

Partner Profile: Alberta Chicken Producers

Submitted by ACP



Organization Overview:

We are family farms, built on family values.

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 252 certified and licensed chicken Producers in Alberta.

Alberta Chicken Producers values our relationships with industry stakeholders, as exemplified by our shared industry VISION: *Alberta's chicken industry is collaborating to grow, create shared value, and ensure chicken is consumers' preferred and trusted protein.*

In support of our shared industry VISION, our MISSION is:

Serve Alberta's chicken producers by collaborating with key stakeholders to:

- *Create a thriving environment for sustainable chicken production.*
- *Encourage a competitive consumer-focused value chain.*

2019 - 2021 Strategic Priorities:

1. Building Public Trust
2. Driving Sustainable Production
3. Championing a Strong, Effective, Unified Value Chain

Agri-Environmental Priorities:

- Land Use: Regional Plans
- Water Use and Access
- Energy Efficiency

Our Commitment to Excellence:

- **STRONG STAKEHOLDER RELATIONSHIPS:** Working closely with our industry partners, we 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 that is maintained and tested regularly.
- **BIOSECURITY:** Biosecurity is a mandatory component of the On-Farm Food Safety program; best- practices are incorporated into our Emergency Response Plan.
- **COMMITMENT TO RESEARCH:** The Alberta chicken industry is strongly committed to Research. We support, in cooperation with the other poultry Boards, the infrastructure of the Poultry Innovation Partnership, and Alberta Chicken Producers has contributed \$900,000 towards the ‘capital fund’ for the Alberta Chicken Producers Poultry Technology Centre at the University of Alberta. Alberta Chicken Producers also contributes \$145,000 annually to supporting research and development.

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

Address: 2518 Ellwood Drive SW, Edmonton, AB, T6X 0A9

Phone: 780.488.2125

Fax: 780.488.3570

E-mail: abcp@chicken.ab.ca



On Common Ground – Messages from the Agri-Environmental Partnership of Alberta – Issue #33, March 2021