



TFC
NEWSLETTER

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CPTPP Mitigation Update - On-Farm Investment Program

On May 31, 2021, details of the Poultry and Egg On-Farm Investment Program (PEFIP) were released, which was outlined by the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau in the April 13, 2021 announcement of new programs to deliver CPTPP mitigation. The PEFIP provides funding for Canada’s 4,800 chicken, egg, broiler hatching egg, and turkey farmers to make ongoing improvements to their operations and enhance the long-term efficiency and sustainability of their farms.

This PEFIP announcement comes after recommendations brought forward to Agriculture and Agri-Food Canada (AAFC) by the national poultry and egg agencies (SM4). The focus of the poultry and egg sectors was on allowing Canadian farmers to increase their investment in their operations to improve productivity, biosecurity, and sustainability, while better responding to consumer preferences of Canadian-raised poultry and eggs.

\$647 million is available to poultry and egg producers over 10 years:

- Producer allotments are based on quota holdings or shares of provincial production as of January 1, 2021.
- Funding is available over a ten-year period, which will end March 31, 2031. Producers have until March 31, 2031 to complete project activities. Program applications must be submitted by March 31, 2030.
- Each producer’s share is set aside, so funding is available when the producer applies.
- Farmers are encouraged to register now, however, funding will be available and can be submitted over the full ten-year period.

Application Guide:

1. Producer Registration: producers should register with the [Poultry and Egg On-Farm Investment Program Online System \(PEFIPOS\)](#) using their license information. Upon validation, producers will see their maximum funding amount to plan their project.
2. Submit an application: producers can submit their project application(s) over the ten-year period for their on-farm investments. More information on eligible activities and the project process can be found in the program guide.

Examples of projects include new barn construction or upgrades to equipment such as feeding, watering, lighting, ventilation, heating, and comfort systems. Applicants can seek funding for eligible applications that start on or after March 19, 2019.

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TFC 266th Business Meeting Notes

TFC's 266th General Meeting took place July 7-8, 2021, via videoconference.

Highlights include:

- At the TFC 266th Meeting, Zeno Group presented an update on the Think Turkey™ National Marketing Campaign highlighting the summer campaign, and the results on consumer impressions to-date. Participants heard an overview on the Griller's Bird Program including key creative, media, partnerships and contesting.
- R. Bonnett, Vice-Chair of the Farm Products Council of Canada (FPCC) presented an update on the Council activities.
- The Directors heard a number of updates, including an overview of the Turkey Market Review and an update from the Turkey Market Advisory Committee. Discussions also focused on the Allocation reconciliation. The commercial allocation for the 2021/2022 control period was revised to 139,000,000 kg. This represents a total increase of 13 million kilograms from the 2020/2021 Control Period (The TFC decisions, as of July 13, 2021 is subject to a complaint proceeding initiated by the CPEPC Turkey Primary Processing Sector).
- Status reports were also provided on the TFC On-Farm Programs, Trade, and Corporate and Consumer Communications initiatives. The Audit and Finance Committee report was presented, and the 2021 Revised Final Budget was approved.

Upcoming Meetings

TFC 267th General Business Meeting
September 23, 2021

TFC 268th General Business Meeting
November 24-25, 2021

Market Insights

Overall, while production figures of oilseeds and feed grains are up slightly from last year, prices for most of these crops, especially oilseeds, have seen relatively large increases from 2019/2020. This is partly due to increasing global demand as the world begins to return to normal after COVID. However, forecasts for the remainder of this year tend to rely on normal crop yields, which may not materialize as sustained drought conditions and extreme heat events across North America take their toll.

Production (1,000,000 t) and Prices (CDN \$/t) of Feed Grain and Oilseed Crops by Crop Year												
	2019-2020				2020-2021 Forecast				2021-2022 Forecast			
	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t
Feed Grains												
Corn	346	13	359	\$ 195	360	14	374	\$ 255	381	14	395	\$ 265
Barley	4	10	14	\$ 232	4	11	14	\$ 290	4	12	15	\$ 275
Oats	1	4	5	\$ 274	1	5	6	\$ 295	1	4	5	\$ 300
Sorghum	9	0	9	\$ 177	9	0	9	\$ 267	11	0	11	\$ 322
Total	359	28	387		374	29	403		396	30	426	
Wheat												
(x.Durum)	53	27	80	\$ 225	50	29	78	\$ 270	52	25	77	\$ 280
Oilseeds												
Soybeans	97	6	103	\$ 419	113	6	119	\$ 605	120	6	126	\$ 600
Canola ¹	1	20	21	\$ 484	1	19	20	\$ 715	1	20	21	\$ 680
Total	98	26	124		114	25	139		121	26	147	

Sources: Canada: Outlook for Principle Field Crops June 2021 (AAFC), US: Feed Outlook, Oil crops Outlook and Wheat Outlook for June 2021 (USDA)

¹US production forecasts are equal to 2019/2020 data as no forecast could be found

While production of feed grains for 2021/2022 are predicted to increase slightly from the previous year, prices should continue at the elevated levels seen over the past year. Corn prices are currently being supported by continued strong global demand and decreased production from South America.

Canadian soybean crushing is expected to remain unchanged from the 2020/2021 crop year. Soybean prices are expected to decrease slightly to \$600/t from 2020/2021. The USDA is forecasting soybean meal to average \$400 USD/ton in 2021/2022, up from \$300 USD/ton in 2019/2020.

According to the USDA, soybean crushing in the U.S will be up 6% during the 2021/2022 season. Increased crushing is being stimulated by demand for biodiesel, which is contributing to a forecasted increase in soybean oil's share of the gross crush value. Soybean meal prices are predicted to remain elevated due to strong domestic and export demand.

National Marketing Campaign

Think Turkey/Pensez Dindon Quarterly Marketing Update – June 2021

June is National Turkey Month and Think Turkey's Griller's Bird/La viande des fans de BBQ campaign launched across Canada.



featuring the "What you really want is turkey/C'est donc bon du dindon" creative messaging and showcasing the versatility of turkey.

The fully integrated, bilingual barbecue program kicked off June 1st to celebrate National Turkey month and showcases the many ways to bring turkey to the grill. Delicious recipe inspiration came from Saskatchewan-born PGA golfer and barbecue enthusiast Graham DeLaet, BBQ Quebec grill guru Max Lavoie plus a host of BBQ influencers across Canada. These partnerships included short-form videos featuring grilled turkey dishes like Smoked Turkey Legs, Texas-Style Turkey Breasts, Burger Extravaganza, Turkings and Turkey Smashburgers.

A robust digital ad campaign ran throughout June, broadcasting Griller's Bird creative through several sports media partners. Additionally, Think Turkey will also be live in-market with a digital retail program at Walmart and IGA to help inspire Canadian grocery shoppers to add turkey to their shopping list and grill this summer.

On June 21st, Think Turkey/Pensez Dindon's summer Out-of-Home (billboard) advertising campaign went live in all major markets across the country

Congratulations

Congratulations to the Think Turkey/Pensez Dindon campaign, which was recognized by Canada's communications industry for best-in-class marketing - taking home three major awards: Bronze in Best Marketing Communications Campaign of the Year and Bronze in Best Use of Media Relations at the Canadian Public Relations Society's ACE Awards and an Award of Merit for Best Use of Media Relations at the International Association of Business Communicators (IABC)/Toronto's OVATION Awards.

Corporate Communications

Government Relations

COVID-19 advocacy work continued on a number of key topics.

TFC is monitoring two bills that have passed second reading and been referred to committee. Bill C-205 seeks to amend the Health of Animals Act to make it an offense to unlawfully enter a farm and potentially breaking bio-security protocols and exposing animals to disease or other hazard. This bill is sponsored by MP John Barlow (Foothills, AB) and contributes to prevention of trespassing on farm. This bill has been referred to the House of Commons Agriculture Committee. TFC submitted a brief in support of Bill C-205, in addition to virtually appearing before committee. Darren Farence, Chair of TFC presented to committee and was joined for the question and answer period by Phil Boyd, Executive Director of TFC. Bill C-205 is not scheduled for Report Stage until later in the fall, but a federal election may occur before this happens.

Bill C-216 would amend the Department of Foreign Affairs, Trade and Development Act, so that officials could not give access to the supply management system in Canada when negotiating new trade deals. This bill is sponsored by MP Louis Plamondon and has been referred to the House of Commons Trade Committee. TFC submitted a brief to the Trade Committee in support of Bill C-216 with details of the importance of supply management.

TFC has also participated and provided feedback at the Canadian member-state dialogues for the UN Food Systems Summit (UN FSS), which will take place in September following a large set of pre-meetings later in July. Additionally, the national SM5 has worked with other national agriculture organizations in advocacy work and outreach to government officials to provide feedback in lead up to the UN FSS. At the core of the concern shared across dairy, poultry and livestock groups is the evident movement to bring an overall reduction to animal agriculture globally.

Federation of Canadian Municipalities (FCM) webinar

In early June, TFC in collaboration with the national SM4 sponsored and participated in the FCM's 2021 Annual Conference. This would replace the in-person conference that the national SM5 typically participates. The Federation of Canadian Municipalities (FCM) is an advocacy group that represents over 2,000 Canadian municipalities. The conference brought together world-leading experts and Canada's local officials (municipal staff, elected officials, federal and provincial officials) to discuss how Canadians can work together to keep the country moving forward.

The SM4 hosted a 60-minute panel discussion title, Food security for a brighter future: Community and agriculture leadership, which was attended by 187 attendees. The panel included a chicken farmer, Food Banks Canada CEO and a University of Guelph professor and researcher. The panel focused on agriculture, food security and supply management messaging. The audience engagement was strong and highly interactive. This was the seventh year of involvement by the SM4 in the FCM annual conference.

Farmers' Times

The SM4/5 usually host the yearly Downtown Diner in June, an annual pop-up diner event in downtown Ottawa as a way to build and nurture relationships particularly with key government stakeholders, local media and the Ottawa public. Due to COVID-19 this was not possible. Instead, the SM5 collaborated on creating and distributing a special edition of the Farmers' Times (normally distributed at the Downtown Diner) in partnership with The Hill Times.

[This year's Farmers' Times](#) included a message from Minister Bibeau, in addition to articles on how supply managed farmers' contribute to Canada with other relevant information to illustrate the importance of supply management, and the dairy, poultry and egg sectors in Canada. The Farmers' Times was distributed in the print and online Hill Times, sent to all parliamentarians and was amplified on social media.

Trade Update

World Trade Organization (WTO)

Preparations are currently underway for the next WTO Ministerial Conference or trade negotiating round, the week of November 29, 2021 in Geneva, Switzerland. With respect to agriculture, negotiating groups have been meeting on seven topics identified for discussion at MC12: domestic support, market access (e.g., tariff rate quotas and tariffs), export competition, export restrictions, cotton, public stockholding for food security purposes (PSH) and the special safeguard mechanism (SSM). The work of these negotiating groups is currently being assessed by the Chair of the Agricultural Committee, Ambassador Abraham Peralta, who is expected to prepare a draft consolidated text that can serve as the basis for negotiations over the summer and fall.

At this time, it is difficult to assess possible outcomes in agriculture at the MC12 on supply management. This is due to the political sensitivities between the market access and domestic support pillars; and, the need for increased transparency from WTO members on these two areas before in-depth negotiations can take place. A more likely outcome, seen at this time, on these two specific pillars of the negotiations would be a clear roadmap for further negotiations post MC12.

Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Canada and the other parties that have ratified the CPTPP (Australia, Japan, Mexico, New Zealand, Vietnam and Singapore) have commenced the process for the United Kingdom (U.K.) to join the agreement. The Parties have established an Accession Working Group (AWG) to begin negotiating the terms and conditions of the U.K.'s accession.

Additionally, Canada and the U.K. are entering bilateral negotiations, which will occur in parallel with U.K.'s CPTPP accession process.

Canada/United States/Mexico Agreement (CUSMA)

At the request of the U.S., a dispute settlement panel under the CUSMA will be established to review the dairy TRQ allocation measures implemented by Canada. Under the Canadian TRQ allocation methodology, TRQ is allocated to processors and further processors. The U.S. is challenging this approach of setting aside dairy tariff-rate quotas exclusively for Canadian processors. A panel decision is expected by the end of 2021. Without doubt, this panel process and outcome warrants close scrutiny.



On-Farm Programs



Third-Party Audits of the TFC Flock Care Program©

The 2020 report of the third-party audits for the TFC Flock Care Program© (FCP) has been received from the third-party audit provider. The 2020 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.

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. Audits were conducted by qualified auditors from NSF Canada Agricultural Certification Company. Due to the COVID-19 pandemic, the option to conduct audits remotely was given. Virtual audits consisted of a video assessment of the barns, a review of documents and records, and an interview of farmers.

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.

The work of the selected farmers and the Provincial Boards is commended for the planning and execution of the third-party audits, as well as the ongoing application and administration of the program.

Canadian Poultry Research Forum

The inaugural Canadian Poultry Research Forum, an initiative of the Canadian Poultry Science Network, was held on June 21-23, 2021. The forum brought together students and researchers for a virtual experience featuring the latest in research across Canada, virtual tours of research facilities, social networking and an exciting poster and trade show experience. Turkey Farmers of Canada was pleased to attend the event to hear the newest in poultry research and sponsor the Turkeys, Welfare, Genetics, and Biosecurity session.

CPRC Update

Submitted by Canadian Poultry Research Council

Ventilation is a balancing act

Air quality concerns are a known problem on many Canadian poultry operations because emissions of particulate matter and ammonia are difficult to balance. Now, thanks to ongoing evaluation of various air quality control strategies, producers are better positioned to adopt tools that meet environmental, economic and animal welfare requirements for producing more sustainable eggs and poultry meat.

Bill Van Heyst, professor of environmental engineering in the School of Engineering at the University of Guelph, has spent nearly a decade evaluating air quality control strategies in use on Canadian poultry operations. He conducts measurement campaigns on various farms to collect data points including indoor concentrations of pollutants, barn ventilation rates, samples from excreta, as well as other barn parameters such as indoor and outdoor temperatures and humidity levels.

“Recently we’ve been specifically looking at problems with ammonia and particulate matter,” says Van Heyst. “Ammonia is generated when barns have wet litter conditions, and particulate matter is generated in dry, dusty scenarios. Farm operators have to find this happy medium in terms of their litter management so moisture content doesn’t favour one side or another.”

Van Heyst has completed studies of cage-free egg barns in Saskatchewan and Ontario, across various seasons. He is leading similar work in broiler breeder barns in Ontario.

Particulate matter is easy to spot in a barn setting because the air appears dusty. Van Heyst’s research has revealed particulate matter is a bigger problem in the prairie provinces, where winter conditions are dry, and barn ventilation evaporates moisture off of the litter pack. He notes size fractionated particulate matter is a nasty toxin that poses a human and animal health risk, and is declared toxic under the Canadian Environmental Protection Act.

Conversely, humid winters more common in southern Ontario often lead to moisture finding its way into the barn, especially around air intakes as moisture condenses. Ammonia is common in barns with



humid weather conditions, and it is more difficult for the average farm to monitor. Van Heyst says most people entering a barn may notice ammonia through a burning feeling in their eyes, but they will grow accustomed to it fairly quickly, and they might not register a problem.

Van Heyst says poultry barn ventilation is typically triggered off of temperature difference only, but secondary conditions such as carbon dioxide and ammonia levels are also reasons to increase air flow. If carbon dioxide levels get too high, birds may become sleepy. If ammonia is too high, it may lead to eye and respiratory tract irritation. Prolonged exposure to high levels of ammonia can even lead to blindness in birds.

“Managing these toxins is a balancing act, and seasonal conditions across geographic locations can put that balancing act into question,” says Van Heyst. “Farmers really have to understand their own barn, and how it performs in different conditions – even a new barn might take a few flocks to get ventilation under control. Once you understand it, it’s easier to use.”

He also notes that tools and strategies for managing air flow are never one-size-fits-all, and a solution that fails to meet economic, environmental and animal welfare needs is not truly sustainable. It’s important that producers and researchers collect data to inform how new strategies perform in specific environments.

This research was funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster, which is supported by Agriculture and Agri-Food Canada (AAFC) as part of the Canadian Agricultural Partnership (CAP) program. Additional support was received from Egg Farmers of Canada, Canadian Hatching Egg Producers and the School of Engineering, University of Guelph.

CFA Update

Submitted by Canadian Federation of Agriculture

CFA Hosts UN Food System Summit Dialogue: Canadian Livestock – Confidence Through Sustainable Production

CFA hosted the UN FSS Dialogue on June 1st. This event was hosted by CFA Vice-President Keith Currie with an introduction from Minister of Agriculture and Agri-Food Marie-Claude Bibeau.

The dialogue brought together a diverse group of approximately 60 stakeholders from Canada to discuss issues around sustainability in Canadian livestock.

The discussions from this dialogue will be formatted into a report that will help inform the upcoming UN Food Systems Summit in September 2021.

CFA Launches Food for Thought Newsletter

As part of the Food for Thought campaign in 2020, CFA had over 4000 people from urban and suburban areas sign-up to receive more updates about Canadian agriculture.

In an effort to keep this new audience engaged, CFA has developed a consumer-focused newsletter, with the first edition released on May 28th. These newsletters will release every quarter, with the next issue scheduled for August.

This newsletter will focus on topics of interest to an urban audience, while also highlighting different regions of Canada and commodities with each issue. CFA will be reaching out to its members every quarter for submissions that highlight their unique contributions to agriculture and exciting and timely topics.

CFA and Other Stakeholders Push on Bill C-208

On June 29th, Bill C-208 - An Act to amend the Income Tax Act (transfer of small business or family farm or fishing corporation), received Royal Assent. This Bill will change taxation rules so that farmers no longer face a higher tax burden when transferring their farm to a family member rather than a third party.

As part of the push to have the Bill passed before the Summer recess, CFA:

- Sent an urgent letter to all Senators urging them to pass the Bill before the recess to avoid it being shelved in case of a Fall election.
- Gave testimony to the Standing Committee on Finance and Senate Committee on Agriculture and Forestry on the importance of the Bill's passage
- Urged CFA members to contact their MPs and Senators with the same message

CFA would like to thank all those involved who helped make this Bill a reality.

Since the Bill received Royal Assent, the government has announced that further legislation will clarify the Bill's application in January 2021. CFA continues to encourage members to emphasize the importance of this legislation to members of parliament throughout the summer.

TFC Staff Announcement



Welcome Scott

Please join us in welcoming Scott Mitchnick to Turkey Farmers of Canada, as Market and Policy Analyst. Scott holds a M.Sc in Food, Agriculture and Resource Economics and an Honours B.A in Environmental Governance.

Scott's role will ensure that the reporting and control mechanisms on all marketings are functioning as required, and will provide support with other relevant market and economic information.

Scott can be reached at smitchnick@tfc-edc.ca.

TFC Anniversaries

TFC would like to recognize TFC staff members that have recently celebrated milestone anniversaries with the agency.

TFC would like to congratulate John Sheldon on his 20th Anniversary, Cathy Lane on her 21st Anniversary, Sateesh Ramkissoonsingh on his 30th Anniversary, and Elise Mereweather on her 35th Anniversary with TFC. Each are significant contributors to the day-to-day operations at TFC and each have earned more recognition than is possible in the COVID environment. No matter, we appreciate their ongoing commitment to the TFC, the TFC membership, our farmers and the sector.



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