



## CPTPP Mitigation Update

TFC welcomes the April 13, 2021 announcement by Minister Bibeau of the two new programs that have been created by AAFC to mitigate the market impacts caused by the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) over the next 10 years.

The **Poultry and Egg On-Farm Investment Program** will provide close to \$630 million over ten years to support poultry and egg farmers through on-farm investments. Producers will be entitled to an amount proportional to their quota holdings. Eligible projects are anything that helps a producer modernize, become more competitive and adapt to changing consumer preferences. This includes new barn construction or upgrading equipment like feeding, watering, lighting, ventilation, heating, and comfort systems that will promote energy efficiency and reduce environmental footprint. The Government of Canada will contribute up to 70% of the project cost, a ratio increasing to up to 85% for young farmers to help ensure a strong future for Canada's farms.

The **Turkey and Chicken Market Development funding** will help with promotional activities that differentiate Canadian-made products' reputation for high-quality, safe and sustainably farmed food that adheres to strict animal welfare standards. Funding will be distributed to the national industry organizations, who will submit a multi-year strategy to Agriculture and Agri-Food Canada for approval.

Further details can be found in the [AAFC press release](#).

### In Memory of Kenneth E. Crawford



**Kenneth (Ken) E. Crawford, Past Chair & Former Executive Director of TFC Passes**

TFC would like to extend its condolences to Ken's family on his passing. He was eighty-eight years at the time of passing on March 12, 2021, in Strathroy, ON.

Ken entered the turkey industry by obtaining a crew position at Cuddy Farms early in his farming career. He eventually farmed 1,000 acres in South-Western Ontario and had his hand on six turkey farm operations in Middlesex County. Ken and a group of turkey growers were a driving force behind bringing supply management to reality for the turkey industry.

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## Continued from page one, in Memory of Kenneth E. Crawford

Ken served on the board of directors of a then young Ontario Turkey Producers' Marketing Board (TFO). He later was a director on the Canadian Turkey Marketing Agency and became Chair of the CTMA (TFC) in 1978.

Upon leaving the Chair position at TFC, Ken exited the growing operations on his farm in Ailsa Craig and became General Manager of the TFO. Then in 1981, Ken was hired as the Executive Director at TFC where he worked until his retirement in 1997.

During his time on both boards in all capacities, Ken was a strong advocate for Canadian turkey farmers in relation to international trade negotiations and rightfully helped secure a permanent place for supply management within Canadian agricultural policy. He knew several Ministers of Agriculture well. At his retirement, the TFO and TFC established a Poultry Science scholarship in his honour at the University of Guelph, to provide assistance to poultry science students with a financial need.

As a former colleague from Western Canada remarked on learning of Ken's passing; "he had an impact on us all." His full obituary can be read [here](#).

# TFC 265<sup>th</sup> Business Meeting and TFC 47<sup>th</sup> Annual General Meeting

TFC's 265<sup>th</sup> Meeting took place March 25, and the TFC 47<sup>th</sup> Annual General Meeting took place on March 29. Both meetings were held via web conference.

## Highlights include:

The Directors focused on a number of updates, including an overview of the market status on the lead-up into Easter; the comprehensive review of the Allocation Policy; updates on the CPTPP Mitigation File. Status reports were also provided on the TFC On-Farm Programs and related files, and Corporate and Consumer Communications. At the TFC 265<sup>th</sup> 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.

Brian Douglas, Farm Products Council of Canada Chairman, addressed TFC's 47<sup>th</sup> Annual Meeting. Mr. Douglas highlighted the role that supply management plays in the market and commented that TFC membership has been an excellent resource for producers, providing essential updates, tools and reference material related to COVID-19. Mr. Douglas congratulated turkey farmers and turkey processors on supporting The Wishbone Project, including the timely donations to Kids Help Phone and 4-H Canada.

Mary Robinson, President of the Canadian Federation of Agriculture, addressed the TFC's 47<sup>th</sup> Annual Meeting and highlighted the CFA activities not only in relation to COVID-19, but also in regard to the ongoing discussion regarding Business Risk Management programming, on-farm labour issues that were a significant issue through COVID, rural infrastructure needs and a number of conservation incentivisation matters. The President also spoke to the CFA priorities for 2021.

Elections for the Executive Committee were held following the AGM. TFC is pleased to announce the following:

- Darren Ference of Alberta was acclaimed as the Chair, Calvin McBain as Vice-Chair and Brian Ricker as Executive Committee Member; this is the fourth term for this Executive team.

# Market Insights

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 2019-20 season, as well as forecast production and prices for the 2020-21 and 2021-22 seasons.

For 2021-22, the combined North American production of the four major feed grains is expected to increase by 10% to 429.2 million tons. This increase is largely driven by an increase in U.S. corn production.

Canadian production of corn is expected to decrease by 2% due to a shift in seeded area to oilseeds. Total domestic use of corn is expected to decrease slightly due a drop in its use as feed. Lower predicted U.S. corn prices are expected to also impact Canadian corn prices, dropping them to \$215 CAD/t.

The United States Department of Agriculture's (USDA) 2021-22 projections for corn shows an increase in production to 385 million tonnes (15.15 billion bushels). This will be the largest corn crop output on record, and is spurred on by current prices, an increase in crop yields and total planted area for the crop. Domestic use is also expected to increase alongside continued strength in exports.

**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	Canada	Total	CDN \$/t	US	Canada	Total	CDN \$/t	US	Canada	Total	CDN \$/t
<b>Feed Grains</b>												
Corn	346.0	13.4	359.4	\$ 195	360.2	13.6	373.8	\$ 225	384.8	13.3	398.1	\$ 215
Barley	3.7	10.4	14.1	\$ 232	3.6	10.7	14.3	\$ 260	3.7	10.9	14.6	\$ 250
Oats	0.8	4.2	5.0	\$ 274	1.0	4.6	5.6	\$ 280	1.0	4.2	5.3	\$ 270
Sorghum	8.7	0.0	8.7	\$ 39	9.5	0.0	9.5	\$ 60	11.2	0.0	11.2	\$ 71
<b>Total Feed Grains</b>	<b>359.2</b>	<b>28.0</b>	<b>387.2</b>		<b>374.3</b>	<b>28.9</b>	<b>403.2</b>		<b>400.7</b>	<b>28.5</b>	<b>429.2</b>	
<b>Wheat (x. Durum)</b>	<b>49.8</b>	<b>27.4</b>	<b>77.2</b>	<b>\$ 225</b>	<b>50.8</b>	<b>28.6</b>	<b>79.4</b>	<b>\$ 250</b>	<b>48.3</b>	<b>26.4</b>	<b>74.8</b>	<b>\$ 245</b>
<b>Oilseeds</b>												
Soybeans	120.5	7.4	127.9	\$ 419	96.7	6.0	102.7	\$ 585	117.4	5.9	123.3	\$ 550
Canola	1.6	19.6	21.2	\$ 484	1.5	18.7	20.3	\$ 700	1.5	20.2	21.7	\$ 650
<b>Total Oilseeds</b>	<b>122.1</b>	<b>27.0</b>	<b>149.2</b>		<b>98.2</b>	<b>24.8</b>	<b>123.0</b>		<b>118.9</b>	<b>26.1</b>	<b>145.0</b>	

Domestic processing of soybeans is expected to remain unchanged for the 2021-22 period. Soybean prices are expected to decrease to \$550/t following a projected decrease in U.S. prices during the same period. The USDA is forecasting soybean meal to average \$350 USD/ton in 2021-22, up from \$300 USD/ton in 2019-20.

The 2021-22 outlook for U.S. soybeans is for decreased supplies relative to the previous year period, as well as higher crush and lower exports. Despite a forecasted increase in global demand, U.S. soybean exports are expected to decline due to lower volumes of exportable supply.

# National Marketing Campaign

## Think Turkey™ / Pensez Dindon<sup>MC</sup> Campaign Highlights

Consumer exposure to Think Turkey™ and Pensez Dindon<sup>MC</sup> continued to exceed campaign benchmarks to increase awareness of turkey across Canada in both English and French markets. The overall campaign messaging and approach remained sensitive to COVID and adjusted throughout the year with empathy.

### 2021

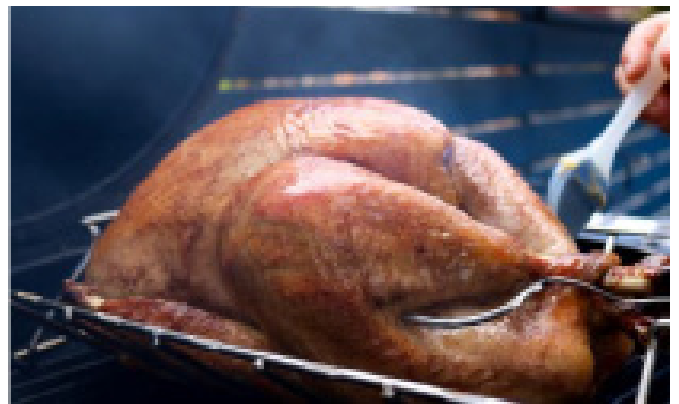
Think Turkey's winter/spring TV flight and online video went live in market (started March 8<sup>th</sup>) keeping turkey top of mind ahead of Easter.

Think Turkey also partnered with Subway for its Subway Sidekicks snack sandwich launch on March 22<sup>nd</sup>. The partnership provided great exposure for Think Turkey through influencer content on Subway, Think Turkey and influencers' channels.

Easter promotions included celebrity chef partnerships and a unique promotion with New York Fries to encourage the ordering of "to-go" poutine kits to create Roast Turkey Poutine at home using Easter turkey leftovers. Pensez Dindon partnered with notable influencer Eve Martel to bring the Roast Turkey Poutine concept to Quebec and demonstrate how easy and delicious it is to add turkey to their poutine to create an amazing combo with their holiday leftovers.

Think Turkey is partnering with Eat North to launch a national food fundraiser with top restaurants across the country. It will take place in the last two weeks in June, "National Turkey Month. Participating restaurants will develop an original menu item with turkey as the sole protein for the campaign. Two dollars (\$2) from every dish sold will go to support Community Food Centres Canada.

Think Turkey will go all in this June for BBQ season and convince Canadians to add turkey to the grill through an integrated, month-long campaign.



**Follow Along with Us:**

**#ThinkTurkey, #PensezDindon**

# Corporate Communications

## Government Relations

COVID-19 advocacy work continued on a number of key topics. More recently, outreach was undertaken regarding Business Risk Management (BRMs), depopulation scenarios due to the pandemic and priority vaccinations for the agriculture sector.

TFC is also 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 prevents animals from being exposed to disease. This bill is sponsored by MP John Barlow and would have an impact on preventing trespassing on farm. This bill has been referred to the House of Commons Agriculture Committee.

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.

## Agriculture Carbon Alliance (ACA)

TFC is participating in an industry-wide coalition of national farm organizations that will work towards ensuring that agriculture has a voice at the table in policy around carbon pricing. ACA's goal is to work collaboratively to ensure on-farm profitability, safeguard global and domestic competitiveness, and recognize farmers as sustainable stewards of the land in light of recent federal environmental announcements. Work with the alliance is ongoing and more information can be found at: [www.agcarbonalliance.ca](http://www.agcarbonalliance.ca).



## SM5 Canadian Comfort /Buy Canadian Campaign

The national supply managed agencies (SM5) participated in a joint campaign through the month of December and early January. "Canadian Comfort" was an initiative to support local agriculture by encouraging consumers to choose Canadian and support farmers. The campaign shared the high-quality food safety and animal welfare standards in place on farms, while encouraging Canadians to think Canadian-raised for recipe and meal decisions.

## Federation of Canadian Municipalities (FCM) Webinar

In March, TFC and the national poultry and egg industries participated in another FCM virtual event. This webinar, titled Strength and Innovation in Rural Canada is part of a Collective Webinar series for municipal leaders. The webinar focused on rural Canada's leadership in innovation and collaboration, in finding new avenues for economic growth, and in the protection of the environment. Two representatives from the SM4, including a turkey farmer, sat on a panel and discussed topics including supply management, sustainability on farm, and information about the poultry and egg industry.

# Trade Update



## World Trade Organization (WTO)

The next WTO Ministerial Conference or trade negotiating round will be held the week of November 29, 2021 in Geneva, Switzerland. The Ministerial, usually held every two years, involves WTO member trade ministers, negotiators and heads of delegations stationed in Geneva. The objective of the Ministerial is normally to agree on new trade agreements, resolve political deadlocks and provide guidance to the WTO. Depending on the COVID-19 situation by that time, the meeting could be in-person or in a hybrid fashion, although the preference is to gather in-person.

Possible negotiating topics for the MC12 include: Fisheries Subsidies, aimed at curbing overfishing, Dispute Settlement (specifically the reform of the Appellate Body), and Agriculture.

In the case of Agriculture, possible negotiating areas include: domestic support, market access and export competition, public stockholding (PSH) and the Special Safeguard Mechanism (SSM) for developing countries. With respect to market access in agriculture, it is not certain what specific areas will be tabled with the Ministers. Recent discussions have focused on transparency matters (e.g., goods *en route*, where a country adjusts its tariffs while the goods subject to the tariffs are in transit; and, ad-valorem or percentage equivalents of fixed duty rates) rather than on rules for tariff reduction.

Additional clarity on the agricultural negotiations will become clearer over the coming weeks as discussions unfold in Geneva through the working group process.

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

The United Kingdom (UK) has formally asked to join the CPTPP. In 2020 the UK's turkey industry produced approximately 162.0 thousand tons of turkey meat. The U.K. is both an exporter and importer of turkey meat with the majority of imports coming from Poland, Italy and the Netherlands; and, around 73% of their exports destined for the EU market and exports to third countries centred mainly on South Africa. On March 12, 2021, the Government launched a 45-day public consultation on both an anticipated bilateral Canada-U.K. free trade agreement and a potential U.K. accession to the CPTPP.

As per previous updates, Chile, the only signatory country at this time that is seen as capable of exporting turkey to Canada, has not yet ratified the CPTPP. Other countries yet to ratify CPTPP include, Malaysia, Brunei and Peru. For the remaining signatories, the CPTPP will enter into force 60 days after that country ratifies the Agreement. The countries which have ratified the agreement are Canada, Australia, Japan, Singapore, Vietnam, New Zealand and Mexico.

# On-Farm Programs

## Avian Influenza – Biosecurity Reminder

*There is an increased risk of Avian Influenza (AI) infection to poultry flocks during spring wild bird migrations.*

Highly pathogenic avian influenza (HPAI) H5 has been affecting countries in Europe, Asia and Africa since Summer 2020. Migratory wild birds are playing a significant role in the source of the outbreaks. Since the start of the Fall 2020 season, there have been over 1,000 poultry flocks detected in 37 countries. The global level in wild birds now is similar to the winter of 2014/2015, when HPAI was detected in North American wild birds and heavily impacted domestic birds.

Avian influenza can spread from wild birds to commercial birds through contact with infected poultry and poultry products. It can also spread through contaminated manure, litter, clothing, footwear, vehicles, equipment, feed and water. Your best plan is to be prepared and follow strict biosecurity throughout the migration period as outlined in the TFC On-Farm Food Safety Program© (OFFSP). The TFC OFFSP includes mandatory and highly recommended elements that can help reduce the risk of avian influenza entering your flock.

Refer to the Canadian Food Inspection Agency (CFIA) for clinical signs of avian influenza ([www.inspection.canada.ca/animal-health/terrestrial-animals/diseases/reportable/avian-influenza/](http://www.inspection.canada.ca/animal-health/terrestrial-animals/diseases/reportable/avian-influenza/)). If you have any concerns regarding the health status of your flock, contact your veterinarian immediately.

TFC has published an Avian Influenza Update, which covers background on AI, surveillance, Canada's response to AI, a global update, and a biosecurity reminder. It can be accessed on the TFC On-Farm Programs Portal at [www.tfconfarmprograms.ca](http://www.tfconfarmprograms.ca).

### Third-Party Audits of the TFC Flock Care Program©

With the delay in start of the 2020 round of third-party audits of the TFC Flock Care Program©, due to the COVID-19 pandemic, there are a few audits outstanding. Once the remaining audits are completed, TFC will communicate a summary of the audit findings.

Provincial Boards will be moving forward with contacting selected producers to schedule audits for the 2021 round. Due to the on-going COVID-19 restrictions, audits can also be conducted remotely this year, depending on producer preference and the provincial situation. The approach for technology used will be flexible and will include a combination of computer sharing platform/video conferencing for paperwork, and a video chat in the barn or a stamped video emailed to the auditor for in-barn assessments.

The work of the selected farmers and the Provincial Boards is commended for the planning and execution of the third-party audits.

# CPRC Update

## New website houses Canadian poultry research results

Canada has a vibrant poultry research sector, and some of that work is now featured on the new website [poultrysciencecluster.ca](http://poultrysciencecluster.ca). The site was created by the Canadian Poultry Research Council (CPRC) as a way to share made-in-Canada research results from CPRC-funded research. Approximately 50 different poultry projects are included on the site, based on poultry research projects conducted over the last 10+ years under the Science Cluster program established by Agriculture and Agri-Food Canada.

The bilingual site is intended for anyone interested in research results – producers, industry, researchers and students. Projects are organized by five key research focus areas – antimicrobial stewardship, poultry health, poultry welfare, food safety and sustainability.

“Cluster-funded research in the Canadian poultry sector has generated a tremendous amount of work over a broad range of research areas,” says CPRC Executive Director Bruce Roberts. “We want to help ensure that these research findings are shared, especially the practical and actionable implications for every segment of our poultry value chain.”

Within each research focus area, users can filter information to view research that’s applicable to a segment of the poultry sector – breeders, layers, broilers, turkeys, hatcheries or processors, or choose to view a list of all relevant research. Each research project includes a short overview of the project. Many projects also include feature stories that summarize the research results and applicability to industry.

Research covered on the site spans from 2010 through to 2023 – including all three federal-provincial-territorial funding agreements including Growing Forward 1 and 2, and the current Canadian Agricultural Partnership. “This new site creates a great hub of research work and demonstrates the strength and robustness of poultry research in Canada,” says Roberts. “We have projects from across Canada for all segments of the poultry sector, and we continue to update content as the latest cluster project results are completed.”

The Canadian Poultry Research Council (CPRC) was formed in 2001 to address the national poultry research needs of the four national feather boards (Chicken Farmers of Canada, Canadian Hatching Egg Producers, Egg Farmers of Canada, Turkey Farmers of Canada) and the Canadian Poultry and Egg Processors Council. CPRC serves these member groups through the coordination and implementation of its Poultry Science Cluster as well as more than 70 additional research projects outside of the cluster program. CPRC ensures matching and additional cluster funding is available to deliver an efficient and robust poultry research program in Canada based on national research priorities.



Look for info on the latest research at  
[poultrysciencecluster.ca](http://poultrysciencecluster.ca)





# CFA Update

## CFA AGM

CFA held its Annual General Meeting virtually from February 24-26. During the AGM, attendees heard from various political speakers including:

- Minister of Agriculture and Agri-Food, Marie-Claude Bibeau
- Leader of the Conservative Party, Erin O'Toole
- Leader of the Bloc Québécois, Yves-François Blanchet
- Agriculture Critic for the Bloc Québécois, Yves Perron
- Agriculture Critic for the NDP, Alistair MacGregor

CFA also held a variety of interesting panels, including:

- Innovative Policy Options for The Future of Business Risk Management Programming
- Generating Income from Greenhouse Gas Offset Credits
- Unleashing Agri-Food's Potential Path Forward: The Downstream Stakeholders Perspective

Recordings of these speakers and panels can be found on the CFA website and the CFA Youtube Channel.

## Bill C-206 and Carbon Tax

Private member's Bill C-206 seeks to amend the Greenhouse Gas Pollution Pricing Act to extend the exemption for qualifying farming fuel to marketable natural gas and propane.

The Liberals have since raised the very valid concern that the bill may not provide the intended relief for grain drying as grain drying is not considered eligible farming machinery under the pollution pricing act.

To ensure that the bill provides the intended relief for farmers, CFA is recommending the bill cover exemptions not only for grain drying but for machinery used for livestock heating and cooling and irrigation as well.

## Joint Statement in Support of Swift Action on Agristability



CFA and other agriculture groups issued a joint statement of support following an announcement from Minister of Agriculture and Agri-Food Marie-Claude Bibeau and Minister Jim Carr that called for prompt action on changes to Canada's AgriStability program.

The Federal Proposal entails the removal of the reference margin limit and an increase to the compensation rate from 70 per cent to 80 per cent.

The proposed changes, consistent with a number of the recommendations the national groups have brought forward, stand to benefit agriculture across Canada, including in the prairie provinces. Provincial counterparts have yet to respond to the proposed changes and time is of the essence. CFA continues to monitor and work closely on this file with the goal of having the federal proposal adopted.

# Retirements from the TFC Board

TFC would like to acknowledge Bertin Cyr and Rachelle Brown, as they both step back from the TFC Board. Bertin started with the TFNB Board in the late 1980s and with TFC first as an Alternate in 1990, then as Director in 1991, including a year on the Executive Committee in 1997, with only a couple of years off the TFC Board between then and now. Bertin has also been very involved with the turkey sector in New Brunswick and the industry's growth there. Throughout his time at TFC, Bertin held a number of roles, lending this and other experience to several working groups and most every committee TFC ever struck.

Rachelle began with TFC in 2009 as an Alternate Director after several years on the MTP Board, then in 2013 she came on as a TFC Director. During this time, she was a part of the Executive Committee, as well lending her direction to a number of other TFC committees and to the Canadian Poultry Research Council. Rachelle also contributed to TFC through participation in a number public outreach and government advocacy projects and events, as a voice for Canadian turkey farmers. Much of this work, in collaboration with the national poultry and egg agencies has helped raised the profile of the supply managed sector.

We would like to thank Bertin and Rachelle for their dedication to TFC and the turkey industry; it is greatly appreciated.

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## Upcoming Meetings

TFC 266<sup>th</sup> General Business Meeting  
July 7-8, 2021

TFC 268<sup>th</sup> General Business Meeting  
November 24-25, 2021

TFC 267<sup>th</sup> General Business Meeting  
September 23, 2021



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