



## ALBERTA SUPPLY MANAGEMENT

*Local farmers  
producing  
quality products*

## What is Supply Management?

Supply management is a way of simply managing supply to meet product demand. It is a model commonly used in many industries, but is commonly used in the dairy, egg and poultry sectors in Canada.

Its emphasis is on the domestic market. This helps support our local farms, provides consumers with local products they can trust, and it greatly benefits both small communities and the national economy.

The result is high quality, locally grown products that adhere to Canada's strict safety and animal care standards. We help reduce global footprints by bringing your food source closer to your table.

## LET US INTRODUCE OURSELVES

### ***If you eat, you're involved in agriculture***

On behalf of Alberta's dairy, chicken, egg, turkey and hatching egg producers, we extend our warm congratulations. We look forward to working with you and to a bright future for Alberta's agriculture industry.

We like to call ourselves the SM5, as our five commodities operate under a marketing system called **supply management**. What does that mean? It means all of your dairy, poultry and eggs are from **local** farms. When you purchase your favourite dairy, poultry, and egg products, you are supporting farms in your community!

We are very proud to represent farms across the province and we want to help close the gap between those that produce food (our farmers) and those that consume it (Albertans). As only two per cent of the population are in the farming industry, it's obvious why there are so many misconceptions around food. We are opening our barn doors for positive dialog with you, so we can learn from each other.

We hope that through this newsletter, we can help you learn more about your food and agriculture in our province, specifically our hardworking supply managed farmers and the challenges and opportunities we face.

We look forward to hearing from you and encourage you to connect with any of our five organizations for more information.

From our 1000+ farms across Alberta to yours,

*Alberta Turkey Producers*

*Alberta Chicken Producers*

*Alberta Milk*

*Alberta Hatching Egg Producers*

*Egg Farmers of Alberta*

# Alberta Hatching Egg Producers

The Alberta Hatching Egg Producers (AHEP) represent the 30 registered hatching egg producers in Alberta. Despite this relatively small number of producers, in 2014 collectively they produced over 66 million settable (fertile) eggs!

## What is a Hatching Egg?

A broiler hatching egg is a fertilized egg that is produced as the result of a hen and rooster mating. Farmers ship their eggs to a hatchery where baby chicks hatch after the eggs are incubated for 21 days. Once hatched, the chicks are transported to a chicken growers' farm where they are raised and shipped to a processor. After being processed, chicken meat is supplied to retail stores and restaurants for human consumption. A broiler hatching egg is never sold in retail stores and is not meant for human consumption.

100% of all registered hatching egg farms are family owned and operated and all birds are free run in large, clean barns. All the eggs produced by hatching egg farmers are placed in one of the four registered hatcheries in Alberta. The broiler hatching egg industry is a highly specialized production system that is the foundation of the chicken meat industry.

As the first link in this food supply chain, hatching egg producers follow very strict bio-security and food safety protocols. All hatching egg production facilities in Alberta are certified under the Canadian Hatching Egg Producers *On-Farm Food Safety Program*. Participation and compliance in this program is ensured through a system of third party audits.

# Alberta Chicken Producers

Alberta Chicken Producers is a provincial farmer-run organization, representing our 245 registered chicken farmers in Alberta.

Our farmers are local families who are passionately committed to providing consumers with safe, high quality, locally produced chicken, raised under the highest standards of animal care and food safety.

- ✓ 100% of chicken farmers in Alberta are certified under national Animal Care and On-Farm Food Safety Assurance Programs as a condition of their licenses to market chicken.
- ✓ Our farms are audited and certified annually by a third party auditors.

Our industry is growing sustainably.

- ✓ Our 245 farms produce over 128 million kg live weight of chicken annually, with a farm gate value of over \$203 million. All of this is accomplished without subsidies or taxpayer dollars.
- ✓ 69% of Alberta's chicken farmers are between the ages of 18 and 49.
- ✓ In 2014 Alberta saw 18 new entrants into the chicken industry.
- ✓ Our unique combination of youth and experience has cemented our place in Alberta's dynamic economic environment for years to come.

We place high value on the partnerships that define our industry.

- ✓ We are part of a community, an integrated value chain, working closely with hatcheries, processors, feed companies, researchers, and agriculture boards at the provincial and national level.

Alberta Chicken Producers' mission is to serve our producers by collaboratively providing an environment for profitable chicken production and encouraging a competitive, consumer-focused chicken industry.



# Alberta Milk

Alberta Milk represents Alberta's 540 dairy farmers and is the largest supply managed industry. We undertake a variety of activities that represent the interests of Alberta's dairy producers, such as marketing, nutrition education, transportation and policy. We are a proud producer-driven organization, whereas we receive our direction from our board of directors and delegates, all of whom are licensed dairy farmers.

There are approximately 80,000 dairy cattle in Alberta that produce 650 million litres of milk, making our province the fourth largest dairy producer in Canada. We proudly contribute to about 10,000 jobs in the province and all of our farms are family owned.

Each farm must be certified under the HACCP approved Canadian Quality Milk program in which the farms are certified by the third party. Their milk is also tested three times before it hits the grocery shelves to ensure only the safest dairy products end up in your home.

Dairy farmers also follow *The Code of Practice for Handling Dairy Animals* to ensure top animal care. Beyond the regulations, dairy farmers simply just strive to do the right thing.



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# Alberta Turkey Producers

Alberta Turkey Producers represent the turkey production industry in Alberta. Our 43 registered turkey farmers grow over 19 million kilograms of turkey annually, contributing over \$35 million dollars in farm cash receipts to the economy. Alberta's turkey farmers take great pride in providing high quality, locally produced products for Albertans.

## How do Turkeys Grow?

Upon arrival from the hatchery, day-old turkeys are placed in climate controlled barns where they are kept warm and supplied with ample food and water. This first stage of their life, to approximately five to six weeks of age, is called brooding.

The next growth stage is known as the growing cycle. This cycle lasts between 10 to 17 weeks of age. Hens (females) typically reach 8.5 kgs, and are typically raised for the whole bird market that most Canadians are familiar with, while toms (males) are typically reach 12 kgs, and are likely to be raised for use in cut-up products such as ground turkey, turkey sausage, deli-turkey.

## What Standards Exist in Turkey Rearing?

All Alberta turkey farms undergo regular third-party audits for mandatory *On Farm Food Safety and Flock Care* programs. These national programs ensure that the turkey farmers are doing everything they can to raise the highest quality turkeys. The programs detail specific steps to reduce and control potential food safety hazards or potential animal welfare concerns on-farm. These programs have passed technical reviews by the Canadian Food Inspection Agency (CFIA); demonstrating that it meets all Canadian regulatory requirements.





# WE NEED YOUR HELP!

The fundamentals of supply management are at risk in the Trans-Pacific Partnership (TPP) negotiations. If any pillar of our system is compromised, it will impact farmers and potentially the trusted local supply of food you eat.

Please contact Minister Ritz to show your support for local food and local farmers.

## Egg Farmers of Alberta

Egg Farmers of Alberta (EFA) represents the province's more than 160 registered egg farmers, who are passionate about providing Albertans with a stable supply of fresh, high quality, locally produced eggs. Alberta egg farmers care for two million egg laying hens that produce 50 million dozen eggs annually!

EFA's Mission: Cultivating a sustainable egg industry together with farmers, consumers and other stakeholders.

EFA's Vision: Healthy Food, Healthy Farms, Healthy Families

For Alberta egg farmers, sustainable egg production is socially responsible, environmentally sound, and economically viable. Thanks to the uniquely Canadian system of supply management, egg farmers are able to work together to match what they produce to what consumers want.

Alberta egg farmers are committed to producing safe, fresh, nutritious food, and are dedicated to providing the highest quality animal care possible for their birds. To achieve this, egg farmers adhere to mandatory on-farm food safety (*Start Clean – Stay Clean™*) and animal care programs. EFA introduced the Canadian egg industry's first on-farm environmental program in 2014 (*Producer Environmental Egg Program*), and also recently launched both a *New Entrant Program* (seven new farmers in 2014 and up to 13 new farmers in 2015) and *Youth Development Program*, to further promote innovation and industry growth.



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