



# Canada's Agriculture, Food and Beverage INDUSTRY



## Canada's Poultry Industry



Canada's poultry industry is diverse, efficient and competitive. It includes chicken and turkey meat and edible by-products, as well as ducks and geese. Increasingly, the industry has been turning to less traditional birds. For example, ostriches, emus and rheas are raised for their red-coloured meat, their hide and feathers, and their oils (used in the cosmetics industry).

Game birds such as pheasant, partridge, guinea fowl, quail and squab are also raised commercially in Canada. This sector is well established and growing, and exports of these birds are small but consistent.

Canada exports a wide range of poultry and poultry products to more than 88 countries. Canada can also provide halal-certified, kosher and a wide range of organic meat and poultry products.

In addition to the almost 4,800 commercial poultry and egg producers in Canada, there are a large number of businesses associated with these production activities: 116 hatcheries, 123 feed manufacturers, 101 feed supplement suppliers and 45 drug suppliers.

Poultry production and processing are among the most highly mechanized sectors in agriculture. One person can operate a unit of 50,000 broiler chickens, which, with seven lots per year, will provide 640 tonnes of meat annually. Poultry processing plants in Canada are effectively mechanized, which allows them to slaughter and prepare 25,000 broiler chickens for market per hour.

Getting the bird from the producer to the grocery store requires coordination and cooperation among producers, provincial and federal governments, inspectors, processors and distributors. A well-organized supply management system helps in this regard. Three poultry producers' organisations—the Chicken Farmers of Canada, the Canadian Turkey Marketing Agency, and the Canadian Broiler Hatching Egg Marketing Agency—enable producers to receive their cost of production plus a reasonable rate of return on their investment while ensuring that consumers have a constant supply at stable prices.

In Canada, Hazard Analysis Critical Control Point programs are in place from "farm to plate" to ensure safe food production.



## Additional information

In 2001, 2,815 regulated chicken producers and 542 registered turkey producers in Canada produced poultry products worth \$1.8 billion, contributing 5 per cent of cash receipts to farming operations. Canada's commercial chicken and turkey meat production totalled 1,086 million kilograms, and the country produced 930,145 tonnes of chicken, more than half of which was produced in Quebec and Ontario.

In 2001, Canada exported almost 12 million chicks, domestic fowl, turkeys, poults (young turkeys), ducks, geese and guinea fowl worth \$42.7 million to 28 countries, including the United States, the Philippines, Saudi Arabia, Tunisia, Japan, Costa Rica and Poland.

Canada also exported more than 112 million kilograms of poultry meat and edible by-products (fresh, chilled, frozen) worth more than \$166 million to 88 countries, including the United States, Cuba, China and Hong Kong, South Africa, the Philippines, Russia, Jamaica and the Republic of Moldova.

## For more detailed information

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**Further information on products, suppliers and investment opportunities in the Canadian agri-food industry is available on the Agri-Food Trade Service Web site at: <http://ats.agr.ca>.**

Canada's food and beverage industry is recognized internationally as being among the best in the world, both in terms of ensuring food safety and quality, and in providing a trade friendly environment. Consumers are more aware of food security, safety and quality, and are demanding more information about how their food is produced. More than ever, consumers want to know that their food is safe and that it has been produced in an environmentally responsible manner.

Canada's objective is to be the world leader in food safety, innovation, and environmentally responsible production and to be the best at meeting the needs of consumers at home and abroad.

