



April 16, 2020

To my colleagues in the Canadian chicken sector:

As we've heard so often, these are unprecedented times. We've all been affected by the fallout from the COVID-19 crisis and, as a result, we are dealing with issues that affect us, our families, our communities, and our nation.

For generations, Canada's chicken farmers have worked tirelessly to provide Canadians with wholesome, nutritious chicken. We have weathered many storms during this time, and we have always shown ourselves to be up to any challenge that comes our way.

This is no exception.

Despite all these stressors, we continue to demonstrate that we can work together effectively and respectfully to determine the best course for our industry.

The allocation decision made for A-163 was the result of tremendous efforts on behalf of each provincial board, and industry stakeholders to set not just any course for the difficult times ahead, but the *right* course. After days upon days of discussions, the Board came to a united decision that meets the varied needs across the country.

Allocation isn't the only focus during this difficult time. CFC is involved daily in meetings with government officials, and with partners from throughout the value chain, to strategically determine the steps we need to navigate the endless issues and concerns that result from this pandemic.

We also work to ensure that our business continues to run efficiently and effectively. While our office is closed, we are most definitely open for business, and CFC staff is proud to be able to continue to work for the continued success of our industry.

Like each of you, we are constantly trying to ensure that our sector is leading the way, and, as always, we are setting a fine example for animal agriculture.

One of our strategic key result areas in CFC's five-year strategic plan is collaboration. The work being done by all of us – while definitely unexpected – demonstrates our collective commitment to collaboration and frankly, fills me with hope about how we can work together once we are finally able to resume our day to day business.

Our collaboration is a testament to our values. Throughout all of this, we have proven that we are strong in the face of adversity, and that we are truly at our best when we work together. Your leadership is a testament to the strength and endurance of our industry.

I would like to take a moment to thank the CFC Board of Directors for their continued hard work, and gratefully acknowledge the continued support and dedication of the CFC staff and the Executive Committee for their ongoing support.

We will continue to look to you all for measured guidance going forward.

Many thanks,

A handwritten signature in black ink, appearing to read 'Benoît Fontaine', with a stylized, cursive flourish at the end.

Benoît Fontaine
Chair