

50 YEARS OF BUILDING OUR FARMS, RAISING OUR FAMILIES AND GROWING OUR FUTURE

1965

The Ontario Broiler Board is organized, receiving a mandate from the Government of Ontario to implement supply management for the benefit of everyone associated with the province's broiler chicken industry.

1970

The Board seeks a working relationship with the newly-formed Quebec Poultry Meat Board to stabilize prices, with positive results.

1978

Federal-Provincial Agreement signed with respect to the establishment of a Comprehensive Chicken Marketing Program in Canada. The federal government created a federal chicken marketing agency, then known as the Canadian Chicken Marketing Agency and now called the Chicken Farmers of Canada ("CFC").

1990

Chicken production in Ontario reaches 193.5 million kilograms—an increase of 11.3 million kilograms over 1989 production. Producer income is estimated to be \$311 million, compared to \$298 million in 1989.

1998

CFO publishes Chicken Farmers of Ontario – a Supply Management Success Story to explain how chickens are grown, dispel myths about how they are kept and what they eat, and explain the supply management system.

1996

The Ontario Chicken Producers' Marketing Board changes its name to Chicken Farmers of Ontario.

1995

The chairmen of eight provincial marketing boards re-design supply management to prepare it for the 21st century. The new agreement is based on a 'bottom-up' system to determine how much chicken each province will produce. The signing members represent 95 per cent of all the chicken grown in Canada.

1999

The Government of Canada reaffirms its solid support for supply management in the poultry and dairy sector, in advance of World Trade Organization negotiations.

In cooperation with the Chicken Farmers of Canada, CFO holds producer information seminars across the province in order to introduce the On-Farm Food Safety Assurance Program (OFFSAP) – an initiative to promote food safety and build consumer confidence.

CFO launches its first website.

2001

The On-Farm Food Safety Assurance Program receives official recognition from the Canadian Food Inspection Agency. The first on-farm food safety audit takes place at a farm near Clinton.

The new Federal Provincial Agreement (FPA) replaces the previous 25-year-old agreement. More flexible and market-responsive, the FPA is signed by provincial and federal governments, chicken marketing boards and Chicken Farmers of Canada, committing all ten chicken-producing provinces to a national supply management system for the Canadian chicken industry.

2009

CFO develops a new strategic mandate: To lead and facilitate the growth of a world-class chicken industry that can profitably and sustainably grow locally, across Canada and internationally.

CFO hosts the first annual National Food Safety, Farm Operations Forum, bringing together Canada's experts in food safety and farm operations, and giving CFO the opportunity to share best management practices and programs.

2008

CFO introduces the "Ontario Fresh Chicken" brand to further build the reputation of locally grown and processed fresh, healthful chicken.

2003

Over 800 farmer-members commit to the On-Farm Food Safety Assurance Program.

2002

Work begins on a Geographic Information System that will enable CFO to map every Ontario chicken farm, to help with disease control and emergency mapping.

Per capita consumption amongst Canadians jumps to 30.6 kilograms, from 22.3 kilograms in 1992.

2010

CFO begins auditing farmers under the Animal Care Program (ACP). Approximately 600 farmers are successfully certified in the first year.

Launch of CFO's "Savour some local flavour" campaign in response to customers' growing interest in knowing where their food comes from.

2011

At year-end, 68 per cent of CFO farmers are certified under the Animal Care Program. CFO mandates that all farmers be certified by year-end 2012.

2012

The New Chicken Farmers Entrant program is introduced, to encourage and assist new farmer-members to enter the chicken farming industry.

New CFO branding and logo are introduced.

100 per cent of CFO farmer-members are certified/compliant with the On-Farm Food Safety Assurance Program and Animal Care Program.



2015

CFO celebrates its 50th Anniversary.

2014

CFO launches CFO Connects, a significant strategic initiative to digitize all business transactions between farmers and the rest of the industry value chain.

2013

CFO expands the use of the CFO Connects: Trace. Ontario is the first province to implement the innovative concept of electronic forms for flock production and marketing reporting by farmers.

CFO publishes the first in-depth economic contribution report on the Ontario chicken industry. The Ontario chicken sector generates over \$2.7 billion in economic activity each year and contributes almost 20,000 jobs to the province of Ontario.