

NFAHWC Forum 2015

Bruce Roberts
Canadian Poultry Research Council (CPRC)



Canadian Poultry
Research Council
Le Conseil De
Recherches Avicoles
Du Canada

CPRC Structure

Member organizations;

- Canadian Hatching Egg Producers (CHEP)
- Canadian Poultry and Egg Processors Council (CPEPC)
- Chicken Farmers of Canada (CFC)
- Egg Farmers of Canada (EFC)
- Turkey Farmers of Canada (TFC)
- Members represented on CPRC Board of Directors

Setting Research Priorities - Then

1. Producers → Provincial Organizations
(Provincial/Regional Priorities)
2. Provincial Organizations → National Organizations
(Commodity-specific Priorities)
3. National Organizations → CPRC
(Regional/National Poultry Priorities)

Priorities and research were more production/profit oriented.

Setting Research Priorities - Now

- Follow the same process **BUT**
- Societal impacts have changed the **Influencers**
- Pressure developed from consumers, animal welfare advocates, food retailers, restaurant industry, etc. and **Led to a Realignment of Priority Focus**
- Welfare (W), Antimicrobial Reduction (AR)



How Does Welfare Compete for Funds?

At the **National** Level Poultry Welfare Research does not Compete – Everything Else Competes with Welfare (and antimicrobial reduction) for Funding



Canadian Poultry
Research Council
Le Conseil De
Recherches Avicoles
Du Canada

Funding Implications

- 2012 *National Research Strategy* - 8 priority areas including Welfare and Antimicrobial Reduction
- Approximately 75%-80% of CPRC funding to W & AR
- Rest split between remaining priorities:
 1. Genetics
 2. Food safety
 3. Poultry Health
 4. Environment
 5. Functional and Innovative Poultry Products
 6. Poultry Feedstuffs



Thank you



Canadian Poultry
Research Council
Le Conseil De
Recherches Avicoles
Du Canada