



Canadian Poultry and Egg Processors Council
Conseil canadien des transformateurs d'œufs et de volailles

January 13th, 2016

Chicken Farmers of Canada
 350 Sparks Street, Suite 1007
 Ottawa, Ontario
 K1R 7S8

Attn: Mike Dungate

CPEPC Recommendation A-137 & A-138

Overview

CPEPC allocation recommendations are based on a range of supply, demand and market performance factors.

Overall market conditions remain positive and support continued growth for chicken in the first nine months of 2016 that is higher than historical averages, however, there are some indications that growth in chicken demand is slowing and that the peak advantage chicken enjoyed over competing meats is beginning to erode.

Year over year chicken disappearance declined in October and November. October was the first monthly decline since May 2014 and October-November was the first back to back monthly decline since March and April of 2013.

The 12 month rolling average disappearance for December 2014 to November 2015 was 3.4%. This compares to the 12 month rolling average of 4.9% reported at the CFC September meeting and 4.4% in December when the AGR was set for A-137 and A-138.

Disappearance based on global imports and market development exports is 2.7% for the most recent 12 month rolling average. This measure is also trending lower.

Nielsen fresh retail sales are showing similar trends. In December of last year the 52 week rolling average growth was 6.25%. It has gradually trended lower over the year and currently sits at 4.1% for the period ending December 12, 2015.

To be clear, CPEPC's assessment of the above indicators is that chicken demand continues to be strong representing continued opportunities for growth, but the rate of growth is slowing and that needs to be taken into consideration when setting allocation for A-137 and A-138.

The December 2015 Chicken Market Review report captures the changing dynamics for the Canadian chicken market,

"The main bullish factors are very strong demand and the Canadian dollar. Those two factors will eventually be offset by big production increases in both Canada and the United States. Increased competing meat supplies will also turn against chicken. The three main cuts will underperform seasonal norms."

Competing meats are increasingly going to challenge chicken because production is increasing and wholesale prices are declining. Pork production in the US was a record high in 2015 up 7.4% and is predicted to increase another 1.6% in 2016. Beef production in the US is expected to increase by 4.8% in 2016. Although it is expected that chicken will continue to have a price advantage over beef, that advantage is in decline. Chicken's advantage over pork is expected to erode at a faster rate than beef.

The November edition of the Chicken Market Review addresses the growing challenge coming from competing meats,

*"Beef is becoming increasingly competitive versus chicken at the wholesale level.....with lower wholesale prices there will be increasing tendencies for retailers to feature beef in the first quarter of 2016. In other words, despite high retail prices, beef will become more of a competitive force than it has for the past two years.....Retailers will use pork vigorously on feature and will be a competitive force against chicken. **The bottom line is that the two main competing meats will become increasingly competitive in the first quarter. Chicken's strong advantage over the past year is eroding.**"*

The trend in chicken inventory levels is another indicator of slowing demand. Chicken inventory levels at the end of November were 15% higher than one year ago. During the last quarter of the year when TRQ imports were significantly lower it was surprising to see storage stocks in September and November move up at a faster rate than seasonal norms. Storage stocks are no longer a positive factor.

Historical and projected trends for wholesale prices and Processor Gross Margin (PGM) support the conclusion that chicken market performance was strong in 2015 and there is opportunity for continued growth in A-137 and A-138. It is important to note however, that not all of the strength in wholesale prices can be attributed to strong chicken demand. In 2015 the 14% decline of the Canadian dollar relative to the US contributed to strong wholesale prices and PGM.

Chicken market conditions remain positive presenting opportunities for growth above historical trends for A-137 and A-138. Demand and competing meat data also support strong growth opportunities, but not at an allocation level of Base +5%, which has been set for the last four quota periods. Nor does demand, competing meat and storage stock data support the need for the higher AGR in A-138 or the need for a higher percentage growth rate over base for this period.

CPEPC members unanimously support an allocation recommendation of Base + 4% for period A-137 and A-138 with Western based processors supporting an allocation of Base + 4% for the Western region. Based on current market conditions CPEPC supports an allocation that is slightly higher than the medium term growth target of 3% set by CFC on June 5, 2015

Yours truly,



Mike Terpstra
Manager, Chicken Sector

cc Jan Rus, Chicken Farmers of Canada
Robin Horel, CPEPC
CPEPC Chicken Sector Members

Market Information

Domestic Disappearance:

	CFC Calculation*	Alternate CFC Calculation**
Latest 12 Months: Dec 2014 to Nov 2015	3.4%***	2.7%

* Uses AAFC import and export volumes.

** Uses DFATD Global TRQ for imports and CFC final Market Development for exports.

*** CFC has estimated export volumes for Oct & Nov 2015

Live Prices (1.84 to 1.95 kgs):

Quota Period	\$/kg
A-133 (Oct 4 – Nov 28)	\$1.567
A-134 (Nov 29 – Jan 23)	\$1.564
A-135 (Jan 24 – Mar 19)	\$1.535

CPEPC Live Price Projections (1.84 to 1.95 kgs):

Quota Period	Directional Forecast
A-136 (Mar 20 – May 14)	\$1.515 - \$1.565
A-137 (May 15 – Jul 9)	\$1.520 - \$1.570
A-138 (Jul 10 – Sep 3)	\$1.525 - \$1.575

Actual EMI Wholesale 2014/2015:

Month	\$/kg	Month	\$/kg
February	\$3.57	August	\$3.85
March	\$3.54	September	\$3.90
April	\$3.52	October	\$3.91
May	\$3.67	November	\$3.82
June	\$3.80	December	\$3.72
July	\$3.83	January	\$3.61*

*One week

CPEPC Projects the Following for EMI Wholesale*:

Quota Period	Directional Forecast
A-134 (Nov 29/15 – Jan 23/16)	\$3.68 to \$3.73
A-135 (Jan 24 – Mar 19)	\$3.69 to \$3.74
A-136 (Mar 20 – May 14)	\$3.65 to \$3.75
A-137 (May 15 – Jul 9)	\$3.73 to \$3.83
A-138 (Jul 10 – Sep 3)	\$3.74 to \$3.84

*Projections incorporate CPEPC volume recommendations.

Actual Processor Gross Margin 2014/2015 (0.7078 kg yield, \$1.30/kg target):

Month	\$/kg	Month	\$/kg
February	\$1.34	August	\$1.68
March	\$1.31	September	\$1.72
April	\$1.30	October	\$1.72
May	\$1.45	November	\$1.61
June	\$1.60	December	\$1.53
July	\$1.63	January	\$1.41*

*One week

CPEPC Projects Processor Gross Margin as follows (0.7078 kg yield, \$1.30/kg target)*:

Quota Period	Directional Forecast
A-134 (Nov 29/15 – Jan 23/16)	\$1.48 to \$1.53
A-135 (Jan 24 – Mar 19)	\$1.52 to \$1.57
A-136 (Mar 20 – May 14)	\$1.47 to \$1.57
A-137 (May 15 – Jul 9)	\$1.55 to \$1.65
A-138 (Jul 10 – Sep 3)	\$1.55 to \$1.65

*Projections incorporate CPEPC volume recommendations.

TRQ (mkg, to Sep 26, 2015)

Year to Date Imports	Pro rata Pace	Difference from Pro rata	CFC Target Range vs. Pro rata
62.4	58.0	+4.5	-1.5 to +0.05

Storage Stocks (mkg)

Month	Total Chicken excluding Legs & Miscellaneous	CFC Target Range	Difference from CFC Target
September	27.0	27.9 – 30.8	-2.4
October	27.5	27.8 – 30.8	-1.8
November	28.2	28.6 – 31.6	-1.9
December	29.8	29.1 – 32.1	-0.8

US Beef, Pork and Chicken Production (USDA Livestock, Poultry & Dairy Outlook – Sept 17/15)

	2014	2015		2016			
Month	Annual	Q4*	Annual*	Q1*	Q2*	Q3*	Annual*
Beef	-5.7%	1.0%	-2.4%	5.0%	6.8%	4.4%	4.8%
Pork	-1.5%	5.8%	7.4%	-0.2%	0.3%	3.7%	1.7%
Broilers	1.9%	2.7%	4.2%	2.4%	1.8%	0.98%	1.8%

US Market (US\$/lb – Source, USDA)

US Monthly Wholesale	Dec 2015*	Dec 2014	% change
Beef cutout composite	1.99	2.47	-19.3%
Pork cutout composite	0.73	0.899	-18.7%
Chicken Whole bird	0.805	0.981	-17.9%
Boneless Chicken Breast	1.03	1.33	-22.5%

*Estimate

Summary

Market conditions remain positive and support continued growth for A-137 and A-138 above historical rates. However, demand indicators and growing competition from competitive meats are signaling that the growth rate for chicken is slowing down and therefore allocations over base also need to ease from the previous Base + 5% set in the last four periods. Taking into consideration all market factors CPEPC is recommending an allocation of Base + 4% for both quota periods

RETAILER AUDIT REPORT:
SURVEY OF RETAIL BOXED CATEGORY FURTHER PROCESSED POULTRY IN
BC, ALBERTA AND ONTARIO

Further Processed Poultry - Retail Boxed Category

BC Retailer	Total Sku's	Sku's From BC Suppliers		Sku's From Non BC Processors	
		#	%	#	%
Costco	24	10	42%	14	58%
Loblaws	64	0	0%	64	100%
Sobeys/ Safeway	70	5	7%	65	93%
Overwaita	32	14	44%	18	56%
Walmart	47	0	0%	47	100%
IGA HY Louie	34	8	23%	26	77%
Federated Co-op	36	4	11%	263	89%
Total BC	538	41	14.60%	497	85.40%

Ontario Retailer	Total Sku's	Sku's From BC Suppliers		Sku's From Non BC Processors	
		#	%	#	%
Costco	13	1	8%	12	92%
Loblaws	94	1	1%	93	99%
Sobeys/ Safeway	38	4	11%	34	89%
Metro	45	3	7%	42	93%
Walmart	35	1	3%	34	97%
Longos	29	0	0%	29	100%
Total Ontario	254	10	4%	244	96%

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
1	Costco	Breast Burgers	Sunrise	2.27kg	43	Canada			1				
2	Costco	Breaded Chicken Burgers	Hampton House	3kg	430	Canada			1				
3	Costco	Parmesan Chicken Breast	Hampton House	1.2kg	497	Canada	1						
4	Costco	Broc & Cheese Stuffed Breast	Barber Foods	1.13kg	USA P276	USA							1
5	Costco	Buffalo Chicken Strips	Hampton House	2kg	430	Canada			1				
6	Costco	Chicken Nuggets	Hampton House	3kg	430	Canada			1				
7	Costco	Brie & Apple Stuffed Chicken Breast	Barber Foods	1.13kg	USA P276	USA							1
8	Costco	Popcorn Chicken	Hampton House	2kg	430	Canada			1				
9	Costco	Chicken Strips	Hampton House	2kg	430	Canada			1				
10	Costco	Boneless Chicken Bites w/sauce	Janes	1.82kg	316	Canada	1						
11	Costco	Gluten Free Coconut Breast Strips	Fresca Market	1.2kg	639	Canada	1						
12	Costco	Honey Garlic Wings	Pinty's	2kg	232	Canada	1						
13	Costco	Buffalo Chicken Wings	Pinty's	2kg	232	Canada	1						
14	Costco	Salt & Pepper Wings	Pinty's	2kg	232	Canada	1						
15	Costco	Raw IQF Split Wings	Sunrise	4kg	314	Canada			1				
16	Costco	SBSB 22% MP	Kirkland	2kg	439	Canada	1						
17	Costco	Thin Sliced SBSB	Hampton House	2kg	430	Canada			1				
18	Costco	SBSB Roasted Garlic & Herb	Hampton House	2kg	430	Canada			1				
19	Costco	Chicken Breast Fillets 21% MP	Kirkland	2kg	439	Canada	1						
20	Costco	Seasoned Boneless Skinless Breast	Sunrise	4kg	314	Canada			1				
21	Costco	Cordon Blue Swiss Stuffed Chicken Breast	Barber Foods	1.13kg	USA P276	USA							1
22	Costco	General Tso Chicken Bites	Asian Inspirations	1.41kg	571	Canada		1					
23	Costco	Chicken Samosas	Sukhi's	805gr		USA							1
24	Costco	Grilled Chicken Satays	West End Cuisine	850gr	36	Canada				1			
TOTAL PRODUCTS													
						AVG %	8	1	10	1	0	0	
							33%	4%	42%	4%	0%	0%	17%
1	OWFG	Parmesan Chicken	Pinty's	910gr	632	Canada	1						
2	OWFG	Buffalo Wings	Pinty's	950gr	632	Canada	1						
3	OWFG	Honey Roasted Garlic Wings	Pinty's	890gr	632	Canada	1						
4	OWFG	Buffalo Chicken Breast	Pinty's	1.01kg	632	Canada	1						
5	OWFG	Seasoned Boneless Chicken Breast IQF	Schneider Classic	2kg	439	Canada	1						
6	OWFG	Chicken Split Wings Raw IQF	WF	3kg	217A	Canada			1				
7	OWFG	Seasoned Boneless Chicken Breast IQF	WF	3kg	217a	Canada			1				
8	OWFG	Party Pak Wings HG & Buffalo	WF	1.5kg	351	Canada			1				
9	OWFG	Greek Style Chicken Breast	WF		314	Canada			1				
10	OWFG	Chicken Strips	Janes	800gr	374	Canada	1						
11	OWFG	Chicken Burger	Janes	800gr	374	Canada	1						
12	OWFG	Chicken Fries	Janes	800gr	374	Canada	1						
13	OWFG	Chicken Nuggets	Schneiders	750gr	371	Canada	1						
14	OWFG	Chicken Strips	Schneiders	750gr	371	Canada	1						

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
15	OWFG	Jamaican Jerk Wings	WF	908gr	351	Canada			1				
16	OWFG	Hot Buffalo Wings	WF	908gr	351	Canada			1				
17	OWFG	Smokin Hot Wings	WF	908gr	351	Canada			1				
18	OWFG	Teriyaki Wings	WF	908gr	351	Canada			1				
19	OWFG	Chicken Breast Bites	WF	908gr	351	Canada			1				
20	OWFG	Chili Lime Wings	WF	908gr	351	Canada			1				
21	OWFG	Honey Garlic Wings	WF	908gr	351	Canada			1				
22	OWFG	Chicken Nuggets	WF	908gr	331	Canada	1		1				
23	OWFG	Chicken Breast Stuffed Swiss Cordon	WF	284gr	US276	USA							1
24	OWFG	Chicken Breast Stuffed Broc & Cheese	WF	284gr	US276	USA							1
25	OWFG	Chicken Burgers VP	VP	1kg	43	Canada			1				
26	OWFG	Chicken Breast Burgers	WF	852gr	43	Canada			1				
27	OWFG	Chicken Cordons Parmesan Stuffed Breast	WF	850gr	US276	USA							1
28	OWFG	Chicken Cordons Broc & Cheese Stuffed Breast	WF	850gr	US276	USA							1
29	OWFG	Chicken Cordons Swiss Stuffed Breast	WF	850gr	US276	USA							1
30	OWFG	Chicken Strips	WF	908gr	331	Canada	1						
31	OWFG	Chicken Cutlets	WF	908gr	331	Canada	1						
32	OWFG	Seasoned Boneless Chicken Breast IQF	WF	908gr	217A	Canada			1				
TOTAL PRODUCTS						13	41%	0	14	0	0	0	5
AVG %													
1	HY LOUIE	Chicken Boneless Bites	Chef Destination	600gr	351	Canada			1				
2	HY LOUIE	Salt & Pepper Wings	Chef Destination	600gr	351	Canada			1				
3	HY LOUIE	Honey Roasted Garlic Breast Chunks	Pinty's	810gr	632	Canada	1						
4	HY LOUIE	Plum Tenders w/sauce	Pinty's	810gr	632	Canada	1						
5	HY LOUIE	Whisky Mustard Wings	Pinty's	880gr	632	Canada	1						
6	HY LOUIE	Buffalo Wings w/3 sauces	Pinty's	950gr	632	Canada	1						
7	HY LOUIE	Chicken Breast Burgers	Pinty's Eat Well	700gr	232	Canada	1						
8	HY LOUIE	Buffalo Wings	Chef Destination	600gr	351	Canada			1				
9	HY LOUIE	Honey Garlic Wings	Chef Destination	600gr	351	Canada			1				
10	HY LOUIE	Teriyaki Wings	Chef Destination	600gr	351	Canada			1				
11	HY LOUIE	Honey Garlic Wings - Baked	Schneiders	750gr	7M	Canada	1						
12	HY LOUIE	Chicken Nuggets	Pinty's Eat Well	810gr	232	Canada	1						
13	HY LOUIE	Chicken Burgers	Jane's Pub Style	860gr	374	Canada	1						
14	HY LOUIE	Chicken Fillets	Jane's Pub Style	1kg	316	Canada	1						
15	HY LOUIE	Chicken Nuggets	Schneiders	750gr	371	Canada	1						
16	HY LOUIE	Chicken Breast Nuggets	Jane's Pub Style	800gr	374	Canada	1						
17	HY LOUIE	Chicken Fries	Jane's Pub Style	800gr	374	Canada	1						
18	HY LOUIE	Chicken Stuffed Breast Cordon	Chef Destination	340gr	230	Canada			1				
19	HY LOUIE	Chicken Stuffed Florentine	Chef Destination	340gr	230	Canada			1				
20	HY LOUIE	Seasoned Chicken BSB IQF	Chef Destination	2kg	217A	Canada			1				

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
21	HY LOUIE	Chicken Stuffed Breast Cordon - Pizza	Prime ML	340gr	371	Canada	1						
22	HY LOUIE	Chicken Stuffed Breast Cordon-Spinach & Feta	Prime ML	284gr	371	Canada	1						
23	HY LOUIE	icken Stuffed Breast Cordon Smoked Ham & Cheese	Prime ML	340gr	371	Canada	1						
24	HY LOUIE	Chicken Stuffed Breast Cordon Broc & Cheese	Prime ML	284gr	371	Canada	1						
25	HY LOUIE	icken Stuffed Breast Cordon Butter Chive & Herb	Prime ML	340gr	371	Canada	1						
26	HY LOUIE	Chicken Stuffed Breast Cordon Bacon & 3 Cheese	Prime ML	328gr	371	Canada	1						
27	HY LOUIE	BBQ Wings	Prime ML	800gr	7M	Canada	1						
28	HY LOUIE	Buffalo Wings	Prime ML	800gr	7M	Canada	1						
29	HY LOUIE	Chicken Burgers	Prime	750gr	371	Canada	1						
30	HY LOUIE	Chicken Strips	Prime	750gr	371	Canada	1						
31	HY LOUIE	Chicken Nuggets	Prime	750gr	371	Canada	1						
32	HY LOUIE	Chicken Burgers - Savoury	Cardinal - Select	852gr	752	Canada	1						
33	HY LOUIE	Seasoned Chicken BSB IQF	Schneiders	2kg	439	Canada	1						
34	HY LOUIE	Chicken Burgers	Schneiders	480gr	371	Canada	1						
TOTAL PRODUCTS							26	0	8	0	0	0	0
AVG %							76%		24%				
1	FCL	Chicken Cordon Swiss	Co-Op Gold	42g singles (Bul)	371	Canada	1						
2	FCL	Chicken Cordon Kiev	Co-Op Gold	42g singles (Bul)	371	Canada	1						
3	FCL	Chicken Cordon Dianne	Co-Op Gold	42g singles (Bul)	371	Canada	1						
4	FCL	Nuggets	Centsible	1kg	578	Canada	1						
5	FCL	Strips	Centsible	1kg	578	Canada	1						
6	FCL	Burgers	Centsible	1kg	578	Canada	1						
7	FCL	Chicken Fries	Centsible	700g	578	Canada	1						
8	FCL	Breaded Chicken Breast	Centsible	1.13kg	713	Canada	1						
9	FCL	Mild Breaded Wings	Co-Op Gold	908g	7M	Canada	1						
10	FCL	Hot Breaded Wings	Co-Op Gold	908g	7M	Canada	1						
11	FCL	Honey Garlic Wings	Co-Op Gold	908g	7M	Canada	1						
12	FCL	Ginger Teriyaki	Co-Op Gold	908g	N/A	Canada						1	
13	FCL	Wings N Sauce Hot Buffalo	Co-Op Gold	900g	351	Canada			1				
14	FCL	Grilled Chick Breast Skewars	Co-Op Gold	421g	36	Canada				1			
15	FCL	Grilled Chick Thigh Skewars	Co-Op Gold	421g	36	Canada				1			
16	FCL	Salt & Pepper Wings	Co-Op Gold	908g	351	Canada			1				
17	FCL	Gluten Free Strips	Co-Op Gold	908g	578	Canada	1						
18	FCL	Gluten Free Nuggets	Co-Op Gold	908g	578	Canada	1						
19	FCL	Ancient Grain Chick Fillets	Co-Op Gold	700g	578	Canada	1						
20	FCL	Mild BBQ Wings	Co-Op Gold	908g	N/A	Canada						1	
21	FCL	Wings N Sauce Honey Garlic	Co-Op Gold	900g	351	Canada			1				
22	FCL	BBQ Beer Wings N Sauce	Pinty	880g	632	Canada	1						
23	FCL	Buffalo Wings N Sauce	Pinty	950g	632	Canada	1						
24	FCL	Chick Fillets	Pinty	810g	232	Canada	1						

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
25	FCL	Buffalo Wings	Co-Op Gold	908g	N/A	Canada						1	
26	FCL	Breaded Breast Chunks	Pinty	810g	316	Canada	1						
27	FCL	Chicken Cordon Swiss		568g	371	Canada	1						
28	FCL	Chicken Cordon Kiev	Country Morning Gold	568g	371	Canada	1						
29	FCL	Chicken Cordon Dianne	Country Morning Gold	568g	371	Canada	1						
30	FCL	Strips	Country Morning Gold	908g	371	Canada	1						
31	FCL	Nuggets	Country Morning Gold	908g	371	Canada	1						
32	FCL	Crispy Chicken Bucket	Co-Op Gold	1kg	351	Canada			1				
33	FCL	Crispy Chicken Pineapple Lemon Sauce	Co-Op Gold	600g	571	Canada		1					
34	FCL	Crispy Chicken Orange Ginger Sauce	Co-Op Gold	600g	571	Canada		1					
35	FCL	Burgers	Janes	800g	374	Canada	1						
36	FCL	Nuggets	Janes	800g	374	Canada	1						
37	FCL	Strips	Janes	800g	374	Canada	1						
38	FCL	Chicken Cordon Spinach & Feta Cheese	Maple Leaf	284g	371	Canada	1						
39	FCL	Chicken Cordon Butter & Chive Herbs	Maple Leaf	340g	371	Canada	1						
40	FCL	Chicken Cordon Italiano Pizza Style	Maple Leaf	340g	371	Canada	1						
41	FCL	Chicken Cordon Smoked Ham & Swiss	Maple Leaf	340g	371	Canada	1						
42	FCL	Chicken Cordon Bacon Wrapped & 3 Cheese	Maple Leaf	340g	371	Canada	1						
43	FCL	Marinated Tenders Sweet Thai Chili	Maple Leaf	420g	439	Canada	1						
44	FCL	Marinated Tenders Creamy Honey Dijon	Maple Leaf	420g	439	Canada	1						
45	FCL	Burgers	Maple Leaf	750g	371	Canada	1						
46	FCL	Strips	Maple Leaf	750g	371	Canada	1						
47	FCL	Crispy Buffalo Wings with Garlic Parm	Maple Leaf	800g	7M	Canada	1						
TOTAL PRODUCTS 36 2 2 4 2 0 3 0													
AVG % 77% 4% 9% 4% 6%													
1	Sobeys West	Chicken Fillets	Pinty	810g	232	Canada	1						
2	Sobeys West	Breaded Breast Chunks	Pinty	810g	316	Canada	1						
3	Sobeys West	Breaded Breast Burger	Pinty	700g	232	Canada	1						
4	Sobeys West	Buffalo Chick Breast Breaded	Pinty	1.01kg	632	Canada	1						
5	Sobeys West	Parm Chick Breast Breaded	Pinty	910g	632	Canada	1						
6	Sobeys West	Rotisserie BBQ Grilled BSB	Pinty	550g	232	Canada	1						
7	Sobeys West	Buffalo Fillets	Pinty	810g	632	Canada	1						
8	Sobeys West	Plum Fillets	Pinty	810g	632	Canada	1						
9	Sobeys West	Roasted Red Pepper Breast	Pinty	720g	232	Canada	1						
10	Sobeys West	Chicken Breast Patty Burger	Pinty	720g	232	Canada	1						
11	Sobeys West	Buffalo Wings N Sauce	Pinty	950g	632	Canada	1						
12	Sobeys West	BBQ Bold Wings N Sauce	Pinty	890g	632	Canada	1						
13	Sobeys West	Cheddar Bacon Chicken Breast	Pinty	720g	232	Canada	1						
14	Sobeys West	Beer BBQ Wings	Pinty	880g	632	Canada	1						
15	Sobeys West	Whiskey Mustard Wings	Pinty	880g	632	Canada	1						

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
16	Sobeys West	Honey Roasted Garlic Wings	Pinty	890g	232	Canada	1						
17	Sobeys West	IQF BSB in a Bag	Dunn-Rite	1kg	281	Canada					1		
18	Sobeys West	Rock Cornish Game Hen	Noble Chef	kg	22	Canada				1			
19	Sobeys West	Country Naturals Chicken Burger	Maple Leaf	480g	371	Canada	1						
20	Sobeys West	Garlic Parm Sauce N Toss Wings	Sensations	907g	EV254	Canada				1			
21	Sobeys West	BBQ No Limits Sauce N Toss Wings	Sensations	907g	EV254	Canada				1			
22	Sobeys West	Sweet Chili Wings	Sensations	907g	EV254	Canada				1			
23	Sobeys West	Hot N Spicy Breaded Chicken Fillet	Sensations	730g	374	Canada	1						
24	Sobeys West	Salt & Pepper Wings	Compliments	750g	351	Canada			1				
25	Sobeys West	BBQ Wings	Compliments	750g	351	Canada			1				
26	Sobeys West	Bufallo Wings	Compliments	750g	351	Canada			1				
27	Sobeys West	Honey Garlic Wings	Compliments	750g	351	Canada			1				
28	Sobeys West	Mild Breaded Wings	Compliments	750g	7M	Canada	1						
29	Sobeys West	Teriyaki Wings	Compliments	750g	351	Canada			1				
30	Sobeys West	Teriyaki Chicken Burger	Sensations	850g	752	Canada	1						
31	Sobeys West	Souvlaki Chicken Burger	Sensations	850g	752	Canada	1						
32	Sobeys West	Chicken Burger	Comp Balance	850g	374	Canada	1						
33	Sobeys West	Chicken Strips	Comp Balance	907g	374	Canada	1						
34	Sobeys West	Chicken Nuggets	Comp Balance	1.5kg	374	Canada	1						
35	Sobeys West	Chicken Nuggets	Comp Balance	350g	374	Canada	1						
36	Sobeys West	Pub Style Chicken Burger	Janes	800g	374	Canada	1						
37	Sobeys West	BBQ Wings	Janes	900g	374	Canada	1						
38	Sobeys West	Buffalo Wings	Janes	900g	374	Canada	1						
39	Sobeys West	Sea Salt & Pepper Wings	Janes	900g	374	Canada	1						
40	Sobeys West	Natural Goodness Nuggets	Janes	700g	374	Canada	1						
41	Sobeys West	Natural Goodness Strips	Janes	700g	374	Canada	1						
42	Sobeys West	Boneless Bites	Janes	800g	316	Canada	1						
43	Sobeys West	Boneless Bites BBQ	Janes	800g	316	Canada	1						
44	Sobeys West	Chicken Burger	Signal	1kg	566	Canada	1						
45	Sobeys West	Nugget	Signal	1kg	566	Canada	1						
46	Sobeys West	Strips	Signal	1kg	566	Canada	1						
47	Sobeys West	Meal Maker Carved BSB Heat and Serve	Janes	550g	TH32	Thailand							1
48	Sobeys West	Burgers	Simply Poultry	907g	576	Canada	1						
49	Sobeys West	Nuggets	Simply Poultry	907g	576	Canada	1						
50	Sobeys West	Strips	Simply Poultry	907g	576	Canada	1						
51	Sobeys West	Cordon Ham & Swiss	Simply Poultry	284g	576	Canada	1						
52	Sobeys West	Cordon Broc & Cheese	Simply Poultry	284g	576	Canada	1						
53	Sobeys West	Tenders	Country Naturals	750g	371	Canada	1						
54	Sobeys West	Nuggets	Country Naturals	750g	371	Canada	1						
55	Sobeys West	Breast Chunkees Buffalo	Flamingo	600g	39J	Canada				1			
56	Sobeys West	Breast Chunlies BBQ	Flamingo	600g	39J	Canada				1			

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
57	Sobeys West	Filletts	Flamingo	550g	39J	Canada				1			
58	Sobeys West	Burgers	Flamingo	550g	39J	Canada				1			
59	Sobeys West	BBQ Wings	Flamingo	760g	39B	Canada				1			
60	Sobeys West	Bufallo Wings	Flamingo	760g	39B	Canada				1			
61	Sobeys West	Spicy & Crispy Wings	Flamingo	760g	39B	Canada				1			
62	Sobeys West	Honey Garlic Wings	Country Naturals	750g	439	Canada	1						
63	Sobeys West	BBQ Wings	Country Naturals	750g	439	Canada	1						
64	Sobeys West	Nuggets	Maple Leaf Prime	750g	371	Canada	1						
65	Sobeys West	Strips	Maple Leaf Prime	750g	371	Canada	1						
66	Sobeys West	Burgers	Maple Leaf Prime	750g	371	Canada	1						
67	Sobeys West	Butter & Chive Herbs	Maple Leaf Prime	340g	371	Canada	1						
68	Sobeys West	Bacon Wrapped 3 Cheese Cordon	Maple Leaf Prime	328g	371	Canada	1						
69	Sobeys West	Italiano Pizza Style Cordon	Maple Leaf Prime	340g	371	Canada	1						
70	Sobeys West	Broc & Cheddar Cordon	Maple Leaf Prime	284g	371	Canada	1						
71	Sobeys West	Smoked Ham & Swiss Cordon	Maple Leaf Prime	340g	371	Canada	1						
TOTAL PRODUCTS							53	0	5	11	1	0	1
AVG %							75%		7%	15%	1%		1%
1		Spinach & Feta Cheese Cordon	Maple Leaf Prime	284g	371	Canada	1						
2		Mature Whole Chicken (Polybagged)		kg	P1480	U.S.A							1
TOTAL PRODUCTS							1	0	0	0	0	0	1
AVG %							50%						50%
1	Loblaws	Chicken Cordon Provolone	Sufra Halal	4pc/568g	578	Canada	1						
2	Loblaws	Chicken Nuggets	Sufra Halal	908	578	Canada	1						
3	Loblaws	Brd Chicken Burger	Sufra Halal	10pc/908g	578	Canada	1						
4	Loblaws	Mild BBQ Chicken Wings	Sufra Halal	14pc/790g		Canada	1						
5	Loblaws	Breaded Chicken Strips	Sufra Halal	30pc/908g	578	Canada	1						
6	Loblaws	Zabiha Halal Brd Chick Burger	Maple Lodge Farms	10pc/908g	578	Canada	1						
7	Loblaws	Zabiha Halal Brd Chick Nugget	Maple Lodge Farms	36pc/908g	578	Canada	1						
8	Loblaws	Zabiha Halal Brd Chick strips	Maple Lodge Farms	30pc/908g	578	Canada	1						
9	Loblaws	Zabiha Halal Seasoned BSB	Maple Lodge Farms	6pc/908g	285	Canada	1						
10	Loblaws	Zabiha Halal Gluten Free Chicken Burger	Maple Lodge Farms	6pc/908g	578	Canada	1						
11	Loblaws	Mina Halal Hot BBQ Wing	Mina	790g	539	Canada	1						
12	Loblaws	Mina Halal Chicken Strips	Mina	840g	371	Canada	1						
13	Loblaws	Battered Chicken Balls	Presidents Choice	40pc/1kg	337	Canada	1						
14	Loblaws	Ginger Chicken	Sylvia's	600g	571	Canada		1					
15	Loblaws	Sweet Chili Thai Chicken	Sylvia's	600g	571	Canada		1					
16	Loblaws	Nature Chicken Brst Nuggets	Janes	700g		Canada	1						
17	Loblaws	Pubstyle Chicken Brst Nuggets	Janes	800g		Canada	1						
18	Loblaws	Pubstyle Chicken Brst Strips	Janes	800g		Canada	1						

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
19	Loblaws	Ultimates Battered Chicken Brst Fillets	Janes	920g		Canada	1						
20	Loblaws	Pubstyle Chicken Frys	Janes	800g		Canada	1						
21	Loblaws	Chicken Brst Fillets	Janes	1kg		Canada	1						
22	Loblaws	Pubstyle Chicken Nuggets	Presidents Choice	31pc/800g		Canada						1	
23	Loblaws	Pubstyle Chicken Strips	Presidents Choice	20pc/800g		Canada						1	
24	Loblaws	Hot/Spicy Brd Brst Fillets	Presidents Choice	19pc/907g		Canada						1	
25	Loblaws	Southern Crunch Brd Tenders	Presidents Choice	8pc/1kg	39J	Canada	1						
26	Loblaws	Thick/Crispy Chicken Burger	Presidents Choice	8pc/1kg		Canada						1	
27	Loblaws	Thai Mango Chicken Brst unckd 21%protein	Presidents Choice	4pc/710		Canada						1	
28	Loblaws	Greek Souvlaki Chicken Brst unckd 21%prot	Presidents Choice	4pc/710		Canada						1	
29	Loblaws	Mediterranian Chicken Brst Unckd 21%prot	Presidents Choice	4pc/710		Canada						1	
30	Loblaws	Chicken Cordon Suisse	Presidents Choice	4pc/560g	497	Canada	1						
31	Loblaws	Chicken Divan Broc/Ched/Swiss	Presidents Choice	4pc/560g	497	Canada	1						
32	Loblaws	Stuffed Cutlet Broc/Ched/Swiss	No Name	2pc/284g	p-276	U.S.							1
33	Loblaws	Stuffed Cutlet Ham/Swiss	No Name	2pc/284g	p-276	U.S.							1
34	Loblaws	Chicken Brst Fillets	No Name	2.5kg	578	Canada	1						
35	Loblaws	Caesar Wings	Pinty's	900g		Canada	1						
36	Loblaws	Whisky Mustard Wings	Pinty's	880g		Canada	1						
37	Loblaws	Maple Bacon Wings	Pinty's	890g		Canada	1						
38	Loblaws	Honey/Roasted Garlic Wings	Pinty's	890g		Canada	1						
39	Loblaws	Bold BBQ Wings	Pinty's	890g		Canada	1						
40	Loblaws	Too Good to be Wings Brst Chunks Butter Buf	Presidents Choice	21pc/800g	331	Canada	1						
41	Loblaws	Rotisserie Style Wings	Presidents Choice	17pc/907g	331	Canada	1						
42	Loblaws	Smokin' Stampede	Presidents Choice	14pc/907g	331	Canada	1						
43	Loblaws	Medium Buffalo Wings	Presidents Choice	17pc/907g	331	Canada	1						
44	Loblaws	Spicy Southern Style Wings	Presidents Choice	16pc/907g	331	Canada	1						
45	Loblaws	Honey Garlic Wings	Presidents Choice	17pc/907g	331	Canada	1						
46	Loblaws	Mild Southern Style Wings	Presidents Choice	16pc/907g	331	Canada	1						
47	Loblaws	Scorching Hot Wings	Presidents Choice	13pc/907g	331	Canada	1						
48	Loblaws	Mild BBQ Chicken Wings	No Name	907g	331	Canada	1						
49	Loblaws	Honey Garlic Wings	No Name	907g	331	Canada	1						
50	Loblaws	Medium BBQ Wings	No Name	907g	331	Canada	1						
51	Loblaws	Salt/Pepper Wings	No Name	907g	331	Canada	1						
52	Loblaws	Hot BBQ Wings	No Name	907g	331	Canada	1						
53	Loblaws	Blue Menu BSB	Presidents Choice	5pc/680g	331	Canada	1						
54	Loblaws	Blue Menu Mexican BSB	Presidents Choice	5pc/680g	331	Canada	1						
55	Loblaws	Quinoa BSB	Presidents Choice	6pc/750g		Canada						1	
56	Loblaws	Chicken Brst Fillets	Presidents Choice	15pc/750g		Canada						1	
57	Loblaws	Ancient Grains BSB	Presidents Choice	6pc/750g		Canada						1	
58	Loblaws	Blue Menu Chicken Brst Fillets	Presidents Choice	18pc/907g	497	Canada	1						
59	Loblaws	Blue Menu BSB	Presidents Choice	6pc/750g	331	Canada	1						

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada
60	Loblaws	Organic Chicken Fillets	Yorkshire Valley Farms	480g	578	Canada	1						
61	Loblaws	Free From Mild Wings Southern Style	Presidents Choice	12pc/700g	7M	Canada	1						
62	Loblaws	Free From Chicken Breast Fillets	Presidents Choice	9pc/750g	371	Canada	1						
63	Loblaws	Free From Rosemary/Thyme BSB	Presidents Choice	5pc/680g	439	Canada	1						
64	Loblaws	Free From BSB	Presidents Choice	5pc/680g	439	Canada	1						
TOTAL PRODUCTS							50	2	0	0	0	10	2
AVG %							78%	3%				16%	3%
1	Walmart	Great Value BSB	Great Value	2.85kg	713	Canada	1						
2	Walmart	Great Value Italian Flavour BSB	Great Value	2.85kg	713	Canada	1						
3	Walmart	Great Value BBQ BSB	Great Value	2.85kg	713	Canada	1						
4	Walmart	Walmart Chicken Strips Brd	Walmart	1.81KG	713	Canada	1						
5	Walmart	Walmart Chicken Burgers Brd	Walmart	1.81KG	713	Canada	1						
6	Walmart	Chicken Breast Strips Brd	Great Value	908g	578	Canada	1						
7	Walmart	Chicken Breast NuggetsBrd	Great Value	908g	578	Canada	1						
8	Walmart	Chicken Burger Brd	Great Value	852g	578	Canada	1						
9	Walmart	BBQ Wings W/Sauce	Great Value	850g		Canada						1	
10	Walmart	Buffalo Wings W/Sauce	Great Value	850g		Canada						1	
11	Walmart	Honey Garlic Wings W/Sauce	Great Value	850g		Canada						1	
12	Walmart	Salt/Pepper Wings	Great Value	850g		Canada						1	
13	Walmart	2 Flavor Wing Pack Buff/H&G	Great Value	1.7kg		Canada						1	
14	Walmart	Our Finest Southern Style Crunchy Brst	Our Finest	4pc/600g	497	Canada	1						
15	Walmart	Our Finest Brd Buffalo Wings 18%protein	Our Finest	800g	331	Canada	1						
16	Walmart	Our Finest Crispy Buff Chick Chunk	Our Finest	680g	331	Canada	1						
17	Walmart	Our Finest Crispy Southern Style Wings	Our Finest	908g	331	Canada	1						
18	Walmart	Our Finest Crispy Southern Style Chunks	Our Finest	680g	331	Canada	1						
19	Walmart	Our Finest Crispy Southern Style Fingers	Our Finest	907g		Canada	1						
20	Walmart	Maple Bacon Wings	Pinty's	880g		Canada	1						
21	Walmart	Buffalo Wings	Pinty's	950g		Canada	1						
22	Walmart	Honey/Roasted Garlic Wings	Pinty's	890g		Canada	1						
23	Walmart	Bold BBQ Wings	Pinty's	810g		Canada	1						
24	Walmart	Honey Roasted Garlic Bites	Pinty's	810g		Canada	1						
25	Walmart	Eatwell Chicken Nugget W/Sauce GF	Pinty's	810g		Canada	1						
26	Walmart	Chicken Breast Strips Brd	Janes	800g		Canada	1						
27	Walmart	Chicken Breast Nugget Brd	Janes	800g		Canada	1						
28	Walmart	Chicken Breast Burger	Janes	10pc/800g		Canada	1						
29	Walmart	NFL Game Day Wings	Pinty's	880g		Canada	1						
30	Walmart	Hand Cut Jumbo Fillets	Pinty's	810g		Canada	1						
31	Walmart	Maple Leaf Prime Strips 15%prot w/plum	Maple Leaf Prime	750g	371	Canada	1						
32	Walmart	Maple Leaf Prime Burgers	Maple Leaf Prime	750g	371	Canada	1						
33	Walmart	Zabiha Halal Chick Brst Strips	Maple Lodge Farms	908g	578	Canada	1						

Results of Survey in BC and Alberta

#	Retailer	Product Description	Retail Brand	Pack Size	EST. Number	Product Origin	Province ON	Province AB	Province BC	Province QC	Province MB	Province Unknown	Outside Canada				
34	Walmart	Schneiders Mild Wings	Schneiders	790g		Canada	1										
35	Walmart	Honey Garlic Wings	Schneiders	790g	439	Canada	1										
36	Walmart	Chicken Strips	Schneiders	840g	371	Canada	1										
37	Walmart	Chicken Nuggets	Schneiders	840g	371	Canada	1										
38	Walmart	Chicken Burger Brd	Schneiders	840g	371	Canada	1										
39	Walmart	Mina Halal Chicken Strips	Mina	840g	371	Canada	1										
40	Walmart	Mina Halal Chicken Burgers	Mina	6pc/720g	371	Canada	1										
41	Walmart	Mina Halal Chicken Nuggets	Mina	840g	371	Canada	1										
42	Walmart	Zabita Halal Chick Brst	Maple Lodge Farms	6pc/908g	285	Canada	1										
43	Walmart	Zabita Halal Chick Nugget	Maple Lodge Farms	36pc/908g	578	Canada	1										
44	Walmart	Zabita Halal Chick Burger	Maple Lodge Farms	10pc/908g	578	Canada	1										
45	Walmart	Zabita Halal Chick Buffalo Wings	Maple Lodge Farms	20pc/908g	382	Canada	1										
46	Walmart	Mina Halal Honey Garlic Wings	Mina	790g	439	Canada	1										
47	Walmart	Mina Halal Hot BBQ Wing	Mina	790g	439	Canada	1										
TOTAL PRODUCTS							42	0	0	0	0	5	0				
AVG %							89%					11%					
321	TOTAL PRODUCTS - ALL RETAILERS					AVG % - ALL RETAILERS					229	5	41	14	1	18	13
											71%	2%	13%	4%	0%	6%	4%

METRO

Results of Survey in Ontario

Retailer: METRO

IQE/ NON BREADED WHOLE MUSCLE									
Brand	Product Line Name/ Description	Size	EST #	Price	Name of Operator	BC	AB	SK	PQ
Zabha Halal	Chicken Breast	908	285	\$ 16.99	MAPLE LODGE FARMS LTD.				1
Maple Lodge	Chicken Breast	908	285	\$ 16.99	MAPLE LODGE FARMS LTD.				1
Maple Lodge	Drumsticks	700	285	\$ 9.99	MAPLE LODGE FARMS LTD.				1

WINGS									
Brand	Product Line Name/ Description	Size	EST #	Price	Name of Operator	BC	AB	SK	PQ
Selection	Wings (3 varieties)	908	351	\$ 13.99	SUNWEST FOOD PROCESSORS LTD.				
Prime	Wings (3 varieties)	800g	439	\$ 12.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.	3			3
Flamingo	Wings (3 varieties)	760g	39b	\$ 11.99	OLYMEL S.E.C./OLYMEL L.P.				

FORMED BREADED BURGERS, NUGGETS, STRIPS									
Brand	Product Line Name/ Description	Size	EST #	Price	Name of Operator	BC	AB	SK	PQ
Zabha Halal	Chicken Burger (Unbreaded)	908	285	\$ 10.99	MAPLE LODGE FARMS LTD.				1
Zabha Halal	Chicken Burger (Breaded)	908	285	\$ 11.99	MAPLE LODGE FARMS LTD.				1
Zabha Halal	Nuggets	908	285	\$ 11.99	MAPLE LODGE FARMS LTD.				1
Zabha Halal	Chicken Strips	908	285	\$ 11.99	MAPLE LODGE FARMS LTD.				1
Irresistables	Tornados	678	39j	\$ 9.49	OLYMEL S.E.C./OLYMEL L.P.				1
Yorkshire	Nuggets (organic)	454	578	\$ 9.99	SUNWEST FOOD PROCESSORS LTD.				1
Janes	Pub Style Nuggets	800	374	\$ 12.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Pub Style Chicken Strips	800	374	\$ 12.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Pub Style Chicken Burger (breaded)	800	374	\$ 12.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Pub Style Chicken Fries	800	374	\$ 12.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Natural Goodness Strips	700g	374	\$ 11.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Natural Goodness Nuggets	700g	374	\$ 11.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Flamingo	XOXO Nuggets	700	39j	\$ 9.99	OLYMEL S.E.C./OLYMEL L.P.				1
Flamingo	Nuggets	680	39j	\$ 9.99	OLYMEL S.E.C./OLYMEL L.P.				1
Prime	Burgers	680	39j	\$ 9.99	OLYMEL S.E.C./OLYMEL L.P.				1
Prime	Nuggets	750	371	\$ 11.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.				1
Prime	Chicken Burgers (Breaded)	750	371	\$ 11.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.				1

WHOLE MUSCLE BREADED (BURGERS, STRIPS, BITES)									
Brand	Product Line Name/ Description	Size	EST #	Price	Name of Operator	BC	AB	SK	PQ
Pinty's	Crispy Chicken Breast (3 varieties)	990g	232	\$ 16.49	PINTY'S DELICIOUS FOODS INC.				3
Yorkshire	Chicken Strips (organic)	480g	578	\$ 12.99	SUNWEST FOOD PROCESSORS LTD.				1
Janes	Signature Chicken Fillets	1kg	374	\$ 15.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Ultimates Chicken Burgers (unbreaded)	1kg	374	\$ 15.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Signature Chicken Breast Strips	1kg	374	\$ 15.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Boneless Bites (2 varieties)	800g	316	\$ 11.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				2
Irresistables	Chicken Bites	600	578	\$ 8.99	SUNWEST FOOD PROCESSORS LTD.				1
Flamingo	Chicken Breast Fillets	680	39j	\$ 9.99	OLYMEL S.E.C./OLYMEL L.P.				1
Flamingo	Chicken Chunkies (3 varieties)	600	39j	\$ 9.99	OLYMEL S.E.C./OLYMEL L.P.				3
Prime	Chicken Tenders (Marinated, Unbreaded)	420	439	\$ 6.49	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.				1

FORMED STUFFED									
Brand	Product Line Name/ Description	Size	EST #	Price	Name of Operator	BC	AB	SK	PQ
Selection	Stuffed Chicken Breast	284	578	\$ 4.49	SUNWEST FOOD PROCESSORS LTD.				1

WHOLE MUSCLE STUFFED									
Brand	Product Line Name/ Description	Size	EST #	Price	Name of Operator	BC	AB	SK	PQ

Grocery Banner									
Metro						BC	AB	SK	PQ
						3	0	0	39
						45	0	0	3

LONGOS

[illegible]

Stores Audited: Longos 2900 Walkers Line Burlington

COSTCO

Results of Survey in Ontario

COSTCO

Retailer:

IQF/ NON BREADED WHOLE MUSCLE												
Brand	Product Line Name/Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	U.S.
Harvest Creek	Boneless Skinless Chicken Breast	3.0KG	713	\$22.99	508818 ONTARIO LTD. - ERIE MEATS					1		
Kirkland Signature	Boneless Skinless Chicken Breast	2.0KG	N/A	\$24.99	MAPLE LEAF					1		

WINGS												
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	U.S.
Pinty's	Crispy Chicken Wings FC (19% Protein)	1.75KG	232	\$19.99	PINTY'S DELICIOUS FOODS INC.					1		
Sun Chef	Fully Cooked Chicken Wings	2.0KG	070	\$22.99	ALIMENTS SUNCHEF INC./SUNCHEF FOODS INC.						1	

FORMED BREADED BURGERS, NUGGETS, STRIPS												
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	U.S.
James	Whole Wheat Chicken Breast Strips, Uncooked Cutlettes	2.0KG	316	\$11.99	SOFINA FOODS INC./ALIMENTS SOFINA INC.					1		
Harvest Creek	White Meat Chicken Nuggets	2.0KG	713	\$9.99	508818 ONTARIO LTD. - ERIE MEATS					1		

WHOLE MUSCLE BREADED (BURGERS, STRIPS, BITES)												
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	U.S.
Pintys	FC Crispy Chicken Breast (21% Protein)	1.36KG	232	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Hampton House	Chicken Strips (18% Protein)	1.5KG	497	\$13.79	JD SWEID FOODS (2013) LTD.					1		
Harvest Creek	Jumbo Chicken Breast Bites (18% Protein)	1.5KG	713	\$14.99	508818 ONTARIO LTD. - ERIE MEATS					1		
Kirkland Signature	Chicken Breast Filet	2.0KG	N/A	\$23.49	MAPLE LEAF					1		

WHOLE MUSCLE STUFFED												
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	U.S.
Barber Foods	Broccoli & Cheese Raw Stuffed Chicken	1.13KG	USDA - 276	\$11.99	Advance Pierre Foods, Inc. - US							1
	Cordon Stuffed Raw Swiss Chicken	1.13KG	USDA - 276	\$11.99	Advance Pierre Foods, Inc. - US							1
Hampton House	Chicken Parmesan	1.2KG	430	\$12.99	JD SWEID FOODS (2013) LTD	1						

Grocery Banner												
					Total Sku's	BC	AB	SK	MB	ON	PQ	U.S.
					13	1	0	0	0	9	1	2
Costco												

Stores Audited: Costco Kitchener - 4438 King Street East, Kitchener, ON

Results of Survey in Ontario

Retailer: LOBLAWS

Brand	Product Line Name/Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	NB
PC	Chicken Balls	1kg	337	\$10.99	SOFINA FOODS INC./ALIMENTS SOFINA INC					1		
PC	Coconut Chicken Lollipops	420g	TH-98	\$9.99								
PC	Mandarin Chicken Bites	680g	331	\$7.99	GRAND RIVER FOODS LTD.					1		
PC	General Tso	680g	331	\$7.99	GRAND RIVER FOODS LTD.					1		
PC	Recipe To Riches Chicken Grenades	250g	315	\$8.99	OCEAN PIER INC.							1
PC	To Good To Be Wings Bnls Chunks	800g	331	\$11.99	GRAND RIVER FOODS LTD.					1		
PC	Butter Buffalo	800g	331	\$11.99	GRAND RIVER FOODS LTD.					1		
PC	Butter Chicken	800g	331	\$11.99	GRAND RIVER FOODS LTD.					1		
PC	Maple BBQ	800g	331	\$11.99	GRAND RIVER FOODS LTD.					1		
Pintys	Bnls Chunks Buffalo	870g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Pintys	Bnls Chunks Honey Garlic	810g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Janes	Boneless Bites BBQ	800g	374	\$11.99	SOFINA FOODS INC./ALIMENTS SOFINA INC.					1		
	Buffalo	800g	374	\$11.99	SOFINA FOODS INC./ALIMENTS SOFINA INC.					1		

Brand	Product Line Name/Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	NB
PC FF	Free From Mild Southern Style Wings	700g	7M	\$14.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		
PC	Rotisserie Style Wings	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Smokin Stampede Just Flats	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Just Drums	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Golden Mustard BBQ Wings	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Mild Southern Style Wings	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Spicy Southern Style Wings	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Honey Garlic Wings	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Mild Buffalo	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
PC	Scorching Hot Wings	907g	331	\$14.99	GRAND RIVER FOODS LTD.					1		
NN	Salt & Pepper Wings	907g	331	\$12.99	GRAND RIVER FOODS LTD.					1		
	Medium	907g	331	\$12.99	GRAND RIVER FOODS LTD.					1		
	Honey Garlic	907g	331	\$12.99	GRAND RIVER FOODS LTD.					1		
	Hot	907g	331	\$12.99	GRAND RIVER FOODS LTD.					1		
	Mild	907g	331	\$12.99	GRAND RIVER FOODS LTD.					1		
Pintys	Honey Garlic Wings	890g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
	BBQ	890g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Pintys	Buffalo Wings	950g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Pintys	Whiskey Mustard Wings	880g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Pintys	Caesar Wings	900g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Schneiders	Country Naturals BBQ Wings	750g	7M	\$13.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		
	Honey Garlic Wings	750g	7M	\$13.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		
Schneiders	Hot Wings	790g	324	\$14.99	TNT FOODS INTERNATIONAL INC.					1		
	Mild Wings	790g	324	\$14.99	TNT FOODS INTERNATIONAL INC.					1		
Prime	Honey Wings	800g	7M	\$12.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		
	BBQ	800g	7M	\$12.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		

Brand	Product Line Name/Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	NB
Pintys	Cheddar Bacon Chicken Burger	720g	632	\$12.99	PINTY'S DELICIOUS FOODS INC.					1		
	Roasted Red Pepper	720g	632	\$12.99	PINTY'S DELICIOUS FOODS INC.					1		
PC	Chicken Burger	1kg	331	\$8.99	GRAND RIVER FOODS LTD.					1		
	Buffalo	1kg	331	\$8.99	GRAND RIVER FOODS LTD.					1		
Janes	Pub Style Chicken Burgers	800g	374	\$11.99	SOFINA FOODS INC./ALIMENTS SOFINA INC.					1		
Schneiders	Country Naturals Chicken Burger	480g	371	\$12.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		
Schneiders	Country Naturals Turkey Burger	568g	371	\$11.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		
PC BM	Turkey Burgers	1.13kg	331	\$11.99	GRAND RIVER FOODS LTD.					1		

Brand	Product Line Name/Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	NB
NN	Southern Style 8pc Chicken	1kg	351	\$11.99	SUNWEST FOOD PROCESSORS LTD.	1						

Brand	Product Line Name/Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ	NB
Pintys	Lemon Parmesan Pesto Breast Strips	500g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
Pintys	Apple Butter Chicken Breast	740g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
	Mediterranean	740g	632	\$15.99	PINTY'S DELICIOUS FOODS INC.					1		
NN	Boneless Chicken Breast	907g	331	\$11.99	GRAND RIVER FOODS LTD.					1		
PC FF	Free From Chicken Breast	680g	439	\$13.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1		

Results of Survey in Ontario

WALMART

IQE/ NON BREADED WHOLE MUSCLE

Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ
Great Value (PL)	Warehouse/ Club Pack (2 skus)	2.85	713	\$ 25.00	508818 ONTARIO LTD. / ERIE MEATS					2	
Zabzha	Halal	0.908	285	\$ 15.97	MAPLE LODGE FARMS LTD.					1	

WINGS	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ
Our Finest (PL)	Fully cooked, breaded (2 skus)	0.908	331	\$ 11.97	GRAND RIVER FOODS LTD.					2	
Great Value (PL)	Uncooked, with sauce packets (4 skus)	0.85	232	\$ 10.97	PINTY'S DELICIOUS FOODS INC.					4	
Great Value (PL)	Uncooked, with sauce packets (Buffalo/HG combo pack)	1.7	232	\$ 18.97	PINTY'S DELICIOUS FOODS INC.					1	
Pinty's	FC breaded with sauce (4 skus)	0.98	232	\$ 14.97	PINTY'S DELICIOUS FOODS INC.					4	
Schneiders	Uncooked, with sauce packets (3 skus)	0.79	371	\$ 10.97	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					3	
Zabzha	Halal (1 sku)	0.908	382	\$ 13.97	FOOD ROLL SALES (NIAGARA) LTD.					1	
Mina	Halal (BBQ)	0.79	439	\$ 9.97	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1	
Al Safa	Halal (fully cooked)	0.68	382	\$ 10.49	FOOD ROLL SALES (NIAGARA) LTD.					1	

FORMED BREADED BURGERS, NUGGETS, STRIPS

Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ
Great Value	Burgers, Nuggets and Strips	0.908	578	\$ 5.97	SUNWEST FOOD PROCESSORS LTD.					1	
Great Value	Burgers, Nuggets and Strips	1.8	578	\$ 10.97	SUNWEST FOOD PROCESSORS LTD.					1	
Janes	Pub Style Burgers, Nuggets, Strips	0.8	374	\$ 10.97	SOFINA FOODS INC./ ALIMENTS SOFINA INC.					1	
Schneiders	Strips and Burgers	0.84	371	\$ 9.97	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1	
Zabzha	Halal Burgers, Nuggets, Strips	0.908	578	\$ 9.97	SUNWEST FOOD PROCESSORS LTD.	1					
Mina	Halal Burgers, Nuggets, Strips	0.84	439	\$ 9.97	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1	

WHOLE MUSCLE BREADED (BURGERS, STRIPS, BITES)

Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ
Our Finest (PL)	Southern Style Breaded Strips (2 skus)	0.907	232	\$ 10.97	PINTY'S DELICIOUS FOODS INC.					2	
Our Finest (PL)	Southern Style Breaded Chunks (2 skus)	0.68	331	\$ 10.97	GRAND RIVER FOODS LTD.					2	
Prime	Breaded Strips (2 skus)	0.75	371	\$ 10.47	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					2	
Pinty's	Breaded Bites (2 skus)	0.81	232	\$ 11.97	PINTY'S DELICIOUS FOODS INC.					2	

FORMED STUFFED

Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ
Great Value (PL)	Formed Stuffed Chicken (1 sku)	0.284	371	\$ 3.67	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.					1	

WHOLE MUSCLE STUFFED

Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	MB	ON	PQ

Grocery Banner					Total Sku's	BC	AB	SK	MB	ON	PQ
Walmart					35	1	0	0	0	34	0

Stores Audited:
Walmart Supercenter Kitchener: 1400 Ottawa St.
Walmart Supercenter Waterloo: 100 The Boardwalk
Walmart Supercenter Brampton: 9455 Mississauga Rd.

SOBEYS

Results of Survey in Ontario

SOBEYS

Retailer:

IOE/ NON BREADED WHOLE MUSCLE									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Compliments (PL)	Marinated Flavoured BSB (4 skus)	0.8	314	\$ 14.99	SUNRISE POULTRY PROCESSORS LTD.	4			

WINGS									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Pinty's	Breaded Wings with Sauce (7 skus)	.880 - .890	232	\$ 15.99	PINTY'S DELICIOUS FOODS INC.				7
Schneiders	Glazed, Uncooked Wings with Sauce (3 skus)	0.75	439	\$ 14.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.				3
Prime	Uncooked Glazed Wings	0.8	439	\$ 12.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.				1

FORMED BREADED BURGERS, NUGGETS, STRIPS									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Compliments (PL)	Compliments Balance Strips, Burgers, Nuggets	0.907	374	\$ 8.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Compliments (PL)	Compliments Strips, Nuggets	0.907	374	\$ 8.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Compliments (PL)	Compliments Strips, Nuggets	1.5	374	\$ 11.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Compliments (PL)	Breaded Burgers	0.785	374	\$ 8.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Compliments (PL)	Breaded Popcorn Chicken	0.5	578	\$ 7.99	SUNWEST FOOD PROCESSORS LTD.				1
Janes	Pub Style Burgers, Nuggets, Strips	0.8	374	\$ 12.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Pub Style Burgers, Nuggets, Strips	1.5	374	\$ 15.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1

WHOLE MUSCLE BREADED (BURGERS, STRIPS, BITES)									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Sensations (PL)	Breaded Chicken Breast Fillets Regular	0.73	374	\$ 10.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Sensations (PL)	Breaded Chicken Breast Fillets Spicy	0.73	316	\$ 10.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1
Janes	Whole Muscle Fillets breaded (2 skus)	0.92	316	\$ 15.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				2
Janes	Breaded Whole Muscle Bites	0.8	316	\$ 12.99	SOFINA FOODS INC./ ALIMENTS SOFINA INC.				1

FORMED STUFFED									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Compliments (PL)	7 skus including 1 x turkey/cranberry	0.284	578	\$ 4.99	SUNWEST FOOD PROCESSORS LTD.				7

WHOLE MUSCLE STUFFED									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Prime	4 skus including 3 breaded and 1 x bacon wrapped	.328 - .340	439	\$ 7.99	MAPLE LEAF FOODS INC./LES ALIMENTS MAPLE LEAF INC.				4

Grocery Banner									
Brand	Product Line Name/ Description	Size	EST #	Price/Unit	Name of Operator	BC	AB	SK	PQ
Sobeys					Total Sku's	4	0	0	34
					38				0

Stores Audited:
Sobeys Kitchener: 274 Highland Rd W.
Sobeys Waterloo: Northfield Dr. and Weber St. N