

## **CPRC Update**

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### **CPRC'S CONTINUING EVOLUTION**

The Board of Directors of the Canadian Poultry Research Council (CPRC) continues to make changes as part of its efforts to make CPRC the most efficient and effective organization possible. For example, research grant procedures have undergone changes that the Board believes will better align research activities with industry's goals.

#### **The New System**

The new system of receiving and reviewing research grant proposals uses a two-step process: 1) an industry review of Letter of Intent (LOI); and 2) a scientific review of methodology. In the LOI, the applicant is asked for an overview of the proposed research as well as an account of how the research will impact the poultry industry. For example, how will the proposed work help industry reach its Research Target Outcomes? The applicant is asked to think about where the proposed research fits in to the so-called 'innovation continuum; is it primary research directed at a fundamental understanding of how something works, or is it of a more applied nature? Who are the ultimate end-users of the research and what would it take to bring it to the adoption stage? Answers to these questions will help CPRC assess the potential benefits of the proposed research.

The completed LOIs, due June 1, will be evaluated by the CPRC Board and support staff with help from additional scientific expertise.

Successful applicants will be invited to submit a Detailed Proposal (step two of the process) that provides details on experimental design and proposed methodology. The proposal will list members of the research team describing their expertise and the roles each will play in the proposed work. Training of highly qualified personnel (students, research technicians etc.) will also be described, as will specifics of proposed expenditures and funding sources.

The Detailed Proposals will be reviewed by CPRC's Scientific Advisory Committee (SAC), the members of which represent a breadth of knowledge and expertise that can accurately assess the intricacies of the proposed methodology. Applicants will have an opportunity to address issues or concerns raised during the SAC review before a final funding decision is made by the CPRC Board.

CPRC's funding commitment is contingent on the proposal securing matching funds from another source(s). The preference is that funds from the poultry sector (CPRC and other sources) be matched at least 1:1 with funds from outside the poultry sector (e.g. other agricultural sectors, private sector, government funds etc.). Part of CPRC's service is to help researchers identify and secure matching funds. Matching the poultry sector's investment in research with funds from other sources maximizes the impact of that investment and encourages collaboration with organizations that might not otherwise directly support poultry research.

Although it will increase the time between LOI submission and final approval, the CPRC Board believes the new system will benefit both industry and researchers by improving communication and ensuring research is targeted at industry goals. The new process will be monitored and assessed on an ongoing basis to ensure it continues to increase CPRC's effectiveness.

#### **The 'New' Board**

The new granting procedures were approved in principle by CPRC's Board of Directors at the March 23, 2012 Annual General Meeting. CPRC is pleased to announce that all Directors, who represent each of the organization's five members, were re-elected without change to positions. Jacob Middelkamp, representing Chicken Farmers of Canada, returns as CPRC Chairman. Mr. Middelkamp is a broiler chicken producer in Alberta. Roelof Meijer, representing Turkey Farmers of Canada, returns as Vice-Chairman. Mr. Meijer is a turkey producer also from Alberta. The Canadian Poultry and Egg Processors' Council (CPEPC) is represented by Erica Charlton, CPEPC's Technical Director. Cheryl Firby, Director of Agricultural Operations at Maple Leaf Foods, represents the Canadian Hatching Egg Producers and Helen Anne Hudson, Director of Corporate Social Responsibility for Burnbrae Farms, represents Egg

Farmers of Canada. CPRC would like to take this opportunity to thank these individuals and their respective organizations for their past efforts and continuing support. The continuity of the CPRC Board will facilitate ongoing efforts to enhance poultry research in Canada.

*The membership of the CPRC consists of Chicken Farmers of Canada, Canadian Hatching Egg Producers, Turkey Farmers of Canada, Egg Farmers of Canada and the Canadian Poultry and Egg Processors' Council. CPRC's mission is to address its members' needs through dynamic leadership in the creation and implementation of programs for poultry research in Canada, which may also include societal concerns. CPRC's contact information is available at [www.cp-rc.ca](http://www.cp-rc.ca)*