

CPRC Update

COOPERATION IN SUPPORT OF RESEARCH

Government funding organizations are increasingly looking to industry to show a commitment to research and ensure that funds are allocated to address industry priorities. Industry has responded to that challenge by increasing cooperation in setting research priorities and making funding commitments.

For example, a broad range of industry stakeholders provided input on the research priorities and desired outcomes recently published in the **National Research Strategy for Canada's Poultry Sector**, available on the "Research" page of our website www.cp-rc.ca. This document is designed as a general roadmap to help guide Canadian poultry research efforts over the next several years. The Strategy is based on cooperation, coordination and communication so that all those involved in Canadian poultry research are working together to develop the most effective and efficient research system possible. The Strategy will be reviewed and updated regularly based on industry consultation to ensure that it reflects changes in the poultry sector.

Industry cooperation in funding was evident in CPRC's recent proposal for a new Poultry Science Cluster to Agriculture and Agri-Food Canada's *AgriInnovation Program*. Nineteen industry organizations and companies committed more than \$1.7 million to support the Cluster's 5-year program to support 18 research projects. Nine of the funding cooperators are producer organizations and 10 are corporations providing poultry industry inputs or processing poultry products. Research projects fall into four major themes: i) infectious diseases of poultry, ii) alternative animal health products and management strategies, iii) poultry welfare and wellbeing, and iv) environmental stewardship.

CPRC's **Research Sponsorship Program** presents an opportunity for further funding cooperation. Announced in September 2012, the program was initiated with the support of **Aviagen Inc.**, the inaugural sponsor. Aviagen continues to support Canadian poultry research with its 2013 sponsorship contribution, which will be used to enhance the annual research contributions from CPRC's member organizations. A review of CPRC-funded research projects showed that all parts of the poultry value chain benefit from the research discoveries, including producers, feed suppliers, animal health care companies and professionals, processors, distributors and consumers.

CPRC's Research Sponsorship Program offers a range of support levels to allow industry stakeholders to choose a sponsorship option that fits their budget. Details of the Research Sponsorship Program, sponsor benefits and an application can be found on the Sponsorship page of our website. CPRC's Board and Member Organizations thank Aviagen Inc. for its leadership in supporting Canadian poultry research.

NEW CPRC DIRECTOR

Brian Bilkes has replaced Cheryl Firby as Canadian Hatching Egg Producers (CHEP) representative on the CPRC Board. We thank Cheryl for her valuable input during her three years on the Board and look forward to working with Brian. Brian has been the alternate director to CHEP from British Columbia (B.C.) since March 2010. Brian serves as Chair of CHEP's Research Committee and the Canadian Broiler Hatching Egg Producers' Association. Brian is also the Vice-Chair of the

B.C. Broiler Hatching Egg Commission (BCBHEC) and has served on the board of the BCBHEC since 2008.

Brian graduated from Trinity Western University with a Bachelor of Business Administration (hon.) in 1994. After working in the construction and real estate development industry for a number of years, he purchased a broiler hatching egg operation in Chilliwack, B.C in 2005. He always wanted to follow in his grandfather's footsteps who was a hatching egg producer in Seaforth, Ontario from the 1960s to the 1980s. Brian also is involved with a large dairy operation in Chilliwack, and a meat wholesale and retail operation in B.C. He passionately supports research and wants to see the poultry and agricultural industries continually improve for the long-term benefit of poultry and agriculture in Canada.

For more details on any 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.