



Newsletter Spring 2014

Demand for your poultry is amazing! We hear all the time from people saying how they bought meat from so-and-so...and it was so good! It's great hearing from your customers how pleased they are with your product. Welcome to all our first time growers! Phone calls and emails to acquire information for new endeavours and production questions are always welcome.

schefterpoultry.com

Check us out online for cutting options, pricing, contact information and directions! Always feel free to call for any questions, we are happy to help. Bookings continue to be done over the phone, for convenience we are also available via email at: dschefter@wightman.ca

Antimicrobial Resistance

The University of Guelph and the University of Saskatchewan have contacted us in an effort to study the presence of antimicrobial resistance in E-coli from chickens raised in small flocks slaughtered in provincially inspected abattoirs in Ontario. We are hoping to have great voluntary confidential participation from Schefter Poultry customers.

Compost

With much experimentation, laboratory testing and approvals, our nutrient rich compost will now be available for purchase as per your inquiries! Compost is comprised of leaves, wood chips, hay, soybean straw, grain screenings and poultry inedible materials that have been heated to a sustained temperature of 55 degrees Celsius (131 degrees F) ensuring potential pathogen elimination. Pricing is yet to be finalized due to packaging and government requirements.



Pet Food

We have available a ground raw product for use in your pet's diet. This product is created from sourced whole spent fowl, hearts, and liver. Ingredients are mixed, ground and portioned into approximately ¼ lb frozen patties. Full laboratory analysis is available for balancing your pets raw food ration.

Water...

Careful consideration of pen design and waterer placement should be planned in the event your waterer or water line should break. Numerous accidents with disastrous results including death and unhealthy birds have been encountered by good growers because of water mishaps. Give some thought to a drain plan for your poultry house.

Caution! Water lines exposed to direct sunlight causes extremely hot water flowing to your waterers. Hot water reduces consumption of water AND feed, restricting growth of your birds.

Crates...

Poultry should be delivered to Schefter Poultry in sound plastic crates or loose housed with adequate space/ventilation (caution of piling). Wooden crates, wire cages, cardboard boxes and feed bags are not bird friendly. Dog crates for larger birds (turkeys/geese) are acceptable. Birds may require re-crating upon arrival.

Just another reminder that when bringing poultry in your own personal crates to have them labelled with name and phone number. We don't know what your crates look like amongst stacks of other crates. We don't mean to be harsh, but this is an increasing challenge that has a solution—LABEL YOUR PERSONAL CRATES! DO NOT LABEL SCHEFTER POULTRY CRATES. We like to see all personal crates go home with rightful owner.

What should I sell my chicken for?

Take a walk on the back side of your grocery store...better known as the meat counter. The better quality chicken is typically priced @ \$4/lb (\$8.82/kg) or more. We suggest minimum \$3.03/lb (\$6.68/kg). Do not feel guilty selling your high quality chicken. Turkey price very similar. \$0.99/lb poultry is a loss leader that you cannot compete with. BTW, there is a large turkey operation currently for sale if you want to get into this "lowest price" war! Asking price \$180 million. If it was profitable, would they be selling? Being fair, supplying your highest quality product is not a crime to make a few dollars. Produce to your demand, have a marketing strategy.

"Why can chicken seem so cheap in the grocery store?" Water uptake, injected or massaged into poultry, can increase yields significantly by 40-50% on IQF (individually quick frozen) chicken breasts allowing for seemingly bargain basement poultry on the store shelf. Protein content of this chicken will be noted on packaging. Remember this when pricing or defending your price with customers for your pure meat. *Note: addition of water to protein (meat) is an industry solution to reducing the price of chicken but also reduces the likelihood of overcooking. People tend to overcook chicken causing dry/tough chicken.

2014 Pricing

Notice our suggested selling price is up \$0.03/lb, this is to take into account our required increase to compensate hydro rates, wage increases and additional government requirements. In English, our rates are up approximately \$0.03/lb.

Please see our website for accurate pricing, or call to request price list mailed or faxed.



Thank you so much! We look forward to seeing and talking with you this season!

~Dale and team at Schefter Poultry Processing

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