

# Chicken Farmers of Newfoundland and Labrador

## Activity Plan

Fiscal Years 2017-19



# Message from the Chairperson

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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* which came into effect in March 28, 1980.

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

Under the *Transparency and Accountability Act*, CFNL is defined as a category 3 entity and is required to submit a three-year "activity plan" to the Minister of Fisheries and Land Resources to be tabled in the House of Assembly. The plan meets the requirements of the *Transparency and Accountability Act* for a Category 3 entity and as such, on behalf of the CFNL Board of Directors, I am pleased to present this Activity plan for fiscal years 2017/2018/2019. The board 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 Department of Fisheries and Land Resources have been considered. The members of the Chicken Farmers of Newfoundland and Labrador board 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 CFNL.

This plan intends to increase the state of preparedness of the poultry industry in the event of an emergency and to increase the amount of education and training provided to industry personnel.

Sincerely,



Ruth Noseworthy  
Chairperson

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# 1. Overview

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Chicken Farmers of Newfoundland and Labrador (CFNL) is a not-for-profit organization established in 1980 by the *Newfoundland and Labrador Chicken Marketing Scheme* under the *Natural Products Marketing Act, 1973*. The purpose and intent of 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 board administers the regulation and marketing of chicken as provided for in the *Act* and the *Scheme* under the laws of the Province 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 in a year) a national allocation for both domestic and market development production is set. The allocation is set using a "bottom up" process in which every provincial board, in consultation with the processor(s) and industry stakeholder(s) in that province, determines the amount of chicken needed to meet domestic and market development market requirements.

The board is comprised of four directors appointed by the Minister of Fisheries and Land Resources as per regulations. CFNL is supported by one permanent employee and the office is located in the Avalon region.

Current representation is as follows:

Ruth Noseworthy  
Chairperson  
Paradise, NL  
Appointed June 11, 2007  
Term determined at the discretion of the Minister of Fisheries and Land Resources

Keith Deering  
Vice-Chairperson  
Corner Brook, NL  
Appointed August 27, 2015  
Term determined at the discretion of the Minister of Fisheries and Land Resources

Davis Noel  
Director  
Paradise, NL  
Appointed May 14, 2004

Term determined at the discretion of the Minister of Fisheries and Land Resources

Andy Larner

Director

Whitbourne, NL

Appointed May 14, 2004

Term determined at the discretion of the Minister of Fisheries and Land Resources

Ron Walsh

Executive Director

St. John's, NL

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 \$0.0159 per kilogram, plus HST, payable live weight, will be made to the Chicken Farmers of Newfoundland and Labrador on all chicken marketed under the *Newfoundland and Labrador Chicken Marketing Scheme*.

The annual budget for CFNL is directly dependent on the volume of chicken produced in each calendar year. Each year approximately \$300,000.00 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 information about the Chicken Farmers of Newfoundland and Labrador and its work, please contact us at:

Chicken Farmers of Newfoundland and Labrador

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St. John's, NL

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Physical location:

308 Brookfield Road

Agriculture Canada Building 6

## **2. Mandate**

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CFNL operates under the authority of the Minister of Fisheries and Land Resources in accordance with the *Newfoundland and Labrador Chicken Marketing Scheme* under the *Natural Products Marketing 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.

The legislated mandate is outlined in Appendix A.

## **3. Lines of Business**

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The Chicken Farmers of Newfoundland and Labrador provides the following lines of business:

1. Regulatory Role - The Chicken Farmers of Newfoundland and Labrador 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 *Newfoundland and Labrador Chicken Marketing Scheme* and any orders or regulations made with the respect to the production and marketing of chicken by the Minister 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 Fisheries and Land Resources, Farm Industry Review Board and Chicken Farmers of Newfoundland and Labrador 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 Chicken Farmers of Newfoundland and Labrador 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 board.

4. Facilitator Role - The Chicken Farmers of Newfoundland and Labrador acts as a facilitator with regards 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. Values**

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Chicken Farmers of Newfoundland and Labrador values a working environment of mutual respect, accountability and fiscal responsibility. In exercising its mandate, CFNL will be guided by the following principles: proactive, flexible and cooperative leadership, open and transparent consultation, accessible and efficient practices and services, independent, impartial, timely and consistent dispute resolution and decision making, and ongoing professional development of members and staff.

<b>Values</b>	<b>Action Statements</b>
Responsiveness	Each individual ensures board processes, policies and practices are reflective of the needs of the industry stakeholders within a timely manner
Accountability	Each individual ensures that the mandate of the board is carried out in the best interest of consumers and industry stakeholders
Transparency	The board will operate in an open manner such that relevant information is readily available to clients and stakeholders

## **5. Primary Clients**

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Chicken Farmers of Newfoundland and Labrador 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.

## **6. Vision**

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The vision of the Chicken Farmers of Newfoundland and Labrador 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.

## **7. Objectives**

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The board is now presenting a three-year plan ending on December 31, 2019. This plan focuses on two priority or "issue" areas: Emergency Preparedness and Industry education and training. For each issue area, an objective has been established that will apply to all three years covered by the plan. Performance indicators related to each objective have been defined for 2017, the first year of the plan. Indicators for 2018 and 2019 will be defined by CFNL before the beginning of each year and communicated publicly in the board's Annual Performance Reports.

Approximately, 20,000,000 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. 333 direct person years of employment result from this food production.

### **Issue 1: Emergency Preparedness**

In 2006, all stakeholders for the poultry industry of the province came together to develop an Emergency Preparedness Plan which would assist to mitigate the catastrophic effects of a foreign animal disease outbreak such as Avian Influenza, Newcastle disease and other reportable diseases.

All sectors of the commercial, non-commercial and allied industry as well as various Federal and Provincial Government Agencies formed an Emergency Management Team (EMT). An Emergency Preparedness Plan manual and an Operational Manual has been developed. Various revisions have been made to the plan over the years regarding specific areas, however, a complete review of the plan is now required.

A current and complete emergency preparedness plan increases the ability of responders to effectively manage an emergency situation and limits the down time that may be associated with that type of event. The emergency preparedness plan also lends itself to mitigating other emergencies such as, floods, fires, weather events and natural disasters that may occur.



**Objective:**

By Dec 31, 2017, Chicken Farmers of Newfoundland and Labrador will have advanced initiatives related to emergency planning and preparedness in the provincial chicken industry.

**Indicators (2017):**

- Completed consultations with industry personnel
- Evaluated the status of the emergency preparedness plan for the poultry industry
- Developed an approach to enhance the existing emergency preparedness plan for the poultry industry

**Issue 2: Education and Training**

Educating and training results in increased efficiency, improved performance and better decision making. The poultry industry continues to evolve with the introduction of new technologies and production methods. Participants in the poultry industry are required to fulfill several roles within the industry and the acquisition of broader skills and knowledge permits the effective discharge of these roles. Acquisition of additional skills and knowledge boosts confidence and promotes individuals to achieve greater success.

Increasing the efficiency, performance and decision making of industry representatives will permit them to apply these new attributes to their current position and increase the sustainability of the poultry industry. It will also prepare them to accept new duties if the opportunity presents itself. This will provide consistency throughout the industry and raise the level of understanding for the various roles that make up the poultry industry.

Matters related to board governance, animal welfare, food safety, communication and technology continue to be the cornerstones of our industry. A solid foundation regarding these matters is essential to moving our industry forward while capturing efficiencies and enhanced opportunities.

**Objective:**

By Dec 31, 2017, Chicken Farmers of Newfoundland and Labrador will have supported initiatives to increase training and education of the poultry sector participants.

**Indicators (2017):**

- Coordinated commodity specific training for industry personnel and board members
- Hosted education and training sessions for producers and board members

## 8. Appendix A: Legislated Mandate

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**Current Mandate** (Source: *Newfoundland and Labrador Chicken Marketing Scheme* under the *Natural Products Marketing Act*):

5. (1) The commodity board shall promote, regulate and control the production and marketing of chicken by producers and processors and may

(a) exercise and discharge the following powers of the board under subsection 9(2) of the Act, that is to say,

(i) subject to the prior approval of the board, co-operate with the Government of Canada or a province of Canada or a department, agency, board, council or body under the jurisdiction of the Parliament of Canada or the Legislature of a province of Canada in a manner and to an extent that may be necessary or desirable to produce or market or promote, facilitate, control, regulate or prohibit the production or marketing of chicken and to act, or cause to act, conjointly with any government, department, agency, board, council or body,

(ii) subject to the prior approval of the board, enter into an agreement with any or all of the governments, departments, agencies, boards, councils or bodies referred to in subparagraph (i) for any or all of the purposes referred to in that subparagraph, including the agreements referred to in the *Farm Products Marketing Agencies Act* (Canada),

(iii) receive, from a source, lands, buildings, money or other property by way of gift or trust for public use or for the use of the commodity board; and

(b) exercise and discharge the following powers, functions and duties under section 12 of the Act, that is to say,

(i) subject to the prior approval of the board, exempt from this Order a producer or processor or class of producers or processors,

(ii) subject to the prior approval of the board, require producers or processors to provide the information that the commodity board may require,

- (iii) subject to the prior approval of the board, provide for the fixing, imposing and collecting of levies or service charges to be paid by producers for the production or marketing of chicken,
- (iv) require the person in charge of a vehicle thought to be conveying chicken to stop the vehicle and to permit an inspector or other person appointed by the commodity board for the purpose to inspect the vehicle and its contents,
- (v) seize, detain and dispose of chicken produced or marketed in violation of this Order, in the circumstances and subject to the conditions that the commodity board may determine,
- (vi) provide for the licensing of producers engaged in the production or marketing of chicken and fix the licensing fees payable by the producers at different amounts and provide for the payment of the licence fees in instalments,
- (vii) provide the form of licences and the terms and conditions upon which licences may be issued, refused, renewed, suspended or revoked,
- (viii) prohibit producers from engaging in the production or marketing of chicken except under the authority of a licence,
- (ix) provide for the refusal to issue a licence to engage in the production or marketing of chicken where the applicant is not qualified by experience, financial responsibility or equipment to engage properly in the business for which the application was made, or for another reason that the commodity board considers proper,
- (x) require the provision of security or proof of financial responsibility by a producer engaged in the production or marketing of chicken and provide for the administration, forfeiture and disposition of money or securities so provided,
- (xi) provide for
  - (A) the production or marketing of chicken by producers on a quota basis,
  - (B) the fixing and allotting to producers of quotas for the production or marketing of chicken on the basis that the commodity board considers proper,

(C) the refusing to fix and allot to a producer a quota for the production or marketing of chicken that the commodity board considers proper,

(D) the cancelling or reducing of, or the refusing to increase, a quota fixed and allotted to a producer for the production or marketing of chicken that the commodity board considers proper, and

(E) the terms and conditions upon which a producer may produce or market chicken in excess of the quota fixed and allotted to him or her,

(xii) prohibiting

(A) a producer to whom a quota has not been fixed and allotted for the production or marketing of chicken or whose quota has been cancelled from producing or marketing chicken, and

(B) a producer to whom a quota has been fixed and allotted for the production or marketing of chicken from producing or marketing chicken in excess of the quota,

(xiii) require and prescribe returns, accounts, records and statements to be made by licensed producers, the information to be given in the returns, accounts, records and statements and by whom and in what manner and at what time they shall be made,

(xiv) inspect the books and premises of persons engaged in the production of chicken,

(xv) provide that service charges or licence fees, or a part of the charges or fees, are made payable to the commodity board and that the commodity board may use the money thus received for the purpose of carrying out the provisions of this Order for which the commodity board is constituted,

(xvi) stimulate, increase and improve the production or marketing of chicken for the purpose of carrying out this Order,

(xvii) subject to the prior written approval of the Minister, adopt, determine or set fair minimum or maximum prices for the marketing of chicken,

(xviii) establish a price negotiating agency consisting of 2 members of the commodity board, 2 members of the management of Newfoundland and Labrador Farm Products Corporation and a chairperson to be mutually agreed upon and to be appointed by the minister, and the agency shall recommend to the commodity board the price to be paid by Newfoundland and Labrador Farm Products Corporation for live chicken purchased from producers,

(xix) subject to the prior approval of the board, enter into an agreement with the Government of Canada under the *Farm Products Marketing Agencies Act* (Canada) and implement the provisions of it by making the rules, orders and regulations and carrying out the acts that may be necessary to implement and to enable any persons or agency referred to in the agreement to implement a plan contemplated by the agreement,

(xx) subject to the prior approval of the board, purchase, lease or otherwise acquire and sell and dispose of real and personal property, borrow money upon security and do other things that may be necessary or desirable to implement the provisions of this Order.

(2) The commodity board shall

(a) keep at its head office a register containing the names, addresses and quotas of licensed producers and other information that it shall consider necessary; and

(b) maintain an official list of the names and addresses of all licensed producers for inspection by a licensed producer during regular business hours and shall send an up-to-date copy of the official list to a licensed producer on request.

(3) Subject to the approval of the board, the commodity board shall

(a) establish the offices that are considered necessary for the purpose of carrying out this Order;

(b) appoint and prescribe the terms and conditions of employment of a secretary-manager and other officers and employees that are considered necessary;

(c) establish and fix the wages, salaries and remuneration of the chairperson, members, secretary-manager and other officers and employees;

- (d) appoint a certified accountant to audit its accounts annually; and
  - (e) bring into operation not later than 3 months after this Order has been gazetted by-laws for the conduct of its business affairs.
- (4) Notwithstanding the other powers given the commodity board in this order, the commodity board shall not, without the prior written approval of the minister have the authority to:
- (a) issue quota, or an interest in quota or production quota or an interest in production quota or a production licence to a person;
  - (b) transfer, mortgage, charge, encumber, or assign quota, or an interest in quota or production quota or an interest in production quota or a production licence; or
  - (c) permit a person to transfer, mortgage, charge, encumber, or assign quota, or an interest in quota or production quota or an interest in production quota or a production licence.