



## Avian Influenza



The current Highly Pathogenic Avian Influenza (HPAI) outbreak is the largest seen in Canada in terms of number of provinces, detections and birds impacted. Detections of HPAI peaked in September to October 2022 in Western Canada and into Ontario, and a second wave happened in British Columbia in November into December. Substantial amounts of time from provinces and industry

associations, in conjunction with the Canadian Food Inspection Agency (CFIA), have been put into response efforts, and preparations for an expected Spring wave have been underway.

### What can producers do?

As the contamination level of wild birds and the environment is expected to remain high, especially during the ongoing wild bird migratory season, and based on identified risk factors, your best plan is to heighten and vigilantly follow strict biosecurity measures to reduce the threat of avian influenza entering your flock.

To remind everyone of the continued disease risk, TFC published a bulletin on enhanced biosecurity that considers findings from the initial

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# Avian Influenza

outbreak investigations undertaken by CFIA.

The communication covers the movement of wild birds and spread across the country, risk factors and a list of recommended heightened on-farm biosecurity measures, including:

- Enhanced barn entry measures;
- Pest control;
- Equipment biosecurity;
- Mortality and garbage disposal; and,
- Bedding requirements.

The Avian Influenza and Biosecurity bulletin has been distributed to producers through Provincial Turkey Marketing Boards and can be downloaded from the TFC On-Farm Programs portal ([www.tfconfarmprograms.ca](http://www.tfconfarmprograms.ca)).

## **Mental Health and Well-Being**

Avian Influenza has been devastating for all involved on top of the stressors that regularly impact farmers. Persistent stress can create mental health issues amongst some farmers and other stakeholders.

The national poultry industry developed the Farmer Mental Health and Wellness brochure that provides background on mental health in farming, signs and symptoms of stress and ways to monitor mental health, and links to available resources and farmer-specific links.

The brochure can be accessed at: [turkeyfarmersofcanada.ca](http://turkeyfarmersofcanada.ca).

## TFC 273<sup>rd</sup> Business Meeting and Annual General Meeting

The Turkey Farmers of Canada's (TFC) 273<sup>rd</sup> Meeting took place from March 22-23 in person in Ottawa and the 49<sup>th</sup> Annual General Meeting also took place following the Business Meeting.

Highlights of the 273<sup>rd</sup> meeting include:

- An Executive Committee report outlining Allocation Policy, continued work on avian influenza, the launch of the new TFC Website,
- An update from FPCC,
- An update from Zeno outlining Think Turkey™ plans for 2023,
- A presentation from AGECO on the results of the Lifecycle Assessment of the Turkey industry, now available online,
- The Allocation Policy Review Committee provided an update on their work to-date; that work has now been handed off to the TFC Board of Directors who met on April 19-20 to complete the review,
- As well as updates on On-Farms Programs, trade, and corporate communications,
- Upon review, the global quota for 2023/34 was set at 144 million kilograms, and it was agreed with the uncertainty around avian influenza here, in the United States and in parts of South America, to meet monthly to review the situation and tweak the global quota as may be needed,
- The Director Elections took place after the Annual General Meeting and D. Ference (Chair), C. McBain (Vice Chair) and J. Wiersma (Executive member) were ratified as members of the Executive Committee for 2023/2024.



**Darren Ference**



**Calvin McBain**



**Jelmer Wiersma**

# Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2021-22 season, as well as forecasts for the 2022-23 and 2023-24 seasons. These are based on crop production and forecasts reports from Agriculture and Agri-Food Canada (AAFC) and the United States Department of Agriculture (USDA).

Production (1,000,000 t) and Prices (CDN \$/t) of Feed Grain and Oilseed Crops by Crop Year												
2021-2022				2022-2023 Forecast				2023-2024 Forecast				
Production			Price	Production			Price	Production			Price	
US	CDN	Total	CDN	US	CDN	Total	CDN	US	CDN	Total	CDN	
<b>Feed Grains</b>												
<b>Corn</b>	383	15	398	\$ 312	349	15	363	\$ 320	388	14	402	\$ 290
<b>Barley</b>	3	7	10	\$ 432	4	10	14	\$ 400	4	10	14	\$ 360
<b>Oats</b>	1	3	4	\$ 565	1	5	6	\$ 365	1	4	5	\$ 345
<b>Sorghum</b>	11	0	11	\$ 293	6	0	6	\$ 360	11	0	11	\$ 292
<b>Total</b>	397	24	422		360	30	389		403	27	430	
<b>Wheat (x. Durum)</b>												
	44	19	63	\$ 447	43	28	72	\$ 420	50	29	79	\$ 410
<b>Oilseeds</b>												
<b>Canola</b>	1	14	15	\$ 1,075	1	18	19	\$ 880	1	19	20	\$ 850
<b>Soybeans</b>	122	6	128	\$ 678	116	7	123	\$ 710	122	7	129	\$ 670
<b>Soybean Meal</b>	47	1	48	\$ 500	48	1	49	\$ 529	49	1	50	\$ 432
<b>Total</b>	170	21	191		165	26	191		172	27	199	

Sources:

Canada: Outlook for Principle Field Crops February 2023 (AAFC),

US: Feed Outlook, Oil crops Outlook and Wheat Data (Recent) for February 2023 (USDA), USDA Agricultural Projections to 2032

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

\* These numbers are carried forward from the previous period due to lack of forecast data

AAFC reports that current stocks levels for most principal field crops are higher than they were in 2021-22 due to higher production levels caused by more favourable growing conditions. While most prices for 2022-23 are expected to drop from the previous season, they are still probable to remain strong. For 2023-24, prices are anticipated to continue this downward trend while remaining historically high.

For the current season, Canadian production of most principal field crops increased between 5% (Soybeans) and 80% (Oats), although most crops are forecasted to have increased between 20% and 40%. Prices are forecasted to decrease between 6% (Wheat) and 35% (Oats) with the exceptions of corn and soybeans, which should increase between 3% and 6%. The Canadian forecasts for 2023-24 are

similar to 2022-23, with the exception of a decrease in corn production (6%) and a relatively moderate outcome for Oats.

While 2022-23 production of US Oats, Barley and Soybean Meal follows the Canadian trend, the rest of the principal field crops did not. Production of these wheat, corn and soybeans decreased between 3% and 10%. For 2023-24 forecasted US production of wheat, corn and soybeans is expected to rebound from the decreases seen in 2022-23.

Please note that due to the ongoing invasion of Ukraine and ongoing issues with fertilizer supply, that forecast numbers are more volatile than in other years.

# National Marketing Campaign

## Think Turkey™ Campaign – Rolling into Year Five



In January, Think Turkey™ / Pensez Dindon<sup>MC</sup> kicked off the year by highlighting turkey as the go-to healthy protein. We worked with fitness gurus to create health-focused turkey recipes that work well with fitness goals. Across social media channels, we highlighted lean and nutritious turkey recipes and launched a giveaway.

February saw the first ever Turkey Bowl. In partnership with Bowl Canada, the country-wide event challenged Canadians to try their luck at bowling a “turkey” – achieving three strikes in a row in a single game. From February 18<sup>th</sup> to 20<sup>th</sup>, a holiday weekend in most provinces, Canadians were invited to visit one of over 240 participating bowling centres and try their luck. The first 250

Canadians to bowl a turkey and submit their entry received a \$50 VISA gift card and were then entered in a draw to win one of ten \$500 grocery gift cards to use towards their Easter turkey dinner. Over 740 Canadians entered their “turkeys”. The campaign achieved significant media attention and impressions and it looks to be expanded next year.

For Nutrition Month, Think Turkey™ worked with dietician influencers to share how turkey fits into a wholesome and balanced diet. Veggies Love Turkey creative was also live in market to keep turkey top of mind as the perfect protein to pair with veggies.

## Easter

For Easter, Think Turkey™ / Pensez Dindon<sup>MC</sup> highlighted all the ways to cook with turkey including hassle-free roast turkey recipes, to BBQ, slow cooker, and air fryer recipes! A dedicated landing page was on ThinkTurkey.ca showcasing Easy Easter creative and how-to tools to cook turkey.

The “Easy Easter” message carried through on TV segments, social media, and media. Just in time for Easter, the Veggies Love Turkey characters will welcome a new addition – Potato! A charming, jazz-singing character declaring his love for turkey.

Think Turkey™ worked with George Brown Culinary School to get chefs-in-training cooking with turkey. Students created their best turkey recipe, with finalists going head-to-head in a cooking challenge. The winning turkey recipe will be featured in George Brown College’s on-site restaurant.

The Global Grillers’ Bird campaign returns even bigger for BBQ season with more programs coming this year.

# Corporate Communications

## Joint Annual Reception



This year's Joint Annual Reception (JAR) took place at the Fairmont Château Laurier in Ottawa.

The event was co-hosted by the national poultry agencies – Turkey Farmers of Canada, Chicken Farmers of Canada, Canadian Hatching Egg Producers, and Egg Farmers of Canada.

The event was very well attended from both the poultry and egg sector and political leaders. Minister Bibeau and Minister MacAulay, 20 MPs and seven Senators, including Senator Black attended the event.



## Government Relations

TFC continues to monitor several advocacy files and Bills. This includes Luc Thériault's Supply Management Bill (C-282) - An Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management). C-282 has now passed second reading and is currently at the House of Commons Standing Committee on International Trade. TFC submitted a brief to the Committee and continues to monitor the progress of this Bill as it is at review and amendments are ongoing. Further details of this Private Member's Bill can be found online: [www.parl.ca/LegisInfo/en/bill/44-1/C-282](http://www.parl.ca/LegisInfo/en/bill/44-1/C-282).

TFC participated in Pre-Budget submission work with CFA and a broad agriculture collaboration. TFC also collaborated with the Agriculture Carbon Alliance on Bill C-234, a Private Member's Bill that would remove the federal carbon tax from natural gas and propane used on farms. In addition, TFC continues to monitor other activity that might impact the agriculture and turkey sector, including MP John Barlow's Bill C-272 on biosecurity.

# Corporate Communications

Work is underway regarding advocacy events for Spring 2023. TFC and the SM4/5 are preparing to again participate in the Federation of Canadian Municipalities Conference in Toronto and the Downtown Diner in Ottawa, to interact with federal, provincial, and municipal leaders.

## Lifecycle Assessment

TFC's Lifecycle Assessment (LCA) of the turkey industry is complete with communications underway. The LCA establishes how current practises contribute to the carbon footprint and social performance of the turkey sector. The study provides a benchmark from which to evaluate future work.

The LCA also demonstrates the continued progress of environmental efficiency of turkey farming. As a result of genetic improvements to commercially grown turkeys, developments in the nutritional profile of feed rations, and husbandry have reduced the amount of feed consumed per bird to get to market weight.

The LCA infographic is available on the TFC website: [www.turkeyfarmersofcanada.ca/on-the-farm/sustainability/](http://www.turkeyfarmersofcanada.ca/on-the-farm/sustainability/)

## Website



The redesigned TFC Corporate website was launched in March and we are pleased to unveil the new platform.

The redesign aimed to provide members and site visitors with a more efficient, user-friendly experience when browsing and accessing the TFC materials. The new website features a sleek and modern design, improved navigation, and enhanced functionality that allows you to find what you need quickly and easily.

# Trade

## World Trade Organization (WTO)

On January 27, 2023, the WTO members confirmed a new Chair of the Agricultural Negotiations, Ambassador Alparslan Acarsoy of Türkiye. Ambassador Acarsoy takes over the role from Ambassador Gloria Abraham Peralta of Costa Rica (July 2020 to July 2022). Since being appointed Chair, the Ambassador has held a series of bilateral consultations amongst the WTO members, as well as several meetings, both informal and formal, of the Committee on Agriculture.

The agricultural negotiating priorities remain the same: domestic support (DS), market access (MA), public stockholdings for security purposes (PSH) and the special safeguard mechanism (SSM) for developing countries, among other matters. However, another key negotiating area that emerged from the June 2022 Ministerial Conference (MC12) was food security, which resulted in the establishment of a work program on food security for least-developed countries (LDCs) and net food-importing developing countries (NFIDCs) at the Committee on Agriculture in November 2022. As a result, food security will be a top priority leading to the MC13, which will be held the week of February 26, 2024, in Abu Dhabi, United Arab Emirates.

WTO members are also discussing new ways to move the agricultural negotiations forward. The WTO Director General, Ngozi Okonjo-Iweala, in February, urged members to quickly develop a new negotiating approach that would undo the log jam in agriculture.

## Indo-Pacific Economic Framework for Prosperity (IPEF)

The IPEF, which is a trade initiative led by the United States, currently includes the 14 countries of the United States, Australia, Brunei, Fiji, India, Indonesia, Japan, South Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, and Vietnam. In the fall of 2022, Canada announced its intent to join the IPEF and as of December, there appeared to be wide support from all the IPEF members to Canada's participation.

U.S. President Biden, during his official visit to Canada

of March 23-24, 2023, expressed support for Canada's bid to join the U.S. led IPEF. Although, there appears to be broad support for Canada joining the Framework, the exact decision-making process for adding parties is unclear. The next round of negotiations, which is the third, is set for Singapore in early May.

The purpose of the IPEF is to deepen and strengthen supply chains through the smooth movement of goods and services across borders. The talks are focused on four pillars: supply chains, clean economy/decarbonization, fair economy/anti-corruption and a trade pillar (e.g., labour rights, environment, digital economy, risk-based decision making, etc.).

## Canada/CPTPP – United Kingdom (UK) Negotiations

On March 31, 2023, the existing CPTPP members of Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam, welcomed the substantial conclusion of the negotiations for the accession of the UK to the CPTPP.

In the case of Canada's Supply Management System, no additional access for supply managed commodities was provided through the accession process. The U.K., like all other CPTPP countries will be able to access the existing CPTPP tariff rate quotas (TRQs) that are currently in place once the accession agreement enters into force.

Existing CPTPP members were able to secure additional agricultural market access to the U.K. for beef, pork, chicken, long grain milled rice, sugar, sweet corn and eggs. In the case of turkey, the U.K. has agreed to provide duty free and tariff free access to their market, phased in over a 10-year period.

The timing of the Entry-into-Force of the U.K. accession obligations is unclear at this time. However, for Canada this will require the updated agreement to go through the parliamentary process.

In the case of the Canada-U.K. bilateral free trade agreement, negotiations are ongoing.

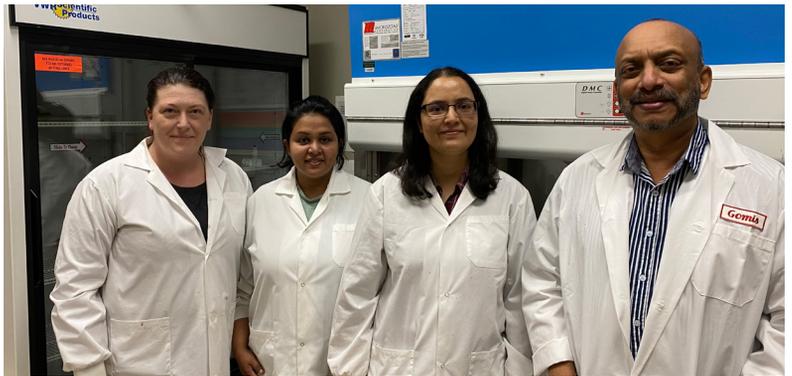
# CPRC Update

*Submitted by Canadian Poultry Research Council*

## One and done: new NE vaccine research gives industry a major non-antibiotic tool

Canadian poultry producers may soon have access to a new tool to prevent necrotic enteritis (NE) thanks to a research breakthrough that would give industry the option to administer a single dose vaccine that rivals the efficacy of preventative antibiotics.

Susantha Gomis, professor and head of the Department of Veterinary Pathology at University of Saskatchewan's Western College of Veterinary Medicine, says the vaccine would be administered to chicks before they leave the hatchery and would protect them from NE throughout their broiler lives.



*Susantha Gomis (far right) with laboratory team (left to right): Research Officer Shelly Popowich, and PhD candidates Iresha Subhasinghe and Hemlata Gautam.*

## Not all birds are equal

Gomis used an innate immune stimulant; a piece of synthetic DNA known as CpG ODN. Through previous work with CpG ODN, his team was able to demonstrate that birds that received the stimulant performed well when they were challenged with *E. coli* or *S. typhimurium*.

"Once we provided proof of concept, we were curious about different delivery options such as intrapulmonary (IPL) delivery of immune stimulants against bacterial infections," says Gomis.

Gomis' team developed a nebulizer chamber that allowed them to facilitate IPL delivery of CpG ODN to 8,000 birds at a time. A sample of broiler chicks received the treatment that combined an immune boost of CpG ODN and then they were later challenged with a lethal dose of the *E. coli*.

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# CPRC Update

*Submitted by Canadian Poultry Research Council*

## Treatment that goes deep

Normal practice for delivering an aerosol vaccine to chickens would target a more shallow delivery, with the vaccine entering the respiratory system at the nostril.

"We usually avoid sending antigens deep down into the trachea and lungs because we are dealing with pathogens. We expected that placing a live bacterium so directly into the bird's lung would cause them to get sick and die," he says. "But that's not what happened."

When the researchers administered the immune stimulant by the in ovo route prior to delivering inactivated NE bacteria deep into the lungs, the birds did well. Next, the researchers repeated the same process using live bacteria following in ovo delivery of the immune stimulant.

By delivering the immune stimulant by the in ovo route to the amniotic cavity, CpG-ODN goes to the lung of the embryo and Gomis says it spreads quickly through the body and stimulates the innate immune system. Gomis believes the process stimulates the lungs and allows the body to recognize live bacteria quickly when bacteria reach the lung, and then produce an immune response.

"We don't entirely understand everything about the IPL vaccine delivery in the lung, but we realized the chickens were processing antigens through the lungs efficiently, and traveling to immune organs like the spleen," says Gomis. "Their bodies were mounting an immune response with that single dose. It was phenomenal."

## New tool in the toolbox

While most vaccines require a booster dose days later, Gomis says with this new IPL vaccine delivery method, together with in ovo delivery of CpG-ODN, a vaccine boost is not necessary.

"We can give CpG ODN in ovo and then a single vaccine at hatch at the hatchery before they go to the farm. This is a single shot vaccine that protects them against NE for their broiler life," says Gomis.

Gomis says this research represents a major tool in the toolbox as chicken farmers continue to move away from preventative antibiotics. He sees opportunity for additional applications for this approach, particularly for poultry producers in developed countries.

"This is something producers can do, to facilitate with hatcheries to install at a larger scale," Gomis says. "We know what we need to do, and if industry chooses to, they can work to implement it."

*This research is funded by the Canadian Poultry Research Council as part of the Poultry Science Cluster which is supported by Agriculture and Agri-Food Canada as part of the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. Additional funding was received from Chicken Farmers of Saskatchewan.*

# TFC Staff Update

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## New Director of the National Marketing Campaign and Brand Partnerships



TFC is pleased to announce the new addition to the TFC staff.

Lisa Cadeau has taken the position of Director – National Marketing Campaign & Brand Partnerships. Lisa has a proven track record of delivering successful marketing campaigns and increasing brand recognition. We are confident that Lisa will bring her experience to bear on the National Marketing Campaign and other Canadian Turkey brand development areas. We are excited that Lisa has joined us and look forward to working with her.

Lisa can be reached at [lcadeau@tfc-edc.ca](mailto:lcadeau@tfc-edc.ca).

## Upcoming Meetings

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PIC Research Impacts Day  
Elora, ON  
May 17, 2023

Downtown Diner  
Ottawa, ON  
May 18, 2023

TFC 274<sup>th</sup> General Business Meeting  
Charlottetown, PEI  
June 21, 2023

TFC 275<sup>th</sup> General Business Meeting  
Location TBD  
September 19, 2023

TFC 276<sup>th</sup> General Business Meeting  
Location TBD  
November 29-20, 2023



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](mailto:info@tfc-edc.ca)

[turkeyfarmersofcanada.ca](http://turkeyfarmersofcanada.ca)  
[canadianturkey.ca](http://canadianturkey.ca)

