




FROM GATE TO PLATE



Chicken is Canada's #1 meat – and for good reason: it's healthy, versatile and delicious!

From gate to plate, our Canadian chicken farmers work hard to ensure that their chickens are raised to world-class standards, so that what you feed you and your families is fresh, high-quality and raised by a Canadian farmer. Here's how we do it:

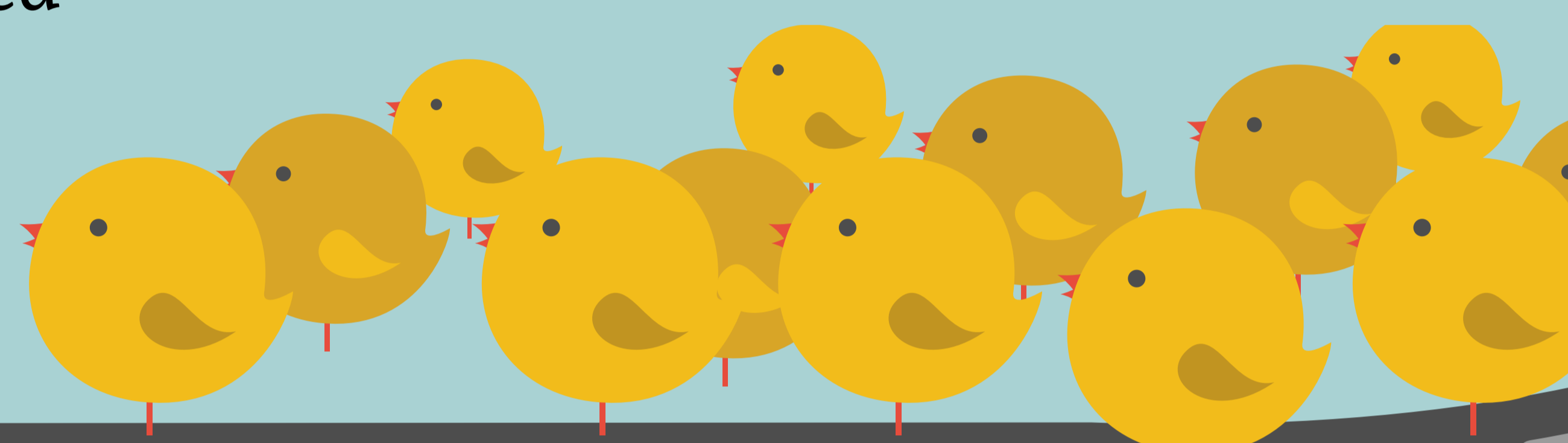


It all starts with production planning.

Every eight weeks, chicken farmer representatives meet to determine how much chicken Canadians will be purchasing. From there, they decide how much they will produce to meet this demand. Thanks to this process, shortages and surpluses are eliminated, ensuring you have a steady supply of wholesome chicken.

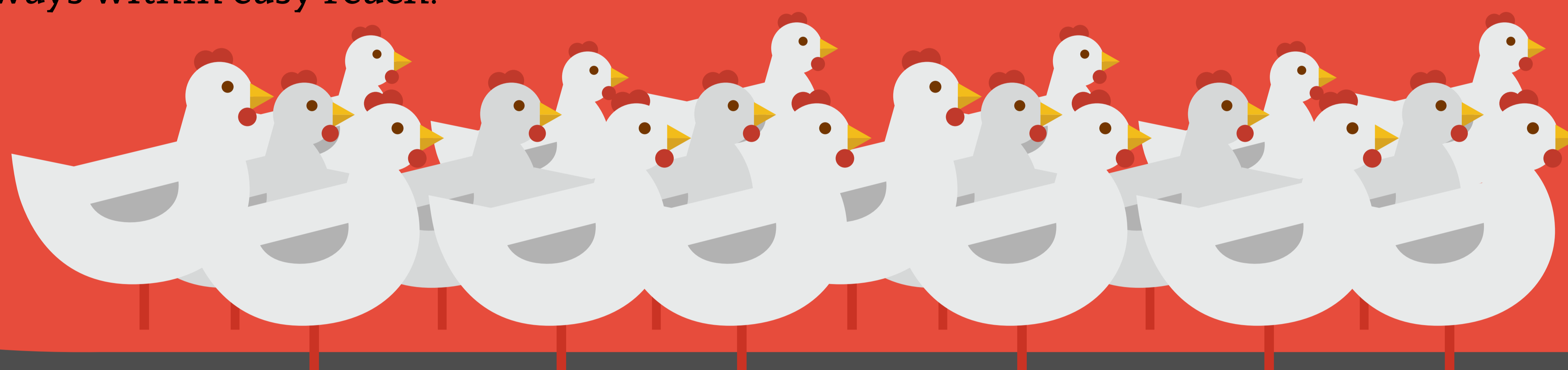
The chicks arrive.

Once the production plan is in place, the chicks are delivered to the farm. When they arrive at the farm, the chicks are placed in a barn, which has been completely cleaned since the previous flock. Fresh litter is put down and the chicks are allowed to roam freely throughout the barn.



The chickens mature.

The chickens grow up in large, well-ventilated, and climate-controlled barns. Food and water is always within easy reach.



The chickens are purchased by processors.

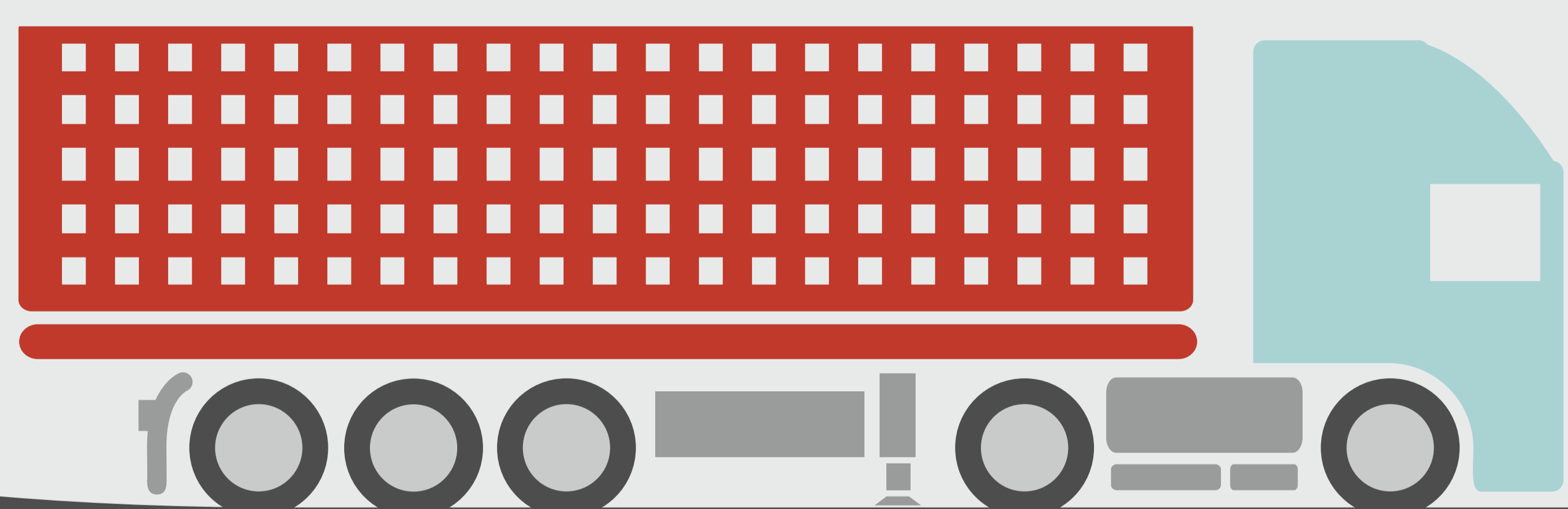
Live chickens are bought by the processors at approx. \$1.54/kg, which is known as the "live price".



The chickens are transported and processed.

The transportation of the chickens is coordinated by the processors, who purchase live birds from the farmers. The processors pick the chickens up at the farm in specially-designed trucks, and take them to be processed.

This entire stage of transportation and processing is closely regulated, monitored, and enforced by the Canadian Food Inspection Agency (CFIA). The CFIA ensures that the proper protocols are followed, and processors use the Meat Hygiene Manual of Procedures to guarantee that the chickens are processed humanely and safely.



Fresh chicken is delivered to retailers and foodservice outlets.

After being carefully processed, the meat is transported to retailers, and the process begins again from step one.

Retailers set the prices you ultimately pay for chicken. After buying chicken at the store, it's just a short journey to your plate, where a delicious, healthy, and high-quality meal awaits!



To learn more about how your chickens are raised please visit
WWW.CHICKENFARMERS.CA