

National Marketing Campaign

THE COUNTDOWN IS ON FOR CANADIANS TO BE THINKING TURKEY!

The national marketing campaign is set to launch on May 6th with billboard and transit shelter advertising rolling out in major cities across the country, supported by a robust social media strategy. Various campaign components will be engaged throughout the year with television added in the fall.

Turkey Farmers of Canada and the Canadian Poultry and Egg Processors Council – Turkey Primary Processing Sector Members – have together appointed Zeno Group Canada lead Agency of Record following an extensive competitive review. Zeno will lead the planning and execution of this fully integrated campaign to boost turkey consumption in Canada.

Zeno was awarded the five-year, multimillion dollar contract with the focus on engaging primary meal planners to raise awareness of the benefits of turkey, drive year-round demand and increase overall consumption. The campaign is funded jointly by turkey producers and processors.

“We were looking for a creative agency to develop and implement a unique campaign that will inspire Canadian consumers to eat more turkey,” said Darren Ference, Chair of Turkey Farmers of Canada. “Zeno’s understanding of consumer behaviour, strategic thinking and highly original campaign creative makes them the ideal partner to lead this integrated work for our organization.”

The agency has assembled a cross-functional team led out of Toronto that will oversee advertising, digital, experiential, PR, influencer engagement, paid social and more. Zeno has enlisted True Media as paid media partners.

“Like our new partners, we believe that turkey is one of the most versatile proteins that easily fits into Canadians’ diverse diets, dishes and everyday occasions,” said Julie Georgas, Managing Director of Zeno Canada. “Over the next five years, we’re on a shared and exciting mission to grow turkey’s share of stomach and show Canadians how craveable, cool and relevant turkey is 365 days a year.”

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Consumer Communications

[Canadianturkey.ca](http://canadianturkey.ca), a rich resource for consumers.

TFC's canadianturkey.ca website is an excellent resource for everything turkey.

It holds almost 800 published recipes complete with consumer-friendly tips, 35 select recipe videos, the 8-part Turkey Basics: How To video series showcasing whole turkey and turkey cuts prep, cooking techniques and tips, and downloadable and printable how-tos and reference guides, turkey nutrition facts and monthly nutrition-focused blogs. It is also the reference for over 60,000 subscribers to the **Get Cooking with Canadian Turkey** eNewsletter.

In 2018 alone, we saw a 71.28% increase in new visitors to the site and 88.26% increase in returning visitors compared to 2017, with a steady increase in traffic to Resource, eNewsletter and Turkey Basics series pages.



Make canadianturkey.ca

***THE go-to resource for
recipes and more.***

PROGRAMS

Seasonally focused influencer programs continue to drive the conversation with targeted audiences in 2019 and will be distributed through Facebook, Twitter, Instagram, Pinterest and YouTube social media channels. Supporting the discussion with bloggers and their communities will be new and on-trend recipes, cooking techniques, how-tos and easy-to-follow guides using whole turkey and turkey cuts. The focus is on showing consumers how easy it is to make turkey part of a balanced diet, for any occasion and every day, and to bring home the message that turkey is a lean and nutrient-rich meat protein choice. Integrated into each program will be poll questions that will help provide consumer feedback and direction in terms of messaging.

Starting in mid-February ahead of Valentine's Day, TFC launched the **Meal Makeover Program** in three phases to help consumers understand how to makeover everyday favourites for breakfast, lunch and dinner using turkey as a key ingredient. The Program closed at the end of March.

The April launch featured the **Family-Style Meals Program**, just in time for a big splash at Easter and the many occasions celebrated in the Spring. Recipe suggestions and messaging will focus on preparing a whole turkey for formal and informal occasions and replacing with turkey in favourite recipes.



“Swapping turkey for any protein in all of your favourite recipes instantly makes for a leaner, healthier choice.”



BUILD A BETTER BREAKFAST BOWL

Breakfast bowl starters




TURKEY SAUSAGE PATTY

EGGS

pick a base



ADD ONE OF:
QUINOA, ZOODLES, RICE, KALE, CAULIFLOWER RICE

pick a cooked vegetable



ADD ONE OF:
COOKED MUSHROOMS, COOKED SWEET POTATO, COOKED ZUCCHINI,
COOKED CHICK PEAS, COOKED SPINACH

pick a raw vegetable



ADD ONE OF:
TOMATOES, PEPPERS, CUCUMBERS, CARROTS, CABBAGE

pick a topping



ADD ONE OF:
PUMPKIN SEEDS, GUACAMOLE, SHREDDED CHEESE, OLIVES, SALSA

VISIT CANADIANTURKEY.CA FOR MORE INSPIRATION



QUICK START MARINATED MEAL PACKETS!

marinate, cook & enjoy!

FILL YOUR LUNCH BOX WITH TASTY, PROTEIN PACKED, LEAN AND HEALTHY TURKEY

MEDITERRANEAN
3 TBSP YOGURT, 1 TSP OLIVE OIL, 1 TBSP LIME JUICE,
1/2 TSP EACH GROUND CUMIN, TURMERIC,
CORIANDER SEED, THYME

HAWAIIAN
1/3 CUP ORANGE JUICE, 1 TSP ORANGE ZEST,
1 TSP LIME ZEST, 1 TBSP LIME JUICE

SRIRACHA MAPLE
2 TBSP SRIRACHA SAUCE, 2 TBSP MAPLE SYRUP,
1 TBSP VEGETABLE OIL

WASABI MAYO
1 TBSP WASABI PASTE, 3 TBSP MAYONNAISE,
1 TBSP SESAME OIL

VISIT CANADIANTURKEY.CA FOR MORE INSPIRATION

CONTESTS

Contests are an integral part of the engagement with consumers in social media and creates traffic to the website as well as growing our e-Newsletter subscriber list. TFC plans to run 10 monthly contests with an additional four contests per month planned for Canada Day celebrations in July and National Turkey Month in October.

NEWSLETTER

Get Cooking with Canadian Turkey monthly eNewsletter set the pace in January with a hearty and healthy recipe feature to drive the message home about turkey as a lean, nutrient-rich, high-quality protein meat choice, to help consumers with New Year's resolutions. February celebrated Valentine's Day, heart-healthy recipes and game-day suggestions that showed turkey's versatility as a swap-in option. March featured a hearty recipe for winter months, along with easy meal solutions and prep-ahead suggestions that are kid-friendly, just in time for March break. The newsletter lands in over 61,000 consumers' inboxes each month.

Outreach to newsletter subscribers beyond monthly newsletters is planned for 2019, with targeted messaging and value-added tools.

Sign up today for Canadian Turkey's Get Cooking with Canadian Turkey monthly eNewsletter.

Staff Updates



Janice Height
Think Turkey &
Brand Partnerships

Janice Height steps down from her position as TFC's Director – Corporate Services just shy of 20 years. Janice will remain on staff part-time for a period of time to assist with the launch of the new national marketing campaign and brand partnerships. Janice can be reached at jheight@tfc-edc.ca.



Adriana Goldman
Director - Corporate
Services

Please join us in welcoming Adriana Goldman who joins TFC as the newly appointed Director of Corporate Services. Adriana brings several years of program management and community relations to the role. Adriana can be reached at agoldman@tfc-edc.ca.



Barb Weston
Finance Administrator

We would also like to welcome Barb Weston, TFC's new Finance Administrator. Barb brings solid knowledge and a wealth of experience in accounting practices and financial transactions. Barb can be reached at the TFC office (905) 812-3140, ext. 228, or at bweston@tfc-edc.ca, Monday through Wednesday.

Meeting notes

TFC's 257th Meeting was held March 20-21 at the Fairmont Château Laurier in Ottawa, Ontario, in conjunction with the 45th Annual General Meeting.



Brian Douglas
Chairman, Farm Products Council of Canada

Here are some of the highlights:

1. TFC adopted the recommendation of the Turkey Market Advisory Committee (TMAC) to leave the whole bird commercial allocation for the 2019/2020 control period at 60.5 million kg, the same as the preliminary allocation set at TFC's November 2018 meeting. The decision was largely due to Christmas domestic disappearance, which was lower than in the previous two years.
2. The national Further Processing allocation of 88.7 million kilograms established in November was increased to 88.9 million kilograms, reflecting a request for additional further processing supply.
3. Brian Douglas, Farm Products Council of Canada (FPCC) Chairman, addressed TFC's 45th Annual General Meeting. Mr. Douglas noted that by FPCC attending commodity meetings, it provides a better perspective of the various developments in the respective sectors, as well as the opportunity to work efficiently and collaboratively with stakeholders in support of supply management and promotion and research systems.
4. Elections for the Executive Committee and Board of Directors were held following the AGM. TFC is pleased to announce the following:
 - Darren Ference of Alberta was acclaimed as TFC's Chair for a second term.
 - Calvin McBain of Quebec was acclaimed as the Vice Chair, also serving a second term as the Vice Chair.
 - Brian Ricker was also acclaimed as Executive Member, serving his second year in the position.

The 258th TFC Meeting will be hosted by the British Columbia Turkey Marketing Board, taking place on June 26-27, 2019 in Vancouver.

MADE BY CANADIANS FOR CANADIANS



Joint Annual Reception

This year's Joint Annual Reception (JAR) took place on March 20th at the Fairmont Château Laurier in Ottawa.

The event was co-hosted by the four national poultry agencies – Turkey Farmers of Canada, Chicken Farmers of Canada, Canadian Hatching Egg Producers, and Egg Farmers of Canada.

This annual event was well attended by members of the agricultural sector and industry suppliers, as well as several political representatives (17 MPs and Senators and approximately 80 staffers), despite a filibuster being called into play in the House of Commons.

The event's menu featured appetizers made from Canadian turkey, chicken, and eggs.





On-Farm Programs

Release of New On-Farm Programs Producer Manuals

The new Producer Manuals for the Turkey Farmers of Canada (TFC) On-Farm Food Safety Program® (OFFSP) and Flock Care Program® (FCP) have now been released to producers. Program binders for both commercial production and turkey breeders were re-published. The programs are also available on the TFC On-Farm Programs Portal (www.tfconfarmprograms.ca) as fillable PDF forms and online forms. The target implementation dates for the new program versions are June 30 and December 31, 2019 for the commercial and turkey breeder programs, respectively.

The new manuals reflect changes to align the TFC FCP with the updated Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens, and Turkeys, which was released in 2016, and revisions to strengthen the biosecurity and animal health requirements of the TFC OFFSP. The edits also implement the Antimicrobial Use (AMU) Strategy, as well as the requirement for the Turkey Load-Out Report to be completed for each flock as of January 1, 2019. In addition, turkey breeders were added to the scope of the TFC FCP as part of the revision process.

In case of questions related to the new programs, producers are encouraged to contact their Provincial Turkey Marketing Board office or On-Farm Programs Auditor. Producers also have the opportunity to provide feedback directly to TFC through the TFC On-Farm Programs Portal.

Funding for the TFC On-Farm Programs has been provided under Growing Forward 2 and the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.

New TFC On-Farm Programs Audit Cycle

Also new in 2019 are changes to the TFC On-Farm Programs audit cycle. The new cycle is a two-year cycle consisting of full audits and records review audits only. It is being implemented across provinces with the intent of increasing the credibility of the TFC audit and certification system. It replaces the previous TFC audit cycle, which was a combination of full, partial, record review and self-declaration audits.

Third-Party Audits

The 2018 round of third-party audits for the TFC Flock Care Program© (FCP) have been completed and the final audit report was received. Third-party audits were initiated in 2017 to meet the need for transparency of implementation of the TFC FCP to retailers, restaurants, and consumers to further provide assurance that turkeys in Canada are raised humanely, and that the TFC FCP is an effective national standard to represent animal care on-farm.

Audits were conducted by qualified auditors from NSF Canada Agricultural Certification Company. These on-farm verification audits were done on a statistically valid random sample of turkey farms across all provinces, in addition to the annual audits required to maintain a producer's certification under the TFC FCP. The 2018 round of third-party audits found that the National Flock Care Program was implemented effectively and maintained on an ongoing basis and that animal care measures were consistently applied.

The 2019 round of third-party audits will audit to the new TFC FCP and are to be conducted between August and December. The work of the selected farmers and the Provincial Boards is commended for the planning and execution of the third-party audits.

Turkey Industry Antimicrobial Use (AMU) Strategy

There has been increasing national and global attention to the threat of antibiotic resistance, which has led to a number of initiatives from government and organizations addressing antimicrobial use in animals.

Recognizing this, the Canadian turkey industry has established a strategy for the reduction of use of antibiotics across the industry, while ensuring the current options to maintain the health and welfare of turkeys remain available to farmers.

The strategy has set timelines to eliminate the preventive use of antibiotics important in human medicine by eliminating the preventive use of Category II antibiotics by the end of 2018 and Category III antibiotics by the end of 2019. The strategy builds on the current Category I initiative, in place since 2014. To ensure the well-being of birds, the strategy will permit the use of all categories of antibiotics for treatment and the use of ionophores (Category IV antibiotics: not used in human medicine) and chemical coccidiostats.

With the timeline for the elimination of preventive use of Category II antibiotic having passed, TFC welcomes any feedback from the implementation on-farm, in order to prepare for the next step in the Strategy and for the development of reference documents to support farmers and industry stakeholders.

To provide feedback to TFC or for more resources on antimicrobial use, including the Guidelines for Antimicrobial Use in Turkey Production, visit the TFC On-Farm Programs Portal at www.tfconfarmprograms.ca.

Catching and Loading

A Turkey Load-Out Report was put in place in the Canadian turkey industry to ensure consistent application of oversight of the catching and loading process. The Load-Out Report collects information on the catching crew, barn and flock conditions and reviews the catching and loading process. Since January 1, 2019, the Load-Out Report is mandatory and is to be completed for all flocks, with a copy sent to the processor following flock shipment.

The Turkey Load-Out Report, instructions on how to complete it and other resources on catching and loading, including training materials and catching and loading guidelines, can be accessed on the TFC On-Farm Programs Farmers Portal at www.tfconfarmprograms.ca.

Canadian Farmer Survey

Turkey Farmers of Canada is supporting researchers at the University of Guelph with the distribution of an epidemiological turkey survey to Canadian turkey farmers. The study is funded through Genome Canada with the participation of Hendrix Genetics (Hybrid Turkeys). The goal of the study is to address knowledge gaps in the Canadian turkey farming sector regarding farm management and health through a questionnaire and scoring tool for feather damage and foot pad dermatitis. The information collected from the project will help to inform the Hybrid Turkeys selection program by providing commercial level data and will also provide benchmarking information for the industry, which can be useful when undertaking reviews of the TFC On-Farm Programs.

The survey will be sent out as hard copies in envelopes containing: a cover letter, consent form, the survey and scoring tool, a postage paid return envelope and a gift card incentive. All responses will be collected anonymously, data will be aggregated and participants can withdraw at any time. Data will be used in scientific manuscripts and industry publications. The survey is expected to take approximately 30 minutes to complete. Look for the survey in your mail in the next couple of months.

Market Update

Agriculture and Agri-Food Canada (AAFC) and the United States Department of Agriculture (USDA) recently released their respective crop production and price forecasts for the coming crop year. The table below displays the actual Canadian and American production figures and prices for the 2017-18 season, as well as the forecasted production and prices for the 2018-19 and 2019-20 seasons.

Combined North American production of the four major feed grains is expected to increase in 2019-20 by 4% to 421 million tonnes.

Canadian production of corn is expected to increase by 6% due to higher area and higher yields. Total domestic use of corn is expected to decrease slightly as lower feed, waste and dockage is expected to more than offset higher food and industrial use.

The United States Department of Agriculture (USDA) corn outlook for 2019-20 is for increased production, domestic use and exports. Feed and residual use is up slightly with a larger crop and continued growth in grain consuming animal units. Higher U.S. corn futures should push corn prices up slightly to range from \$170 to \$200 CAD/t.

Production (1,000,000 t) and Prices (\$ CAD/t) of Feed Grains and Oilseeds												
	2017-18				2018-19 Forecasts				2019-20 Forecasts			
	USA	CDN	Total	\$ CAD/t	USA	CDN	Total	\$ CAD/t	USA	CDN	Total	\$ CAD/t
Feed Grains												
Corn	371	14	385	\$ 171	366	14	380	\$165 - \$195	378	15	393	\$170 - \$200
Barley ¹	3	8	11	\$ 169	3	8	12	\$240 - \$270	4	9	14	\$210 - \$240
Oats ¹	1	4	5	\$ 209	1	3	4	\$230 - \$260	1	4	5	\$230 - \$260
Sorghum ^{1,2}	9		9	\$ 167	9		9	\$ -	10		10	\$ -
Total	384	26	410		380	26	405		393	28	421	
Wheat												
Wheat (ex durum)	46	25	71	\$ 240	49	26	75	\$235 - \$265	50	28	78	\$230 - \$260
Oilseeds												
Soybeans	120	8	128	\$ 434	124	7	131	\$395 - \$425	114	7	121	\$405 - \$445
Canola	1	21	23	\$ 539		20	22	\$495 - \$535		21	21	\$510 - \$550
Total	121	29	151		124	28	153		114	28	141	
Meal												
Soybean Meal ²	54	2	56	\$ 502	54	2	56	\$ 443	55	2	57	\$ 466

Sources: Agriculture and Agri-Food Canada, Canadian Oilseed Processors Association, United States Department of Agriculture

¹ USDA agricultural projections from 2018 used as 2019 projections were not available

² American prices

Domestic processing of soybeans is expected to remain unchanged on projected stable domestic consumption of soyoil. Soybean prices are expected to increase slightly on support from stronger U.S. prices and a stable Canadian dollar-U.S. dollar exchange rate.

The 2019-20 outlook for U.S. soybeans is for record supplies, higher crush and exports. With rising global demand and reduced supplies in Brazil this fall, some recovery in U.S. soybean exports is expected despite continued import duties assumed for U.S. soybeans in China.

Since mid-March, the U.S. Midwest has experienced extreme flooding that resulted from a combination of a deep snow pack, heavy rains and a sudden thaw. Despite the efforts of producers to save their livestock from floodwaters, many animals have perished. Livestock producers now face the challenge of feeding stranded livestock, lost feed and contaminated water supplies. Many farms have also lost grain that was in storage from the 2018 harvest. This extreme weather will undoubtedly delay planting in the Midwest and many acres may not be planted this year. This will have an impact on U.S. beef, pork, corn and soybean production and prices.

Trade

The Government of Canada on October 29, 2018 established a Poultry Working Group to develop strategies to fully and fairly support farmers and processors as a result of concessions granted under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Canada-United States-Mexico Agreement (CUSMA).

Since its first meeting on December 19, 2018, the Working Group has had additional meetings and conference calls, all with the aim of providing recommendations to the Minister of Agriculture and Agri-Food (AAFC) by March 2019. At the time of writing, an interim report had been submitted to the Minister. The Poultry Working Group is seeking measures from the government to mitigate the negative impact of these agreements in five core areas:

- Programming to encourage new investment and innovation on-farm and at processing.
- Market Development initiatives that promote growth and expand domestic production.
- Allocation of Tariff Rate Quotas (TRQs) in the manner that is least distorting to the domestic market.
- Strengthen the import control pillar of supply management by putting an end to the circumvention of import rules.
- Ensure imported poultry products meet the same high standards as our made-in-Canada products when it comes to food safety and animal care practices.

In the case of Canada, CPTPP came into effect on December 30, 2018. The first turkey imports under the agreement are expected in mid-2019, pending ratification of the Agreement by Chile this spring. CUSMA requires ratification by all three countries, which is expected over the course of 2019, with likely implementation in 2020.

Underpinning the five elements above, is the fundamental position of TFC and the other four national supply management organizations, that this and future federal governments must cease providing increased access to Canadian markets for poultry, dairy and eggs, in order to seal trade deals.

While the industry looks to cope with the new additional market access concessions under CPTPP and CUSMA, the Canadian Government continues its engagement in other free trade negotiating forums.

Negotiations between Canada and the Mercosur block of countries (Brazil, Argentina, Uruguay and Paraguay) is ongoing with the fifth round of negotiations scheduled for the week of March 25th in Ottawa. Within Mercosur, Brazil is a major poultry producer and exporter. In the case of turkey, Brazil's production is approximately 500 million kilograms (Mkg), with 170 Mkg or 33% destined for export.

Although the pace of the Canada-Pacific Alliance (Mexico, Chile, Columbia and Peru) negotiations has slowed, reengagement is expected given the resources devoted so far in this process.

Canada is also actively involved in the World Trade Organization (WTO) negotiations, which appear to be entering a more energized phase in advance of the next Ministerial meeting scheduled for June 2020 in Astana, Kazakhstan in Central Asia. There are currently seven working groups actively engaged in agricultural-related topics, the purpose of which is to deepen discussions in preparation for more significant negotiating activity in the fall of 2019. The overall sense is that the WTO would like to be in the position to have recommendations, even if only incremental, for Ministerial decisions in Kazakhstan.

Upcoming Events/Meetings

World Farmers Organization 2019 General Assembly
May 20-23, 2019
Luxembourg, Europe

Federation of Canadian Municipalities
2019 Annual Conference and Trade Show
May 30-June 1, 2019
Quebec City, QC

CPEPC 2019 Annual Convention
June 9-11, 2019
Fairmont Empress Hotel
Victoria, BC

TFC 258th General Business Meeting
June 26-27, 2019
Coast Coal Harbour Hotel
Vancouver, BC

It's here...

Turkey Farmers of Canada's
45th Annual Report is now online at
www.turkeyfarmersofcanada.ca



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