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May/June 2003

# NEWS FOCUS

## Council Business

At its April 26-27 meeting Council prior-approved amendments to the Canadian Chicken Marketing Quota Regulations for periods A-52 and A-53.

It also prior-approved an amendment to the Canada Turkey Marketing Producer Levy Order which increased the levy by 0.3 cents to 1.6 cents per kilogram liveweight. This was CTMA's first levy increase in 15 years.

## Stable Market Ahead: USDA Forecast

More consumers, more diversity, and a more mature population emerge as the key drivers of the American diet in a recent forecast from the United States Department of Agriculture (USDA).

The department's Economics Research Service projects that an ageing American population will eat slightly less poultry meat and beef per capita, but that egg consumption will rise.

On the other hand, it also expects that increasing ethnic diversity will increase beef, poultry and egg consumption, and that all commodities will sell more as the population grows.

See the report, "Consumer-Driven Agriculture", online at [www.edrs.usda.gov/amberwaves/april03/features/consumerdrivenag.htm](http://www.edrs.usda.gov/amberwaves/april03/features/consumerdrivenag.htm).

## Innovation Takes Centre Stage in Montreal

Innovation in agriculture stood out among the themes of La Conférence de Montréal May 5-8.

**Dr. Bruce Archibald**, Assistant Deputy Minister of Agriculture and Agri-Food Canada, told the conference that Canada will encourage collaboration among all players in the innovation chain and accelerate the speed at which new technology leaves the lab and reaches the marketplace.

Dr. Archibald told the conference that governments should both promote science for the solutions it creates while ensuring that science remains sound. He called it a fine balance: "On the one hand, we need to reassure our global customers of the safety of our agricultural systems. And on the other, we must help consumers gain the many benefits that new technologies can bring to their quality of life".

More broadly, conference chair **Gil Rémillard** noted that the course of the 21<sup>st</sup> century has ensured that "there is no choice but to innovate".

Innovation is an element of the NFPC's Strategic Vision 2003-2006, which includes a plan to develop opportunities for discussions with poultry and egg industry leaders about innovation and adaptation.

## World Poultry Congress

Animal welfare and environmental regulations emerged as a leading issue at the World Poultry Congress 2003, held in Paris on May 12-13.

Presenters described the regulations as the most important legislative developments in the European Commission's legislative agenda, and expected that rising compliance costs will narrow producer margins.

The Congress also heard a prediction from **Gordon Butland**, a Rabobank International vice president, that Brazil will export more aggressively as its cost structure continues to decline.

Butland noted a global surplus of poultry meat, with large dark-meat surpluses in the United States and Europe, and suggested that poultry sales growth will have to come at the expense of other meats.

## KFC Adopts Poultry Welfare Guidelines

Kentucky Fried Chicken (KFC) announced in May that it has implemented new farm-level standards for its US poultry suppliers, the first such standards in the poultry industry.

The new standards address the education and training of poultry supplier personnel, improved hatchery operation conditions, proper nutrition

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and feeding, appropriate comfort and shelter, healthcare of the chickens, adequate growth space, routine inspections of facilities, catching, and transportation. The company said it will audit its suppliers at random.

KFC also said it has asked the U.S. government to review a proposal on the use of gas-killing chickens as an alternative to current slaughterhouse methods.

The announcement followed a global boycott of KFC announced in January by People for the Ethical Treatment of Animals (PETA).

For more information, visit [www.kfc.com/about/animal\\_welfare\\_guidelines.htm](http://www.kfc.com/about/animal_welfare_guidelines.htm).

## 4-H Conference

NFPC Executive Director **Terry Hayward** attended the Canadian 4-H Council's

annual meeting in St. John's, Newfoundland.

The Council is a proud corporate sponsor of the Canadian 4-H movement. 4-H is celebrating its 90<sup>th</sup> year of operation and is dedicated to the growth and development of rural youth. Programs offer young Canadians a way to develop the skills they need to succeed on and off the farm.

For more information, visit [www.4-h-canada.ca](http://www.4-h-canada.ca).

## Gateways to Chile: Montreal and Edmonton Seminars

Two trade seminars will offer Canadian exporters a close-up look at Chile's food sector, its rules and regulations, its distribution channels, and its opportunities for Canadian products.

The seminars, organized by Agriculture and Agri-Food Canada and the Canadian embassy in Chile, will be held June 16 in Montreal and June 19 in Edmonton. Speakers will include Chilean government and commercial representatives.

Canadian trade with Chile has risen strongly since the two countries signed a free-trade agreement in 1997.

For more information on the export seminars, visit [ats.agr.ca/events/e3439.htm](http://ats.agr.ca/events/e3439.htm).

## EVENT CALENDAR

|                 |   |
|-----------------|---|
| June 8-10       | Canadian Poultry & Egg Processors Council Convention , Halifax  |
| <b>June 9</b>   | <b>National Farm Products Council Meeting, Halifax</b>          |
| June 17-19      | Canadian Turkey Marketing Agency Meeting, Halifax               |
| July 2-4        | Chicken Farmers of Canada Meeting, Ottawa                       |
| July 7-9        | Canadian Egg Marketing Agency Meeting, Halifax                  |
| July 14-17      | Canadian Broiler Hatching Egg Marketing Agency Meeting, Kelowna |
| Aug. 13-16      | Canadian Cattlemen's Association Meeting, Moose Jaw             |
| Sept. 8-9       | Canadian Poultry & Egg Processors Council Meeting, Saskatoon    |
| Sept. 23-25     | Canadian Turkey Marketing Agency Meeting, Toronto               |
| Sept. 24-25     | Canadian Egg Marketing Agency Meeting, Ottawa                   |
| <b>Oct. 7-8</b> | <b>National Farm Products Council Meeting, Ottawa</b>           |

