

Industry Overview:

Poultry



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Growing Opportunities in Agriculture

 Newfoundland
Labrador

Broilers

The Newfoundland and Labrador broiler industry is a valuable agricultural commodity with farm gate sales of \$32 million. Chicken farmers in our province produce 20 million kilograms (live weight) of chicken annually.

Currently, there are six regulated chicken farms in the province, all of which are located on the Avalon Peninsula. One hundred per cent of the farms are certified on a food safety program called On Farm Food Safety Assurance Program and are certified on the Animal Care Program organized by the Chicken Farmers of Canada. These auditable programs ensure that the standards for raising Canadian chicken are maintained and demonstrate that chicken is produced under high standards. Chicken is processed by the only federally inspected plant in Newfoundland and Labrador - Country Ribbon Inc.

The Chicken Farmers of Newfoundland and Labrador was established in 1980 and is responsible for managing the production and marketing of chicken. The production quota is issued by the national body (Chicken Farmers of Canada), to the Chicken Farmers of Newfoundland and Labrador who are responsible for provincial quota allocations, production and general management of the chicken industry.

Layers

The Newfoundland and Labrador egg industry's farm gate value is currently valued at over \$19 million. There are six farms with one grading station that produce 10 million dozen eggs a year. The production quota is issued by the national body (Egg Farmers of Canada), to the Egg Farmers of Newfoundland and Labrador who are responsible for provincial quota

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allocations, production and general management of the egg industry. Since 2000, production has increased to help supply the rapidly expanding demand across Canada.

All regulated egg farmers in the province participate in the food safety program, Start Clean Stay Clean. This program is organized by the Egg Farmers of Canada and is a food safety program designed to prevent and reduce food safety hazards and risks on layer operations. All regulated eggs produced in the province are sent to Newfoundland Eggs Incorporated to be graded. In the grading station, eggs are received, washed, candled, weighed and packed into containers with the applicable federal grade name in an inspected, sanitary environment. Egg Farmers of Newfoundland and Labrador was established in 1971 and is responsible for managing the production and marketing of eggs in the province.

Turkey

There is one commercial turkey producer in the province plus many smaller scale farms that in total produce approximately 100,000 kg (eviscerated) of turkey. Newfoundland and Labrador does not participate in the national supply management system for turkeys; therefore, production quotas are not required here. The main market is at Thanksgiving and Christmas when demand for fresh product is high. Consumer reaction to the high quality of local turkey has been favorable and growers are increasing their market share. The industry also faces many challenges such as the high cost of imported feed grains and the relative premium price at holiday time is on a limited volume, because general retail prices are very low at that time. In order to maintain price, farmers direct market to consumers which lowers exposure to the retail market.

Animals are processed according to the provincial Meat Inspection Act to ensure the facilities in which slaughter occurs are constructed and maintained in a manner that minimizes the risks of food safety hazards.

