

Partner Profile: Alberta Chicken Producers

Submitted by ACP

Organization Overview:

Alberta Chicken Producers is a Marketing Board that regulates chicken production in Alberta by working closely with our Producers and industry partners. We are a provincial 'farmer-run' organization, currently governed by a Board of five elected Directors and administered by the Executive Director and staff of six full-time employees. Alberta Chicken Producers' membership consists of 240 certified and licensed chicken Producers in Alberta.

Alberta Chicken Producers values our relationships with industry stakeholders, as exemplified by our shared industry VISION: *To continue to grow, be profitable, and satisfy consumers by providing safe, high quality chicken products.*

In support of our shared industry VISION, our MISSION is: *To serve our producers by providing an environment for profitable chicken production and encouraging a competitive, consumer-focused chicken industry.*

Strategic Priorities:

Alberta's Allocation: To grow the domestic chicken market in Alberta

Antimicrobial Use: To support effective controls of antibiotic use

Public Relations & Communications: To advance the profile of Alberta's chicken industry

Strong Supply Chain Relationships: To support and prepare Alberta's chicken industry to adapt to customer requirements

Strong Industry Partnerships: To create opportunities for industry synergies

Agri-Environmental Priorities:

- ▶ Land Use: Regional Plans
- ▶ Water Use and Access
- ▶ Environmental Footprinting

Our Keys to Success:

▶ **STRONG STAKEHOLDER RELATIONSHIPS:** Working closely with our industry partners, we can adapt to changes in the market and address industry issues efficiently and effectively.

▶ **100 % ON-FARM FOOD SAFETY CERTIFICATION:** Mandatory requirement of our registered Producers' licenses to market chicken. All registered chicken producers are certified annually under this third-party audited program.

▶ **100 % ANIMAL CARE CERTIFICATION:** Mandatory requirement of our registered Producers' licenses to market chicken. All registered chicken producers are certified annually under this third-party audited program.

▶ **EMERGENCY PREPAREDNESS:** Alberta's poultry industry has taken a lead in developing a comprehensive Emergency Response Plan. Each registered chicken Producer in Alberta has a copy of the Plan, and the plan is tested through Table-Top exercises annually.

► **BIOSECURITY:** Biosecurity is a mandatory component of the On-Farm Food Safety program, and best-practices are incorporated into our Producer Emergency Preparedness Plan.

► **COMMITMENT TO RESEARCH:** The Alberta chicken industry is strongly committed to Research. We support, in cooperation with the other feather Boards, the infrastructure of the Poultry Research Centre. Alberta Chicken Producers have contributed \$900,000 towards the 'capital fund' for the Alberta Chicken Producers Poultry Technology Centre building located at the University of Alberta, and provides \$125,000 annually to support research projects.

For more information, please visit our website: www.chicken.ab.ca, or contact our office:

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