canadian disease containment response through the Canadian Food Inspection Agency (CFIA) and the compressed production cycle of a poultry operation, it is expected that producers could recover relatively quickly from an outbreak similar in scale to the H₇N₃ outbreak that occurred in B.C. in 2004. The most recent incidence was in January 2009, when the CFIA confirmed the presence of H₅ avian influenza in a commercial operation in southern B.C. With our safety, containment and risk mitigation programs, and following three months of enhanced surveillance by the CFIA, by mid-June 2009 Canada had regained its disease-free status for notifiable avian influenza based on the standards of the World Organization for Animal Health. For events and news related to avian influenza in Canada, visit www.inspection.gc.ca/english/anima/heasan/disemala/avflu/situation_e.shtml#gov. The challenge of maintaining consumer demand following an outbreak remains.

Regulated chicken farmers have a CFIA technically recognized on-farm food safety program, one of our best measures of protection. Adhering to a strict biosecurity program is an important practice for farmers. Farmers are vigilant about restricting access to their farms, only allowing people on site who are necessary for the operation. Visit www.inspection.gc.ca/english/anima/disemala/avflu/avflue.shtml.

Environment and food safety

Over the past decade, environmental and food safety issues have emerged as a top consumer concern. The evolution of the poultry industry towards more intensive structures has placed more responsibility on the individual producer to implement sound environmental management practices. Each province is responsible for implementing regulations.

Consolidation and succession

The number of poultry and egg farms continues to decrease as production facilities increase in size. These larger units bring with them new challenges and opportunities for management. Today's producers are concerned about how to pass on their operations to the next generation, while the next generation is concerned about how to pay for them. For more information on the Transferring the Farm workshop offered by FCC Learning, visit www.fcc-fac.ca/en/LearningCentre/workshops_e.asp#transferring-the-family-farm.

On-Farm Food Safety Program (OFFSaP)

In 2002, the Chicken Farmers of Canada became the first national agricultural group to complete a technical review of their On-Farm Food Safety Program. The mandatory program, Safe, Safer, Safest, meets the requirements established by the Canadian Food Inspection Agency (CFIA). OFFSaP is based on hazard analysis critical control point (HACCP) principles and covers the entire chicken production cycle. HACCP is an internationally recognized system in which points in a process are identified and controls are put in place to ensure that food safety hazards are eliminated. In 2008, chicken producers recommitted to the Safe, Safer, Safest program. Check out www.chicken.ca/DefaultSite/index.aspx?CategoryID=7&lang=en-CA and www.inspection.gc.ca/english/fssa/polstrat/haccp/haccpe.shtml and www.coffs-safc.ca.

Start Clean, Stay Clean Program

Much like the On-Farm Food Safety Program, Start Clean, Stay Clean is offered by the Egg Farmers of Canada and is mandatory for egg producers. Check out www.eggs.ca/Files/Resource/Egg%20Safety%20in%20Canada.pdf and www.eggs.ca/IndustryHealthPro/MembersOnlyEggProducers.aspx.

Operating in the poultry sector

Poultry basics

Chickens raised for meat are called broilers and those that produce table eggs are known as layers.

The production cycle for producing meat chicken

Step 1 Primary breeders → multiplier breeders	Primary breeders supply hatching egg producers with genetically improved multiplier breeder eggs.
Step 2 Multiplier breeders → hatching egg producers	Multiplier breeder growers incubate the eggs for three weeks until they hatch.
Step 3 Hatching egg producers → hatcheries	The hatched chicks are sent to pullet grower producers for 20 weeks. At 20 weeks, the birds are moved to a broiler breeder barn for 34 to 36 weeks. They'll produce 150 hatchable eggs during this time.
Step 4 Hatcheries → chicken producers	The eggs are sent to hatcheries and incubated for 21 days until they hatch into broiler chicks. Chicks are delivered to the chicken producers, usually the same day they hatch.
Step 5 Chicken producers → processing	Chicken producers grow the chicks for six weeks until they reach market weight of between 1.7 and 3.1 kg (weight can vary depending on the processor).
Step 6 Processing → further processing	The broiler chickens are delivered to primary processing plants where chicken meat is prepared to be sold whole or in parts to the retail market.
Step 7 Further processing	Primary processors may sell meat to other processors who add value by marinating, breading and cooking to make ready-to-eat meals, such as frozen chicken dinners.

Alternate methods of poultry production include free-run, free-range and semi-intensive production. For more information, check www.agric.gov.ab.ca, www.agmrc.org and www.free-range-poultry.com.

Egg basics

There are two types of eggs: table eggs that we eat and hatching eggs that turn into chicks.

The production cycle

Step 1 Breeders hatcheries	Breeders maintain and expand pure bloodlines and develop cross-breed bloodlines. They supply eggs to the hatcheries.
Step 2 Hatcheries → pullet growers	Hatcheries incubate fertilized chicken eggs to produce chicks.
Step 3 Pullet growers → egg producers	The day-old chicks are sent to pullet growers where they grow for 18 weeks.
Step 4 Egg producers → grading stations	At 19 weeks, the pullets are placed in layer barns and begin to produce 25 to 26 dozen eggs per lay cycle.
Step 5 Grading stations → table or processed eggs	Eggs are sent to grading stations and graded as table or breaker eggs. Table eggs are those you buy at the store and breaker eggs are the ones sent to processors.
Step 6 Table or processed eggs → further processed products	Processors process the eggs into liquid, frozen or other egg products for sale to hotels, restaurants, institutions and further processors. Some portions of processed eggs are exported.
Step 7 Further processing	Those who produce bakery goods, pasta, mayonnaise and frozen meals add value to processed eggs. These eggs may be used to make shampoo, pet foods and adhesives, or extra protein may be extracted for the pharmaceutical industry.

Alternate methods of poultry production include pasture, free-range and semi-intensive production. Check these links:

[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex3442](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex3442)

www.agmrc.com/commodities_products/livestock/poultry/pasturedfree_range_poultry.cfm

www.agmrc.com/commodities_products/livestock/poultry/organic_poultry.cfm

www.free-rangepoultry.com

Market information

Live chicken prices are negotiated between marketing boards and processors. The two factors that determine price are input costs for producers and wholesale market prices. Prices across Canada are determined by the price set in Ontario. For current prices, visit www.agr.gc.ca/poultry-volaille/pri_eng.htm.

Provincial marketing boards set provincial producer prices for eggs. This price is the minimum that grading stations must pay producers. For more information, visit <http://206.191.7.239/default.asp?CurLang=1>.

International poultry industry overviews

The U.S. Department of Agriculture offers excellent articles about poultry worldwide, including a summary of poultry industry data from the USDA FAS Poultry and Products Annual 2008 reports. View these at www.thepoultrysite.com.

National codes of practice

Codes of practice are nationally developed guidelines for the care and handling of different types of poultry. Visit www.chicken.ca/DefaultSite/index.aspx?ArticleID=25&lang=en-CA.

Growing Forward

Growing Forward is Canada's new vision for the future of the agriculture, agri-food and agri-based product sectors. Evolving from the current Agricultural Policy Framework (APF), Growing Forward guides federal, provincial and territorial governments with a common vision of a profitable and innovative industry that seizes opportunities, responds to market demands and contributes to the health and well-being of Canadians. Find out more at www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1200339470715&lang=eng.

Inputs

Poultry producers use many types of equipment and technology in their operations, such as automatic feeding, watering and heating systems. More information is at www.thepoultrysite.com and www.canadianpoultrymag.com.

Processing

Federal and provincial regulations require that poultry intended for local human consumption must be slaughtered in facilities inspected by provincial or federal authorities. Large retail chains and food industry buyers require that all meat products be processed in federally approved plants. Poultry that will be shipped between provinces or destined for export must be slaughtered in a federally inspected plant. For more information, visit www.agr.gc.ca/volaille/esta-entr_s1_eng.htm.

Poultry sector activities are carried out by a large number of individual farms serving a few large buyers. There are 180 primary poultry processing plants in Canada. The five largest companies are la Coopérative fédérée de Québec, Lilydale Poultry Cooperative, Maple Leaf Poultry, Exceldor and Maple Lodge Farms. The top four firms (Coop fédérée, Maple Leaf/Prime, Lilydale and Maple Lodge) accounted for 55 per cent of the poultry processed in Canada.

Many processing plants use poultry meat in wieners, sausages, prepared dinners, and a variety of breaded, battered and marinated consumer products. Most of these plants are found in Ontario, where half of the further processing in Canada occurs. For more information, check www.agr.gc.ca/poultry-volaille/prindc5_eng.htm#sec53.

Poultry production and processing are among the most highly mechanized sectors in agriculture. Larger plants can process up to 25,000 broiler chickens per hour for market. For more information, go to www.agr.gc.ca/volaille.

Genetics

Several commercial stocks are available for broiler production, including the Cobb breed, Ross breed and Hubbards breed, and account for almost 90 per cent of production. Egg-producing chickens, like White Leghorns or California Grey crosses, lay white eggs and can produce up to 300 eggs per year. Some dual-purpose chickens are raised in small flocks for both meat and egg production. Dual breeds include Rhode Island Reds crossed with Barred Rocks, Columbian Rocks or Light Sussex. The use of hormones in Canadian chicken was banned in the early '70s. For more information on research and breeds, check www.poultryhelp.com/link-breeds.html.

Egg grading

Agriculture and Agri-Food Canada sets the regulations and standards for grading. There are three egg grades:

- Grade A, sold at retail markets for household use
- Grade B, used for commercial baking or further processing
- Grade C, sold to commercial processors for further processing

Check 206.191.7.239/prog/ProvincialGradingsBySize.asp and www.agr.gc.ca/poultry/pri_eng.htm for more information.



Provincial and federal contacts

Provincial poultry producer associations provide leadership to poultry producers from all sectors of the industry. Visit www.agr.gc.ca/poultry-volaille/assocnat_eng.htm and www.agr.gc.ca/poultry/assocpro_e.htm.

Chicken Farmers of Canada (CFC) represents the interests of Canadian chicken producers. Every eight weeks, the CFC sets a production level based on demand estimates from provincial commodity boards and processors. The allocation decision provides each board with quotas for allotment to 2,800 registered producers. Find the CFC at www.chicken.ca.

The Canadian Egg Marketing Agency (CEMA) became the Egg Farmers of Canada (EFC) in August 2008. They manage Canada's supply of eggs and set a national production level each year to meet domestic demand for the table and processing markets. EFC allocates the quota between provincial and territorial boards, who allot quotas to approximately 1,050 registered producers. Find out more at www.eggs.ca/AboutUs/EggFarmers.aspx.

The Canadian Hatching Egg Producers (CHEP) represents 300 farmers across Canada who produce broiler hatching eggs. CHEP is a leader in food safety and is currently implementing a new food safety program. They also administrate a

producer-financed research fund that provides grants to Canadian researchers. CHEP represents the industry in developing trade and agricultural policies and oversees various regulatory issues such as delivering and monitoring quota allocations and inter-provincial movements of broiler hatching eggs. Visit www.cbhema.com.

The Canadian Broiler Hatching Egg Marketing Agency (CBHEMA) represents poultry and egg producers, processors and hatcheries. CBHEMA estimates the national demand for broiler hatching eggs and allocates production among five member provinces: Quebec, Ontario, Manitoba, Alberta and British Columbia. A marketing board within each province allots production to registered producers. The agency regulates the movement of hatching eggs and chicks between member and non-member provinces.

The Canadian Poultry and Egg Processors Council (CPEPC) represents poultry processors, egg processors and hatcheries. Find out more at www.cpepc.ca.

The Canadian Turkey Marketing Agency (CTMA) represents turkey producers and processors. The CTMA administers the quota system and is responsible for developing the domestic turkey industry. Visit www.canadianturkey.ca.

Provincial boards

B.C. Chicken Marketing Board
604-859-2868
www.bcchicken.ca

B.C. Egg Producers
604-556-3348
www.bcegg.com

B.C. Turkey Marketing Board
604-534-5644
www.bcturkey.com

Alberta Chicken Producers
780-488-2125
www.chicken.ab.ca

Alberta Egg Producers Board
403-250-1197
www.eggs.ab.ca

Alberta Turkey Producers
780-465-5755
www.albertaturkey.com

Chicken Farmers of Saskatchewan
306-775-1677
www.agr.gov.sk.ca/agrifood/boards/
SKChickenFarmers.htm

Saskatchewan Egg Producers
306-924-1505
www.saskegg.ca

Saskatchewan Turkey Producers
Marketing Board
306-931-1050

Manitoba Chicken Producer Board
204-489-4603
www.chicken.mb.ca

Manitoba Egg Farmers
204-488-4888
www.mbeegg.mb.ca

Manitoba Turkey Producers
204-489-4635
www.turkey.mb.ca

Chicken Farmers of Ontario
905-637-0025
www.cfo.on.ca

Egg Farmers of Ontario
905-858-9790
www.getcracking.ca

Turkey Farmers of Ontario
519-748-9636
www.ont-turkey.on.ca

Les Éleveurs de volailles du Québec
(both chicken and turkey)
450-679-0530
www.volaillesduquebec.qc.ca

Fédération des producteurs d'oeufs de
consommation du Québec
450-679-0530
www.oeuf.ca

Chicken Farmers of New Brunswick
506-452-8085

New Brunswick Egg Marketing Board
506-458-8885

New Brunswick Turkey Marketing Board
506-452-8103

Chicken Farmers of Nova Scotia
902-582-7400
www.nschicken.com

Atlantic Provinces Hatchery Federation
902-582-7400

Nova Scotia Turkey Producers Marketing Board
902-582-7877
www.nsturkey.ca

Prince Edward Island Poultry Meat
Marketing Board
902-838-4108
www.eggspei.ca

Egg Producers of Prince Edward Island
902-892-8401
www.eggspei.ca

Chicken Farmers of Newfoundland and
Labrador Board
709-747-1493
www.nlfa.ca/chicken_farmers.php

Egg Producers of Newfoundland and Labrador
709-722-2953
www.nleggs.ca

Looking for more information?

We have financial guidelines for the poultry sector that can help you make decisions. If you're an FCC customer, simply visit www.fcc.ca, log into FCC Online Services and click Sector Guides in the Management Resource Centre.

If you're an FCC customer but not registered for FCC Online Services, you can register now at www.fcc.ca.

Want more management insight? Give us a call at 1-800-387-3232. Our Relationship Managers and subject matter experts can help.

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