

ANNUAL REPORT 2023



TABLE OF CONTENTS

About Us - Page 3

CFS Executive Director - Page 4

CFS Chair - Page 5

CFS CFC Director - Page 6

CFS Board and Staff - Page 7

Strategic Priorities - Page 8

CFS 56th AGM Minutes - Page 9 - 13

Market Review - Page 14 - 18

SCIDF Fund and Committee - Page 19 - 37

CFS Highlights of 2023 - Page 38 - 41

CFC 2023 Report to Provinces - Page 41 - 47

2023 Audited Financial Reports (Enclosed)

“COMING SOON – NEW OFFICE”

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ABOUT US



Chicken Farmers of Saskatchewan (CFS) is a farmer-run, non-profit organization representing 68 certified producers who raise broiler chickens in Saskatchewan.

CFS works with Chicken Farmers of Canada (CFC) to ensure that the supply of domestic chicken being produced meets the needs of consumers, and that our chicken farms meet specific requirements for animal care and food safety under the national Raised by a Canadian Farmer Program. Together, our farmers work to provide fresh, safe, quality chicken for Canadians.

The Chicken Farmers of Saskatchewan Board of Directors seats five producer members who are elected by their peers. It is the responsibility of the Board to set order, policies, allocation recommendations, and negotiate a minimum live price with industry partners. Directors are eligible to serve up to nine years consecutively, (three - three year terms) and must stand down for a minimum of one year before they can become eligible for election again. The directors serve various roles on the board including representation at the national agency, Chicken Farmers of Canada.

The CFS board office has 4 employees and is located in Saskatoon.

Our Desired Future



We Care About What you Eat

- *Chicken continues to be the #1 protein of choice by consumers*
- *Consumers continue to have trust and confidence in the chicken we grow*
- *A healthy and competitive processing industry in Saskatchewan*
- *Strong and viable family farms*
- *Provincial legislation that encourages new/expansion of poultry operation*
- *The Raised by a Canadian Farmer brand that is promoted and recognized in Saskatchewan*
- *Effective Supply Management implementation in Canada with full provincial and federal government support*
- *Growth in production of safe, healthy chicken*
- *Trusted and reliable support resources for growers*
- *Farmers readily committed to and implementing science-based Animal Care & OFF SP programs*
- *Strong relationships with stakeholders, industry partners, and government*

MESSAGE FROM CFS EXECUTIVE DIRECTOR, MICHAEL KAUTZMAN

Hello Chicken Producers,

One year has passed since I returned to the chicken side of the industry. It started off as a whirlwind and that continued for nearly all of 2023. It began with the loss of our past Production Manager Erin. Luckily, Jenny was looking to return to the office which helped us overcome that loss in an important position. Staff was instrumental in easing my transition as they worked tirelessly to allow me to focus on the Executive Director role. Fast forward to the end of year 1 and you could say that some things just don't change. Jenny notified us at the start of 2024 that she would be leaving for a move to BC. Once again, we are lucky to catch a break with Victoria willing to take the role of Production Manager. It has been a year of ups and downs, but we made it through.

We made some incredible progress in 2023 on our strategic plan initiatives. On the CFS side, the CFS board continued its focus on the best interests of the growers of our province. Everything from board order changes to new programs and policies were meant to provide flexibility for producers in our efforts to attain the provincial allocations. We also were able to reach an agreement to provide an alternative to the loss of Poultry Extension. Lastly, we invested in a new bigger office space located in a more convenient location to better serve our producers.

The SCIDF committee pushed forward with initiatives such as the SIIP program that will encourage producers to maximize their PEFIP allocation and invest potential in their facilities sustainability and efficiency. We also were very active in promoting the industry through events, partnerships, and sponsorships. These increased our exposure as stewards in the community and further brought forward the good things our producers do.

At the board office, both the staff and auditors have worked tirelessly to ensure we keep providing the services and assistance needed by our producers. My sincere appreciation to Kim, Jenny, Frank, and now Victoria who continue to do outstanding work. To Aaron and Shelly, our auditors who have put in significant time to try and get us back on track with audit timelines due to a shortage of auditors. We hope to have a full-time auditor Nicole Shaw in place to help with the workload. I appreciate producers willingness to work with us as we under go this transition.

Our producers are an outstanding group of hard working, honest people full of integrity. The role you all play in the industry and efforts made to provide Canadians with cost-effective, high-quality chicken that Canadians have come to count on.

I look forward to more years of serving the industry to the best of my capabilities.

Michael Kautzman



MESSAGE FROM CFS CHAIR, NICK LANGELAAR

Membership on the CFS Board significantly changed this past year. Both Henry Van Ee and Wally Sloboshan termed out having served 3 consecutive 3-year terms. Many thanks go to these 2 gentlemen, and we wish Henry all the best in his 'retirement'. Wally, however, is not 'retired' because he has agreed to continue serving on the pricing committee.

At the time of this writing, our board consists of Ben Middleton as vice-chair and he is also on the pricing committee; Ivy Rachkewich serves on SCIDF, Farm and Food Care and APAS; as of this past November, Tiffany Martinka is now our CFC Director; George Hofer is the alternate and myself as Chair. As I have mentioned before, it has been a real pleasure working on this board, even though we sometimes must sail through difficult waters.

One of those difficult waters is negotiating a long-term pricing agreement with our processors. Currently the processors are appealing the appeals committee ruling to the Court of King's Bench that was made last August regarding A178-A182. They also continue to appeal subsequent cycles. It appears the Court of King's Bench ruling may not be determined until April or even later. It is still our goal to find a solution that keeps every link in the chicken chain strong. This issue will be further discussed in our producer only portion in the afternoon session.

2023 saw more Avian Influenza outbreaks but not as widespread as in 2022. Despite the challenging chick supply issues, Saskatchewan managed to fully produce our provincial allocation every cycle in 2023. That is a good news story because it hasn't always been that way in this province. Hats off to the hatcheries because 2022 and the first part of 2023, there was plenty of scrambling to procure sufficient chicks. It truly 'was their finest hour!'. All of Saskatchewan's breeder flocks are now back in full production and hopefully 2024 will not be another year of AI.

A year ago, we spent a couple of days developing our strategic plan with Ralph Kikkert. One of the items in the strategic plan was relocating to a bigger office and that is currently in progress. Office space was maxed for the staff we currently have and with the possible changes in poultry services, more space would be required. The property that CFS purchased is located at 254 Robin Crescent which is just south of the airport.

Our broiler industry has many challenges, and this report has only touched on a few of them, but the story doesn't end there. We are farmers that produce food for our country and although a large majority of Canadians appreciate and trust Canadian farmers, such is not the case in some other parts of the world, particularly Europe. Lessons can be learned. It is very important that we continue to tell our good news story of growing safe healthy food in an environmentally responsible manner. It is crucial that we do this whenever, wherever and however we can. We have earned the confidence of Canadians, but we must never allow that trust needle to decline. Trust is such a precious jewel that it must be guarded with everything we have because without consumer trust, our challenges would look a whole lot different.

Nick Langelaar



MESSAGE FROM CFC DIRECTOR, TIFFANY MARTINKA

Hello fellow chicken producers,

This year, I was granted the opportunity to represent Saskatchewan at the CFC board table as CFS director. I first want to take some time to introduce myself, share some of my background, and look forward to getting to know you better as well in the coming years.

My husband and I farm alongside our family in Northeast Saskatchewan. In addition to our broiler barns, we also have a grain farm. I received my Bachelor of Science in Agribusiness at the U of S and following that I worked in the commercial industry (Canola Council of Canada and Monsanto). When our third child was born, I stepped away from working outside the home to focus full time on our family as our daughter was diagnosed with a severe form of epilepsy called Dravet Syndrome. Being home full time on the farm allowed me to immerse myself in agriculture advocacy. I credit a large part of my understanding of the industry on a national level to partaking in the Chicken Farmers of Canada Young Farmer Program when it first began in 2019. It allowed me the confidence to take on a board role within Saskatchewan. I've now been a CFS board member for 2 years and have represented CFS on the Farm and Food Care Saskatchewan board for 3 years.

Although it has only been a few months on the job as CFC director, I can see two main factors that continue to affect allocation: the WTO, CPTPP and CUSMA trade agreements which have caused imported chicken to be approximately 10% of chicken consumed in Canada and frozen storage stocks are reportedly at an all-time high. At the end of the day, our goal is to produce the right amount of chicken needed to supply the Canadian market. The fresh market is a very important piece, that cannot be shorted as immigration in Canada continues to build demand. Canadian chicken remains a consistent, affordable product of high quality for consumers. Saskatchewan will continue to work diligently to ensure adequate supply of the product Canadians want most.

CFC strongly advocated for the passage of Bill C-234 (carbon tax exemptions) and Bill C-282 (supply management). These bills were a top priority in messaging to politicians. Unfortunately for all farmers, Bill C-234 has been defeated. However, Bill C-282 was passed which is great news in the protection of our supply management industry.

The Chicken Farmers of Canada Young Farmer program continues to be a prominent strategy for succession planning and identifying potential leaders of our industry. I want to congratulate Jesse Coleman, as he wraps up his term in the program this year. I highly encourage our younger generation of broiler producers to consider applying to the program. Our supply managed industry only thrives when we, as producers, put in that effort to see that happen and ensure the longevity of our livelihood.

I want to thank Nick for his years of service at the board table in Ottawa and his continued mentorship as I transition into this position. There is a lot that goes on behind the scenes that producers do not get to fully experience. It all contributes to ensuring we have a thriving supply managed industry not only on a national level but also provincially. I also want to thank George for being a tremendous support in Ottawa as alternate director. He is always there to rely on and his passion for the industry is evident.

Tiffany Martinka



Chicken Farmers of Saskatchewan Board of Directors and Staff



Top row: CFS Board of Directors: L to R : Ben Middleton (Director), Tiffany Martinka (Vice Chair), Nick Langelaar (Chair/CFC Director), Ivy Rachkewich (Director), George Hofer (CFC Alternate).

Bottom row: CFS Staff L to R : Frank Cuevas (Communications & Producer Programs Manager), Michael Kautzman (Executive Director), Kim Hill (Finance Manager), Jenny Bunyan (Production Manager).

OUR VISION

A sustainable and thriving Saskatchewan chicken industry for our farmers and stakeholders.

OUR MISSION

To grow the Saskatchewan chicken industry by working with our partners and providing safe, high quality chicken.

2023

68 Licensed producers

71 Farms

67,080,284 Kgs

28,553,030 Birds

STRATEGIC PRIORITIES

01 PRICING

Receive a fair and defensible return on cost of production.

02 PUBLIC TRUST

To continue to build consumer confidence that our chicken is a safe, nutritious food and that chicken farmers raise chickens in a caring and stewardly manner.

03 NATIONAL ALIGNMENT

Implement CFC/National programs and work to ensure alignment with CFC and other provinces on national issues.

04 GOVERNANCE

Ensure effective governance of CFS.

05 RISK/ PRODUCTION MANAGEMENT

Reduce the risk to the industry and support farmers with their farm operations.

06 A STRONG COMPREHENSIVE VALUE CHAIN

Encourage a healthy competitive value chain for Sask Chicken Farmers.

07 SCIDF

Utilize fund for chicken industry betterment.

As CFS continues to move forward it is important to recognize some of the success and achievements from the past. The organization has incorporated feed costs into the live price, continued to hire great staff, have invested funds from SCIDF into the industry and this fund has supported many community organizations.

CHICKEN FARMERS OF SASKATCHEWAN 56TH ANNUAL GENERAL MEETING MINUTES

**56th Annual General Meeting Minutes
March 8, 2023 – 8:30 to 3:00 PM
Delta Downtown Hotel
Saskatoon, SK**

**Chair – Henry Van Ee
Record Keeper – Jenny Bunyan**

Minutes #5600

#5601

1.) Call to Order

a. Welcome and Introductions

8:40 am - Meeting called to order by Chair, Henry Van Ee. Welcomed attendees, guests, and delegates attending the conference from other provinces and the executives from CFC. Introduces Board of Directors and new Executive Director, Michael Kautzman.

#5602

2.) Approval of agenda

Motion to approve and 56th Annual General Meeting

**Motion by Patrick Keet
Second by Brad Beaver
Carried**

#5603

3.) Approval of 55th Annual Meeting Minutes

Motion to approve Minutes of the 55th Annual Meeting

**Moved by George Hofer (Arm River)
Second by Viona Regehr
Carried**

CHICKEN FARMERS OF SASKATCHEWAN 56TH ANNUAL GENERAL MEETING MINUTES

#5604

4.) Reports

a. Chair's Report – Henry Van Ee

Discussed the challenges faced by the chicken farming industry, including avian influenza, chick shortage, and heat waves. Despite these obstacles, farmers in Saskatchewan are resilient and strong, and proud in their ability to provide safe, affordable, and sustainable chicken. Talked about growth – our board is committed to issue new quota and new entrant program and reviewed year over year growth. Board monitoring this growth to determine when to issue new quota to producers/new entrants.

b. Election Results – Michael Kautzman

Congratulates Ben Middleton for being elected as CFS board and Brad Beaver for SCIDF committee. Acknowledged the outgoing CFS chair Henry Van Ee, and CFS board director Wally Sloboshan and SCIDF committee chair Patrick Keet.

c. SK CFC Director – Michael Kautzman on behalf of Nick Langelaar

Highlighted some of the key topics in the report, such as avian influenza and egg supply in Saskatchewan. Also discussed the chicken import and Poultry and Egg investment program and asked producers to register for the program. Emphasized that chicken is still the number one protein in Canada.

d. CFC Chair – Tim Klompmaker

Thanked Henry for his efforts in the industry, the SK CFC directors; Nick Langelaar, George Hofer, and the Chicken Farmers of Saskatchewan for their hard work and cooperation. Discussed challenges faced by the Canadian Chicken Industry due to avian influenza. Chicken farmers of Canada's strategic plan shifting from 5 years to 3 years. Focusing on sustainability, growth, managing risks, and telling the story of the industry through the Raised by a Canadian Farmer brand. Mentioned the industry's growth in 2022. Encouraged farmers to register for the poultry and egg investment program and young farmers program. Discussed the lobby days in Ottawa to express concerns and lobbying with the government.

e. CFC Executive Director – Michael Laliberte

Discussed Growth in production and consumption within the industry despite AI and Egg shortage issues. Highlighted the success of the allocation system in a volatile market. The CFC board of directors has established a market information working group that meets before each allocation period, providing the sector with an additional layer of information and market analysis. The AMU strategy and how the working group is discussing improvements to better focus on providing Canadian chicken farmers with better access to vaccines, feed additives, and other products. The Chicken Farmers of Canada is committed to giving back to the community and is a proud sponsor of the food bank and mentioned the partnership with Swimming Canada. The upcoming young farmers' program for the next year, including the commendable work of past member Tiffany Martinka, and welcoming Jesse Coleman as the 2023-2024 young farmers' program participant. Introduced the new Chicken Champs program, which will be the face of the chicken farmers industry.

CHICKEN FARMERS OF SASKATCHEWAN 56TH ANNUAL GENERAL MEETING MINUTES

#5604

f. SCIDF Chair's Report – Patrick Keet

Provided a comprehensive review of the programs that the committee has funded, and the members involved. Discussed the funded programs and research that took place in 2022, as well as the ongoing commitments for the year 2023, which includes initiatives such as Ag in the Classroom, Farm and Food Care etc.

#5605

1.) CFS and Market Reviews – Michael Kautzman

a. CFS Review

Talked about the seriousness of avian influenza and how it affects industry. He commended the efforts of all chicken farmers in maintaining biosecurity to reduce the risk of the virus. The pricing agreement that was reached last year ended in A-177, but they have not reached a new agreement yet. The board is actively working to improve the industry, while changes at the staff level have taken place. Graham Snell and Erin Broda have left, along with auditors Keri Thomas and Tamara McLoughlin. Currently searching for more auditors. Thanked the current staff, Kim Hill, Jenny Bunyan, and Frank Cuevas, for their incredible work for the industry and their efforts to assist all producers.

b. Market Review:

Saskatchewan decrease in market development Production is a result from Avian Influenza and egg shortages. Despite issues in production, nationally we still grew 1.66% year-over-year growth in the past 8 years and 9.2 million Increase in production compared to 10 years ago. Chicken remains the market leader in protein.

#5606

6.) 2022 CFS & SCIDF Financial Statements – Mark DeBusschere, CPA, CA, CAFM

Presented the financial statements report, stating that the audit went well and thanked Chicken Farmers of Saskatchewan board office for their assistance. Reported that the investment last year was great, and the market was good. The SCIDF fund is sitting at just over 19 million, including market value and investment, which is positive, and the operations are sitting at 2.5 million net assets, which is also positive. The cash flows are being managed appropriately. Highlighted that the investment income will always fluctuate but there are still good returns. The operations funds currently have losses in the market, but the SCIDF fund still has a significant gain position. Overall, the SCIDF fund had a total revenue of 2.9 million for 2022 with 1.6 million expenditures and a 1.25 million surplus for accounting surplus for the organization.

Motion to approve the 2022 CFS and SCIDF Financial Statements

Motion by George D. Hofer (Miner Creek)

Second by Tim Keet

Carried

CHICKEN FARMERS OF SASKATCHEWAN 56TH ANNUAL GENERAL MEETING MINUTES

#5607

7.) Appointment of Auditors for 2023

Chicken Farmers of Saskatchewan recommended that the same auditor from last year (2022) be re-appointed as 2023 auditor.

Motion to Re-appoint Mark DeBusschere as 2023 Auditor

**Motion by Tim Keet
Second by Brad Beaver
Carried**

#5608

8.) Farm Products Council of Canada – Brian Douglas

Farm Products Council of Canada gave a warm welcome to all, who expressed his delight in attending the conference. He emphasized the critical role of supply management in Canada and the need to ensure a sustainable future. Brian also discussed the Avian Influenza and commended farmers for their tireless efforts.

#5609

9.) CFS 2023 Budget Presentation – Michael Kautzman

Chicken Farmers of Saskatchewan 2023 Budget was approved by the board of directors and is similar to 2022. The operating budget and SCIDF budget are separated with an 80-20 split. Bank charges and interest are a negative number due to getting more interest than paying in bank charges, and consulting fees have increased due to strategic planning. Budget included a \$25/month increase for director stipends and per diems. As per the Regulations, this required producer approval for the 2023 budget.

The SCIDF expenses for Poultry extension and initiatives have decreased, while community support initiatives have increased slightly. Overall, the budget has increased from last year.

Motion to Approve Chicken Farmers of Saskatchewan 2023 Budget

**Motion by Tim Keet
Second by Arley Wohlgemuth
Carried**

#5610

10.) Presentations

a. Jim Pattison Children's Hospital – Laura Gawletz

Jim Pattison Children's Hospital representatives thanked the hard-working farmers of the community for their dedication to producing quality chickens that fuel families and kids every day. Expressed gratitude for the support of the Chicken Farmers of Saskatchewan, who donated \$65,000 in 2020 in a 3-year commitment to help fund a nourishment room in the hospital.

CHICKEN FARMERS OF SASKATCHEWAN 56TH ANNUAL GENERAL MEETING MINUTES

#5610

b. STARS Presentation – Tammy Beauregard

Gave a presentation thanking the Chicken Farmers of Saskatchewan for their support and for their efforts in giving back to the community. Emphasized the importance of STARS' helicopter across the provinces and mentioned that the first donations from STARS were used for a cardiac monitor that is used every day on their helicopter. Highlighted the partnership between Chicken Farmers of Saskatchewan and STARS, and how CFS staff and producers representatives gave thousands of squishy chickens at the STARS booth during 2022 Agribition, which were a huge hit.

c. HPAI in SK - 2022 Review and Spring Response Planning – Tennille Knezacek

Shared information about the number of poultry farms that were impacted in both Canada and Saskatchewan and discussed the reports from the Canadian Food Inspection Agency (CFIA) on how the outbreak started and spread. Stressed the importance of maintaining good biosecurity measures and cleaning barns to prevent the spread of the virus. Highlighted how CFIA, and the Saskatchewan poultry industry are preparing for the upcoming spring season.

d. Farm and Food Care Saskatchewan Presentation – Clinton Monchuk

Farm and Food Care Saskatchewan gave a presentation on the importance of their coalition in linking farmers and ranchers with consumers to better understand food and farming. Highlighted the various programs and events that Farm & Food Care Saskatchewan organizes to connect people with food production, such as farm tours, community events, classes, and seminars. He also mentioned their recent partnership with the Chicken Farmers of Saskatchewan in hosting events like Meals from the Farm and their new podcast called Ask a Farmer.

e. 2022 Broiler Chicken Health Report Poultry Extension – Dr. Tyra Dickson

Introduced the new technician, Victoria Romanovitch. Highlighted the top 3 diseases in 2022, including Inclusion Body Hepatitis (IBH), Yolk Sac Infection, and Septicemia/Colibacillosis. Discussed the Infectious Laryngotracheitis Virus (ILT) and the High Pathogenic Avian Influenza (HPAI) outbreaks in Canada, which had significant economic impacts on the industry. Emphasized the importance of prevention through cleaning and disinfection between flocks and optimal barn and brooder conditions and advised caution when submitting birds to the lab.

#5611

11.) Adjournment

Motion to adjourn the meeting.

**Moved by Tim Keet
Carried**

#5612

1.) Closed Producers Only Session

a. SCIDF Future Projects

Motion that CFS producers recommend SCIDF pursue the proposed 30% top up to the Poultry and Egg On-Farm Investment Program.

**Motion moved by Ivy Rachkewich
Second by Ben Middleton
Carried**

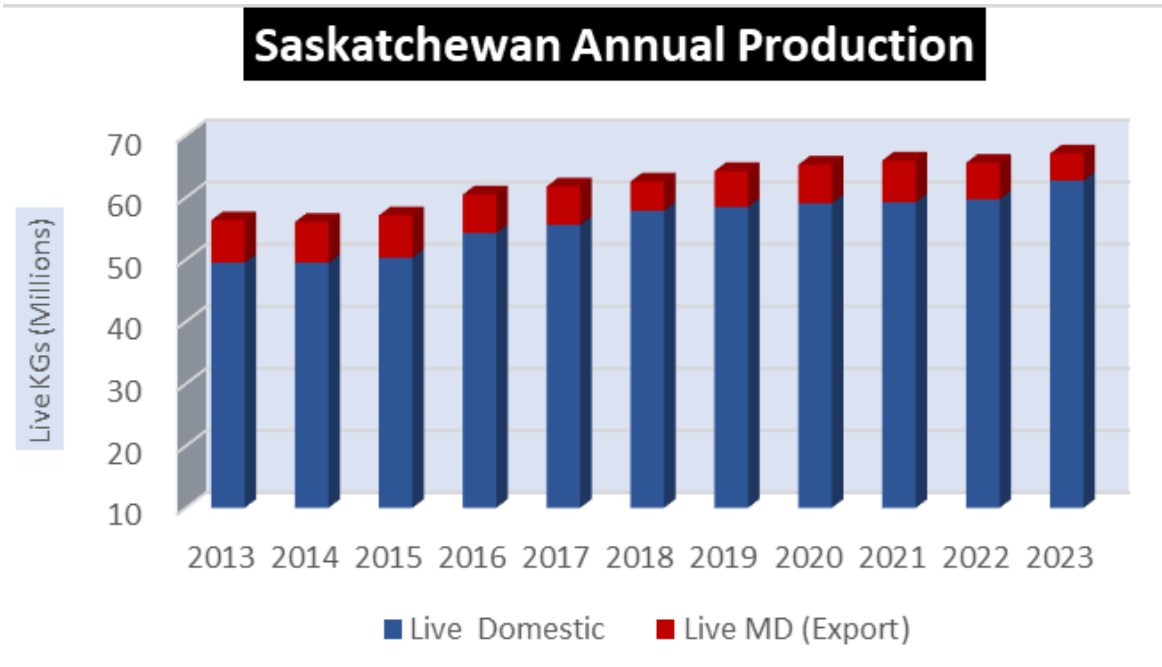
MARKET REVIEW

2023



2023 MARKET REVIEW

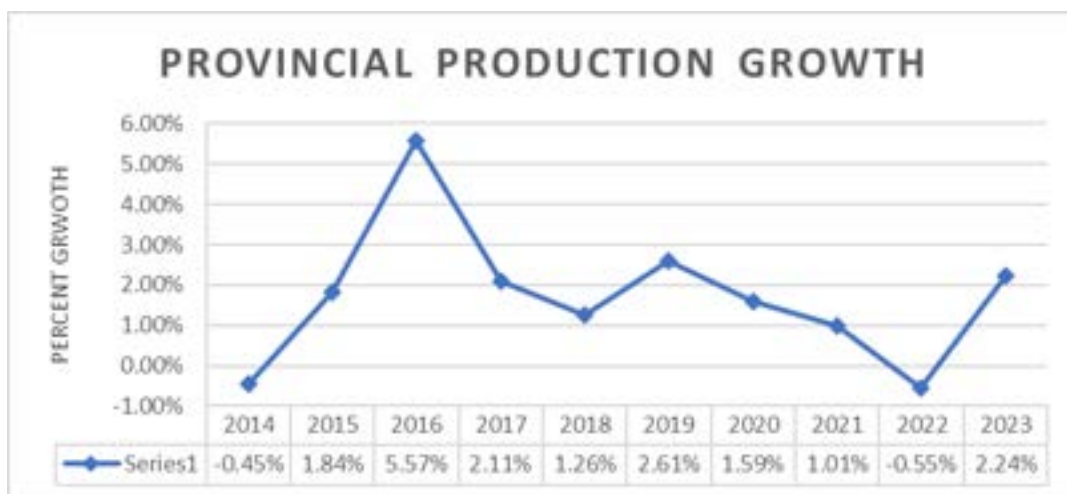
PRODUCTION



Saskatchewan’s total production in 2023, which includes domestic and market development, was approximately 67 million live kilograms, an increase of relatively 1.5 million live kilograms which is a 2.24% increase from 2022 production. All the cycles included in 2023 reached over 100% utilization.

Saskatchewan’s domestic production in 2023 was approximately 62.7 million live kilograms, an increase of 4.84% which is roughly 3.0 million kilograms from 2022’s domestic production. Market Development (Export) production was approximately 4.4 million live kilograms, a decrease of 13.7%, roughly 1.5 million kilograms from 2022 export. Market development represented 6.5% of Saskatchewan’s total production in 2023 vs 8.8% in 2022.

Sources: Grower and CFC

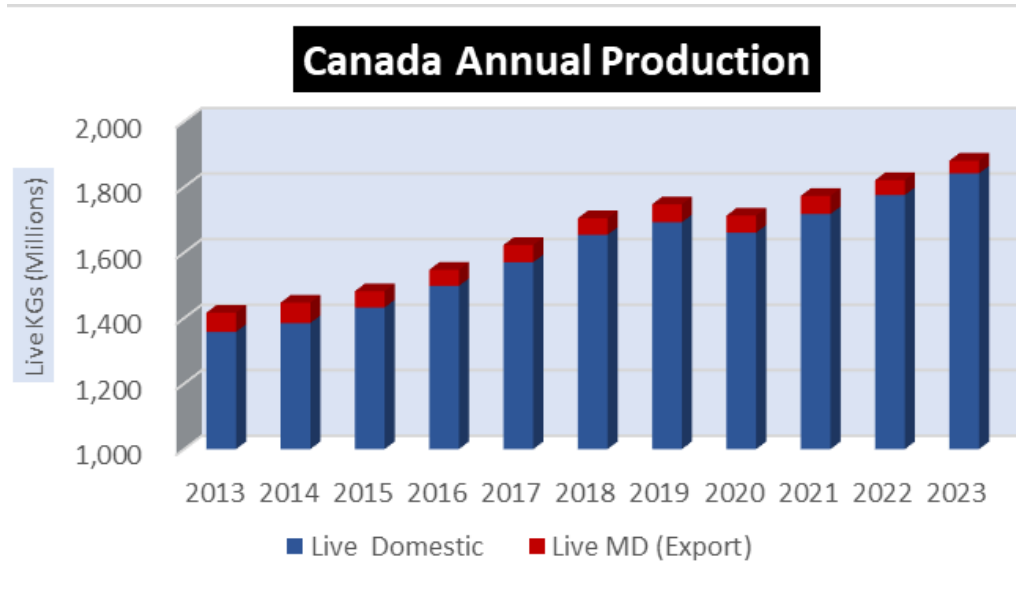


Over a three-year span Saskatchewan has seen an increase in year-over-year growth of roughly 0.90%, this works out to approximately 1.1 million kilograms. In the last five years, Saskatchewan’s average year-over-year growth was 1.38%. This is a production increase of approximately 2.8 million kilograms from 2019 to 2023.

Source: CFC

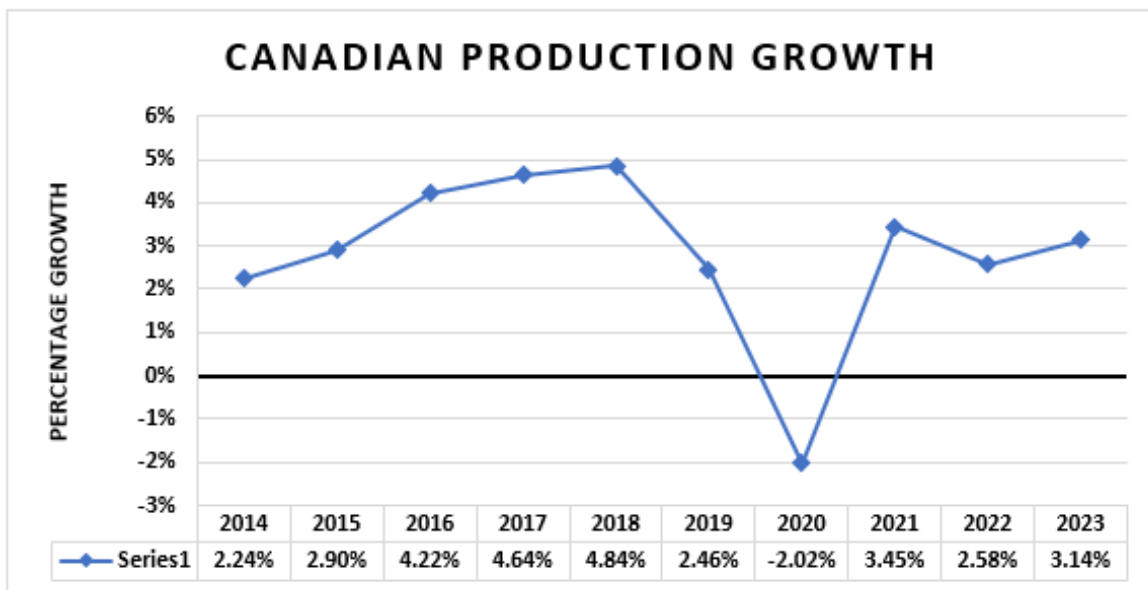
2023 MARKET REVIEW

PRODUCTION



Canada's total production in 2023, which includes domestic, market development and specialty, is approximately 1.893 billion kilograms, an increase of approximately 59.5 million live kilograms, showing a 3.14% increase from 2022 production.

Canada's domestic production was roughly 1.84 billion kilograms, an increase of 3.5% from 2022 production. Market development was approximately 38.8 million kgs decreasing by 17.6% from 2022.



From 2021 to 2023 we have seen an average year-over-year growth of 3.1%, working out to roughly 106 million kilograms. In the last five years, Canada's average year-over-year growth was 1.92%. This is a production increase of approximately 133 million kilograms from 2019 to 2023.

Source: CFC

2023 MARKET REVIEW

ALLOCATION AND UTILIZATION

2023 Saskatchewan Quota Allocation

Cycle	Allocation of Base Quota	Base Price/kg
A-180 (Dec 18 2022 to Feb 11 2023)	99%	2.2250
A-181 (Feb 12 2023 to Apr 08 2023)	101%	2.2628
A-182 (Apr 09 2023 to Jun 03 2023)	95%	2.2899
A-183 (Jun 04 2023 to Jul 29 2023)	104%	2.2689
A-184 (Jul 30 2023 to Sep 23 2023)	106%	2.2424
A-185 (Sep 24 2023 to Nov 18 2023)	104%	2.2318
A-186 (Nov 19 2023 to Jan 13 2024)	101%	2.1807

2023 Saskatchewan Quota Utilization

Cycle	Allocation (kgs live)	Production (kgs live)	Utilization
A-180	10,220,563	10,408,151	101.80%
A-181	9,863,408	10,048,754	101.90%
A-182	9,960,152	10,032,965	100.70%
A-183	10,320,502	10,322,905	100.00%
A-184	10,544,644	10,676,631	101.30%
A-185	10,324,500	10,498,563	101.70%
A-186	10,042,470	10,230,459	101.87%
Average Utilization			101.32%

2023 Canada Quota Utilization

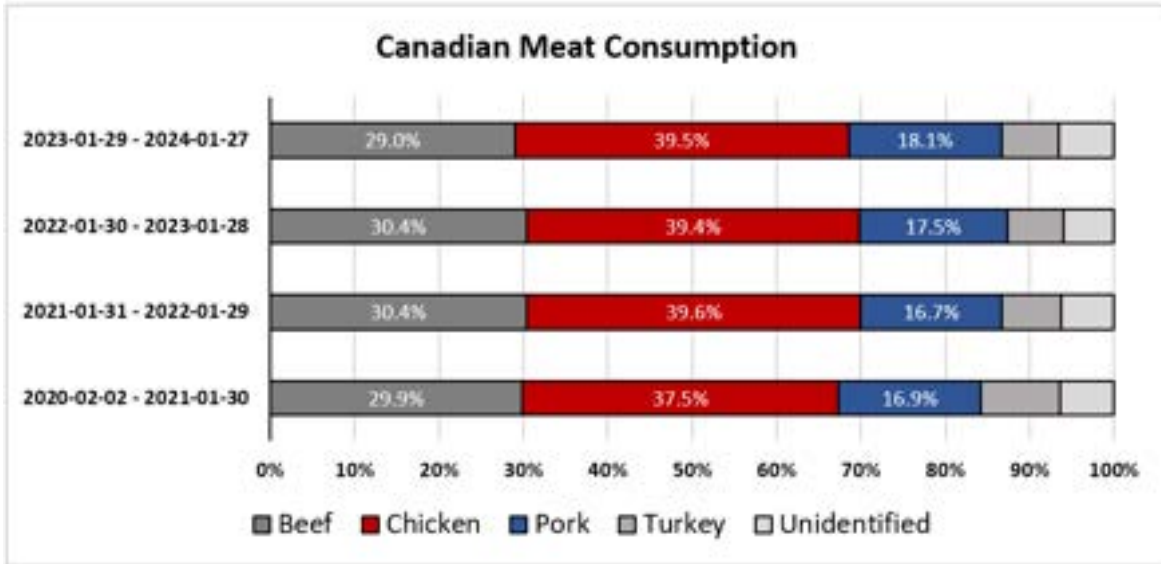
Cycle	Allocation (kgs live)	Production (kgs live)	Utilization
A-180	276,748,910	273,110,584	98.70%
A-181	285,390,808	279,605,662	98.00%
A-182	291,872,019	287,995,921	98.70%
A-183	302,629,768	293,580,737	97.00%
A-184	298,282,144	300,855,683	100.90%
A-185	297,289,924	302,248,140	101.80%
A-186	281,179,020	284,806,561	101.30%
Average Utilization			99.49%

Targeting for 100% utilization will remain a significant priority of Chicken Farmers of Saskatchewan.

Sources: Grower and CFC

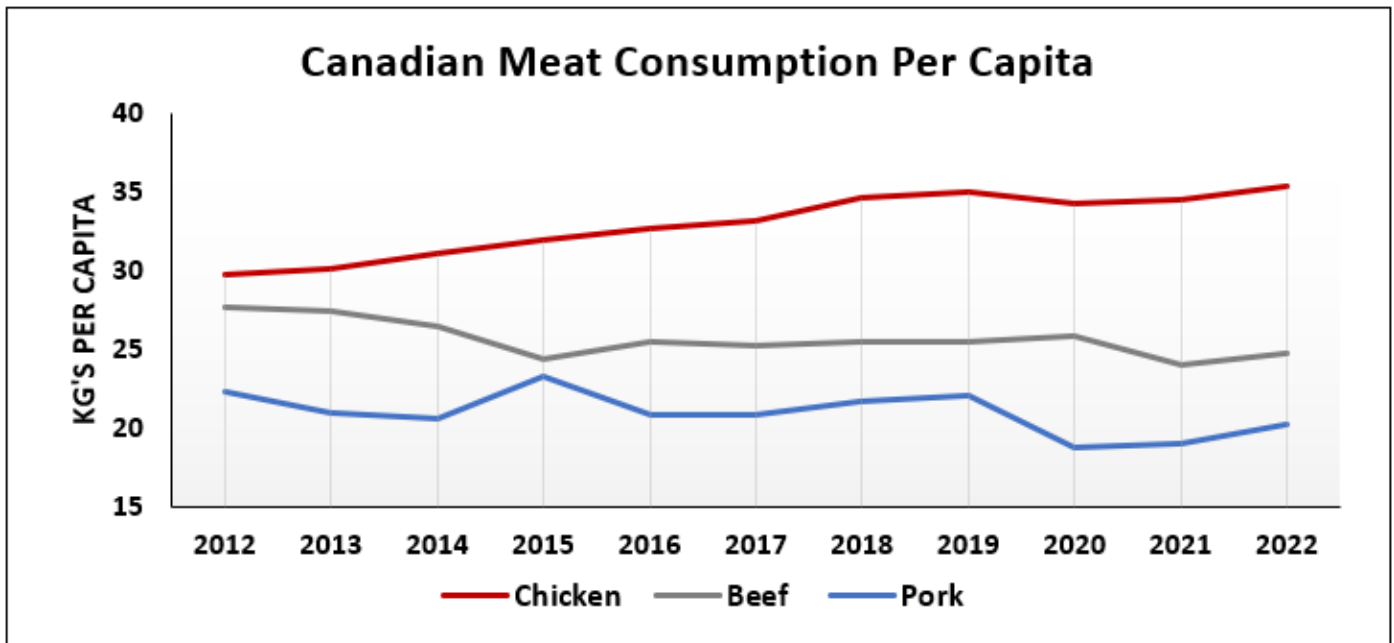
2023 MARKET REVIEW

CANADIAN MEAT PROTEIN



In 2023, chicken remained the market leader in kilogram consumption in Canada at 39.5%. Chicken is the most in demand protein compared to other meats. Of the big three proteins, chicken remains quite constant, beef has seen a decline and pork has increased over the past three years.

Sources: Nielsen Market Tracher



*Per capita consumption (availability) for 2023 will not be assessed until later in 2024

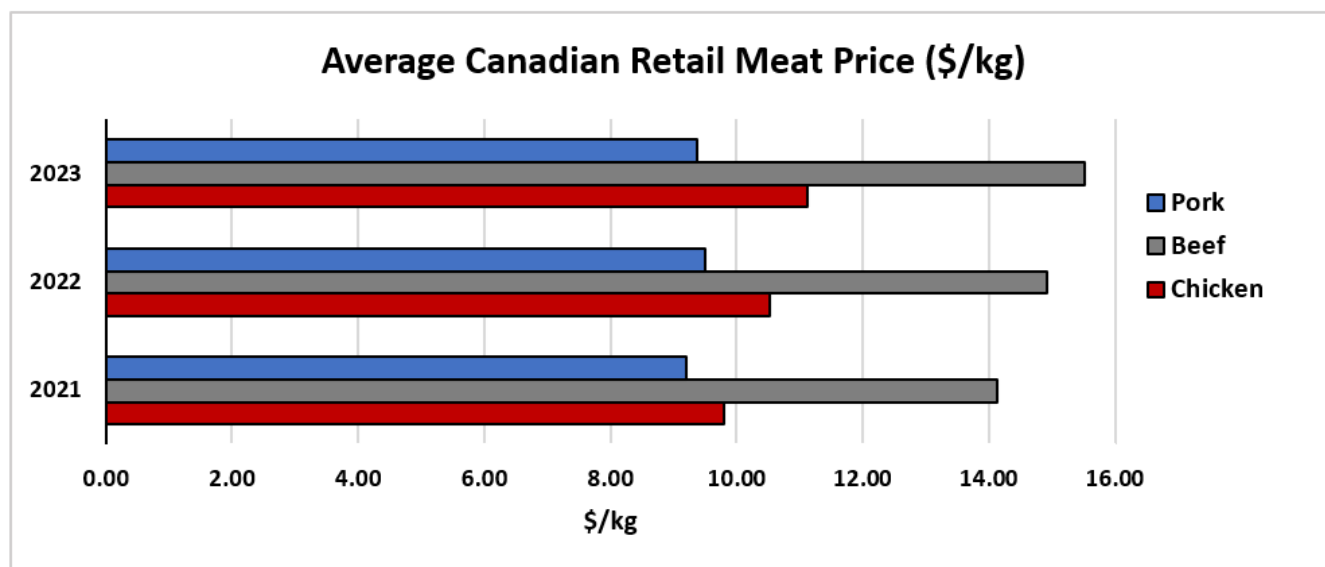
The most recent data from Statistics Canada shows that the 2022 per capita consumption of chicken in Canada was 35.4 kilograms followed by beef at 24.8 kilograms and pork at 20.2 kilograms. Chicken consumption has risen over 5 kilograms per capita since 2012.

Throughout the past 10 years, chicken consumption has continuously increased, besides a slight decline from 2019 to 2020. Currently chicken consumption is sitting at its highest per capita consumption in the past 10 years.

Source: Statistics Canada

2023 MARKET REVIEW

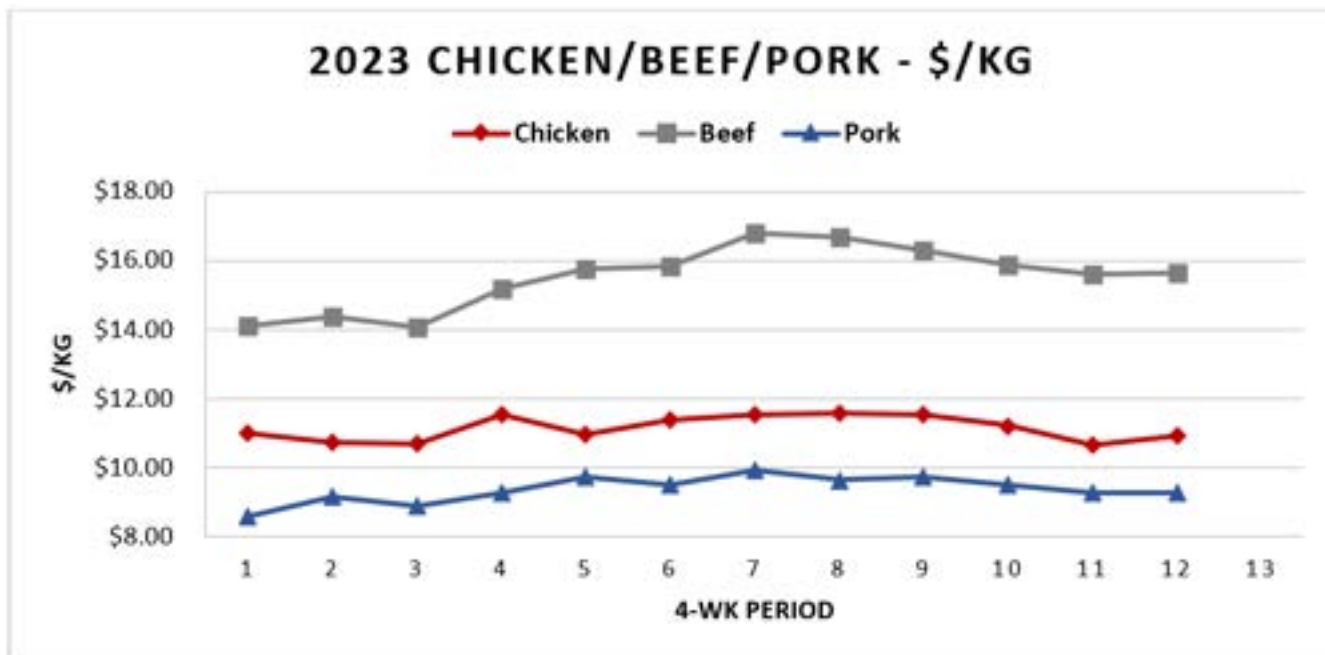
AVERAGE CANADIAN RETAIL PRICE



The 2023 average retail price for chicken increased by \$0.60/kg, which is a 5.7 % increase, beef increased \$0.59/kg, showing a 4.0 % increase; and pork decreased \$0.14/kg, down 1.5 % from 2022.

Inflation is still a major contributor in consumer spending habits. Retail meat average price is up, consumers are spending more on chicken but buying less.

Source: The Nielsen Company



Chicken prices have remained quite stable throughout 2023. We seen a high of \$11.56/kg in the eighth 4-week period of 2023. Chicken prices remain higher than pork but significantly lower than beef prices.

Source: The Nielsen Company



SCIDF

2023 ANNUAL REPORT

Saskatchewan Chicken Industry Development Fund Committee



Top row: SCIDF Committee: L to R : Glenn O'Hara (Agri Food Council Member), Tiffany Martinka (CFS Member), Rudy Martinka (Chair), Brad Beaver (Vice Chair), Tyler Keet (Committee Member)

Bottom row: CFS Staff L to R : Frank Cuevas (Communications & Producer Programs Manager), Michael Kautzman (Executive Director)



THE FUND

Saskatchewan Chicken Industry Development Fund (SCIDF) was created in 1999. The purpose of the fund is to provide support to the chicken industry for research, development, and promotion. SCIDF is jointly elected and appointed sub-committee under CFS, who determine where and to whom the funds should be allocated. To date the SCIDF committee has helped fund over 30 research projects, many of which are housed at the University of Saskatchewan. SCIDF also donated to various non-profit organizations throughout our province like STARS Air Ambulance, Jim Pattison Children's Hospital, Ag in the Classroom, Farm and Food Care, Canadian Food Focus, and Food Bank.

THE COMMITTEE

The following were SCIDF 2023 Committee members: **Rudy Martinka (Chair), Brad Beaver (Vice-Chair), Tyler Keet, Tiffany Martinka (CFS Board Representative), and Glenn O'Hara (AFC representative).**

The past year SCIDF provided total funding in the amount of \$407,531.89. This included \$46,875 towards research projects, \$68,515 to Poultry Extension, \$149,987.91 towards promotions and sponsorship, and \$142,153.98 towards community initiatives and scholarships. The Chicken Farmers of Saskatchewan continue to be a national leader in advancing poultry research and development in Canada.

SCIDF PEFIP "TOP UP"

Poultry and Egg Investment Program (PEFIP)

PEFIP is a reimbursement-based program that will provide non-repayable contributions of almost \$759 million over 10 years. The funding allocations include:

- \$357.3 million for chicken producers
- \$91.9 million for turkey producers
- \$219 million for egg producers
- \$90.6 million for broiler hatching egg producers

Saskatchewan Industry Investment Program (SIIP)

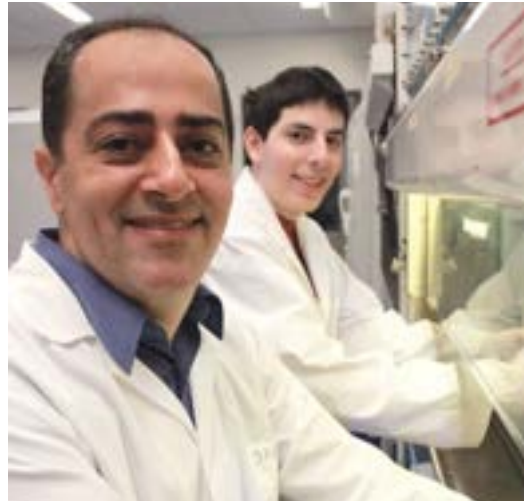
SIIP is associated with the Poultry and Egg Investment Program. It provides a top-up of up to 100% based on a producer's allocated funding limit from AAFC, but does not cover the remaining portion of a project.



LEADERS IN RESEARCH

SCIDF plays an important role in poultry research.

The following project were finalized in 2023:



**DR. SHAYAN SHARIF
RESEARCH PROJECT:**

Development of strategies for control of avian influenza virus transmission
- \$45,000 total funding

Dr. Sharif's research project tackled the threat of H9N2 Avian Influenza Virus (AIV) in poultry. The research aimed to identify Avian Influenza Virus (AIV) transmission routes and evaluate transmission-control methods.

The study established models for AIV transmission, highlighting routes through close contact and contact with contaminated feces. TLR ligands were found to enhance antiviral responses, reducing virus transmission.

This research provides valuable insights into controlling AIV transmission in poultry.

LEADERS IN RESEARCH

On going research 2024 - 2028

Dr. Aaron White research project:

Towards control of Avian Influenza transmission

Dr. Susantha Gomis research project: Novel Metabolomics-based rapid disease diagnostic kit development for broiler chickens

Dr. Susantha Gomis research project:

Control of yolk sac infections by directing immune system of baby chicks

Dr. Susantha Gomis research project:

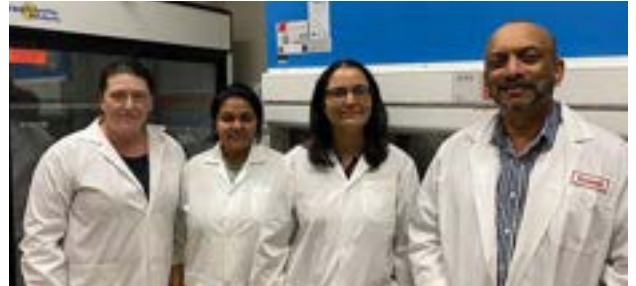
Novel Vaccination Strategy to Control Enterococcus-E. coli Disease Syndrome in Broilers

*See financial report for payment commitments for future years.

Dr. Aaron White



Dr. Susantha Gomis



SCIDF VIDO Tour 2023

REVIEW OF SCIDF PROMOTIONS AND COMMITMENTS 2023 - 2024

2023

Farm and Food Care SK - \$20,000

FFC SK Farm to Fork Tour and Meals from the Farm - \$15,500

Ag in the Classroom - \$25,100

U of S Ag Bio Scholarships - \$4,000

U of S WCVM Scholarships - \$2,000

Food Bank Regina - \$5,000

Food Bank Saskatoon - \$10,000

Jim Pattison Children's Hospital Foundation - \$10,000

Radiothon Children's Hospital - \$5,000

STARS Foundation - \$15,000



Our farmers
care about
what you eat...



2024

Farm and Food Care SK - \$20,000

Ag in the Classroom - \$25,100

U of S Ag Bio Scholarships - \$4,000

U of S WCVM Scholarships - \$2,000

Food Bank Regina - \$5,000

Food Bank Saskatoon - \$10,000

Radiothon Children's Hospital - \$5,000

Team McEwen - Curling Team - \$7,500

STARS Foundation - \$15,000

Nutana Curling Club - \$1,950

Sask Outstanding Young Farmers Program - \$250

Jim Pattison Children's Hospital Foundation - \$10,000

FFC SK Farm to Fork Tour and Meals from the Farm - \$15,500

Saskatoon Food Bank Capital Project - \$50,000

TeleMiracle 48 - \$30,000

SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

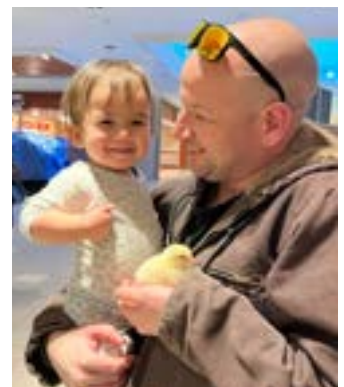
The First 3D Printed Miniature Broiler Chicken Barn Display in Canada

Canada's first 3D-printed miniature broiler chicken barn display was created here in Saskatchewan and funded by SCIDF, it was designed and produced by Wave of the Future 3D in Saskatoon.



Ag In the City | Lawson Heights Mall | February 2023

The Chicken Farmers of Saskatchewan, in collaboration with Ag in the Classroom, Lawson Heights Mall, and Prairie Pride Hatchery, were thrilled to be a part of Winter Break Escape. Aiming to remind everyone of the importance of knowing where our food comes from and chicken farming in Saskatchewan.



SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

STARS Air Ambulance | March – April 2023

SCIDF donated \$15,000 to the brave frontline heroes, the exceptional pilots, and flight paramedics.

SCIDF also supported the STARS Radiothon Critical Care on the Air. Chicken Farmers of Saskatchewan matched up to \$5,000 during the 12 pm power hour on April 4th and 5th, 2023. Overall, the Radiothon raised a total of \$441,310.

When people think of STARS, they often envision a big red helicopter ambulance rushing to care for the next critically ill patient. While that is indeed true, it's the dedicated individuals who make this happen. SCIDF donations enable their crews to provide vital care to the patients at the core of their organization. It is something to be proud of as Chicken Farmers of Saskatchewan, supporting an organization that aids our province.



SCIDF donated \$15,000.00



TOTAL RAISED: \$441,310.00



Did you know?

SCIDF sponsored STARS Air Ambulance in purchasing a cardiac monitor in 2020. Cardiac monitors are the most important pieces of equipment on board STARS helicopters and are used for every patient transported by STARS.

SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Ag In the Classroom | Lumsden Food Farm | May 2023

Chicken Farmers of Saskatchewan, in partnership with Ag in the Classroom and SynergyAG Lumsden, as well as several Agriculture Industry Experts Tiffany Martinka and Nikki Storbakken of Prairie Pride, organized an event that warmly welcomed around 180 students from schools in Lumsden and Regina.

We want to express our sincere gratitude to Prairie Pride Hatchery for their support in educating the students in our province. We firmly believe in the significance of educating children about our chicken industry, the crucial role our farmers play, and the broader agriculture industry.



SCIDF donated \$25,100.00 to Ag in the Classroom



Did you know?

Tiffany Martinka rocked the Wheel of Chicken, acing every trivia question like a champ for all 180 students and volunteers!

SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Farm and Food Care Saskatchewan | Meals from the Farm | June 2023

Chicken Farmers of Saskatchewan had the privilege of spreading smiles one meal at a time in partnership with Farm and Food Care Saskatchewan.

This initiative was crucial in recognizing the importance of providing a wholesome meal from locally sourced Sask-grown foods and distributing activity bags to over 2000 Saskatchewan school kids. This not only ensured their well-being but also underscored how vital it is for all students to have access to a nourishing meal at school.



Spreading smiles, one meal at a time!

Farm and Food Care Saskatchewan | Farm & Food Tour | July 2023

Chicken Farmers of Saskatchewan proudly supported the Farm and Food Care Food Influencer Tour in Saskatoon. The tour hosted an excellent group of 16 unique individuals from across Canada, including chefs, dietitians, food writers, educators, curriculum developers, and three Directors General from Agriculture and Agri-Food Canada. The event featured presentations on sustainable farming practices, advancements in plant science, and a virtual tour of Martinka's chicken farm. All participants expressed their appreciation for the chance to ask questions directly to farmers, and they enjoyed the warm hospitality and networking opportunities with individuals from various sectors.



16 dietitians, food writers, chefs, educators, curriculum developers, 3 Director Generals from Agriculture and Agri-Food Canada

SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Jim Pattison Children's Hospital Foundation | July 2023

On National Fried Chicken Day July 6, 2023, Chicken Farmers of Saskatchewan proudly announced a generous \$75,000 commitment to Saskatchewan's Jim Pattison Children's Hospital Foundation, bringing our total donations to \$140,000. As chicken farmers, we are committed to not only providing safe and nutritious food but also nurturing healthier families and communities. The work carried out by the Foundation aligns perfectly with our values, and we are excited to continue our support. We believe in the power of community and the impact it has on the well-being of families.

Our ongoing partnership with JPCHF allows us to contribute to the betterment of children's health and support the vital services provided by the hospital. We are proud to connect with and support our community, and it is through our contributions to this great Foundation that we hope to help provide the necessary nutrition to families during times when it's needed most.

Our gift will be honoured in Jim Pattison Children's Hospital Foundation by naming a Nourishment Room, helping provide support to families within our province's only Pediatric Intensive Care Unit (PICU) at Saskatchewan's Jim Pattison Children's Hospital Foundation. The Pediatric Intensive Care Unit is home to the most high-risk patients from every corner of the province, with over 66% of patients from outside the Saskatoon area.



SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Ag in the Classroom | Teacher Ag Expedition | August 2023

Chicken Farmers of Saskatchewan teamed up with Ag in the Classroom for the Teacher Expedition. Teachers had the opportunity to learn about chicken farming in Saskatchewan, including a virtual barn tour presented by Tiffany Martinka and a Q&A session with the SCIDF Vice Chair Brad Beaver. This event holds great significance as it allows educators to gain insight into our industry, offering them a firsthand view of how we produce food for families.



25 teachers from all over Saskatchewan toured farms and industries in the Swift Current area

Melfort Gateway Veterinary Services | September 2023

In Chicken Month, Chicken Farmers of Saskatchewan collaborated with Melfort Gateway Veterinary Services to introduce over 150 grade students in Melfort to the world of broiler chickens. We extend our appreciation to Jesse and Elise Coleman and Nikki Storbakken of Prairie Pride for their valuable assistance in educating these young minds about chicken farming.



SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Ag in the Classroom | Ag Experience in Moose Jaw & Saskatoon 2023

To celebrate October Ag month, Chicken Farmers of Saskatchewan teamed up once again with Ag in the Classroom for Ag Experience in Moose Jaw and Saskatoon. Grade students had the opportunity to learn about what chickens eat and drink. Big thank you to the feed reps in Saskatchewan and to our farmer volunteers CFS Board members George Hofer and Ivy Rachkewich, SCIDF Vice Chair Brad Beaver, Nikki Storbakken of Prairie Pride, and to the CFS staff.



SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Farm and Food Care SK | Meals from the Farm | October 2023

Once again, in celebration of October Ag month, Chicken Farmers of Saskatchewan, in partnership with Farm and Food Care Saskatchewan were excited to participate in 'Meals from the Farm' at the Saskatoon Friendship Inn. This initiative allowed us to serve 100 wholesome chicken meals to our local community, emphasizing the importance of agriculture and supporting our neighbors. **#CELEBRATEAG**



SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Jim Pattison Children's Hospital Radiothon | November 2023

Jim Pattison Children's Hospital Radiothon, presented by CIBC Wood Gundy, wrapped up its 21st year of broadcasting on November 7 & 8, 2023. This incredible event, encompassing just 22 hours of broadcasting on 32 radio stations across Saskatchewan, was a resounding success, raising a RECORD-BREAKING \$1,158,113 in support of critical care for sick and injured children in Saskatchewan.

During Radiothon promotion, Chicken Farmers of Saskatchewan was recognized and/or tagged on JPCHF social media channels such as: Facebook (26,000 followers), Instagram (3,710 followers), LinkedIn (1,000 followers) Newspaper advertisements in the Saskatoon StarPhoenix, Regina Leader Post and Prince Albert Daily Herald.



Thank you to all the Saskatchewan chicken producers and to everyone who called and donated!

SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

SCIDF | Supporting Future Generations | 2023

As part of our annual scholarship program, Graham Cruise from the Western College of Veterinary Medicine was honored with the Chicken Farmers of Saskatchewan Outstanding Achievements Award. We also support Nicole Shaw, who is pursuing a Bachelor of Science in Animal Bioscience.

We are thrilled to stand alongside future veterinarians and poultry experts and, on behalf of Chicken Farmers of Saskatchewan, take pride in supporting their promising futures.



Graham Cruise of Western College of Veterinary Medicine on his Outstanding Achievements!



Nicole Shaw is working as a Summer Student Intern with the University of Saskatchewan Poultry Research and Teaching Unit. Sponsored by Chicken Farmers of Saskatchewan

SCIDF COMMUNITY ENGAGEMENT AND INITIATIVES

Saskatoon Food Bank | 2023

We are delighted to announce that Chicken Farmers of Saskatchewan will be donating \$250,000. Over the next five years to support the Saskatoon Food Bank's Capital Campaign. This contribution will aid in the construction of an enhanced facility, allowing us to better serve our community and combat hunger.



Feeding Communities, Growing Together



Our farmers are deeply committed to ensuring the safety and quality of the food they provide to our communities. That's why we are proud to support organizations that share this mission, such as Saskatoon Food Bank and Regina Food Bank.

We are honored to contribute \$10,000 to Saskatoon Food Bank and \$5,000 to Regina Food Bank, reflecting our belief in the importance of their services in promoting food security and access to nutritious food for all.

Our support is a testament to our commitment to building stronger and more resilient communities, and we look forward to continuing to work together towards a brighter future for all.



TEAM MCEWEN



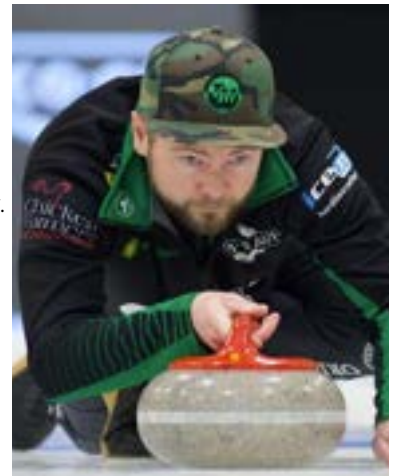
Reflecting on the past year, we find immense joy in our ongoing partnership with the dedicated and talented athletes of Saskatchewan. The success of our collaborations has been nothing short of inspiring, and we express our heartfelt gratitude for the remarkable journey we've shared. Together, we look forward to embracing more exciting opportunities and adventures on the ice in the years to come.

L to R : Mike McEwn,
Colton Flasch,
Kevin Marsh, Dan, Marsh

Chicken Farmers of Saskatchewan is proudly standing behind Saskatchewan's Team McEwen, we understand the crucial role nutrition plays in achieving victory. By providing essential support to the team's dietary needs, we contribute to their pursuit of excellence on the sports arena. Recognizing the importance of high-performance muscles, we champion chicken as a powerhouse of lean protein, promoting muscle development and swift recovery.

Chicken, being low in carbs and saturated fat, stands as an optimal choice for athletes aiming for the podium. Packed with a myriad of essential vitamins and minerals vital for a healthy brain and nervous system, it perfectly aligns with Team McEwen's quest for gold. We take pride in being a part of their journey and remain committed to fueling their success through the nourishing benefits of chicken.

As we navigate the future, our commitment to excellence, collaboration, and support for both athletes and farmers remains unwavering. Here's to another year of shared victories and growth!



2024 SASKTEL TANKARD CHAMPS
Photo: Curlsask



Chicken
Farmers
of Saskatchewan

HIGHLIGHTS OF

**20
23**

CHICKEN FARMERS OF SASKATCHEWAN

CLUCK CLASSIC GOLF TOURNAMENT

2023

JULY 05, 2023

MOON LAKE GOLF AND COUNTRY CLUB

THANK YOU TO OUR SPONSORS

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GOLD



TD Agriculture Services

Ready to help you move forward

SILVER



Scotiabank

fastprint
SASKATOON





PLATINUM



GOLD



TD Agriculture Services

Ready to help you move forward

SILVER





If you'd like to volunteer and join us for our events, please get in touch with Frank Cuevas. We're always on the lookout for volunteers to help us educate our consumers and the generations to come.

Your support means a lot to us!

Did you know?

Approximately 10,000 kids joined the Agribition fun.





2023 REPORT TO PROVINCES

Production & Allocation

In 2023, CFC set seven allocations for periods A-182 to A-188, deciding to set each allocation at in-person meetings. Initially planning to revert to a policy of setting two allocations simultaneously, the unpredictability around imports from Chile and Ukraine led the board to postpone this shift. Reassessments occurred in May and August, with a final decision to return to the policy made in October for periods A-187 and A-188.

The allocation for period A-182 (April 9 – June 3, 2023), established in January, was a modest 0.5% over base due to uncertainties around imports, inflationary pressures, and softer economic conditions. Despite this, it marked a significant production increase from the previous year's underproduction.

A more aggressive approach was taken for period A-183 (June 4 – July 29, 2023), set at 4% over base, reflecting a good performance in the food service sector, strong TRQ utilization, population growth, and clearer expectations regarding imports from Chile.

The allocation for A-184 (July 30 – September 23, 2023), was set at 3% above base, driven by favorable market conditions, high than normal TRQ utilization, and above-average population increases. Period A-185 (September 24 – November 18) continued with positive market sentiments, resulting in an allocation set at 3.5% above base.

The next three periods saw more conservative allocations due to weaker market conditions. A-186 (November 19 – January 13, 2024) was set at 2% above base. A few weeks later, a request for reconsideration and a reduction of the A-186 allocation was made but did not receive enough support.

The base allocations, along with a medium-term growth target of 2.5%, were decided for periods A-187 to A-192 in September. Allocations for A-187 (January 14 – March 9, 2024) and A-188 (March 10 – May 4, 2024) were set in October at 1.5% and 0.5% above base, respectively, reflecting lower wholesale prices and stronger-than-expected imports from Chile. Record-high frozen inventories resulted in conservative allocations for the first four months of 2024.

Market conditions were generally healthy in 2023, with strong TRQ imports, good wholesale prices, and a robust performance in the food service sector. However, the industry faced challenges, including underproduction in the early part of the year due to tight hatching egg and chick supplies. Concerted sector efforts improved Canadian hatching egg and chick supplies, leading to overproduction in later periods.

The temporary suspension of the quota utilization component in the allocation formula, initiated in A-176, continued throughout 2023, resuming once a new data set of six audit periods is available. All provinces in Atlantic Canada except for Prince Edward Island received kilograms under the Atlantic Canada Safeguard Agreement, and the recovery of kilograms under the A-163 and A-164 regional allocations recovery framework continued in five of the seven periods.

Specialty production policy

Following a provincial request and a review by the Allocation Policies and Procedures Committee, the board decided to add ISA Brown female birds from 19 to 21 weeks of age to the list of eligible classes of specialty chicken under CFC's Specialty Production Policy. The maximum weight for short and long cycle Taiwanese class specialty chickens was also increased from 2.36 kg live to 2.4 kg live and from 2.02 kg live to 2.6 kg live, respectively.

Market information Working Group (MIWG)

The working group met five times and issued the same number of reports in 2023. Following a review by the Allocation Policies and Procedures Committee, the board decided to make some minor changes to the terms of reference of the working group.

International Trade

2023 served as a preparation phase for the 13th ministerial conference (MC13) in February 2024. After the 2022 conference, members were asked to address food security, along with standard topics of agriculture negotiations: domestic support, market access, and export competition.

Domestic support proposals lacked necessary support for an MC13 agreement but set the stage for ongoing discussions. The market access proposal was not responded to due to its late introduction, with sanitary and phytosanitary issues often impeding inter-country agricultural trade.

Concerns arose regarding food security and disciplines related to public stockholding, particularly for India. Members recognized their significance but pursued different paths in addressing them. Some supported liberalized trade for enhanced food security, while others supported nurturing domestic capacity.

Throughout the year, Chicken Farmers of Canada, in collaboration with the SM5, monitored WTO activities diligently. CFC staff made two visits to Geneva, meeting with Canadian ambassador to the WTO Nadia Theodore, Chair of WTO agriculture negotiations Ambassador Acarsoy, and, agriculture attachés from many countries.. The subsequent presence at the WTO public Forum in September provided an opportunity to identify key trade issues.

On the bilateral and regional trade front, March saw the United Kingdom (UK) joining the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Anticipated ratification in 2025 will open the door for UK's chicken product export to Canada under the CPTPP tariff rate quota (TRQ). Concurrently, Canada engaged in ongoing negotiations with the UK, Indonesia, India, and ASEAN nations, closely monitored by Chicken Farmers of Canada.

In international collaboration, CFC's commitment extended beyond the work done with the SM5 to the World Farmers Organisation (WFO) and the International Poultry Council (IPC). Active participation in their annual conference and representation on their trade committee accentuated CFC's dedication. During the WFO's June 2023 General Assembly, efforts to modify references to the importance of domestic production systems in their trade policy were stopped, thanks to the successful advocacy of CFC representatives alongside the Canadian delegation.

Levy Increase

On December 6, 2023, the CFC Board of Directors approved a levy rate increase from 0.59 to 0.61 cents per kilogram live weight, effective May 5, 2024 (period A-189), a \$0.02 per 100 kilograms increase. The decision considered a 2018 resolution for a \$0.02 yearly increase, delayed by two years due to pandemic-related cost reductions. Postponing the increase any longer would necessitate a larger increase. The decision aligns with the 2023–2025 strategic plan and 2024 priorities, aiming for short and long-term funding of branding, promotional, and research programs.

Animal Care program and the NFACC Code of practice

The Raised by a Canadian Farmer Animal Care Program has ensured the highest standards of animal care on CFC's 2,800+ chicken farms since 2009. Despite the continued avian influenza challenges, audits continued, maintaining 100% certification on farms.

In 2023, CFC and the other poultry groups requested an update to the Poultry Code in NFACC's funding application for their upcoming phase, participating actively in NFACC's Code Development Committee. CFC is advocating for government recognition of animal care programs, collaborating with NFACC, Animal Health Canada, and other stakeholders.

Food Safety

The Raised by a Canadian Farmer On-Farm Food Safety Program (OFFSP) is a cornerstone of the brand, ensuring food safety and mandate biosecurity at every production stage. Despite avian influenza challenges, OFFSP audits and oversight persisted in 2023, maintaining recognition by federal, provincial, and territorial governments.

In 2023, CFC was able to resume the annual in-person auditor training sessions, the first since 2019, fostering nationwide consistency in OFFSP and Animal Care program implementation and auditing. This collaborative effort ensures consumer confidence in the food production process, contributing to the brand's success.

Brand

In 2023, Chicken Farmers of Canada strengthened the Raised by a Canadian Farmer brand across diverse channels: TV, social media, websites, search engines, magazines, sponsorships, events, in-store promotions, on-pack displays, restaurants, and newsletters. Two creative campaigns, "Different Day. Different Dish" and the revamped "Answer Chicken's Call," highlighted chicken's culinary diversity. Additionally, an alternative protein campaign targeted health-conscious consumers, highlighting the muscle growth benefits of chicken, especially for Gen Z and Millennials.

Consumer engagement strategies remained central to CFC's mission as Canada's favourite meat protein. Through owned social channels, the organization connected with diverse audiences, sharing insights on farmers, recipes, nutrition, and food safety. Collaborating with the Quelle agency, CFC hosted influencer events in key locations and organized five cooking classes led by chefs at the Royal Agricultural Winter Fair.



Consumer Research

CFC completed two research projects in 2023. The Psychographic & Demographic Segmentation Analysis offered insights into our target audience, emphasizing Gen Z, Millennials, and Visible Minorities. Simultaneously, the fall 2023 Market Tracking Study provided valuable consumer marketplace insights, measuring trends and assessing the impact of our initiatives. Impressively, the 2023 Fall Marketing Campaign achieved a substantial 31% ad recall, significantly surpassing the 16% recorded in 2022. Looking forward to 2024, we plan to conduct two more studies to stay ahead of evolving consumer trends.



Ukraine Goods Remission Order

On June 9, 2022, the government of Canada issued a one-year Goods Remission Order for all products from Ukraine, allowing unlimited, duty-free imports of all products, including chicken. Although some chicken products were imported under the Order, CFIA detected an antibiotic not allowed in Canada, leading to the rejection of a portion. On June 9, 2023, the government renewed the Goods Remission Order for another year. However, chicken products were excluded, allowing their continued import only under the WTO TRQ.

Domestic Supply and Supply Management Research

In late 2023, CFC and the SM5 conducted research on Canadians' perspective on the Canadian food system and emphasized the value placed on supply management. An overwhelming 9 in 10 Canadians expressed the importance that their dairy, egg, chicken, and turkey products come from Canada. This sentiment resonates strongly across demographics and regions, underlining a collective belief in the benefits of supply management.

The unanimous support signifies the alignment of this system with Canadian values, reinforcing its pivotal role in ensuring domestic food security.

CFC Annual Lobby Day

On May 9, 2023, Chicken Farmers of Canada board directors, staff and provincial representatives convened in Ottawa for the Annual Lobby Day, participating in over fifty meetings with Parliamentarians and their staff. The day concluded with an evening reception at the Metropolitan Brasserie, fostering continued discussions about the significance of the chicken sector.

SM5 Advocacy Day

In collaboration with the SM5, CFC participated in a targeted Lobby Day on November 7 and November 23, 2023. Delegates from the SM5 emphasized supporting Bill C-282, engaging key with Parliamentarians, specifically Senators, and committee members in agriculture and international trade.

Federation of Canadian Municipalities Annual Conference and Trade Show

Partnering with the SM5, the group sponsored the Federation of Canadian Municipalities Annual Conference and Trade Show in Toronto. The SM5 engaged with municipal officials, emphasizing the role of supply management in fostering national stability.

SM4 Effort

Joint Annual Reception and Downtown Diner events highlighted collaborative efforts with Egg Farmers of Canada, Turkey Farmers of Canada, and Canadian Hatching Egg Producers, showcasing the importance of supply management in local communities.

PUBLIC RELATIONS PROGRAMS

Young Farmers Program:

The Young Farmers Program featured a successful 2022-2023 cohort, actively participating in key events, including the Joint Annual Reception, Lobby Day, and CFC's orientation session.

Chicken Champ Program:

Launched in 2023, the Chicken Champs Program aimed to enlist 50 farmers as CFC Ambassadors. The inaugural year saw 28 enthusiastic Chicken Champs joining. The program aims to foster ongoing engagement and quick access to trained farmers for diverse projects or initiatives.

PARTNERSHIPS

Swimming Canada:

Celebrating a decade of partnership, CFC engaged in various activities, including the Canadian Swimming Championships and a commercial shoot for the 2024 Olympics. A special commercial featuring Young Farmer participant Rachel Sheffield and National Team Swimmer Sophie Angus is set for release before the Paris Olympics in 2024.

Skate Canada:

In 2023, CFC became the official meat protein sponsor of Skate Canada, supporting their recreational and competitive programs. Filming for the Day In the Life series took place in Norwood, Ontario, showcasing the partnership and sponsorship of the CanSkate Program.

Women in Agriculture:

ICFC collaborated with the Canadian Federation of Agriculture for the Level the Field initiative, developing a framework to Engage and Advance Women in Agriculture. The initiative received positive feedback at the Advancing Women in Agriculture Conference.

AVIAN INFLUENZA RESPONSE

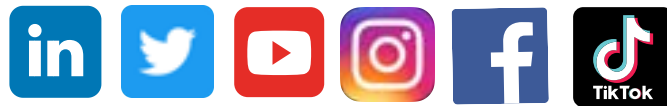
Addressing the avian influenza outbreak, CFC collaborated with the National Poultry Group, supporting provincial boards in preparedness and response. Resources on barn entry biosecurity and mental health support were developed. CFC acknowledged the crucial role of the Canadian Food Inspection Agency and supported Animal Health Canada in advancing preparedness efforts.

FINANCIAL REPORTS



Chicken Farmers of Saskatchewan 2024 Budget

REVENUE	TOTAL	CFS	SCIDF
Levies	1,152,000.00	1,152,000.00	0.00
Less: Levies paid to CFC	-400,000.00	-400,000.00	0.00
OFFSP	5,000.00	5,000.00	0.00
Quota Transfer Fee	3,500.00	3,500.00	0.00
License Revenue	20,000.00	20,000.00	0.00
Sponsorship and Other	20,000.00	20,000.00	0.00
Lease Revenue	12,600.00	12,600.00	0.00
Bank Interest	45,000.00	36,000.00	9,000.00
SCIDF Investment	1,000,000.00	0.00	1,000,000.00
TOTAL REVENUE	1,858,100.00	849,100.00	1,009,000.00
CFS Expenses			
Administration Salary	363,000.00	290,400.00	72,600.00
Administration Benefits	73,760.00	59,008.00	14,752.00
Advertising and Promotions	15,000.00	15,000.00	0.00
Amortization	11,500.00	9,200.00	2,300.00
Audit Fees	11,000.00	8,800.00	2,200.00
CFS PPW Mgmt Fees	8,500.00	8,500.00	0.00
Condo Fees	10,000.00	6,000.00	4,000.00
Property Taxes	31,200.00	24,960.00	6,240.00
Information Technology	100,000.00	80,000.00	20,000.00
Director Per Diem and Stipend	117,000.00	117,000.00	0.00
Director - Travel and Meals	37,000.00	27,000.00	10,000.00
Dues and Subscriptions	2,500.00	2,000.00	500.00
Insurance	12,500.00	10,000.00	2,500.00
Janitorial and Supplies	17,000.00	13,600.00	3,400.00
Legal Fees	83,000.00	66,400.00	16,600.00
Management Travel and Meals	31,000.00	20,000.00	11,000.00
Meetings and Events	30,000.00	24,000.00	6,000.00
Outside Services and Miscellaneous	1,000.00	800.00	200.00
Repairs/Maintenance/Security	46,000.00	36,800.00	9,200.00
Stationary/Supplies	10,000.00	8,000.00	2,000.00
OFFSP Expense	50,000.00	40,000.00	10,000.00
Telephone	11,500.00	9,200.00	2,300.00
Training	5,000.00	4,000.00	1,000.00
Utilities	14,100.00	11,280.00	2,820.00
CFS EXPENSES	1,091,560.00	873,248.00	218,312.00
SCIDF Expenses			
PPW Mgmt Fees	120,000.00	0.00	120,000.00
Director - Stipends and Per Diems	41,900.00	0.00	41,900.00
Director Travel and Meals	4,500.00	0.00	4,500.00
Memberships	95,100.00	0.00	95,100.00
Poultry Services	172,000.00	0.00	172,000.00
Community Support Initiatives	145,000.00	0.00	145,000.00
Industry Development	38,000.00	0.00	38,000.00
Research Funding	175,000.00	0.00	175,000.00
Promotions	223,500.00	0.00	223,500.00
Scholarships	7,000.00	0.00	7,000.00
SCIDF EXPENSES	1,022,000.00	0.00	1,022,000.00
TOTAL EXPENSES	2,113,560.00	873,248.00	1,240,312.00
NET INCOME	-255,460.00	-24,148.00	-231,312.00



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