

# Past Chairs

## TURKEY FARMERS OF CANADA



**John Tanchak**  
1974



**Murray Brown**  
1975



**Eugene Mailloux**  
1976



**Cornelius Riediger**  
1977



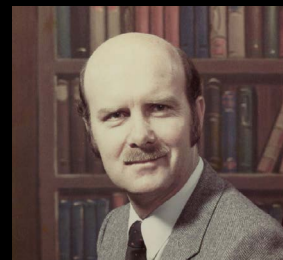
**Ken Crawford**  
1978



**Carol Teichrob**  
1979



**Eike Futter**  
1980-1981



**Heiko Oegema**  
1982



**William Chrismas**  
1983-1985



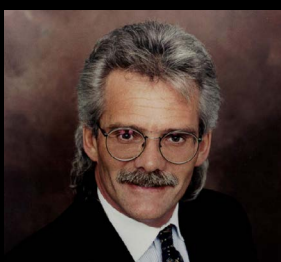
**Art Roder**  
1986-1989



**Lorne Bustin**  
1990



**Adrian de Graaf**  
1991-1992



**Robert Friesen**  
1993-1996



**John Stolp**  
1997-1998



**Darrell Reddekopp**  
1999



**Richard Ruchkall**  
2000-2001



**Walter Nickel**  
2002



**Brent Montgomery**  
2003-2006



**Mark Davies**  
2007-2018

# Through the Years

## TURKEY FARMERS OF CANADA

1973

### Setting the Stage

The *Federal-Provincial Agreement* (FPA) for the marketing of turkeys in Canada is signed by Agriculture Ministers on September 26, 1973.



1974

Chair: John Tanchak  
Vice Chair: Eugene Mailloux

**Federal Minister of Agriculture, Eugene Whelan**, announces the establishment of the Canadian Turkey Marketing Agency by Parliamentary Proclamation on February 14, 1974. The Agency operates under the *Farm Products Agencies Act* (FPAA) and is comprised of eight provincial member-boards.



HON. EUGENE WHELAN P.C., O.C., LL.D., P.Ag.

Head-office is established in Winnipeg, Manitoba, with one full-time staff member.

1975

Chair: Murray Brown  
Vice Chair: Eugene Mailloux

Total Canadian turkey production is 179.6 million pounds (81.5 Mkg) eviscerated.

1976

Chair: Eugene Mailloux  
Vice Chair: William Ritchie

The Agency's most pressing problem is turkey imports. Final figures for 1976 indicate that 14.7 million pounds (6.7 Mkg) of eviscerated equivalent were imported, when import quota is just over 4 million pounds (1.8 Mkg).

The Agency's first *Talking Turkey* cookbook is produced and distributed across member provinces.

# Turkey Dindon

CANADIAN TURKEY MARKETING AGENCY  
L'OFFICE CANADIEN DE COMMERCIALISATION DU DINDON

1977

Chair: Cornelius Riediger  
Vice Chair: Laurent Mercier

Producers are paid a little over \$1.00 a kilo live weight; up dramatically from the 1960s, when prices were closer to 35 cents per pound [77 cents/kg] (1964).



CTMA appoints a Promotion Committee tasked with promotion and marketing.

1978

Chair: Ken Crawford  
Vice Chair: Laurent Mercier  
Executive Member: Carol Teichrob

The Agency is restructured to extend efforts beyond supply management and import control to promotion, education, research and the analysis of market trends; two new staff members are retained.

**“The Canadian Turkey Marketing Agency wants to produce the maximum amount of turkey meat consistent with being able to obtain a fair return for the producer’s work and investment.”**

**John P. Tanchak**  
Chair, 1974



## SUPPLY SUFFICIENT

# Turkey board a winner for Christmas supplies

By JIM ROMAHN  
Record Staff Writer

Ken Crawford of Allisa Craig could be forgiven for feeling a bit smug this week. He has been saying for sometime now that there would be enough turkey to go around this Christmas. Many—including supermarket chain executives—said he was wrong.

"But we're watching this thing like a hawk, and there's plenty of turkey to go around," Crawford said Wednesday.

He's chairman of both the National Turkey Marketing Agency and the Ontario Turkey Producers Marketing Board, bodies which play a key role in determining how many turkeys will be produced each year.

There's no doubt that the off-season demand for turkey increased this year, partly because the Ontario and national marketing bodies were promoting it, partly because new products appeared on the market but mainly because beef prices went up.

And there's also no doubt that turkey is more expensive this year than last, mainly because supermarkets and processors have decided either to break even or to make a bit of money instead of taking

in markets across Canada, Crawford said.

There was a time when consumers in major urban centres so strongly preferred Grade A birds that most turkey was

## Canadians gobbling up turkeys

EDMONTON (CP) — Canadians are gobbling up turkey. Turkey consumption in the first three-quarters of 1978 was up 15 per cent — outpacing the most optimistic forecasts, says Gordon Groth, Alberta Agriculture department market analyst.

Groth said 1978 consumption could reach 225 million

## Farmers plan ad campaign to sell turkey

EDMONTON (CP) — The Canadian Marketing Agency is soon to be asked by advertisers for a national promotion campaign.

It's the latest in a series of national province-wide promotions for food — eggs, chicken, milk, pork — aimed at specific brands.

Farmers have begun to wonder the worth of the promotions, but support them and the campaign to grow. The Canadian Egg Marketing Board is spending \$1.3 million

and used to set an average of 17 dozen eggs annually. Consumption several years ago to 17 dozen per person recovered slightly in 1977 to



CTMA EXHIBIT - HOSTEX, 1979

## 1983

The CTMA implements a new Quota Allocation Policy that accounts for comparative advantage of production, production facilities in existence, growth in population, and consumer demand.

## 1979

Chair: Carol Teichrob  
Vice Chair: Laurent Mercier  
Executive Member:  
Eike Futter

Turkey producers receive prices for their product closer to their full cost of production, on average, than ever before.

Head office is moved from Winnipeg, Manitoba to Brampton, Ontario and four all-new staff members are hired.

## 1980

Chair: Eike Futter  
Vice Chair: Laurent Mercier  
Executive Member:  
James Pennington

Overproduction in seven out of eight provinces due to an anticipated change to the production/marketing year results in downward pressure for live prices in many provinces and year-end storage stocks of over 37 million pounds (16.8 Mkg).

## 1981

Chair: Eike Futter  
Vice Chair: Heiko Oegema  
Executive Member:  
Laurent Mercier

CTMA implements the Primary Breeder Policy to support the domestic primary breeder industry.

In response to the 1980 market declines, decreased production quota results in an upward trend for producer prices, aligning them more closely to the cost of production.

## 1982

Chair: Heiko Oegema  
Vice Chair: David Davies  
Executive Member:  
Dennis Billo

The CTMA develops an Export Credit Policy; a live weight reporting system is developed in cooperation with industry and Agriculture Canada; and, a metric conversion policy is adopted.

The CTMA Managers Committee is established.

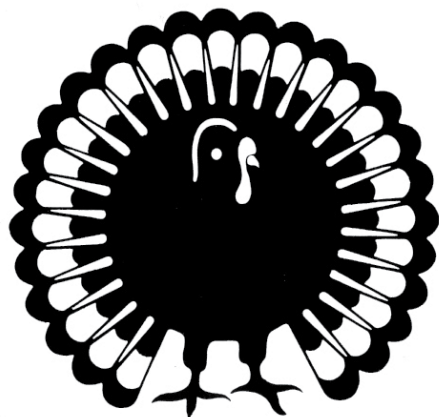
## 1983

Chair: William Christmas  
Vice Chair: Dennis Billo  
Executive Member:  
David Davies

CTMA unanimously adopts an Export Credit Policy on June 22, 1983.

The CTMA licensing system is expanded to include hatcheries.

The CTMA office is further expanded to include a Research Assistant and a National Home Economist.

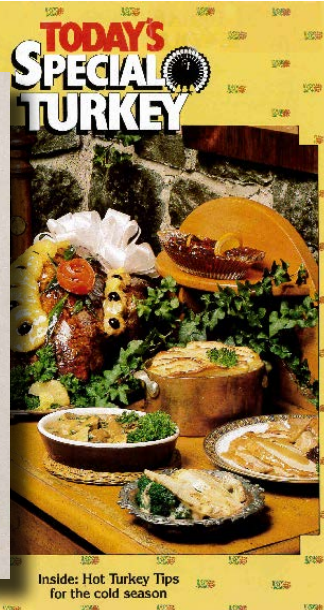
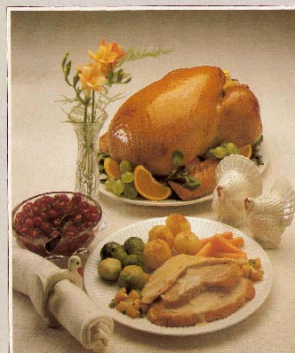


# CANADIAN TURKEY



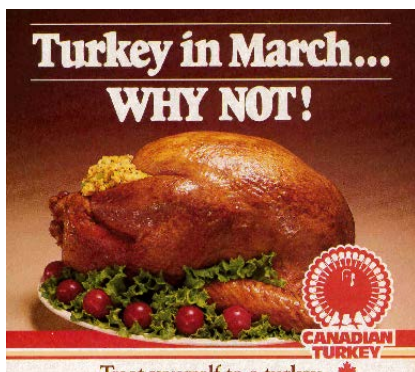
An update of the Cost of Production (COP) study is initiated for three categories of turkeys — broilers, hens and toms, in all eight member provinces.

## Turkey Anytime . . .



Inside: Hot Turkey Tips for the cold season





**1985**

March 1985 is declared the first National Turkey Month. The program runs until 1988.



The quarterly newsletter of Canada's turkey industry

**A FORUM FOR CANADA'S TURKEY PRODUCERS**

The urgent need for regular, timely communication among the various 'players' in Canada's turkey industry has become increasingly apparent over the past few years. With the launching of *Plume*—the Canadian Turkey Marketing Agency's quarterly newsletter—producers and other industry participants will now have a forum in which to communicate their views.

We've tried to touch on several topics that concern producers and the turkey industry at large. Obviously, there will be plenty more to say about these and other subjects in future issues, including:

- How the national agency functions—a report on day-to-day operations at CTMA's offices.
- Commentaries (viewing turkey politics).
- Industry news and views.
- Highlights of provincial activities.
- Research findings and technological advances.

• Regular updates on national and provincial promotional programs.

CTMA is anxious to receive feedback from readers. We want producers to look upon *Plume* as their publication. Please let us know about the issues that concern you, and we will strive to make sure that your voice is heard.

CTMA is published by the

Canadian Turkey Marketing Agency  
44 Pearl Centre Drive, Suite 403  
Brampton, Ontario L6T 4B5

Editor: Ian Campbell

General Manager: Ken Crawford

Administrative Assistant: Mary Kosciuk

Director of Research: Phil Boyd

©1988 PRINTED IN CANADA

**Turkey in March... WHY NOT!**

YOU COULD WIN\* a 1988 Chevrolet SPRINT or one of two trips for 2 people to Club Presidente, Acapulco with AIR CANADA TOURAM

For full contest rules see insert or write to Turkey Sweepstakes, P.O. Box 9986 Saint John, N.B. E2L 4H4. Contest Closes May 27/88. \*Subject to correctly answering a skill testing question.



## Promotional efforts build turkey sales

Poultry remains firmly established as the light, healthy and nutritious source of dietary protein. Yet it's health and nutrition were the only concerns, we could all probably exist on a diet of rolled oats and lentils! Consumers who want foods that are tasty and attractive in their presentation.

There are definite limits to the public's capacity to consume meat protein. To capture a larger portion of that market, it is imperative to make your product more appealing and attractive to the consumer. That's why so much of the Canadian Turkey Marketing Agency's time and resources are devoted to promoting turkey as an attractive, delicious and versatile food.

"Since 1983, the turkey industry's key area of growth has come from the hotel, restaurant and institutional (HRI) sector," says CTMA's Mary Kosciuk. "To further build

on the great potential for away-from-home consumption, a sizeable portion of our promotional budget has been directed toward HRI. At the same time, we are building consumer awareness of turkey's versatile place in delicious and nutritious home-cooked meals at the retail level."

Continued on page 2

**1988**

The CTMA begins publication of **PLUME**, an industry newsletter for producers, industry, and government.

**1988**

The CTMA begins participation in the development of a *Recommended Code of Practice for the Care and Handling of Poultry from Hatchery to Processing Plant*, to ensure that all poultry is raised, cared for and handled in a humane manner.

**1984**

Chair: William Chrismas  
Vice Chair: Dennis Billo  
Executive Member:  
Art Roder

An industry committee of producers, processors and retailers is established to develop and direct the first phase of a marketing program designed to motivate consumer interest in turkey at a time other than the traditional festive purchasing periods.

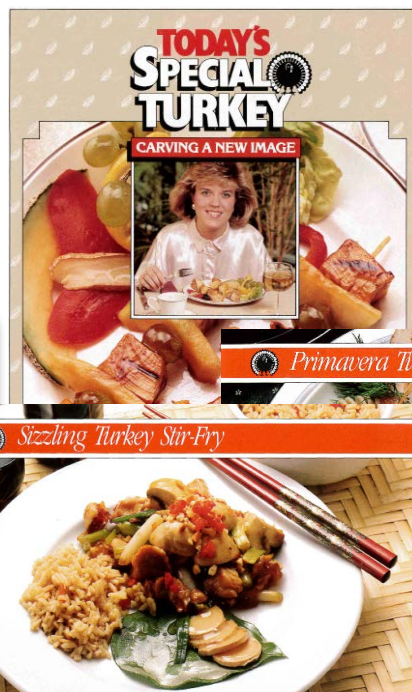
Signatories to the *Federal-Provincial Agreement (FPA)* agree to an amendment that would allow Provincial Commodity Boards to enter into and execute a Promotion Agreement containing a monetary penalty for overproduction.



**1985**

Chair: William Chrismas  
Vice Chair: Art Roder  
Executive Member:  
Walter Redekop

"Free trade" is noted as a significant concern facing the turkey industry, as the Canada-United States Free Trade Agreement (CUSTA) negotiations begin.



**1986**

Chair: Art Roder  
Vice Chair: Walter Redekop  
Executive Member:  
Malcolm Sprague

Work on the refinement of a national Cost of Production (COP) model is completed and approved by the National Farm Products Marketing Council (NFPMC) for use as a guideline in provincial live pricing.

Changing markets see more fresh and further processed turkey products sold than ever before.

**1987**

Chair: Art Roder  
Vice Chair: Lorne Bustin  
Executive Member:  
Stan Downe

Fax machines are installed at the CTMA, all provincial board offices and the Chair's residence, helping to streamline communications and reduce telephone and postage costs.

The need for a more steady supply of raw product leads to the implementation of category targets by weight class and period in order to more closely meet the requirements of the market.

The CTMA Research Committee is established.



**1988**

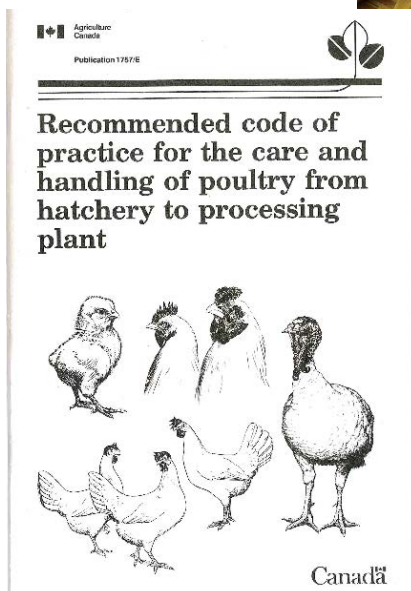
Chair: Art Roder  
Vice Chair: Lorne Bustin  
Executive Member:  
Dale Enarson

The bilateral trade agreement reached between Canada and the United States (CUSTA) in 1987 is signed, increasing market access for turkey by 1.5% and permanently excluding certain further processed products from import control. Ongoing negotiations on the General Agreement on Tariffs and Trade (GATT) are also a major concern.

The Agency implements a new allocation methodology which includes a special provision that allows for provinces to request allocation where there is demand for raw product outside of normal marketing channels.

The Multiplier Breeder Growth Policy is adopted by the Agency following many hours of industry consultation.





## 1993

CTMA signs an **agreement with the Canadian Poultry and Egg Processors Council (CPEPC)** acknowledging shared responsibility for the future growth and success of the Canadian turkey industry, and providing the basis from which CTMA and the CPEPC will work together to develop a domestic policy framework.

## Memorandum of Understanding

- Whereas we are entering a period of change to the supply management systems which have supported and directed activities in the Canadian turkey industry, and
- Whereas it is essential that all sectors collaborate to develop strong working relationships to profitably respond to the changing domestic and international trading rules, and
- Whereas public and government officials from the federal Minister of Agriculture down through the entire federal and provincial services have encouraged working together in the industry, and
- Whereas producers and primary processors recognize their mutual interdependence as well as their respective needs for maintenance of the independent character of both sectors, and
- Whereas the survival of the domestic industry will depend on achieving competitiveness of turkey meat products,

It is agreed that the Canadian Turkey Marketing Agency (CTMA) and the Canadian Poultry and Egg Processors Council (CPEPC), through their respective organizations, commit to work together to develop mutually agreed plans and systems to ensure that the domestic turkey industry capitalizes on the challenges and opportunities ahead while maintaining Canadian employment and value adding economic activity.

*Guy Macdonald*  
Guy Macdonald  
Chairman - Turkey  
CPEPC

*Brent Montgomery*  
Brent Montgomery  
Vice-Chairman, CTMA

*Roy Macdonald*  
Roy Macdonald  
President, CPEPC

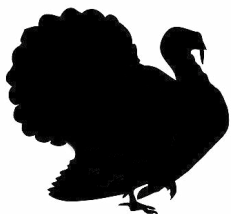
*Kim Crawford*  
Kim Crawford  
Executive Director, CTMA

## 1989

Chair: Art Roder  
Vice Chair: Lorne Bustin  
Executive Member:  
Adrian de Graaf

A new Overbase Allocation Policy that addresses shifts in markets and demands is implemented.

The first **Recommended Code of Practice for the Care and Handling of Poultry from Hatchery to Processing Plant** is published.



## 1990

Chair: Lorne Bustin  
Vice Chair: Adrian de Graaf  
Executive Member:  
Ed Rosenberg

The CTMA implements a new production year allocation period (May 1 to April 30) to facilitate flexibility in meeting market demands.

Agency concerns over possible implications from recommendations of various task forces reviewing Canadian agriculture policy, coupled with the CUSTA and the potential outcome of the GATT negotiations, result in a largely curtailed capital expenditure on research, new technology and general industry expansion.

## 1991

Chair: Adrian de Graaf  
Vice Chair: Robert Friesen  
Executive Member:  
Brent Montgomery

North American Free Trade Agreement (NAFTA) negotiations begin.

Canadian turkey producers rally to make the message clear to government that their livelihood hangs in the balance of the ongoing trade talks, including the NAFTA and GATT negotiations.

For the first time, the Agency welcomes a representative of the processing sector as an advisory member to the Board of Directors.



The CTMA office is restructured; a Policy Economist, Communications Officer and Manager of Market and Information Services are added to the team.

## 1992

Chair: Adrian de Graaf  
Vice Chair: Robert Friesen  
Executive Member:  
Sandy McCurrach

CTMA works with the national egg, chicken, hatching egg and dairy agencies on a GATT communications campaign to promote greater understanding and awareness of Canada's balanced position with respect to supply management.



## 1993

Chair: Robert Friesen  
Vice Chair:  
Brent Montgomery  
Executive Member:  
Sandy McCurrach

Negotiations on the General Agreement on Tariffs and Trade (GATT) are finalized, resulting in the replacement of import controls for supply managed products with tariffs and a significant increase in market access for turkey. Policy planning becomes paramount.

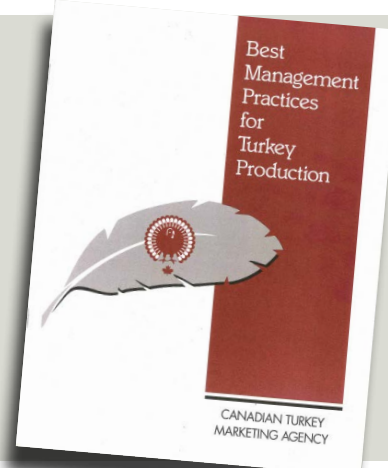
## 1991

### CTMA Mandate

To promote a strong, efficient and competitive production and marketing industry for the regulated product or products in relation to which it may exercise its powers; and to have due regard to the interests of producers and consumers of the regulated product.

## 1993

The CTMA develops and publishes **Best Management Practices for Turkey Production**, a voluntary code of practice for enhanced on-farm biosecurity.



The CTMA office moves from Brampton to its first Mississauga, Ontario, location at 969 Derry Road East.

**“The Agency has played a very positive role in the success enjoyed by Canadian turkey producers since 1974. We recognize that it is the collective commitment of individuals that sustains our stability and viability.” John Stolp, Chair, 1998**

**1994**

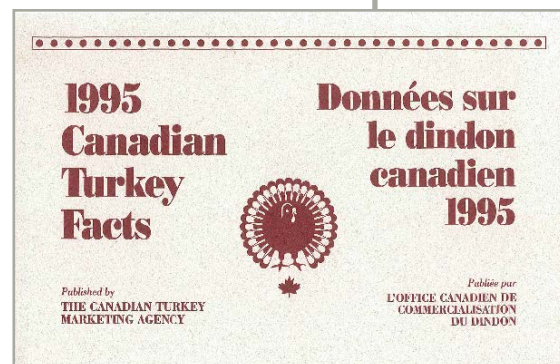


CTMA research on cooking times and temperatures, conducted with input from Health Canada, prove that stuffed turkey is safe when cooked to an internal temperature of 180°F/80°C in the thigh (170°F/77°C for unstuffed birds).



**1995**

The Agency begins production of its annual **Canadian Turkey Facts** handbook.



**1994**

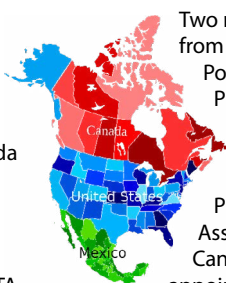
Chair: Robert Friesen  
Vice Chair: Brent Montgomery  
Executive Member: Casey Ansems

NAFTA comes into force, superseding the trade agreement between Canada and the U.S. (CUSTA).

Following the GATT and NAFTA agreements, the CTMA begins work on a new organizational structure, marketing plan, and allocation policy, in order to ensure the long-term viability of the Canadian turkey industry.

The Agency implements a new Research Quota Credit Policy in support of Canadian turkey research projects.

A new Allocation Policy, weighted on estimated provincial market growth, is adopted by the Agency. The policy remains in place until 1999.



**1995**

Chair: Robert Friesen  
Vice Chair: Brent Montgomery  
Executive Member: John Stolp

Two representatives from the Canadian Poultry and Egg Processors Council (CPEPC) and one from the Further Poultry Processors Association of Canada (FPPAC) are appointed to the CTMA Board of Directors, though formal amendments to the Proclamation to make the representatives official voting members are not approved by the government until 1996.

**fppac**

Further Poultry Processors Association of Canada

Tariff rate quotas (TRQ) are formally implemented under the new GATT agreement.

**1996**

Chair: Robert Friesen  
Vice Chair: John Stolp  
Executive Member: Darrell Reddekopp

The Agency defines a new set of goals and adopts a new vision statement.

CTMA members establish the HACCP (Hazard Analysis Critical Control Point) Design Team (now called the TFC On-Farm Programs Committee), with the mandate to develop a comprehensive biosecurity and quality assurance program for farmers. “Raising Turkeys - Producing Food” is adopted by the CTMA before the year-end, and distributed to farmers in early 1997.

The CTMA and CPEPC begin work on the development of a National Generic Marketing Program (NGMP), with a goal to increase per capita turkey consumption by encouraging Canadians to purchase more turkey cuts/parts.

**1997**

Chair: John Stolp  
Vice Chair: Darrell Reddekopp  
Executive Member: Bertin Cyr

Industry, the academic community and Government representatives begin work on the development of a National Strategy for Poultry Research, Education and Technology Transfer.



**1996**

The first CTMA website is launched at [www.canadianturkey.ca](http://www.canadianturkey.ca).

**1998**

Chair: John Stolp  
Vice Chair: Darrell Reddekopp  
Executive Member: Casey Ansems



The CTMA joins with other commodities, associations and federal/provincial governments to form the Canadian Partnership for Consumer Food Safety Education.

The Agency adopts an official trade position.

**1996**

The first WTO Ministerial Meeting is held in Singapore.



**WTO OMC**

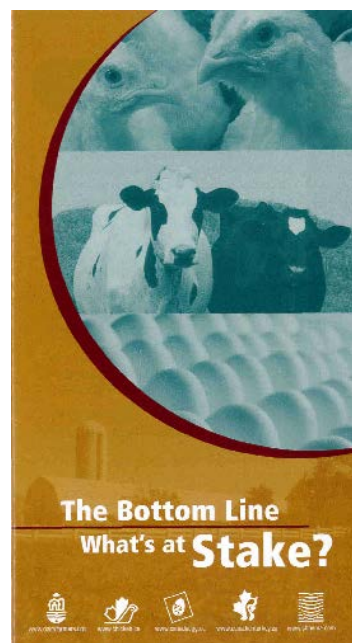




**The Story of Turkey Tuesdays.**  
With all the best parts included.

## 2003

The SM5 partners (CTMA, CBHEMA, CEMA, CFC and DFC) jointly prepare and distribute **'What's at Stake'** information kits to all supply managed producers, detailing key messages and concerns for the sectors and providing insight into the three pillars of supply management.



## 1999

Chair: Darrell Reddekopp  
Vice Chair: Richard Ruchkall  
Executive Member: Casey Ansems

Work on the NGMP culminates in the launch of **'Turkey Tuesdays - The week just got tastier™'** a national advertising campaign with tv, radio, print and retail components.

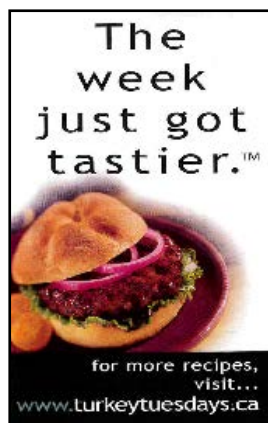
CTMA collaborates with Dairy Farmers of Canada, Chicken Farmers of Canada, the Canadian Broiler Hatching Egg Marketing Agency and the Canadian Egg Marketing Agency to endorse a joint supply management trade position for the WTO agriculture negotiations.

Nineteen months of work on a new allocation process conclude successfully in December.

## 2000

Chair: Richard Ruchkall  
Vice Chair: Casey Ansems  
Executive Member: Walter Nickel

The Agency unveils a new logo.  
  
The websites **turkeytuesdays.ca** and **lesmardisdindon.ca** are launched as part of the National Generic Marketing Program.



## 2001

Chair: Richard Ruchkall  
Vice Chair: Walter Nickel  
Executive Member: Jack Rynsburger

The CTMA is actively involved in the successful creation of the **Canadian Poultry Research Council (CPRC)**.



The first draft of a new Federal-Provincial Agreement (FPA) is tabled.

Proposed amendments to the Criminal Code with respect to animal welfare and penalties for food tampering, alleged or not, are addressed by the CTMA and other livestock groups.

## 2002

Chair: Walter Nickel  
Vice Chair: Richard Ruchkall  
Executive Member: Mark Davies

The CTMA joins the new Agricultural Trade Negotiations Advisory Group established by the AAFC International Trade Policy Directorate.

Pilot tests for the new On-Farm Food Safety Program are conducted across the country.



## 2003

Chair: Brent Montgomery  
Vice Chair: Mark Davies  
Executive Member: Wayne Kroeker

Work on the new CTMA On-Farm Food Safety Program® is completed and the program is submitted to the Canadian Food Inspection Agency (CFIA) for technical review.

The revised *Recommended Code of Practice for the Care and Handling of Poultry from Hatchery to Processing Plant* is finalized and distributed to producers. Work subsequently begins on the development of an auditable CTMA Flock Care Program for commercial turkey production based on the revised Code.

CTMA formally adopts the long-term Strategic Plan developed by Directors in 2002.

**"I am confident that the appropriate perspective will prevail and bring results that are in the very best interests of our industry."**

**Brent Montgomery**  
Chair, 2003



## 2003

The **CTMA office** moves to its second Mississauga, Ontario location at 7145 West Credit Avenue, Building 1, Suite 202, with 9 full-time staff members.

turkeyfordinner.ca



## 2007

CTMA sponsors the production and launch of an online **virtual turkey farm tour**.

## 2008

Domestic disappearance reaches a record high of 150.6 Mkg.

## 2008

Farm cash receipts are a record high \$388.4 million.



PHOTO COURTESY OF AGRICULTURE AND AGRI-FOOD CANADA

## 2009

The Agency begins an annual partnership with Food Banks Canada, donating \$50,000 each year toward the purchase of Thanksgiving turkeys by rural food banks across the country.

## 2004

Chair: Brent Montgomery  
Vice Chair: Mark Davies  
Executive Member:  
Wayne Kroeker

Implementation of the new **CTMA On-Farm Food Safety Program**® begins.



Avian Influenza is discovered on a turkey farm in British Columbia, resulting in a major culling program.

The 'Turkey for Dinner' generic marketing campaign is launched in print, on television, and at retail, promoting turkey as a great substitute for competing proteins. The 'Turkey for Dinner' website is launched the same year.

## 2005

Chair: Brent Montgomery  
Vice Chair: Mark Davies  
Executive Member:  
Wayne Kroeker

The Canadian House of Commons unanimously endorses a motion to make no concessions to existing measures (TRQs and over-quota tariffs) with respect to imports of supply managed products in international trade negotiations.

Picking up from discussions the year prior, the Agency embarks on the development of a new Allocation Policy that will allow the industry to adapt more quickly to market changes, especially in the further processing market segment. Exploration for a robust and forward looking allocation process requires approximately two years of industry consultations.

A final draft of the CTMA Flock Care Program® is completed and on-farm pilots are conducted.

## 2006

Chair: Brent Montgomery  
Vice Chair: Mark Davies  
Executive Member:  
Wayne Kroeker

The CTMA On-Farm Food Safety Program® passes Technical Review with the Canadian Food Inspection Agency (CFIA).

The Agency adopts a new Allocation Policy which segments allocation by whole bird and further processing.

CTMA becomes a member of the National Farm Animal Care Council (NFACC).

## 2007

Chair: Mark Davies  
Vice Chair: Wayne Kroeker  
Executive Member:  
Cameron Lavallee

Turkey meat exports reach an all time high of 28.3 Mkg.

Implementation of the CTMA Flock Care Program® begins on-farm.

Emergency plans and communications strategies are put to the test when Avian Influenza re-appears on a farm in Saskatchewan; the outbreak is confined to a single premise and no impact on poultry sales is noted.



## 2007

Supply management is recognized by the federal, provincial and territorial Ministers of Agriculture as a Business Risk Management Program.

## 2008

Chair: Mark Davies  
Vice Chair: Wayne Kroeker  
Executive Member:  
Cameron Lavallee

Listeria contamination in Canada negatively affects turkey deli meat consumption.

Electronic versions of the CTMA OFFSP® and FCP® are made available to turkey farmers via the newly launched CTMA On-Farm Programs website.

CTMA and other members of the National Poultry Group complete template Standard Operating Procedures (SOPs) for the cleaning and disinfection of poultry barns in the event of the detection of Notifiable Avian Influenza.

CTMA participates in the development and launch of the Canadian Notifiable Avian Influenza Surveillance System (CanNAISS).

The Canadian Virtual Centre for Poultry Welfare Research is established at the University of Guelph with support from CTMA through the Canadian Poultry Research Council (CPRC).

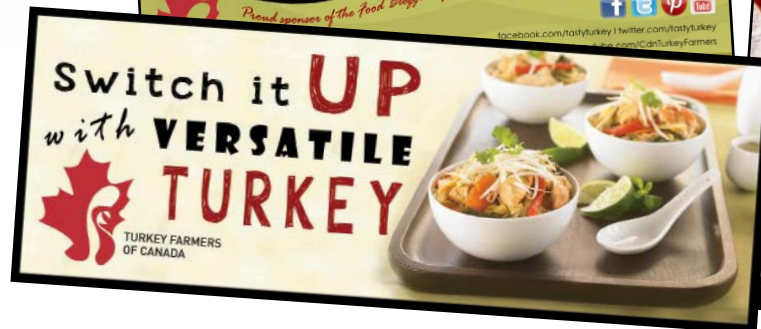
**Turkey makes a good recipe taste better.®**





**TURKEY FARMERS  
OF CANADA**

**Turkey.**  
*Serving daily.™*



## 2009

Chair: Mark Davies  
Vice Chair:  
Wayne Kroeker  
Executive Member:  
Ingrid DeVisser

The Agency adopts the name Turkey Farmers of Canada (TFC).

The turkeyfarmersofcanada.ca website is launched, replacing turkeyfordinner.ca and canadianturkey.ca.

TFC joins  
**Twitter.**

The Agency implements Interprovincial Leasing Guidelines for emergency situations.

The National Avian On-Farm Biosecurity Standard is released after consultation with TFC, other members of the National Poultry Group, and supply chain stakeholders; its requirements are included in the TFC OFFSP®.



## 2010

Chair: Mark Davies  
Vice Chair: Bill Mailloux  
Executive Member:  
Cameron Lavallee

The final results of a Canadian turkey nutrient value study conducted by TFC, in partnership with Health Canada, are posted to the Canadian Nutrient File. A related promotional campaign titled 'Turkey. Serving Daily.' is launched to highlight the findings.

TFC Turkey Farming Fact Sheets are created and posted on the TFC On-Farm Programs website.

TFC, the Chicken Farmers of Canada (CFC), the Canadian Hatching Egg Producers (CHEP) and the Canadian Poultry and Egg Processors Council (CPEPC) agree to have the Poultry Code of Practice reviewed through the National Farm Animal Care Council (NFACC).

## 2011

Chair: Mark Davies  
Vice Chair: Bill Mailloux  
Executive Member:  
Wayne Goodsman

TFC joins **Facebook** and launches its own YouTube channel.

The Agency begins publication of a consumer-directed e-newsletter, **The Turkey Club.**



**THE  
TURKEY  
CLUB.**

A formal TFC Research Strategy is adopted to promote turkey research in Canada.

The CFIA completes its Technical Review of a new TFC On-Farm Programs Management Manual; the manual is distributed to provinces for on-farm implementation.



## 2012

Chair: Mark Davies  
Vice Chair: Bill Mailloux  
Executive Member:  
Wayne Goodsman

The Agency adopts a mediation-based Dispute Settlement Procedure.

TFC, as part of its Research Strategy, hosts a workshop on turkey research, soliciting feedback and input from researchers, government representatives, and supply chain participants on specific turkey research required.

Support is provided through a grant from the Natural Sciences and Engineering Research Council of Canada (NSERC).

TFC adopts a formal strategy for antimicrobial use in the turkey sector.

## 2013

Chair: Mark Davies  
Vice Chair: Bill Mailloux  
Executive Member:  
Wayne Goodsman

A **Turkey Breeder Module for the TFC OFFSP** is completed and submitted to the CFIA for Technical Review.



A joint omnibus survey commissioned by the national poultry groups indicates strong public support for supply management, with 7 in 10 Canadians indicating they believe the system is good for Canadians.

**“Working together has been a key strength of our system and our industry.”**

**Mark Davies  
Chair, 2012**

## 2012

The Agency becomes official partners of **Agriculture More Than Ever**, a multi-year campaign created to improve perceptions of the agriculture industry in Canada.

**Agriculture**  
*more than ever*



TURKEY FARMERS  
OF CANADA  
LES ÉLEVÉURS DE DINDON  
DU CANADA



## 2014

Past and present TFC Chairs gather in Ottawa to celebrate the Agency's 40<sup>th</sup> anniversary.



## 2015

National supply managed groups host a pop-up 'diner' in downtown Ottawa to celebrate Canadian food and raise awareness of supply management.

## 2014

The Agency launches a new consumer website [TastyTurkey.ca](http://TastyTurkey.ca)!

-TASTY-  
TURKEY™  




## 2014

Chair: Mark Davies  
Vice Chair: Bill Mailloux  
Executive Member:  
Shawn Heppell

TFC celebrates 40 years of supply management in the Canadian turkey sector.

The Turkey Breeder Module for the TFC On-Farm Food Safety Program® passes Technical Review by the Canadian Food Inspection Agency (CFIA).

The Canadian poultry industry voluntarily introduces a ban on the preventative use of Category I antibiotics.

The Agency launches its inaugural *Buy One, Give One* campaign, encouraging Canadians to buy one turkey for themselves and give another to a local food bank.

A second TFC Twitter account, [@TurkeyFarmersCa](https://twitter.com/TurkeyFarmersCa), is created to connect with more business-oriented audiences regarding Agency initiatives and industry news.

## 2015

Chair: Mark Davies  
Vice Chair: Bill Mailloux  
Executive Member:  
Shawn Heppell

On-farm implementation of the Turkey Breeder Module of the TFC On-Farm Food Safety Program® begins.

TFC and Chicken Farmers of Canada release an electronic version of the Flock Information Reporting Form.

TFC pairs with French's mustard and Frank's RedHot® Sauce for two national grocery store promotions.



A #TurkeyFarmersCare social media campaign is launched to celebrate and expand upon the Agency's 7<sup>th</sup> annual donation to Food Banks Canada.

Negotiations on the landmark Trans-Pacific Partnership Agreement are concluded, providing significant new duty-free access to the Canadian turkey market if, and when, the deal is ratified by all 12 member-countries.

## 2016

Chair: Mark Davies  
Vice Chair: Calvin McBain  
Executive Member:  
Rachelle Brown

TFC continues to work with Government officials to mitigate the potential impact of the Trans-Pacific Partnership on Canadian turkey farmers, their families, and Canada's supply management system.

TFC initiates a comprehensive review of its National Commercial Allocation Policy.

Canada and the European Union formally sign the Canada-EU Comprehensive Economic and Trade Agreement (CETA).

The new Canadian Turkey brand launches, highlighting nutritious, premium-quality Canadian-raised turkey in promotions and a new website.

TFC supports Food Banks Canada for the eighth consecutive year with the emphasis on assisting rural food banks.

TFC partners with French's mustard again for an in-store Thanksgiving cross promotion. Canadian Turkey partners with SUBWAY for the launch of their carved turkey sandwich promotion.



## 2017

Chair: Mark Davies  
Vice Chair: Darren Ference  
Executive Member:  
Calvin McBain  
Ex Officio Observer  
Member: Brian Ricker

Canada's government reiterates its support for supply management as the U.S. seeks elimination of the system during renegotiations of the North American Free Trade Agreement

Canada negotiates the Comprehensive and Progressive Trans-Pacific Partnership Program after the U.S. withdraws from the Trans-Pacific Partnership (TPP) agreement. Concessions to market access remain in the proposed new agreement.

Canadian Turkey brand uses year-round themed blogger campaigns and contests to expand exposure.

October is declared Canadian Turkey month.

TFC partners with French's and Food Banks Canada for an in-store promotion over Thanksgiving. A turkey purchase includes a free mustard and donation of a meal to a family in need. Contributions to food banks exceed \$500,000 in the ninth year of TFC's partnerships with Food Banks Canada.

## 2018

Chair: Darren Ference  
Vice Chair:  
Calvin McBain  
Executive Member:  
Brian Ricker

The establishment of the 2018 Executive Committee marks the departure of Mark Davies, who is TFC's longest serving Chair after 11 years in the role.

The Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) agreement is signed, maintaining market concessions from the original TPP. The Canada-United States-Mexico Agreement (CUSMA) is also signed, providing further concessions.

TFC partners with Chefs Plate, the only national meal kit delivery service, to promote Canadian turkey through the 450,000 meals delivered monthly. The Canadian Turkey brand is highlighted in Weight Watchers' program.

The TFC On-Farm Food Safety Program® receives full government recognition for an ongoing commitment to producing the highest quality turkey products possible.

The preventive use in turkeys of Category II antibiotics is eliminated.



**2019**

Think Turkey Campaign  
launched.  
[thinkturkey.ca](http://thinkturkey.ca)



**2019**

Chair: Darren Ference  
Vice Chair:  
Calvin McBain  
Executive Member:  
Brian Ricker

On May 9, 2019 a five year  
national marketing campaign  
encouraging consumers to  
THINK TURKEY was launched.

The campaign is a partnership  
between Turkey Farmers of  
Canada and the Canadian  
Poultry and Egg Processors  
Council, Turkey Primary  
Processing Sector Members.

