

Chicken Farmers of Newfoundland and Labrador

Activity Plan



Fiscal Years 2008/2009/2010



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AGR-2
C5N4
2008/10
c.1

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* which came into effect on April 1, 1981.

Reporting directly to the Minister of Natural Resources, CFNL is a four person board with diverse backgrounds and experiences. Its endeavors are supported by a full-time manager. 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 as such is required to submit a three-year "activity plan" to the Minister of Natural Resources to be tabled in the House of Assembly

On behalf of CFNL I am pleased to present a three-year plan for the fiscal years 2008/2009/2010. Under the *Transparency and Accountability Act*, the board is accountable for the activities it pursues to promote and market the chicken industry in Newfoundland and Labrador. The board further recognizes that it is accountable for the preparation of this activity plan. This plan covers a three-year period commencing in 2008 and ending in 2010. The plan will include a list of objectives that the board will look forward to achieving.

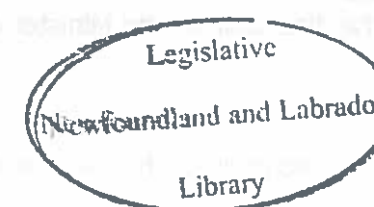
In preparing this activity plan the board considered the strategic directions outlined by the Minister and determined they will have no direct impact on the operation of the board. The members of the Chicken Farmers of Newfoundland and Labrador board are pleased to support the industry as it moves forward to embrace new opportunities and contribute to the growing prosperity of our province. Sustainability and growth of the industry will remain paramount.

Sincerely,

Ruth Noseworthy
Chairperson

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1. Overview

Chicken Farmers of Newfoundland and Labrador (CFNL) is a not-for-profit organization which was established in 1981 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 or 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 board operates under a risk management system commonly known as "supply management."

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 Natural 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 Natural Resources

Vacant
Vice-Chairperson
Term determined at the discretion of the Minister of Natural Resources

Davis Noel
Director
Paradise, NL
Appointed May 14, 2004
Term determined at the discretion of the Minister of Natural Resources

Andy Larner
Director
Whitbourne, NL
Appointed May 14, 2004
Term determined at the discretion of the Minister of Natural Resources

Ron Walsh
Manager
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 \$0.0150 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* by the processor on behalf of the producers within 14 days from the date of the processing of the chicken.

For information about the Chicken Farmers of Newfoundland and Labrador and its work, please contact us at:

Chicken Farmers of Newfoundland and Labrador
P.O. Box 8098
St. John's, NL
A1B 3M9
Telephone: 747-1493
Fax: 747-0544
Email: rwalsh@nlchicken.com

Physical location:

308 Brookfield Road
Agriculture Canada Building 6

2. Mandate

CFNL operates under the authority of the Minister of Natural Resources in accordance with the *Newfoundland and Labrador Regulations and Scheme*. Chicken Farmers of Newfoundland and Labrador controls and regulates the quota for the province.

Under the *Newfoundland and Labrador Regulations and Scheme*:

The commodity board shall promote, regulate and control 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 B

3. Lines of Business

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 is 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** - Chicken Farmers of Newfoundland and Labrador, the Minister and the supply managed commodity boards are the Newfoundland and Labrador signatories to agreement with the Federal Minister, other provincial and territorial ministers, and supervisory and commodity boards in Canada (federal provincial agreements).
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, advertising campaigns (e.g. brochures, agricultural campaigns, website development and education ambassador programs). The frequency of these activities is dependent upon the financial resources of the board.

4. Values

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.

Values	Action Statements
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

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 and farmers.

6. Vision

The vision of the Chicken Farmers of Newfoundland and Labrador is of a sustainable chicken industry which is regulated in an effective manner.

7. Mission Statement

Consumers are becoming increasingly concerned about the safety of their food supply. Chicken Farmers of Newfoundland and Labrador supports producers in delivering quality chicken that consumers can trust through the delivery of programs such as the On-Farm Food Safety Assurance Program and an animal care program. These programs are excellent tools to communicate the proactive nature of the industry and also demonstrate the good production practices being used by chicken producers.

Mission: By 2010, the Chicken Farmers of Newfoundland and Labrador will have supported initiatives to improve the food safety in the provincial chicken industry.

Measure: Supported initiatives

Indicators:

- The delivery and audit systems of the On Farm Food Safety Assurance Program and animal care program is coordinated
- The board continued to participate in the development of a national disease strategy
- The board contributed to and participated in the consultations of Growing Forward
- The board conducted consultations with farmers regarding the animal care program and upon approval of the program implemented the program

8. Objectives

The board is now presenting a three-year plan ending on December 31, 2010. This plan includes a list of goals that the board will look forward to achieving.

Issue One: On Farm Food Safety Assurance Program

Food safety is a priority. Consumers, government, food processors and farmers all have a role to play. In an effort to be proactive in the area of food safety we are implementing a food safety program on farms called the On Farm Food Safety Assurance Program. Safe, Safer, Safest! That is the name of the On Farm Food Safety Assurance Program (OFFSAP) that all Canadian chicken farmers follow. This program ensures that top-notch safety procedures and standardized safety systems will be found on each Canadian chicken farm. This will ensure that Canadian chicken farmers continue to produce safe and high quality product, as they have been doing for generations. The following objective applies to the 2008, 2009 and 2010 fiscal years and will be reported on in the annual report.

Objective One:

The Chicken Farmers of Newfoundland and Labrador will continue to ensure the procedures and requirements of the On Farm Food Safety Assurance Program are satisfied and complied with.

**Measure:
Indicators:**

Delivered program

- Auditing process is activated at differing levels on farms
- Annual Internal Management audit completed
- Program is monitored and completed

Issue two: Disease Strategies

As a result of concerns related to the outbreaks of Avian Influenza (AI) in British Columbia (2004) and Saskatchewan (2007) work continues on developing an emergency response plan for Newfoundland and Labrador. Preparations are also underway to establish an emergency operating centre to assist the poultry industry in mitigating any emergency that might occur. Being prepared and having resources to mitigate disasters that may occur in the poultry industry will likely decrease the overall effect of any disaster that might occur. The following objective applies to the 2008, 2009 and 2010 fiscal years and will be reported on in the annual report.

Objective Two:

The Chicken Farmers of Newfoundland and Labrador will have continued to contribute to the development of the operational management plan and the development of an emergency operations centre for the poultry industry.

Measure: Continued development of the operational management plan and the set up of and emergency operations centre.

- Indicators:**
- Consulted with industry stakeholders, provincial and federal agencies
 - Participated in a simulation of the provincial emergency preparedness plan
 - Secured resources and supplies for the functioning of an emergency operations centre

Issue Three: Animal Care Program

Animal care is an important issue for Canadian chicken farmers. Chicken Farmers of Canada has developed a comprehensive animal care program designed to demonstrate the level of care given to Canadian chickens. The program will complement the On Farm Food Safety Assurance Program and provide assurances through documentation that farmers are meeting appropriate animal care standards. The animal care program is based on the nationally-developed *Recommended code of practice for the care and handling of farm animals: chicken, turkeys and breeders from hatchery to processing plant*. The following objective applies to the 2008, 2009 and 2010 fiscal years and will be reported on in the annual report.

Objective Three:

The Chicken Farmers of Newfoundland and Labrador will have begun preparations for delivering and monitoring an animal care program.

Measure: Preparations for delivery of program

- Indicators:**
- The program has been communicated to stakeholders
 - Farmers are informed with the various aspects of the animal care program

- Mechanisms for the delivery and monitoring of the program are installed

9. Appendix A: Strategic Directions

Appendix A

Strategic Directions

Strategic directions for CFNL are to encourage expansion and sustainability of the chicken industry through helping individual, collective and corporate producers establish effective operations by identifying, developing, and best using their resources and capacities combined with the application of all CFNL's resources, experience and capacities.

This strategy will facilitate the integration of strategies within government and will ensure that all entities are moving forward on key commitments.

10. Appendix B: Legislated Mandate

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) Under review

(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;

