



TFC
NEWSLETTER

FALL 2020
VOLUME 32, ISSUE 3

Speech from the Throne

On September 23, 2020, Julie Payette, Governor General of Canada, delivered the Speech from the Throne to open the second session of the 43rd Parliament and outline the government's agenda. This comes after the prorogation of Parliament in mid-August.

The Speech from the Throne detailed the government's plan in facing a second wave of COVID-19, and how it will support Canadians and those who are struggling because of the pandemic.

In regard to supply management Payette said: "The Government will also ensure that those in Canada's supply managed sectors receive full and fair compensation for recent trade agreements. Farmers keep our families fed, and we will continue to help them succeed and grow."

TFC along with the national SM4 appreciate the Government's reaffirmed commitment to programs and initiatives that will help mitigate the impacts of recent trade agreements. However, we look forward to concrete plans and clear timelines to implement these trade mitigation support measures, and will continue to follow up on this.

Inside this issue:

TFC 263rd Meeting
Page 2

Market Insights
Page 3

National Marketing Campaign
Page 4

Consumer Communications
Page 5

Trade Update
Page 6

Corporate Communications
Page 7

On-Farm Program
Page 8

CPRC update
Page 10

TFC Updates:

There has been increased attention in the media to Thanksgiving this year due to COVID-19 and the need for smaller gatherings to keep Canadians safe. TFC has recently posted a statement online regarding Thanksgiving 2020.

To keep updated on this and other news visit: www.turkeyfarmersof-canada.ca/media/news/.

TFC 263rd Business Meeting Notes

The TFC 263rd General Business Meeting was held by video conference on September 24, 2020.

The Directors focused on a number of updates, including an overview of the market status during on the lead-up into the Thanksgiving season; the comprehensive review of the Allocation Policy; and updates on a number of ongoing priorities. Status reports were also provided on the TFC On-Farm Programs; and Corporate and Consumer Communications initiatives.

The Allocation Policy Review Committee has met several times by video conference in 2020, including twice since June. With a revised mandate established in November 2019, to undertake a comprehensive review of the policy, the entire framing of a new policy has commenced. The Committee is moving forward on the task in a systematic manner, to ensure the matters important to all ten agency members are taken into account.

At the TFC 263rd Meeting, Zeno Group presented an update on the Think Turkey National Marketing Campaign highlighting the Thanksgiving Program, and the results on consumer impressions to date (see article below).

The next TFC General Meeting will be held virtually in late November. The focus of the November meeting traditionally has been to set an initial allocation for the subsequent control period, in this case the 2021/2022 marketing year. This will be a particularly important meeting within the context of COVID-19, and the implications it has had for the sector, and uncertainty it creates looking forward.

Market Insights

In the August edition of Outlook for Principal Field Crops, Agriculture and Agri-Food Canada (AAFC) reported a slight decline in the total area seeded to grains and oilseeds (G&O) in Canada in 2020. Canadian production of G&O is expected to increase by 4% in 2020 while supplies are expected to remain largely unchanged, as aided by abundant global supplies and a poor global economic outlook. For Canadian producers, the low drop in imports offsets higher production. World grain prices will continue to be pressured, but the value of the Canadian dollar is providing some price support.

AAFC reported that planted area for corn decreased by 4% from last year to 1.44 million ha. Despite lower planted area, production is expected to rise by 3% to 13.8 million tonnes. According to the USDA's August Feed Outlook, forecast U.S. corn production was reduced by 379 million bushels from the previous month due to the wind storm in Iowa on August 10 and dry conditions. With the August revision, U.S. corn production is forecast at 14.9 billion bushels, which despite the August decrease is still an increase of 9% from last year. As a result of the continued good production outlook and slack demand, corn is expected to average US \$3.10/bushel for 2020/2021, down from U.S. \$3.60 for 2019/2020. In Canada, AAFC expects corn to average CDN \$160-190/tonne. Down from CDN \$190-200/tonne in 2019/2020.

Planted Canadian soybean area fell to 2.1 million ha in 2020 from 2.3 million last year and 2.6 million ha in 2018. Canadian soybean production is forecasted at 5.9 million tonnes, down from 6.0 million last year and 7.4 million in 2018. U.S. soybean production is forecasted at 4.3 billion bushels, up from 3.6 billion bushels last year. The USDA lowered the forecast for this year by 112 million bushels due to dryness across the corn belt. Relative to corn, the Iowa soybean crop was largely unaffected by the August 10 wind storm. The USDA expects soybean meal to average U.S. \$315/ton in 2020/2021, up from an average of \$300 in 2019/2020 and \$308 in 2018/2019.

Production (1,000,000 t) and Prices (CDN \$/t) of Feed Grain and Oilseed Crops by Crop Year

| | 2018-19 | | | | 2019-20 | | | | 2020-21 Forecast | | | |
|-------------------------|--------------|-------------|--------------|----------|--------------|-------------|--------------|----------|------------------|-------------|--------------|----------|
| | US | Can | Total | CDN \$/t | US | Can | Total | CDN \$/t | US | Can | Total | CDN \$/t |
| Feed Grains | | | | | | | | | | | | |
| Corn | 364.3 | 13.9 | 378.1 | 194 | 345.9 | 13.4 | 359.3 | 190-200 | 378.5 | 13.8 | 392.2 | 160-190 |
| Barley | 3.3 | 8.4 | 11.7 | 260 | 3.7 | 10.4 | 14.1 | 232 | 3.8 | 10.3 | 14.1 | 195-225 |
| Oats | 0.9 | 3.4 | 4.3 | 254 | 0.8 | 4.2 | 5.1 | 274 | 1.0 | 4.4 | 5.4 | 220-250 |
| Sorghum | 9.3 | 0.0 | 9.3 | 170 | 8.7 | 0.0 | 8.7 | 175 | 9.1 | 0.0 | 9.1 | 182 |
| Total | 377.7 | 25.7 | 403.4 | | 359.1 | 28.0 | 387.1 | | 392.4 | 28.4 | 420.8 | |
| Wheat (x. Durum) | | | | | | | | | | | | |
| | 49.8 | 26.5 | 76.3 | 245.0 | 50.8 | 27.4 | 78.2 | 215-235 | 48.3 | 28.4 | 76.7 | 215-245 |
| Oilseeds | | | | | | | | | | | | |
| Soybeans | 120.5 | 7.4 | 127.9 | 406.0 | 96.7 | 6.0 | 102.7 | 400-430 | 117.4 | 5.9 | 123.3 | 410-450 |
| Canola | 1.6 | 20.3 | 22.0 | 497.0 | 1.5 | 18.6 | 20.2 | 465-495 | 1.5 | 18.9 | 20.4 | 480-520 |
| Total | 122.1 | 27.8 | 149.9 | | 98.2 | 24.7 | 122.9 | | 118.9 | 24.8 | 143.7 | |

Think Turkey™ / Pensez Dindon^{MC}

The Think Turkey™ / Pensez Dindon^{MC} campaign continues to gain Canadians attention and exceed campaign targets.

The billboard and transit shelter advertising campaign was launched this summer with three variations of “What you really want is turkey.” There were over 400+ billboards in market across the country over the late summer from early July to mid-September. The actual impressions exceeded targets for this Out-of-Home element of the campaign.

Our Thanksgiving Plans



Think Turkey is going on a pre-Thanksgiving TV blitz, starting Wednesday, September 30. Think Turkey will reach across English and French Canada via specialty television. Top ranked specialty stations such as W Network, Food, HGTV, Series+, Canal Vie, and Addik have been included to ensure effective and impactful coverage.

Think Turkey has also partnered with celebrity chef Suzanne Barr (of True True Diner and Wall of Chefs fame) for three new dishes – whole jerk rubbed turkey and two delicious leftover recipes that were inspired by her southern roots and fond family memories from childhood around cooking turkey for Thanksgiving. These recipes are sure to appeal to a variety of taste palettes and reinforce the versatility of flavour profiles that can complement turkey.

A robust digital campaign will also activate on our social channels starting October 1 through Thanksgiving. The creative recognizes our ever changing environment due to the pandemic, and also recognizes this is a Thanksgiving not to be missed by Canadian families.

Think Turkey will encourage Canadians to celebrate Thanksgiving in unique ways this year despite the distance, the challenges, and the challenges Canadian households are facing.

Influencers across the country are busy preparing their recipes to share, along with their favourite family traditions.

Think Turkey has also teamed up with Registered Dietitian, Shannon Crocker to create a booklet featuring five delicious turkey weeknight meals rich in immune strengthening nutrients. The booklet will be shared later in the year through our newsletter, promoted to national media, shared on the Think Turkey website and touted on Think Turkey social channels.



Consumer Communications

Asian and South Asian Program



@maryshappybelly

TFC continued to engage Canadian consumers through bloggers under the Asian and South Asian programs.

This summer, the program focused on Canadian turkey on the grill and cooking traditional dishes with a new spin, “turkey.” Recipes highlighted turkey on the grill, outdoor eating, Canada Day and touched upon Back To School preparations.

The recipes created showcased turkey’s adaptability and versatility in traditional recipes as well as modern updates on traditional favourites.

The bloggers Pink Chai Living, Masalam-ommas, Mary’s Happy Belly, and Yang’s Nourishing Kitchen educated their audience

on turkey versatility, nutritional value, economy, ease of preparation, use of leftovers and techniques showing how to use a variety of turkey parts.



Canadianturkey.ca is THE go-to-resource for recipes and more

Recipes can be found at canadianturkey.ca/featured-recipes and provincial extensions.

Recipe videos can be found at canadianturkey.ca/videos.

Nutritional information is available at canadianturkey.ca/nutrition.

Follow Think Turkey at:

Twitter: [@Cdn_Turkey](https://twitter.com/Cdn_Turkey) and #ThinkTurkey

Instagram: [@CanadianTurkey](https://www.instagram.com/CanadianTurkey) and #ThinkTurkey

Trade Update

World Trade Organization (WTO)

Roberto Azevêdo officially resigned on August 31 as the Director General of the WTO. Eight candidates entered the race to replace him and on September 18, following the first round of interviews and presentations, the five candidates with the largest amount of support were: Ngozi Okonjo-Iweala (Nigeria), Liam Fox (United Kingdom), Yoo Myung-hee (Korea), Mohammed Al-Tuwaijri (Saudi Arabia) and Amina Mohamed (Kenya).

The next round in the selection process, from September 24 to October 6, will reduce the pool of candidates to two, with the third and final round producing the consensus pick in early November.

Regarding agricultural negotiations, Costa Rican Ambassador Gloria Abraham Peralta was confirmed the new Chair of the WTO's agriculture negotiations on July 21. Ambassador Abraham is the twelfth chair of the agriculture negotiations since talks began in March 2000. Informal discussions on the agricultural file are expected to start in the second half of September and will include member priorities and timelines for future consultations and negotiations.

The previous Chair of the agricultural negotiations, John Deep Ford, was to have circulated a revised options paper prior to his departure, but this did not occur, due likely in part to the pandemic. As a result, the previous options paper will likely serve as the basis for future consultations. It is also expected the new agricultural Chair will consult WTO members on how the coronavirus pandemic could impact talks and on the policies implemented by members in response to the crisis.

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

At this time, Chile has yet to ratify the CPTPP. The country will be holding a referendum on October 25 aimed to clarify if Chileans want a new constitution

and the manner by which a new constitution will be drafted. Until the constitutional matter is resolved, it is unlikely that the Senate will consider ratifying CPTPP. Therefore, the timing of CPTPP imports starting from Chile is uncertain.

Regarding trade mitigation measures from the Federal Government as a result of CPTPP, no announcements have been made to date. However, the Chairs of Turkey Farmers of Canada (Darren Ference), Chicken Farmers of Canada, Egg Farmers of Canada and the Canadian Hatching Egg Producers, met with the Minister for Agriculture and Agri-Food Canada, the Honourable Marie-Claude Bibeau, on September 3 to discuss the mitigation file. It is expected that the government will commit funding, once the COVID-19 situation stabilizes. The commitment in the Speech from the Throne, noted earlier, is welcomed. The poultry and egg industries are seeking the implementation of an investment program for farmers and a market development fund for national agencies to promote Canadian raised products.

Canada-United States-Mexico Agreement (CUSMA)

On July 1, 2020, the new Canada-United States-Mexico Agreement (CUSMA) entered into force. However, with the ink barely dry on this new trade agreement, a number of cracks or grievances in the agreement have started to appear. Examples include, the imposition and repeal of additional tariffs on some Canadian aluminum products, U.S. imports of fresh produce from Mexico, implementation of dairy commitments by Canada and Mexico, market access for U.S. potatoes in Mexico and Mexican labour compliance issues.

Global Affairs Canada (GAC) on August 21 notified the turkey industry that the Department will be allocating an additional quantity of 185,923 kg under the WTO-CUSMA (Global) TRQ for the 2020 allocation year. Going forward, any additional TRQ generated under CUSMA will vary from year-to-year based on the previous year's domestic Canadian turkey production volume.

Corporate Communications



Advocacy Work

TFC continued to focus on trade mitigation and worked alongside the national SM4 on Government outreach this summer. Outreach was undertaken with the Minister of Agriculture, Finance, Trade and the PMO. As little movement was made here, the SM4 began outreach to opposition parties. SM4 Chairs or Executive Committee members met virtually with MPs from the Conservative, NDP and Bloc Québécois parties through July and August.

As a result of these meetings, four Opposition MP's successfully called for an emergency meeting of the House of Common's Standing Committee on Agriculture to deal with poultry mitigation. The initial meeting of the Ag Committee saw support from several MP committee members with a vote in favour of studying poultry mitigation further. SM4 Chairs and staff were to appear before the Ag Committee in late August, however the appearance with SM4 Chairs was unfortunately cancelled due to the prorogation of parliament.

The previously mentioned meeting with Minister Bibeau and the announcement of support for the supply managed sector in the Speech from the Throne are positive, but advocacy work will continue on this topic

Canada Takeout

The SM5 continued involvement with the Canada Takeout campaign through the summer, wrapping up at the end of August. This campaign showed support for the supply chain and restaurants. The SM5 developed a Farmer Video that showed support for their local restaurants, calling on viewers to order takeout. A number of Chef Influencers leveraged this video and shared it on their own social media pages.



Follow along with TFC on twitter at [@TurkeyFarmersCA](https://twitter.com/TurkeyFarmersCA).

On-Farm Programs Update

Farm Security – Be Prepared for Unwanted Visitors

In light of activist activities involving trespassing on farm properties and unwanted entry of barns, and given the greater exposure of our industry as we move into the fall festive season, turkey producers are reminded to be vigilant and prepared to reduce the security risks that activists can pose to their farms.

The following precautions can be taken:

- Always adhere to the TFC On-Farm Food Safety Program© (OFFSP) and Flock Care Program© (FCP) requirements.
- Keep barns, other buildings and vehicles locked at all times, and in particular when no one is present on the premises.
- Post 'No Trespassing' signage and install other identifiers (e.g., fences, gates, chains, etc.) to clearly mark private property.
- If you have gates, ensure they are closed when not in use, and always closed and locked overnight.
- Monitor visitors and watch for suspicious vehicles or activities on or around your farm property.
- Consider adding video surveillance to barns or high traffic areas of the farm, and use lighting around buildings at night.
- Train family members and employees on how to respond to unwanted visitors and situations that would require calling police.
- In the event of a trespass, remain calm and do not engage with activists, other than to inform them that they are trespassing, to leave your property, and that police has been called.

Keep in mind that securing your farm does not mean you have anything to hide – it means you want to protect the safety of your animals, family and employees.

Farm Security

Wild migratory birds are known carriers of the avian influenza (AI) virus. These birds pose a significant risk to commercial poultry along migration routes.

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.

It is especially important to review your biosecurity plan annually and as needed (i.e., when there is a higher risk of disease such as during migration periods). Ensure that any changes to the biosecurity plan are communicated with staff. In addition, monitoring biosecurity practices continuously will help to ensure they are being applied consistently and correctly.

The CFIA, together with Canadian poultry producers, conduct AI surveillance in commercial flocks under the Canadian Notifiable Avian Influenza Surveillance System (CanNAISS). In addition, if you find a dead wild bird on or around your property, contact the Canadian Wildlife Health Cooperative (CWHC) at www.cwhc-rcsf.ca to determine next steps. The CWHC, in partnership with the CFIA and other government organizations, tracks the presence and spread of avian influenza.

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

Continues next page.

Antimicrobial Use

The Canadian turkey industry has been working on the implementation of a sector-wide antimicrobial use (AMU) strategy to eliminate the preventive use of antibiotics important to human medicine. The strategy is in response to the increased global attention to the threat of antimicrobial resistance (AMR) and works to maintain and build consumer confidence in Canadian turkey and meet the needs of processors, restaurants, and retailers while maintaining effective treatment options.

TFC has not heard of any difficulties so far with implementing the strategy on-farm, but continues to encourage open communication with TFC and producers, Provincial Boards, veterinarians, and feed mills. TFC is planning to conduct another follow-up survey later in the Fall to collect information on the impacts of the elimination of preventive use of Category III, similar to the one conducted in Summer 2019 on Category II. A notice will be sent out to stakeholders once available.

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

Third-Party Audits of the TFC Flock Care Program® – Changes Due to COVID-19

In light of COVID-19, the approach for on-farm third-party audits of the TFC Flock Care Program® (FCP) as conducted in previous years was modified. Provincial Boards have been contacting producers to determine participants and either conduct audits on-farm or virtually, depending on producer preference and the provincial situation. It is expected that most provinces will elect to conduct virtual audits. 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. Communications to update producers on the approach were distributed in August, including a summary of the 2019 round of audits.

TFC continues to monitor the situation and will allow for flexibility in the approach, as necessary.



CPRC Update

Cluster 2 update - Immune boosting AI vaccine

Immune-boosting options show promise for AI protection

The parallels between the current COVID-19 pandemic and past avian influenza (AI) outbreaks are not lost on Shayan Sharif. "In any pandemic, swift and measured actions are needed to contain and control the imminent spread. When a vaccine is available, the options change. And when a vaccine can be made more effective, progress is made," says Sharif, associate dean of research and graduate studies College at the University of Guelph.



Shayan Sharif

Sharif led a multi-year research project looking at novel ways to prevent future AI outbreaks by boosting the immune response of the bird. The premise was that if the bird's own immune system can rally to work in concert with a vaccine, then the level of disease protection provided will be stronger and more effective.

He looked at immune-enhancing activities to protect birds against AI, and his research holds promise for a solution for Canadian poultry producers to prevent AI. It also offers vital insights into technology that can boost a bird's own immune system to be better equipped to fight off AI and other diseases.

Testing the potential of PAMPs

Sharif's research looked at two avenues for helping birds build a stronger defence against disease, particularly AI. The first examined how PAMPs – pathogen associated molecular patterns – could be used to boost immune response.

PAMPs are naturally-occurring microbes that have been extensively studied for more than 20 years. They act as an adjuvant (or immune booster) and can be used with a vaccine or on their own to trigger a stronger response in birds. When PAMPs are used with a vaccine, the vaccine must be a killed form, and that poses some challenges

for the route of administration. Killed vaccines don't always induce enough immune response on their own, and are most effective when injected – an impractical proposition in poultry production.

The search for a better solution led Sharif to nanoparticles as an effective carrier to administer killed vaccines with or without PAMPs.

"Nanoparticles are like tiny cages that can carry vaccine and PAMP molecules directly to target cells in the bird – respiratory or intestinal in the case of AI," says Sharif. "They have been shown to boost the efficacy of vaccines and PAMPs, and are an effective vehicle for penetrating and integrating into target cells faster and more directly, delivering a better immune response for the bird."

Sharif's work confirmed that nanoparticles work well to boost immune response and reduce virus shedding in birds. "There is a lot of promise for nanoparticles and vaccines in poultry and in people," says Sharif. "In fact it's a technology that is being investigated in the current work on a coronavirus vaccine."

Testing the potential of PAMPs

The second technology investigated for boosting immune response was the use of adenovirus as a biological carrier for AI vaccine. Sharif's colleague Eva Nagy, avian virologist at OVC, led the team that discovered the efficacy of two particular adenoviruses as potential vehicles for delivering the vaccine antigen for AI and a variety of other vaccines.

Adenovirus works as a vector or delivery vehicle for vaccine. "A vector is like a car that can carry different passengers. In this case, an adenovirus vector may carry the key genes of avian influenza virus that when given to a chicken could confer immunity against the virus," says Sharif. Through the course of this research project, adenovirus 4 and 9 were licensed and commercialized with a Mexican vaccine company. While there has yet to be a commercial application for Canadian poultry producers, the opportunity is there. "My hope is that in the near future we will be able to use vectors like adenovirus to carry bits and pieces of AI virus to be used as a vaccine," says Sharif. The technology also

Continues next page.

has potential as a carrier for Newcastle and infectious bronchitis vaccines.

Sharif knows nanotechnology holds tremendous promise. "If many of the poultry vaccines we use could be packaged in nanoparticles, we could deliver better efficacy," he says. And his work on nanoparticles doesn't start and stop with protecting birds against another AI pandemic – it has potential for Newcastle, infectious bronchitis, Marek's disease, Campylobacter and Clostridium perfringens (the causal agent for necrotic enteritis).

Sharif's research was funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster 2, which was supported by AAFC as part of Growing Forward 2, a federal-provincial-territorial initiative. Additional funding was provided by the Ontario Ministry of Agriculture, Food and Rural Affairs, and Canada's First Research Excellence Funds.



HAPPY THANKSGIVING



This Thanksgiving, we give thanks to our hardworking farmers and everyone in the supply chain who help to bring turkey to tables across the country.

Celebrate your holiday tradition with Canadian turkey.

Upcoming Meetings:

TFC 264th Business Meeting
November 24-26, 2020

TFC 265th Business Meeting and TFC 47th Annual Meeting
March 23-25, 2020

TFC Office Update:

The Turkey Farmers of Canada office is still closed due to the COVID-19 pandemic.

All office staff continue to work from home and are available via email and phone as needed.

If you are unsure of who to direct your inquiry to, email admin@tfc-edc.ca for further assistance.



Turkey Farmers of Canada
7145 West Credit Avenue
Building 1, Suite 202
Mississauga, ON L5N 6J7
Tel: 905-812-3140
Fax: 905-812-9326
E: info@tfc-edc.ca

turkeyfarmersofcanada.ca
canadianturkey.ca

