

## Do you know what a broiler hatching egg is?

Our relationship with food is what brings us together. Not many things compare to a home cooked meal or having your favourite dish prepared just the way you like it at a restaurant. There is also a good chance that the protein of choice on your plate is chicken. Poultry is one of Canadians' favorite proteins. In fact, statistics show that 84% of Canadians purchase fresh chicken on a regular basis.

But where does that chicken that you buy at the grocery store, local market, or order at your favorite restaurant come from?

Not many people know.



Whole chicken, breast, wing, thigh, or leg, chicken does not just magically appear on the shelf. Before making its appearance in the grocery store, chicken comes from one of the first stages of the chicken supply chain, which is a broiler hatching egg.

While most people are familiar with the eggs they buy in the grocery store, broiler hatching eggs are different, because they come from a different type of chicken, called a broiler breeder. These chickens are bred to produce fertilized eggs that are hatched to produce a chick that will grow to a chicken. Broiler hatching egg farmers are responsible for the production of broiler hatching eggs which are then shipped to commercial hatcheries where they are placed in special incubators where they eventually hatch into broiler chicks.

These broiler chicks are sold by hatcheries to chicken farmers who raise them into fully-grown chickens. These chickens are what many Canadians enjoy as their main source of protein everyday.

Canadian Hatching Egg Producers (CHEP) is a national organization that represents 216 farmers from across Canada. This organization's mission is to continue to grow a sustainable and profitable broiler hatching egg industry in Canada for years to come.

Whether you like it fried, fresh, or in a fajita, there is an obvious need for a strong, efficient, and sustainable industry that creates a dependable supply of quality broiler hatching eggs for the chicken supply chain to feed those that love to eat chicken.





CHEP accomplishes this by ensuring that broiler hatching egg farms are producing enough broiler hatching eggs to meet the demands of the Canadian chicken industry. Like the chicken, turkey, egg, and dairy sectors, CHEP operates under the supply management system. CHEP's continued commitment to food safety and animal welfare ensures that broiler eggs are produced with exceptional quality. To achieve this quality, broiler hatching egg farmers have implemented the Canadian Hatching Egg Quality (CHEQ™) food safety program and

are regularly audited. CHEQ™ is consistent with the food safety approach of the Canadian Food Inspection Agency (CFIA). Food safety is a priority at all levels of production, especially in the broiler hatching industry. These audited programs reassure shoppers when they purchase their groceries and turn them into a perfectly cooked meal for the whole family to appreciate and devour.

Animal health and welfare is also a top priority. Canadian hatching egg farmers are constantly monitoring their flocks to assess behaviour, productivity, health, and maintain the ideal environment for their birds. To demonstrate a commitment to their animals, CHEP has developed a third party audited on-farm Animal Care Program designed to promote an elevated level of animal welfare on all hatching egg farms in Canada. This program ensures that all farmers involved are adhering to the Poultry Code of Practice and that all animals are raised in a humane way. CHEP's Animal Care Program makes sure that broiler breeders have a safe and comfortable environment. It also verifies that farmers meet the requirements and follow the guidelines for space, water, feed, lighting, air circulation, and handling, among other things on the farm. These checks and balances ensure that consumers can always have confidence that they are getting a safe, high-quality product in chicken.

The next time you visit a grocery store, farmers market, or restaurant, you will now know that the chicken you are purchasing starts with a broiler hatching egg farm, run by a Canadian hatching egg producer who is committed to fulfilling their part of the chicken supply chain. Canadians are looking forward to their next meal, with ingredients they know they can trust. Oven roasted, barbecued, or baked; Canadians can trust that Canadian raised chicken begins with the diligent oversight of a Canadian broiler hatching egg farmer.