



Government of Newfoundland and Labrador  
Department of Fisheries, Forestry and Agriculture  
Office of the Minister

COR/2023/00783-03

MAR 28 2023

Ms. Sandra Barnes  
Clerk of the House of Assembly  
House of Assembly  
P.O. Box 8700  
St. John's, NL A1B 4J6

Dear Ms. Barnes:

In accordance with section 16 of the **Transparency and Accountability Act**, I wish to issue a statement concerning the 2023-2025 Activity Plan for the Chicken Farmers of Newfoundland and Labrador.

The Activity Plan was not tabled by the legislated date. I am pleased now to present the plan.

Sincerely,

A handwritten signature in blue ink, appearing to read "Derrick Bragg".

**HON. DERRICK BRAGG, MHA**  
Minister of Fisheries, Forestry and Agriculture  
District of Fogo Island – Cape Freels

# Chicken Farmers of Newfoundland and Labrador

## Activity Plan

2023-2025



## Message from the Chairperson

---

The Chicken Farmers of Newfoundland and Labrador (CFNL) is mandated to operate within the power and authority provided by the **Newfoundland and Labrador Chicken Marketing Scheme** under the **Natural Products Marketing Act**, which came into effect in 1980.

The CFNL is a five-person board with diverse backgrounds and experiences in the agriculture industry. Its endeavors are supported by a full-time executive director. The CFNL operates from an Agriculture Canada Building, Brookfield Road in St. John's.

Under the **Transparency and Accountability Act**, the CFNL is classified as a category three entity and is required to submit a three-year activity plan to the Minister of Fisheries, Forestry and Agriculture (Minister of FFA) to be tabled in the House of Assembly. The plan meets the requirements of the **Transparency and Accountability Act** for a category three entity and as such, on behalf of the CFNL Board of Directors, I am pleased to present this Activity Plan for fiscal years 2023, 2024 and 2025. CFNL recognizes that it is accountable for the preparation of this activity plan and for the achievement of the objectives outlined for the planning period.

The strategic directions of Government related to the Department of Fisheries, Forestry and Agriculture (FFA) have been considered during the preparation of this plan. The members of the CFNL are pleased to support the industry as it moves forward to embrace new opportunities and contribute to the growing prosperity of our province. Sustainability and growth of the industry and providing a safe, secure supply of chicken to the people of Newfoundland and Labrador will remain paramount to the CFNL.

This plan intends to foster conditions in the chicken industry that promote and encourage emergency preparedness on farms and to provide farmers with the resources to deal effectively with emergencies that may occur.

Sincerely,



Chairperson  
CFNL

# Table of Contents

---

1. Overview.....	1
2. Mandate.....	2
3. Lines of Business .....	2
4. Primary Clients .....	3
5. Vision.....	3
6. Objective.....	3

# 1. Overview

---

CFNL is a not-for-profit organization established in 1980 by the **Newfoundland and Labrador Chicken Marketing Scheme** (the Scheme) under the **Natural Products Marketing Act** (the Act). The purpose and intent of the CFNL is to provide for the effective promotion, control and regulation of the production and marketing of chicken within the province including the prohibition of production or marketing of chicken. The CFNL administers the regulation and marketing of chicken as provided for in the Act and the Scheme under the laws of Newfoundland and Labrador.

The CFNL participates with other provinces to set a national allocation. Every eight weeks or 14 weeks prior to the start of the production period (6.5 production periods per year), a national allocation for both domestic and market development production is set. The allocation is set using a bottom-up process in which each provincial board, in consultation with processors and industry stakeholders in that province, determines the amount of chicken needed to meet domestic and market requirements.

The CFNL is comprised of five directors appointed by the Minister of FFA in accordance with the Scheme. The CFNL is supported by one permanent employee and its office is located in the Avalon region.

**Board Members:**

The members of the CFNL are as follows:

Name	Position	Community	Appointment Date	Expiry Date
Vacant	Chairperson <sup>1</sup>			
Carol Anne Walsh	Vice-Chair	Conception Bay South	2/10/2023	2/10/2027
Darryl Legge	Director	Holyrood	6/8/2021	6/8/2024
Davis Noel	Director	Paradise	2/10/2023	2/10/2027
Ruth Noseworthy	Director	Paradise	6/8/2021	6/8/2024

<sup>1</sup> Position is currently being filled in coordination with the Public Service Commission.

The CFNL is a provincial organization, funded completely through producer levies paid in accordance with the amount of chicken marketed. Under section 4 of the **Consolidated Chicken Farmers of Newfoundland and Labrador Order**, a service charge of \$0.0163 per kilogram, plus HST, payable live weight, will be made to the CFNL on all chicken marketed under the Scheme.

The annual budget for the CFNL is directly dependent on the volume of chicken produced each calendar year. Each year, approximately \$360,000 in revenue is collected through the levy. Expenses related to national and local levies, remuneration, meetings, travel, office supplies, rent and professional fees utilize the revenue that has been collected.

For more information about the CFNL and its work, please contact us at:

Chicken Farmers of Newfoundland and Labrador  
P.O. Box 8098  
St. John's, NL A1B 3M9  
Telephone: 709-747-1493  
Fax: 709-747-0544  
Email: [rwalsh@nlchicken.com](mailto:rwalsh@nlchicken.com)  
Website: <http://www.nlchicken.com/>

Physical location:  
204 Brookfield Road  
Agriculture Canada Building 6

## **2. Mandate**

---

The CFNL operates under the authority of the Minister of FFA in accordance with the Scheme under the Act. The commodity board promotes, regulates and controls the production and marketing of chicken by producers and processors and will participate in national allocation meetings with the Chicken Farmers of Canada to achieve its mandate.

## **3. Lines of Business**

---

The CFNL provides the following lines of business:

1. **Regulatory Role:** The CFNL regulates the production of chicken through a production licence. This licence permits the holder to produce, or to have produced by a contract grower, chicken to the extent of the production quota shown on that licence in accordance with the Scheme and any orders or regulations made with the respect to the production and marketing of chicken by the Minister of FFA or the commodity board and the terms and conditions of a production licence imposed by a commodity board upon a producer.
2. **Signatory Role:** The Minister of FFA, Farm Industry Review Board and the CFNL are the Newfoundland and Labrador signatories to the Federal-Provincial Agreement for Chicken with the Federal Minister, other provincial and territorial

ministers and supervisory and chicken supply managed boards in Canada.

3. **Promotion Role:** The CFNL promotes the sustainability of the industry through the supply management system, chicken consumption, chicken industry and the farming community. Annual promotion and marketing activities of the Board may include participation in trade shows, lobby days, consumer education, and advertising campaigns (e.g., brochures, agricultural campaigns and website development). The frequency of these activities is dependent upon the financial resources of the CFNL.
4. **Facilitator Role:** The CFNL acts as a facilitator with regard to food safety and animal care and conducts food safety and animal care audits of each program to determine compliance. Research and development is also facilitated through participation in projects and research trials.

## 4. Primary Clients

---

The CFNL identifies its primary clients as those individuals, groups or organizations who are the principal users and/or beneficiaries of the Board's lines of business, including chicken processors, farmers and consumers.

## 5. Vision

---

The vision of the CFNL is of a chicken industry which is stable, prosperous and robust and provides a safe, secure supply of chicken to the people of Newfoundland and Labrador for the long term.

## 6. Objective

---

The CFNL is presenting a three-year plan commencing on January 1, 2023, and ending on December 31, 2025. This plan focuses on a single priority area or issue: enhancement of emergency preparedness within the chicken industry through education and training. As its focus will remain the same for the duration of the plan, the CFNL will report on the same objective and indicators in each of the three years.

Approximately 23,000,000 kilograms live weight of commercial chicken production and processing takes place annually on the Avalon Peninsula and is marketed through the various retail, wholesale and food service industries throughout Newfoundland and Labrador.

## **Issue: Enhancement of Emergency Preparedness Within the Chicken Industry Through Education and Training.**

Emergency preparedness is undergoing a great deal of rethinking across Canada due to unprecedented disasters related to extreme weather events, including fires, disease outbreaks such as avian flu and various other conditions that create emergency situations. Enhancing the emergency preparedness of the chicken industry through education and training will assist the industry in preparing, mitigating, responding and recovering from emergencies that may occur.

The CFNL will utilize subject matter experts, conferences and training to increase the level of preparedness on farms and within the poultry industry. Demonstrating procedures and techniques for how to manage an emergency will position farmers well for emergencies they may encounter.

**Objective:** By December 31, 2023, the Chicken Farmers of Newfoundland and Labrador will have advanced initiatives related to emergency preparedness of the provincial chicken industry.

### **Indicators:**

- Coordinated education and training sessions for farmers, staff and industry partners regarding emergency preparedness.
- Coordinated on-site farm visits from industry experts to improve emergency preparedness on farms.