

# **Chicken Farmers of Ontario**

## **Artisanal Chicken Policy No. 221-2015**

Made under: The *Farm Products Marketing Act*

Effective: September 16, 2015

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### **Section 1.0 – Our Farming Philosophy**

- 1.01 Chicken Farmers of Ontario is committed to being the premier provider of fresh, high quality, locally farmed chicken by:
  - a) Meeting and exceeding the ever-changing needs and expectations of consumers, markets and our customers,
  - b) Responsibly growing chicken with disciplined, high assurance standards for food quality and safety, farming practices, animal health and welfare, biosecurity, and
  - c) Continually striving to create value in the communities within which we live and conduct our farming business.
  
- 1.02 Artisanal chicken farmers, as part of the Ontario chicken farming community, are committed to being active farmers by:
  - a) Using the best inputs and resources to responsibly grow safe, high quality chicken;
  - b) Meeting CFO's quality standards programs including the On-Farm Food Safety Assurance Program; the Animal Care Program; and, the Farm Worker Safety Program;
  - c) Building close and productive relationships with their business partners;
  - d) Meeting the seasonal needs of local consumers;
  - e) Conducting business digitally; and
  - f) Growing and branding their products in the best interest of the Ontario chicken industry.

## **Section 2.0 – Purpose**

- 2.01 The purpose of this Policy is to foster and grow the artisanal chicken business community to meet and exceed consumer needs.
- 2.02 This Policy sets out the terms and conditions by which the CFO Artisanal Chicken Program will:
  - a) enable locally-based chicken farmers to seasonally grow a small number of chickens (between 600 and 3,000 chickens annually) by traditional methods;
  - b) foster close and productive relationships between artisanal businesses partners; and
  - c) build the artisanal chicken business community to serve the Ontario consumer.

## **Section 3.0 – Strategic Vision and Focus**

- 3.01 The strategic intent of this Policy is reflected in the following Statement of Vision and identification of focused outcomes.
- 3.02 The Vision is a growing and dynamic artisanal chicken business community that is serving the needs of Ontario consumers with artisanal chicken.
- 3.03 The key outcomes to be measured are to:
  - a) Focus on the consumer: to meet the local, seasonal and differentiated demand for artisanal chicken;
  - b) Focus on the highest quality and safety standards: to traditionally grow safe, high quality chicken; and
  - c) Focus on industry leadership: to accelerate and maintain sustainable growth performance, build strong business relationships and foster artisanal values in the production and marketing of artisanal chicken.

## **Section 4.0 – The Role of CFO**

- 4.01 CFO, as the steward and regulator will:
  - a) Become the strategic business partner, through close and productive relationships with artisanal chicken farmers and others in the artisanal chicken business community, by providing leadership, knowledge and resources to grow and market chicken to meet local and seasonal artisanal chicken markets; and
  - b) Foster, through governance, strategy, regulation and professionalism in any and all respects the growing or marketing of artisanal chicken.

## Section 5.0 – Definitions

- 5.01 This Policy includes the following terms:
- a) “*Artisanal Chicken*” means a chicken grown and slaughtered locally, in small scale, using traditional methods, and marketed locally;
  - b) “*Artisanal Chicken Farmer*” means an independent person growing a small number of artisanal chickens, farming close to their market, and to whom CFO has issued an annual artisanal production licence;
  - c) “*Artisanal Chicken Abattoir*” means a person who slaughters chicken and who is licenced by CFO and is in compliance as a registered establishment under the Meat Inspection Act (Canada) and applicable regulations, or as a plant under the Food Safety and Quality Act (Ontario) and applicable regulations.
  - d) “*Artisanal Chicken Business Community*” means persons involved in hatching, growing, slaughtering, distributing, or retailing chicken guided by artisanal values;
  - e) “*Artisanal Production Licence*” means a CFO annually issued licence that permits the holder to grow and market artisanal chicken seasonally and locally; and
  - f) “*Annual Production Licence Fee*” (APLF) means a fee paid annually to CFO by the holder of an artisanal production licence.
- 5.02 Other words and phrases used in this Policy shall have the same meaning as found in the “Words and Meanings Regulation” made by CFO.

## Section 6.0 – Policy Fundamentals

- 6.01 This Policy sets out the terms and conditions by which CFO will annually issue artisanal production licences for raising between 600 and 3,000 artisanal chickens to persons who have qualified and applied for and are approved as artisanal chicken farmers, in partnership with another business(es) in the artisanal chicken business community.
- 6.02 The Policy defines artisanal chicken and makes it a requirement of the artisanal production licence that the artisanal chicken farmer, on a renewed basis, will traditionally grow and market chicken seasonally and locally. This Policy is made pursuant to The *Farm Products Market Act* regulations and CFO’s authority in relation to licencing generally.
- 6.03 An artisanal chicken farmer will be issued an annual Artisanal Production Licence following an approved application and compliance by the approved artisanal chicken farmer and artisanal chicken abattoir with the provisions of The *Farm Products Marketing Act* and all relevant federal, provincial, regional, municipal, or other governmental boards or agency requirements, including, but not limited to animal health, labour, transportation, environmental, animal care and food safety regulations. Specifically, including but not limited to CFO’s:
- a) On Farm Food Safety Assurance and Animal Care Policy;

- b) Infectious Poultry Disease Isolation Policy;
- c) Digital Communication and Transactions Regulation; and
- d) Licence Fees, Levies, Service Charges and Penalties Regulation.

- 6.04 Chicken grown under this Policy is to be commercially marketed in accordance with all applicable regulations, including appropriate refrigeration requirements found under the Food Safety and Quality Act, Meat Regulation, and shall not be grown for home consumption.
- 6.05 An Artisanal Production Licence is subject to an Annual Production Licence Fee.
- 6.06 A holder of an Artisanal Production Licence may only produce and market chicken as an Artisanal Chicken Farmer.
- 6.07 Artisanal Production Licences to Artisanal Chicken Farmers are subject to change and do not convey any property rights.
- 6.08 CFO will limit the number of Artisanal Production Licences issued annually based on the total allocation growth available in that year and initially not to exceed five percent of the total allocation growth, as communicated annually by the Board.

### **Section 7.0 – Applications**

- 7.01 There will be an annual application process with a specified application deadline established and administered by CFO, including a disciplined evaluation process. Completed applications will be considered in the order they are received until the Artisanal Production Licences limit in that year is reached; and
- 7.02 A qualified person, in partnership with another artisanal chicken business community partner(s), may apply to CFO for approval to engage in the growing and marketing of artisanal chicken locally in Ontario. Subject to Board approval, CFO will issue an Artisanal Production Licence to the artisanal chicken farmer.

### **Section 8.0 – Artisanal Chicken Farmers**

- 8.01 Applicants will be notified by CFO as to the outcome of their applications.
- 8.02 Artisanal chicken farmers will be active partners in growing the Artisanal Chicken Business Community by funding community development and program related costs.
- 8.03 Artisanal chicken farmers are subject to an Annual Production Licence fee, established on an annual basis by CFO, initially in the amount of 20 cents per quality chick placed in their premises(s) as requested in the application.
- 8.04 Artisanal chicken farmers are also subject to a Chicken Farmers of Ontario fee of 3.6 cents per quality chick placed and the Chicken Farmers of Canada Levy, payable on an annual basis, in the amount of 1.2 cents per quality chick placed.

- 8.05 Over production above 4 percent will result in a financial penalty of \$1.00 per bird and impact consideration of a future licence.
- 8.06 Artisanal chicken farmers must remain in good standing and their renewal in the subsequent year will be given priority over any new applicants.
- 8.07 Artisanal chicken farmers, as well as their artisanal chicken business community partner(s), are required to conduct business digitally through CFO Connects, integrating SAP based information technology and operating knowledge, enabling and executing business operations effectively and efficiently, and enabling CFO to deliver high customer satisfaction and confidence.

### **Section 9.0 – Artisanal Production Licence**

- 9.01 The Artisanal Production Licence will be based on birds, representing a reference weight of 2.225 kilogram live weight chicken marketed and the annual production schedule.
- 9.02 The Artisanal Production Licence is specific to the particular artisanal chicken farmer, in support of the business proposition advanced in application, to whom it is issued and is not tradable, transferable, rentable and may not be pledged as security for indebtedness, and has no monetary value attributed to it.
- 9.03 Artisanal chicken marketed locally under an Artisanal Production Licence will be able to attract a premium to the market, and must not be sold for less than the minimum live price determined under Ontario Regulation 402.
- 9.04 Only one Artisanal Production Licence will be issued in each year to the approved artisanal chicken farmer, in respect of the premise(s) advanced in the business proposition.

### **Section 10.0 – Cancellation of Artisanal Production Licence**

- 10.01 CFO may cancel all or part of an Artisanal Production Licence for any of the following reasons:
  - a) The artisanal chicken farmer and/or artisanal chicken business community partner(s) are not in good standing with the Board and/or are not acting in the best interest of the Ontario chicken industry;
  - b) The artisanal chicken farmer and/or artisanal chicken business community partner(s) is/are bankrupt, insolvent, has made an arrangement or proposal with creditors, is incapacitated to such an extent as to be unable to carry on business as an active chicken farmer or is deceased; and
  - c) The artisanal chicken farmer and/or artisanal chicken business community partner(s) is/are found to have contravened provisions of The *Farm Products Marketing Act* or regulations, any Plan, order or direction of The Ontario Farm Products Marketing Commission or any regulation, Policy, order or direction of CFO. In addition, CFO may

take similar action against every other artisanal chicken business community partner(s) who has been a party with an artisanal chicken farmer to any growing and marketing of artisanal chicken contrary to this Policy.

### **Section 11.0 – Continuous Improvement**

- 11.01 CFO, in consultation with the artisanal chicken business community, will monitor and analyze the performance of the Artisanal Chicken Program, so that the intended outcomes of this Policy are achieved.
- 11.02 The Artisanal Chicken Policy will be reviewed on an annual basis, and determined whether to vary or amend it. CFO may also review the status of any artisanal chicken farmer, their artisanal chicken business community partner(s), and applied for business proposition and issue such orders and directions as it may deem appropriate to give effect to this Policy.

### **Section 12.0 – Revocation and Effective Date**

- 12.01 CFO Policy No. 212-2015 made by the Board on the 28<sup>th</sup> day of July 2015, is hereby revoked as of the effective date, date policy signed, and this Policy is substituted therefor, provided that such revocation shall not affect the previous effect of said Policy or anything duly done or suffered thereunder, or any right, privilege, obligation or liability acquired, accrued, accruing or incurred under said Policy; or any contravention committed against said Policy or any penalty or forfeiture or punishment incurred in respect thereof or any such right, investigation, legal proceeding or remedy in respect of any such right, privilege, obligation, liability, penalty, forfeiture or punishment as aforesaid.
- 12.2 This Policy is effective on the 16<sup>th</sup> day of September, 2015.

**BY ORDER OF** Chicken Farmers of Ontario

**DATED AT** Burlington, Ontario this 16<sup>th</sup> day of September, 2015

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Chair

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Secretary