

# Chicken Farmers of Newfoundland and Labrador

## Activity Plan

Fiscal Years 2020-22



## 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 in 1980.

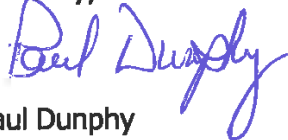
CFNL is a five-person board with diverse backgrounds and experiences in the agriculture industry. Its endeavors are supported by a full-time executive director. The CFNL operates from an Agriculture Canada Building, Brookfield Road in St. John's, Newfoundland and Labrador.

Under the **Transparency and Accountability Act**, CFNL is defined as a category 3 entity and is required to submit a three-year "activity plan" to the Minister of Fisheries, Forestry and Agriculture (formally known as Fisheries and Land Resources) to be tabled in the House of Assembly. The plan meets the requirements of the **Transparency and Accountability Act** for a Category 3 entity and as such, on behalf of the CFNL Board of Directors, I am pleased to present this Activity plan for fiscal years 2020, 2021, and 2022. The board recognizes that it is accountable for the preparation of this activity plan and for the achievement of the objectives outlined for the planning period.

The Strategic Directions of government related to Department of Fisheries, Forestry and Agriculture (formerly known as Fisheries and Land Resources) have been considered during the preparation of this plan. The members of the CFNL board are pleased to support the industry as it moves forward to embrace new opportunities and contribute to the growing prosperity of our province. Sustainability and growth of the industry and providing a safe, secure supply of chicken to the people of Newfoundland and Labrador will remain paramount to CFNL.

This plan intends to foster conditions in the chicken industry that promote and encourage farmers to adopt best management practices that use sustainable methods of production that will ensure sustainability and growth of the industry for food security in Newfoundland and Labrador.

Sincerely,



Paul Dunphy  
Chairperson

# Table of Contents

---

1. Overview .....	1
2. Mandate .....	2
3. Lines of Business.....	2
4. Values .....	3
5. Primary Clients.....	4
6. Vision.....	4
7. Objectives .....	4

# 1. Overview

---

Chicken Farmers of Newfoundland and Labrador (CFNL) is a not-for-profit organization established in 1980 by the **Newfoundland and Labrador Chicken Marketing Scheme** (the Scheme) under the **Natural Products Marketing Act, 1973**, (the Act). The purpose and intent of CFNL is to provide for the effective promotion, control and regulation of the production and marketing of chicken within the province including the prohibition of production or marketing of chicken. The board administers the regulation and marketing of chicken as provided for in the Act and the Scheme under the laws of the Province of Newfoundland and Labrador.

CFNL participates with other provinces to set a national allocation. Every eight weeks or 14 weeks prior to the start of the production period (6.5 production periods in a year) a national allocation for both domestic and market development production is set. The allocation is set using a “bottom up” process in which every provincial board, in consultation with the processor(s) and industry stakeholder(s) in that province, determines the amount of chicken needed to meet domestic and market requirements.

The board is comprised of five directors appointed by the Minister of Fisheries, Forestry and Agriculture as per the Scheme. CFNL is supported by one permanent employee and the office is located in the Avalon region.

Current representation is as follows:

Name	Title	Appointment Type	Appointment Date (yyyy/mm/dd)	Expiry Date (yyyy/mm/dd)
Paul Dunphy	Chairperson	Ministerial	2018-09-10	2022-09-10
Davis Noel	Member	Ministerial	2018-09-10	2022-09-10
Ruth Noseworthy	Member	Ministerial	2018-09-10	2020-09-10
Alex Smallwood	Member	Ministerial	2018-09-10	2020-09-10
Carol Anne Walsh	Vice-Chairperson	Ministerial	2018-09-10	2022-09-10
Ron Walsh	Executive Director	CFNL employee	NA	NA

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 \$0.0161 per kilogram, plus HST, payable live weight, will be made to the CFNL on all chicken marketed under the Scheme.

The annual budget for CFNL is directly dependent on the volume of chicken produced in each calendar year. Each year approximately \$300,000.00 in revenue is collected through the levy. Expenses related to national and local levies, remuneration, meetings, travel, office supplies, rent and professional fees utilize the revenue that has been collected.

For information about CFNL 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](mailto:rwalsh@nlchicken.com)

Physical location:

308 Brookfield Road

Agriculture Canada Building 6

## **2. Mandate**

---

CFNL operates under the authority of the Minister of Fisheries, Forestry and Agriculture in accordance with the Scheme under the Act. The commodity board promotes, regulates and controls the production and marketing of chicken by producers and processors and will participate in national allocation meetings with the Chicken Farmers of Canada to achieve its mandate.

## **3. Lines of Business**

---

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

1. Regulatory Role - CFNL regulates the production of chicken through a production licence. This licence permits the holder to produce, or to have produced by a contract grower, chicken to the extent of the production quota shown on that licence in accordance with the Scheme and any

orders or regulations made with the respect to the production and marketing of chicken by the Minister or the commodity board and the terms and conditions of a production licence imposed by a commodity board upon a producer.

2. Signatory Role - The Minister of Fisheries, Forestry and Agriculture, Farm Industry Review Board and CFNL are the Newfoundland and Labrador signatories to the Federal-Provincial Agreement for Chicken with the Federal Minister, other provincial and territorial ministers, and supervisory and chicken supply managed boards in Canada.
3. Promotion Role - CFNL promotes the sustainability of the industry through the supply management system, chicken consumption, chicken industry and the farming community. Annual promotion and marketing activities of the board may include participation in trade shows, lobby days, consumer education, and advertising campaigns (e.g., brochures, agricultural campaigns, and website development). The frequency of these activities is dependent upon the financial resources of the board.
4. Facilitator Role - CFNL acts as a facilitator with regards to food safety and animal care and conducts food safety and animal care audits of each program to determine compliance. Research and development is also facilitated through participation in projects and research trials.

## **4. Values**

---

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

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

## **5. Primary Clients**

---

CFNL identifies its primary clients as those individuals, groups, or organizations who are the principal users and/or beneficiaries of the board's lines of business, including chicken processors, farmers and consumers.

## **6. Vision**

---

The vision of CFNL is of a chicken industry which is stable, prosperous and robust and provides a safe, secure supply of chicken to the people of Newfoundland and Labrador for the long term.

## **7. Objectives**

---

The board is now presenting a three-year plan ending on December 31, 2022. This plan focuses on a priority area: promotion of best management practices regarding chicken production. An objective has been established that will apply to all three years covered by the plan. Performance indicators related to the objective have been defined for 2020, the first year of the plan. Indicators for 2021 and 2022 will be defined by CFNL before the beginning of each year and communicated publicly in the board's Annual Performance Reports.

Approximately, 20,000,000 kilograms live weight of commercial chicken production and processing takes place annually on the Avalon Peninsula and is marketed through the various retail, wholesale and food service industries throughout Newfoundland and Labrador.

### **Issue 1: Best Management Practices Regarding Chicken Production**

Best management practices are practices that deliver optimal performance and efficiency when implemented properly. The chicken industry is evolving and new approaches related to the production of chicken are emerging. Scientific research in areas of nutrition, lighting, ventilation, disease and litter management are revealing more and more information regarding chicken production.

It is incumbent on the board to pursue avenues that ensure the continued sustainability of the chicken industry in Newfoundland and Labrador. Best management practices regarding poultry production may be altered or enhanced as a result of research findings. The CFNL board will promote and encourage farmers to adopt these practices to ensure every opportunity for improvement

and success is realized.

**Objective:**

By December 31, 2020, Chicken Farmers of Newfoundland and Labrador will have advanced initiatives related to best management practices for poultry production of the provincial chicken industry.

**Indicators (2020):**

- Coordinated education and training sessions from industry experts to farmers regarding best management practices for poultry production.
- Coordinated on-site farm visits from industry experts regarding best management practices for poultry production.
- Participated in conferences/seminars regarding best management practices for poultry production.



