



THE RAISED BY A CANADIAN FARMER ANIMAL CARE AND ON-FARM FOOD SAFETY PROGRAMS

DRIVING CONSUMPTION



We know that the on-farm food safety and animal care programs (OFFSP/ACP) impact daily life and routines on the farm. We also know that it's hard sometimes to see the bigger picture, to understand why these programs are so important, and it's easy to wonder whether it's worth it.

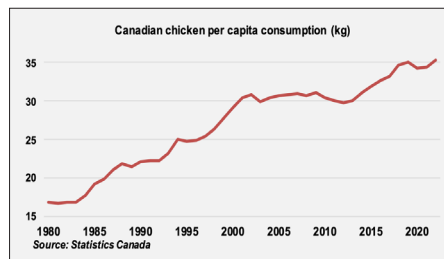
We're here to tell you that it is!

CHICKEN FARMERS OF CANADA (CFC) HAS A **THREE-YEAR STRATEGIC PLAN** THAT GUIDES OUR WORK AND IS BUILT TO GROW PER CAPITA CONSUMPTION FOR CANADIAN CHICKEN, SO ALL FARMERS CAN REMAIN PROFITABLE AND GROW THEIR BUSINESS.

One way we do this is by promoting the *Raised by a Canadian Farmer* brand and telling our story – that story relates back to the work farmers are doing each day to uphold high standards and maintain their OFFSP and ACP certification.

In addition to country of origin, the brand now also represents farmers' commitment to excellence in food safety, in animal care, and in environmental stewardship. These programs resonate with consumers – and create confidence in our system, and confidence in the farmers that grow chicken for their families.

It's resonating with restaurants and retailers, as well. More and more companies are adopting the brand to assure their customers of their commitment to sourcing Canadian chicken and to the excellence that the brand represents, which is what you are contributing to every day on your farm.



The standards you uphold each day have an impact. When you are committed to these programs, CFC can work with partners throughout the value chain to provide them the assurance they need that farmers value the animals in their care and are committed to doing the right thing.

Your commitment to the program, the fact that we can say 100% of our farms are certified, is an essential element for gaining the confidence of consumers, grocers and restaurants. YOU, all 2,826 broiler chicken farmers in Canada, are the reason we have a great program to promote!

SOME WAYS WE PROMOTE THE BRAND AND TELL OUR STORY:

- Digital and TV ads
- Meeting directly with retail and restaurant companies as part of our "roadshow" to talk about the programs
- Attending national trade shows with retail and restaurant companies from across the country
- Ads and content in restaurant and grocery trade magazines
- Producing and promoting a **video** featuring farms with good environmental practices
- Showcasing individual farm families with the '**day in the life**' video series
- Swimming Canada and Skate Canada partnerships
- Sharing the third-party audit reports with stakeholders to maintain confidence in our programs

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“We use the Raised by a Canadian Farmer brand to leverage the trust that our guests have in Canadian farmers. Knowing there is a national program that all farmers are certified on, with high standards in animal care and food safety, gives us confidence in the brand and what it stands for. We’re proud to display the logo on chicken in our stores across the country.”

– Carly Zedic, Director of Marketing, Off Premise Swiss Chalet, Recipe Unlimited

“Mary Brown’s partnership with the Raised by a Canadian Farmer brand has been hugely valuable to our business. Knowing there is one consistent, national program that all farmers are certified on gives us confidence in promoting Canadian chicken and the high standards to which it is raised.”

– Fergus Byrne, Senior Director, Procurement, Mary Brown’s Chicken (MBI Brands)

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DIGITAL AND TV ADS



Raised by a
CANADIAN
FARMER

Élevé par un
PRODUCTEUR
CANADIEN

