



Federal Election Update

On Monday, September 20, 2021, Canadians went to the polls again for a federal election. Justin Trudeau's Liberals came out with a second minority government, having won 159 seats, a gain of two over their 2019 result.

At the time of writing, the new cabinet had not yet been announced, but is expected in the coming days.

Of interest, Incumbent Liberal Agriculture Minister Marie-Claude Bibeau was re-elected in her riding of Compton-Stanstead in Quebec.

Of the members of the House of Commons Standing Committee on Agriculture and Agri-Food, all but one of the members of the most recent agriculture committee that were running in the election have been re-elected. This includes: Incumbent Conservative agriculture critic Lianne Rood, Incumbent NDP ag critic Alistair MacGregor and Incumbent Bloc ag critic Yves Perron.

Turkey Farmers of Canada will be watching for the announcement of new cabinet ministers and agriculture critics, and will be engaging in further post-election government relations activity.



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TFC 267th Business Meeting Notes

TFC's 267th Meeting took place September 23, 2021, under a hybrid model with some of the Board of Directors in person and alternate directors, managers and observers joining via Zoom.

Highlights include:

At the TFC 267th Meeting, Ron Bonnett presented the Farm Products Council of Canada (FPCC) report, updating on FPCC activities and other items related to the turkey sector, including the status of the complaint filed by the Canadian Poultry and Egg Processors Council to the FPCC regarding the revised 2021/2022 total quota allocation. Zeno Group presented on the Think Turkey™ National Marketing Campaign highlighting the summer campaign and plans for Thanksgiving.

TFC Chair, Darren Ference, provided an update on executive activities since the last business meeting and key TFC files. The Directors focused on a number of items, including:

- The Turkey Market Review and a discussion on allocation;
- An overview of work by the Supply Policy Committee, including policy recommendation(s) around the impact of the new CUSMA calculation on TRQ; and,
- Updates were also provided on the on-farm programs, corporate and consumer communications, and trade files.

Market Insights

The table below, based on Agriculture and Agri-Food Canada's (AAFC) Outlook for Principal Field Crops for August and the United States Department of Agriculture's (USDA) Feed, Oil Crops, and Wheat Outlook reports for September illustrates actual Canadian and American production figures and prices for the 2019-2020 season, as well as the forecast for the 2020-2021 and 2021-2022 seasons.

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			
	Production			Price	Production			Price	Production			Price
	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	\$ 270	381	14	395	\$ 275
Barley	4	10	14	\$ 232	4	11	14	\$ 294	2	7	10	\$ 325
Oats	1	4	5	\$ 274	1	5	6	\$ 301	1	3	3	\$ 335
Sorghum	9	0	9	\$ 177	9	0	9	\$ 259	12	0	12	\$ 309
Total	359	28	387		374	29	403		395	24	420	
Wheat (x.Durum)												
	51	27	78	\$ 225	48	29	76	\$ 271	45	16	62	\$ 300
Oilseeds												
Canola*	2	20	21	\$ 484	2	19	20	\$ 730	2	15	17	\$ 950
Soybeans	97	6	103	\$ 419	113	6	119	\$ 605	119	6	125	\$ 645
Soybean Meal	46	1	48	\$ 366	47	1	48	\$ 472	47	1	49	\$ 438
Total	145	27	172		161	26	187		168	22	190	

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

Note: Soybean Meal Prices are US prices per short ton reported in CDN \$ per metric ton

* 2020-2021 forecast data was used for the 2021-2022 US data because forecast data for that period could not be found

For 2021-2022 growing season, total field crop production is expected to drop by 27% as a result of the ongoing drought in Western Canada. According to the AAFC's Canadian Drought Monitor, as of August 31st, 36% of Canada was abnormally dry, with 43% experiencing at least moderate drought. The decreased production caused by the drought, combined with low-carry in stocks, results in a forecasted decrease in total supply of principle field crops by 26%. Crops hardest hit by the drought are wheat, barley, oats and canola, each forecasted to have decreases in production by 38%, 31%, 41% and 20% respectively. The drought will also impact the US, with production in barley and oats being forecast to drop by 36% and 37%. Domestic grain prices are expected to remain high due to low domestic stocks, decreased production and strong international demand.

Not all crops will be as drastically affected by the drought. Corn production is forecasted to experience an increase in production for 2021-2022, due to increase yields. Corn prices are also expected to remain strong, following alongside a surge in US corn prices. Soybeans, which are primarily grown in eastern Canada, are only forecasted to experience a slight decrease in production (0.36 Mt), and similar to corn, will see strong prices alongside strong prices in the US. The production of corn and soybeans in the US is forecasted to increase from the 2020-2021 season by about 5%. Prices for soybean meal, despite being relatively high for 2020-2021, are forecasted to decline somewhat owing partially to decreases in domestic soybean meal demand.

National Marketing Campaign

Think Turkey/Pensez Dindon Update – Thanksgiving 2021



As Canadians are able to gather with their loved ones around the dinner table more safely, this Thanksgiving called for something extra special.

This October, the Think Turkey campaign welcomes Canadians back to the Thanksgiving they remember—with a table packed with roasted turkey, farm-fresh vegetables, and baked sweets, inviting them to imagine their perfect Thanksgiving with family and friends. To get Canadians inspired, the Think Turkey team partnered with celebrity chef Lynn Crawford who made three unique Thanksgiving menus each with their twist on the Thanksgiving dinner.

Participants had a chance to win a dream Thanksgiving experience—a catered dinner (with one of Lynn’s menus of their choice), a \$500 gift card to Wayfair to purchase décor to create their own Thanksgiving tablescape, plus an autographed copy of Chef Lynn Crawford’s new cookbook: *Hearth & Home: Cook, Share, and Celebrate Family-Style*.

Chef Crawford will also appear on *The Marilyn Denis Show* to do a cooking demo with turkey as the star of her Thanksgiving menu. Other chefs collaborations include: Randy Feltis and Andrea Buckett (ON), Hugo Saint-Jacques (QC), Dan Clapson (AB), and Ben Kelly (NS).

Think Turkey’s social campaign is also taking to TikTok to connect with a younger demographic of first-time cooks in the lead up to Thanksgiving and post-holiday. A robust digital ad campaign will also be live in all major markets across the country featuring “If it’s not turkey, it’s not Thanksgiving/Pas d’Action de grâce sans dindon!” messaging to reinforce turkey’s place on the holiday table.

TV will also be back on for two weeks prior to both Thanksgiving and holiday with Think Turkey’s emotive 30-second TV spot.

Corporate Communications



Government Relations

Much focus of government relations activities since the last meeting has been on the 2021 Federal Election. TFC, in collaboration with the national SM4, reached out to all political parties with a list of 'federal election asks' and virtually met with their agriculture representatives/critics. The SM4 also sent questionnaires to political parties for information on their stance on supply management and the SM5 participated in other advocacy work. The national agencies submitted supply managed questions to the National Leader's Debate and the CFA Agriculture Leaders debate.

TFC developed a 2021 Election Toolkit with election resources for use by provincial boards and producers. Additionally, TFC participated in advocacy work leading

to the election with outreach that will be ongoing to new critics and MPs post-election.

Agriculture Carbon Alliance (ACA)

TFC continues to participate in an industry-wide coalition of national farm organizations that work towards ensuring that agriculture has a voice at the table in policy around carbon pricing. Before the election call, the ACA met with staff in Ministers Monsef's, Ng's, Wilkinson's and Joly's offices. Other ongoing work includes social media work and continuing to engage with officials and Ministers once the new cabinet has been installed.

Canadian Comfort Campaign – SM5

After the success of this campaign, TFC and the national supply managed organizations (SM5) participated in a phase two of the joint Canadian Comfort Campaign in August 2021. This campaign is a collaborative initiative to share recipes and to support local agriculture by encouraging consumers to choose Canadian and support farmers. The campaign shares 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.

Trade Update

World Trade Organization (WTO)

At the end of July, the WTO Committee Agriculture Chair circulated an initial draft negotiating text that attempts to identify potential “broad landing zones” for WTO member countries, in advance of the twelfth WTO Ministerial (MC12) scheduled for November 30th to December 3rd.

Key agricultural negotiating subject matters captured in the text are: Domestic Support; Market Access; Export Competition; Export Restrictions; Cotton; Special Safeguard Mechanism (for developing countries); Public Stockholding for Food Security Purposes (PSH); and, Transparency. With respect to market access, which is a key area of concern of Canadian supply managed commodities, although there is reference to tariff reductions, this is balanced in the text by reference to taking into account other aspects of the agricultural negotiations. In addition, progress on the agricultural pillar will be linked to progress across other pillars of the WTO negotiations, such as goods, services, intellectual property, dispute settlement, etc.

Modifications to the draft text is expected, as Geneva based officials engage in high level discussions between September and the MC12.

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

The CPTPP entered into force on December 30, 2018 for Australia, Canada, Japan, Mexico, New Zealand, and Singapore, the first six countries to ratify the Agreement. Vietnam entered the agreement on January 14, 2019; and, Peru recently ratified the agreement on July 14th making it the eighth member.

The three remaining signatory countries to ratify are Brunei, Chile and Malaysia. Chile, the only signatory country at this time that is seen as capable of exporting turkey to Canada, has not yet ratified the CPTPP. Canada and the other parties to the CPTPP 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.

On September 16th, China formally applied to join the CPTPP. A consensus of the current parties is required to establish an AWG. With China’s application, it is expected to spark renewed interest by the United States to re-enter the agreement. Taiwan has applied to join the CPTPP less than a week after China submitted its own bid. Other countries currently considering joining CPTPP include South Korea.

On-Farm Programs

Biosecurity Reminder

Avian Influenza continues to affect countries in Europe, Asia and Africa and Canadian turkey farmers are reminded to follow strict biosecurity measures to reduce the risk of avian influenza entering your flock.

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), including:

- Ensure visitor and farm personnel biosecurity protocol is followed:
 - Wear barn-specific clothing and boots or plastic boot covers;
 - Wash/sanitize hands before and after contact with the birds or wear gloves;
 - Keep a visitor barn entry log;
 - Provide visitor parking away from the barn.
- Keep your farm-specific disease/emergency response plan up-to-date.
- Avoid non-essential entries to your farm premises and barns, and limit travel to other poultry farms.
- Maintain an effective pest control program and avoid contact with wild birds. This includes screening of all windows, vents and other barn openings.
- Avoid sharing of equipment with other farms, or ensure it is cleaned and disinfected between farms.

If you have any concerns regarding the health status of your flock, contact your veterinarian immediately.

Provide your Experiences with the Turkey Industry Antimicrobial Use Strategy

As Canadian turkey farmers and industry stakeholders continue to learn from the implementation of the turkey industry AMU strategy, TFC is releasing another follow-up survey, similar to the one conducted in 2019, to collect information on experiences and impacts of the AMU strategy. The survey will also help to determine tools that TFC could develop to support the implementation of the strategy on-farm. The survey can also be completed by other industry stakeholders who have a role in the AMU Strategy including producers, hatcheries, nutritionists, processors, and provincial boards. A separate survey has been sent to poultry veterinarians.

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On-Farm Programs

The survey results will be reviewed by the TFC On-Farm Programs Committee and the TFC Board of Directors to assess the information available to make informed decisions on next steps for the strategy.

The survey will be open between October 15, 2021 and December 15, 2021. To access the survey, click on the link at: www.surveymonkey.com/r/tfc-amu-survey-2021. If you require a paper copy, please contact the TFC office.

Strategy Timelines

The strategy focuses on the elimination of the preventive use of antibiotics important to human medicine and set timelines to:

- Eliminate the preventive use of Category II antibiotics by the end of 2018.
- Eliminate the preventive use of Category III antibiotics by May 1, 2020.
- The strategy builds on the current Category I initiative, in place since 2014.
- The strategy permits 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.

More information on antibiotics and the strategy can be found on the TFC On-Farm Programs Portal at www.tfcconfarmprograms.ca.



CFA Update

Submitted by Canadian Federation of Agriculture

CFA Hosts National Agriculture Leaders' Debate



The Canadian Federation of Agriculture hosted the 2021 National Agriculture Leaders' Debate in Ottawa on September 9th at Rogers TV Studio, exclusively sponsored by Food, Health & Consumer Products of Canada.

For the debate, the CFA invited the major Federal National parties to speak on critical issues in Canadian agriculture. The representatives that participated included:

- Hon. Marie-Claude Bibeau (LPC)
- Dave Epp (CPC)
- Alistair MacGregor (NDP)
- Yves Perron (BQ)

The moderator for the debate was Shaun Haney, founder of RealAgriculture and host of Real AG Radio. The French moderator was Martin Ménard, a reporter with La Terre chez nous.

CFA's focus for the debate questions were on the three main pillars of: Economic growth, environment & climate change and infrastructure.

Click [here to watch](#) the debate!

Hay West 2021

The Canadian Federation of Agriculture (CFA) is happy to announce that the Hay West 2021 initiative is now operational and seeking applicants to both receive and supply hay.

CFA has received enough donations from different parties to begin moving substantial amounts of hay.

The drought in the Prairie regions has led to a deficit of hay that has left many farmers unable to feed their animals. Without assistance, this could lead to long-lasting impacts on the national herd levels that will affect Canadian farmers, processors and consumers for years to come.

CFA strongly urges those looking to receive or supply hay to sign up at www.haywest2021.net.

Upcoming Meetings

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

TFC 269th General Business Meeting and
TFC 48th Annual General Meeting
March 23-24, 2022



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