

PIC Update  
Egg Farmers of Ontario AGM  
March 28, 2018



Poultry Industry Council

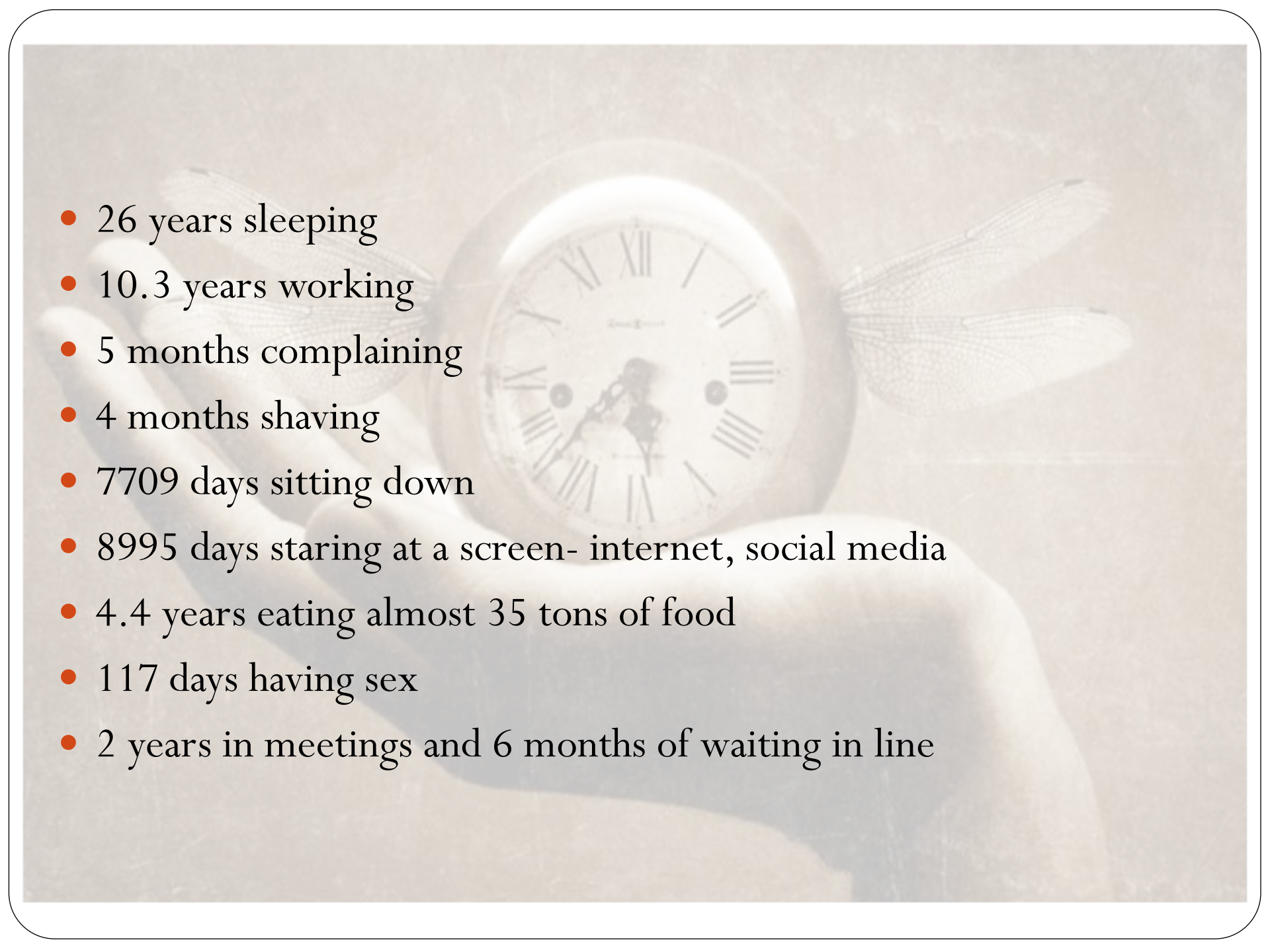
**Keith Robbins, Executive Director  
Poultry Industry Council**

# 25,915

**DAYS IN THE LIFE OF THE AVERAGE HUMAN**

**Out of 25,915 days,  
the average human spends:**



- 
- 26 years sleeping
  - 10.3 years working
  - 5 months complaining
  - 4 months shaving
  - 7709 days sitting down
  - 8995 days staring at a screen- internet, social media
  - 4.4 years eating almost 35 tons of food
  - 117 days having sex
  - 2 years in meetings and 6 months of waiting in line

So now what?

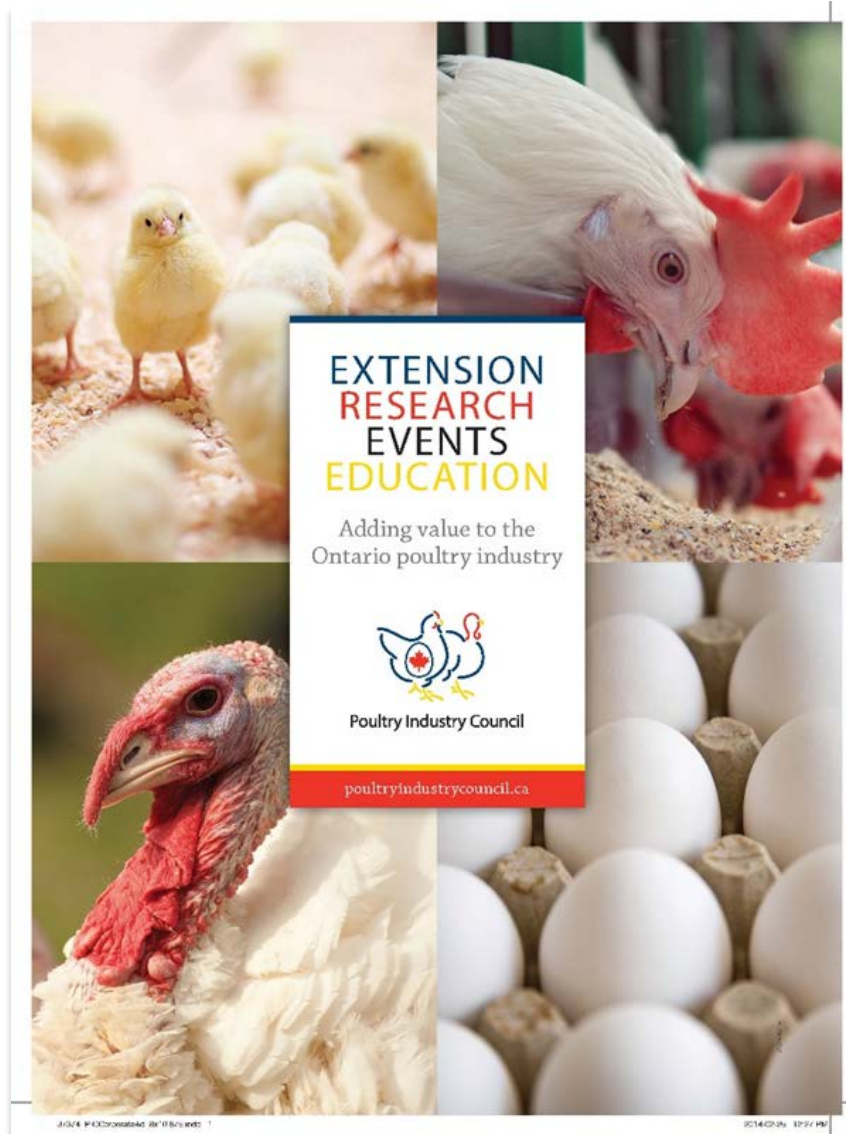




# What does PIC do?



Poultry Industry Council





Poultry Industry Council

# Extension, Education and Events



**the Cackler** Newsletter  
Egg Farmers of Ontario  
SEPTEMBER 2016  
Relevant news, information and statistics for Ontario egg farmers and pullet growers.

**COMMENTS FROM THE COOP**  
**The many ways PIC is helping egg farmers**  
by Brian Miller, Zone 5 Director

Telling our story has been a strong focus for egg farmers for many years and only continues to rise in importance in today's consumer marketplace. Egg Farmers of Ontario (EFO) has a multi-pronged approach being constantly refined to reach out to our audiences including consumers, retailers, restaurants, foodservice and institutional buyers. In addition to government and egg industry stakeholders.

One important player in this overall effort is the Poultry Industry Council (PIC), and as the EFO representative on the PIC, I want to share some of the many things that the council has to offer in those that reach efforts.

This past April, the 2016 London Poultry Show, held at the Western Fair Agriplex, boasted the most exhibitors ever and had the largest attendance in history. This was the first year held in the new building which was a great venue for the show.

In addition to The Poultry Show, PIC works hard all year at effort, PIC works hard all year at developing programs for farmers and industry partners and the staff of PIC works to provide leadership to put these programs in place. They are always on the look-out for

new ideas to work into programs and your suggestions are always welcome.

Upcoming programs include the Professional Animal Auditor Certification (PAACCO) on November 8-10 in Guelph. This is useful for industry partners dealing with animal welfare auditing and provides education, training and certification during a three-day session. For more information or to register, visit <http://www.poultryindustrycouncil.ca/education-extension-events/auditor/>.

For egg and pullet farmers, Producer Updates provide relevant information that is current, relevant and easy to implement on your farm. Farmers in Eastern Ontario were offered a Poultry Farmer's meeting in July with a number of excellent speakers on a variety of topics. Also coming later this year will be the Eastern Ontario Poultry Conference, December 1, in St. Isidore, Ontario.

Producer Update sessions for 2016-2017 will be held in:

- Belleville, December 14
- Broxton, February 8
- Grimsby, February 15
- Clifford, February 22
- Mt. Brydges, February 22

Programs for all meetings are developed by a committee of farmers and industry partners.

This year a renewed priority has been made to have topics of interest specific to the egg and pullet industry. Meeting agendas and registration information will be available in the early fall.

Research Day, highlighting research activities related to the poultry industry, and Poultry Health Day, with sessions held by animal health specialists on a variety of topics, will come along as we enter the spring of 2017 and beyond. Videos of presentations at the 2016 Health Day can be found on the PIC website.

For farmers or industry partners with new staff members, Poultry Pro – an on-line training tool for poultry basics may be useful. Developed by PIC and offered through University of Guelph's Ridgeway campus, via their online portal, this four-part course provides a look at many poultry basics.

The dates for the 2017 London Poultry Show are April 2-6. It will be a busy season and you should check out PIC's education programs and plan to attend at least one. There are many worthwhile sessions that are useful to all egg and pullet farmers.

**Upcoming Board of Director's Meetings:**  
October 6 & 7, November 2 & 3

**Upcoming Contributions By:**  
October - Bryan Hustrawer, Zone 7 Director

**Poultry Industry Council**  
2017 by the numbers

**23** Events/education sessions held with

**5500** people attended

**92%** Member Satisfaction

**114** Members

**3%** Increase

**Revenue Breakdown**

- 51% Events
- 19% Board Contributions
- 14% Miscellaneous Investments
- 10% Donations & Grants
- 6% Membership

**London Poultry Show's 60th Anniversary**

had **4800** in attendance with **200** Vendors

**28** AI Certificates

**56** PAACCO Certified



Poultry Industry Council

# Extension: Producer Updates

- Partnership with OMAFRA since 2009
- 6 events across Ontario - 400 attend
  - (41% Producers, 36% Industry & 23% Gov't, Media, Academic & Other)
- Relevant & high quality topics and speakers
  - Diverse industry advisory committee – program planning





# Poultry Health Day



Poultry Industry Council

- June 20th, Stratford Arden Park Hotel
- Great venue for poultry health knowledge transfer







Poultry Industry Council

ATTEND THE  
**NATIONAL  
POULTRY  
SHOW**

**NEW NAME FOR THE LARGEST  
POULTRY SHOW IN CANADA!**

**APRIL 4 & 5, 2018 • WESTERN FAIR DISTRICT  
FORMERLY THE LONDON POULTRY SHOW**

PRESENTED BY:



Poultry Industry  
Council



845 FLORENCE ST., LONDON, ONTARIO N5W 6G6

EXPO LOCATION & INFORMATION CAN BE FOUND ON PIC'S WEBSITE: [WWW.POULTRYINDUSTRYCOUNCIL.CA](http://WWW.POULTRYINDUSTRYCOUNCIL.CA)



Poultry Industry Council

# Education





Poultry Industry Council

# PAACO Poultry Auditor Course

- Poultry Auditor Training Course
- PIC = Canadian delivery agent
- Total Auditors to date 162, Fall 2018 offering







Poultry Industry Council

Are you lured by the  
appeal of urban farming?  
Wondering what it takes to  
have a small backyard flock?  
Looking for a steady supply  
of fresh, local eggs?

# BACKYARD BASICS

Learn how to raise chickens  
in an urban setting

Spend a Saturday learning  
all the basics for raising your  
own chickens – including  
chick care, egg quality, feed  
and nutrition, and disease  
and health management.

**Saturday, March 24, 2018**  
**Raising Backyard Chickens Workshop**  
**8:30 a.m. – 1:00 p.m.**

Kay House – Poultry Industry Council  
483 Arkell Road, Guelph, ON

Cost: \$95 (includes lunch)

Pre-registration is required by calling 519-837-0284  
or visit the Poultry Industry Council's website at

[www.poultryindustrycouncil.ca](http://www.poultryindustrycouncil.ca)



Poultry Industry Council

PIC reserves the right to alter or cancel any event or  
promotion with prior notice – refunds will be provided  
for the event if PIC cancels the event or the promotion.

# PoultryPro



## THINKING ABOUT A CAREER IN POULTRY?

Take PIC'S Poultry Pro online course for new farm workers, new industry employees, and new graduates working in the poultry industry.

The training introduces various poultry husbandry topics with a focus on:

- Barn Management
- Feed and Water Management
- Breeder Management
- Disease Management

### **Cost of \$180.00 plus HST**

Detailed information and course registration are available on the PIC website.



Poultry Industry Council  
[www.poultryindustrycouncil.ca](http://www.poultryindustrycouncil.ca)



Poultry Industry Council

# Science in the Pub

- Interactive discussions – timely and relevant topics
- Diverse networking

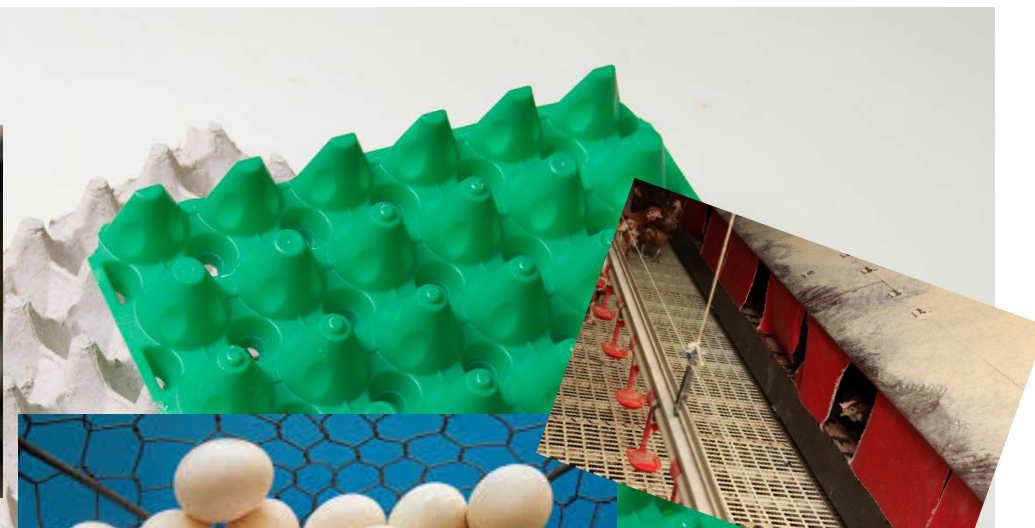




# In the COOP



# PIC Photo Library (4200 images)





# Golf Tournament: September 5, 2018







Poultry Industry Council

## PIC UPCOMING

Education, Extension and Events

April 2018

April 12, 2018	Ag Lenders Day - Guelph
May 2, 2018	Research Day - Stratford
May 16, 2018	HR Day - Guelph
June 20, 2018	Health Day - Stratford
September 5, 2018	Golf Tournament - Baden
September 24, 2018	Science in the Pub - Guelph
October 25, 2018	PIC AGM - Guelph
Late Fall, 2018	PAACO - Guelph
November 21, 2018	Eastern Regional Poultry Conference - St. Isidore
December 5, 2018	Producer Update - Belleville
December 12, 2018	Producer Update - Brodhagen
February 6, 2019	Producer Update - Jordan
February 13, 2019	Producer Update - Clifford
February 20, 2019	Producer Update - Mount Brydges
March 23, 2019	Raising Backyard Chickens - Guelph
April 3 & 4, 2019	National Poultry Show - London



*Poultry Industry Council's mission is to efficiently deliver poultry extension services, event coordination and project and program management while supporting research capacity for the betterment of the Ontario industry.*

Visit PIC's website for more information and further upcoming events:  
[www.poultryindustrycouncil.ca](http://www.poultryindustrycouncil.ca) or call 519-837-0284

# Questions?



Poultry Industry Council



[www.poultryindustrycouncil.ca](http://www.poultryindustrycouncil.ca)  
519-837-0284