

CPRC Update

WHAT'S NEW AT CPRC?

New Board of Directors

The Canadian Poultry Research Council (CPRC) recently held its Annual General Meeting during which Roelof Meijer, the Turkey Farmers of Canada Board representative, was elected Chair and Helen Anne Hudson, representing Egg Farmers of Canada, was elected Vice Chair. Roelof replaces Jacob Middelkamp, former Chicken Farmers of Canada (CFC) representative, who was on the Board for six years and served as Chair for four. CPRC Board and staff wish to express their gratitude to Jacob for his dedication and leadership. Ed O'Reilly, CFC Board representative for Newfoundland and Labrador, replaced Jacob on the Board.

The Canadian Hatching Egg Producers (CHEP) representative, Cheryl Firby, is stepping down after three years on the CPRC Board. Cheryl has been a valuable voice in all Board decisions and we wish her well on all her future endeavours.

New Poultry Science Cluster application

On behalf of the Canadian poultry industry, CPRC submitted an application to Agriculture and Agri-Food Canada for a new five-year Poultry Science Cluster under the recently announced AgriInnovation Program (AIP), which is part of the *Growing Forward 2* (GF2) policy framework for Canada's agricultural and agri-food sector. The application is supported by a broad range of industry organizations and companies that have come together to provide resources to support the proposed research. If the application is successful, the new Cluster will secure considerable government funding to match industry's investment, which is significantly larger than the first three-year Science Cluster that ended March 31, 2013.

A "cluster" brings together multidisciplinary teams of scientists to solve complex problems and to create synergies in research efforts. It is a way to make the most of available resources and supports a strong business case for investing in Canadian poultry research. Pooling intellectual and financial resources to address issues of common interest is a powerful way to maximize the impact of our collective investment in research.

The research proposed within the Cluster application represents consensus of needs by the poultry industry and reflects major sector priorities and research target outcomes identified in the *National Research Strategy for Canada's Poultry Sector* including Economic viability, Genetics, Food Safety, Animal Health Products, Poultry Health, Poultry Welfare, Environment, and Poultry Feedstuffs. The Strategy was the result of in-depth consultation with producers, producer organizations, the research community (both government and university), and representatives of the poultry processing sector.

The application focuses on four themes, each encompassing several sector priorities:

1. **Poultry Infectious Diseases**, as they impact poultry health and/or zoonosis.
2. **Alternative Animal Health Products and Management Strategies** that enhance avian immune function and mitigate the impact of infectious pathogens while displacing the need for traditional antimicrobials.

3. **Poultry Welfare and Wellbeing** throughout the production chain, as impacted by early immune function, bird harmony within various alternate farm production systems, restricted feeding options of breeding stock, bird stocking density, and the effects of temperature extremes during live bird transport.
4. **Environmental Stewardship** as impacted by emissions of particulate matter, ammonia and greenhouse gases and their effect on poultry, poultry workers and the industry's environmental footprint.

The proposed Cluster provides capacity to resolve many current issues facing the poultry industry. The unique cooperation among scientists, industry partners and government departments across Canada will synergize efforts to address these issues. The scale of the Cluster allows for basic research and more near-term, applied studies that will provide both immediate answers and future information for the poultry and food industries, as well as factors impacting consumer wellbeing. We will provide updates on the Cluster application in future issues.

For more details on these or any other CPRC activities, please contact The Canadian Poultry Research Council, 350 Sparks Street, Suite 1007, Ottawa, Ontario, K1R 7S8, phone: (613) 566-5916, fax: (613) 241-5999, email: info@cp-rc.ca, or visit us at www.cp-rc.ca.

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.