



## 50<sup>th</sup> Anniversary Reception



Senator Robert Black and Darren Ference

The year 2024 marks the 50<sup>th</sup> anniversary of Turkey Farmers of Canada, and the anniversary was celebrated at a reception hosted over the March meeting week in Ottawa. The event brought together former chairs, board members, industry partners, political leaders, and TFC staff.

During the reception, there was a reflection on the establishment of the Canadian Turkey Marketing Agency led by then Federal Minister of Agriculture Eugene Whelan on February 14, 1974, under the provisions of the Farm Products Agencies Act and through Parliamentary Proclamation. The collaboration between farmers, provincial and federal governments resulted on the development of the Federal-Provincial Agreement, specifying how the Marketing Plan provisions would align.

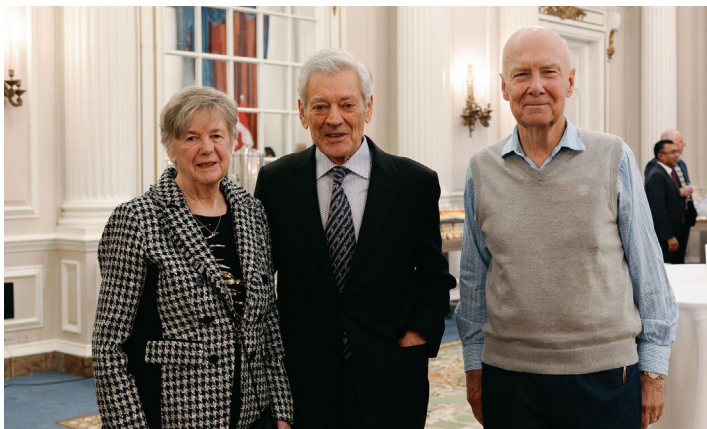
The event included speeches by TFC Chair Darren Ference, MP and Chair of the House of Commons Standing Committee on Agriculture and Agri-Food Kody Blois on behalf of Minister MacAulay, and Senator Rob Black who also presented a certificate from the Senate of Canada commemorating TFC's 50<sup>th</sup> Anniversary. TFC extends gratitude to all that were able to attend and celebrate this milestone with us.

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# 50<sup>th</sup> Anniversary Reception





**Darren Ference**  
**Chair, Turkey Farmers of Canada**

**Subject: Congratulations on Your 50th Anniversary!**

On behalf of the Canadian Federation of Agriculture (CFA), I am delighted to extend our warmest congratulations to the Turkey Farmers of Canada on your 50th anniversary as an organization.

This significant milestone is a testament to your dedication, hard work, and unwavering commitment to the turkey industry in Canada. Over the past five decades, the Turkey Farmers of Canada have played an instrumental role in promoting and advancing the interests of over 500 turkey farmers across the country.

Throughout the years, the Turkey Farmers of Canada have demonstrated exceptional leadership, innovation, and resilience in the face of challenges. Your contributions to Canada's agricultural landscape have been commendable, and your advocacy for the highest standards of quality and safety in turkey production is commendable.

I deeply appreciate the collaboration and partnership our organizations have shared. Together, we have worked towards a common goal of a vibrant and prosperous agricultural sector that benefits farmers and consumers alike.

On this special occasion, we celebrate not only the achievements of the past 50 years but also the promising future that lies ahead. We look forward to continuing our collaboration with the Turkey Farmers of Canada to further strengthen the turkey industry and all Canadian agriculture to ensure its continued success for generations to come.

Once again, congratulations on reaching this remarkable milestone. May this anniversary be a time of reflection, celebration, and renewed determination to achieve even greater heights in the years ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'Keith Currie', written in a cursive style.

Keith Currie  
President, Canadian Federation of Agriculture

## TFC 277<sup>th</sup> Business Meeting and Annual General Meeting

The Turkey Farmers of Canada's (TFC) 277<sup>th</sup> General Business Meeting took place on March 20-21 in Ottawa with the 50<sup>th</sup> Annual General Meeting following the business meeting.

Highlights of the 277<sup>th</sup> Meeting include:

- An Executive Committee report outlining recent activity of the executive,
- Approval of a new 2024-26 Strategic Plan.
- An update from Zeno Group outlining the Think Turkey™ plans for 2024 and campaign results up to date (some details below).
- A presentation from Serecon on a breast meat inventory study, and a presentation by Kevin Greer regarding turkey demand and potential opportunity.
- Updates on On-Farm Programs, trade, and corporate communications.
- The preliminary quota for 2024/25 was reviewed by the TFC Board, a reduction of approximately 3% from the quota set last November due to higher than expected frozen inventories and uncertainty about CPTPP import volumes.
- The Director Elections took place after the Annual General Meeting and D. Ference (Chair), C. McBain (Vice Chair) and J. Wiersma (Executive Member) were re-elected as members of the Executive Committee for 2024/25.



Darren Ference  
Chair



Calvin McBain  
Vice-Chair



Jelmer Wiersma  
Executive Member

# Corporate Communications



## Government Relations

In regard to Bill C-282, an *Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management)*, following the advocacy days in November 2023, the SM5 collaborated on a media and advertising campaign with information on supply management. One aspect of the campaign was a survey conducted by Abacus Data looking at Canadians' perspectives on the food system and the value placed on supply management.

According to the findings, 9-in-10 Canadians say it's important to them that the dairy, eggs, chicken and turkey they buy come from Canada. This sentiment is strong across multiple demographics and geographical regions, reflecting a shared belief in the benefits of this approach. Other key findings include that 94% of Canadians consider it a 'good thing' when they hear that local dairy, poultry and egg products are produced with high standards of food safety and animal care under supply management. Furthermore, 92% of Canadians express confidence in the food safety and animal welfare of dairy, chicken, turkey, and eggs produced at home because of supply management. A press release with link to full results is available on the TFC website: [www.turkeyfarmersofcanada.ca/media-room/news-releases/canadians-overwhelmingly-support-supply-management-and-homegrown-food-security/](http://www.turkeyfarmersofcanada.ca/media-room/news-releases/canadians-overwhelmingly-support-supply-management-and-homegrown-food-security/).

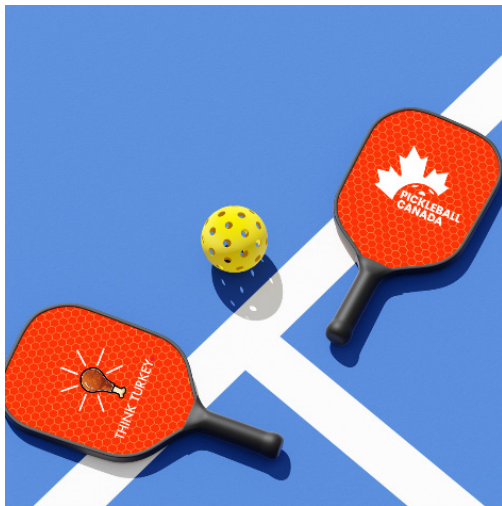
The SM5 used the results of this survey to draft a letter in support of supply management and Bill C-282, which went out to all Senators in February. Further advocacy work around this Bill is ongoing with more outreach planned for 2024.

TFC continues to monitor several other bills and government work with a key focus on Bill C-275 (*An Act to amend the Health of Animals Act (biosecurity on farms)*) and Bill C-234 (*an Act to amend the Greenhouse Gas Pollution Pricing Act*).

# National Marketing Campaign

## Keeping turkey top-of-mind year-round!

Building on five years of momentum, the Think Turkey™ / Pensez Dindon<sup>MC</sup> campaign aims to inspire consumers to think turkey and choose turkey through a national, bilingual, and fully integrated program, delivering more reasons to enjoy Canadian turkey for all occasions.



## Strategic partnerships to get Canadians thinking turkey year-round

2024 started with the return of Turkey Bowl in partnership with Bowl Canada, inviting Canadians to try their luck at scoring a “turkey” – three strikes in a row – for a chance to win prizes at participating bowling centres across the country. This year, select bowling centres also featured turkey on the menu. The second year of the challenge saw increased participation, with over 900 Canadians entering the contest and earning millions of media impressions.

This summer, Think Turkey will once again partner with Golf Canada as the Official Agriculture Partner of the RBC Canadian Open and the CPKC Women’s Open! The Make Birdies Count challenge will return as part of the program.

Think Turkey is also teaming up with Pickleball Canada – a popular and fast-growing sport among Canadians. The partnership launched

in late February and will continue year-round through grassroots events, onsite visibility at Regional and National Championships, athlete partnerships and more.

## Turkey makes Easter easy!

For Easter, Think Turkey is highlighted how easy it is to put turkey on the table. The Easter campaign included turkey recipes and helpful turkey techniques amplified through an integrated media campaign supported by a media relations and content creators, and a digital retail buy with Loblaws.

## Turkey, Do It More Often

With recent insights on how often Canadians eat turkey, Think Turkey is launching new ad spots to inspire Canadians to try turkey more often and year-round.

Think Turkey is enlisting celebrity chef and restaurateur Chuck Hughes to star in a series of playful, humorous digital ads. The ads will include a call to action driving to [ThinkTurkey.ca](https://www.thinkturkey.ca) for helpful turkey techniques and recipes. The spots go live in April and will run throughout the year.



# Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2022-23 season as well as forecasts for the 2023-24 and 2024-25 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												
	2022-2023				2023-2024 Forecast				2024-2025 Forecast			
	Production		Price		Production		Price		Production		Price	
	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t
<b>Feed Grains</b>												
Corn	347	15	361	\$ 300	390	15	405	\$ 215	391	14	406	\$ 230
Barley	4	10	14	\$ 417	4	9	13	\$ 320	4	9	13	\$ 300
Oats	1	5	6	\$ 346	1	3	4	\$ 360	1	4	5	\$ 325
Sorghum	5	0	5	\$ 311	8	0	8	\$ 257	11	0	11	\$ 233
<b>Total</b>	<b>356</b>	<b>30</b>	<b>386</b>		<b>403</b>	<b>27</b>	<b>429</b>		<b>407</b>	<b>27</b>	<b>434</b>	
<b>Wheat</b>												
(x.Durum)	43	29	72	\$ 401	48	28	76	\$ 345	50	28	78	\$ 340
<b>Oilseeds</b>												
Canola	2	19	20	\$ 857	2	18	20	\$ 695	2*	18	20	\$ 645
Soybeans	116	7	123	\$ 701	113	7	120	\$ 585	123	7	130	\$ 540
Soybean Meal	48	1	49	\$ 514	49	1	51	\$ 451	51	1	53	\$ 364
<b>Total</b>	<b>166</b>	<b>27</b>	<b>192</b>		<b>164</b>	<b>27</b>	<b>191</b>		<b>176</b>	<b>27</b>	<b>202</b>	

Sources:

Canada: Outlook for Principal Field Crops (AAFC)

US: Oil Crops Outlook, Wheat Outlook and Feed Grains Yearbook (USDA)

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

With the 2024 growing season approaching, AAFC is forecasting a decline in production of all major field crops except for corn and soybeans. They are also forecasting a decline in prices on all major field crops due in part to increases in global crop stock levels. For the US, production levels are forecasted to do the opposite, with all major field crops experiencing an increase in production levels except for oats and soybeans.

For 2024-25, production levels for most major field crops in Canada are forecasted to decline relative to the 2022-23 crop season. However, AAFC predicts that production is expected to increase relative to the 2023-24 crop season due to a return to average crop yields. Production forecasts by the USDA are more optimistic, with only oats set to experience a decline in 2024-25. Prices are predicted to continue their declining trend from the 2023-24 season, although the relative rate of decline is expected to slow.

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

# Trade

## World Trade Organization (WTO)



The 13<sup>th</sup> World Trade Organization (WTO) Ministerial Conference

The 13<sup>th</sup> World Trade Organization (WTO) Ministerial Conference (MC13) took place from February 26 to March 2, 2024, in Abu Dhabi, United Arab Emirates (UAE). Representatives from the five national supply management organizations (TFC, CFC, EFC, CHEP and DFC) attended MC13 to monitor the WTO agricultural negotiations.

With respect to agriculture, the objective of the WTO at MC13 was agreement by the Ministers on a work

program to provide structure and guide the negotiations over the next two years. Although significant work on a draft agricultural text took place prior to and at MC13, there was not enough political consensus to get an agreement. A key stumbling block was the inability of the Ministers to find a path forward on Public Stockholding for Food Security Purposes (PSH), a key concern for developing countries. PSH is the practice of governments purchasing, storing, and maintaining reserves of agricultural products, by providing price support (i.e., subsidies) to farmers and selling the purchased reserves at lower than market prices.

Representatives from the supply management groups met with the Honourable Mary Ng, Minister of Export Promotion, International Trade and Economic Development, while in Abu Dhabi. Regular briefings were also provided by Canada's agricultural negotiating team throughout the week. All of which provided insight into the expected and ongoing negotiation process and the opportunity to provide stakeholder input.

It is anticipated that the agricultural text negotiations started at MC13 will be the basis for further discussions in Geneva starting this Spring. With the next WTO ministerial conference being held in the first quarter of 2026, this provides two years for negotiators to close gaps and develop potential landing zones for Ministers' consideration. On the positive side from a WTO perspective, two new countries were accepted as members to the WTO, Comoros and Timor-Leste, which brings the membership to a total of 166 member countries. In addition, agreements on Electronic Commerce and Domestic Regulation for Services and Investment Facilitation for Development and, a development-related outcome on Sanitary and Phytosanitary Measures and Technical Barriers to Trade were achieved.



# On-Farm Programs



## Avian Influenza

From indications on global detections and distribution of Highly Pathogenic Avian Influenza (HPAI), we can use some insights to anticipate risk for Spring 2024 in Canada.

In North America, 2023 saw fewer cases in domestic birds compared to 2022, also with less average cases in the spring than in the fall and concentrated in the late fall. Wild bird positive samples have decreased as well, likely related to a decrease in mortality events and a suggestion of lower level of virus circulating overall. From wild bird sampling in Canada, as an average, 61% of birds sampled had no antibodies against HPAI, with variability between species. 11% have some measure of seroconversion against H5 with uncertainty on level and duration of protection. This still indicates a risk to domestic bird introductions from infected wild birds.

Other parts of the world are also seeing new strains or reassortments in wild and domestic birds, including H5N5 in Northern Europe and H5N6 in Korea and Japan. There were multiple introductions of H5N1 from both Pacific and Atlantic Flyways as well as intercontinental introductions to Canada of H5N5 in 2023, but none of them have resulted in Infected Premises. Additionally, there are overlapping migratory pathways from South America, which continues to see detections, either through direct paths to central Canada or for some species that migrate only to the United States through overlapping paths with birds that migrate from the United States to Canada.

In summary, it can be expected that there will be ongoing exposure of domestic birds to HPAI, though likely resulting in fewer cases in domestic birds during the spring compared to the fall. Biosecurity is still the best protection to reduce the threat of avian influenza entering your flock.

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# On-Farm Programs

- Keep barn and surroundings well maintained and clean to avoid attracting wild birds and pests.
  - Level surfaces to avoid standing water.
  - Ensure the area around the barn is free from overgrown vegetation.
  - Repair barns to ensure they are free from damage and that doors and door frames fit tight.
  - Clean up any spilled feed.
  - Manage your mortality disposal to ensure that no domestic or wild animals have access to the dead birds.
- Manage equipment by cleaning and disinfecting prior to it entering a barn.
- Improve barn entry measures:
  - Clean and sanitize your barn entries every day.
  - Wear barn-specific clothing and boots or plastic boot covers.
  - Barns without a barn entry room pose a higher biosecurity risk.
  - Utilize a physical divider (e.g., bench) to provide a barrier to enter the RA that is high and wide enough so it cannot be missed and is a better reminder to change boots before crossing over.

Take the time with yourself and any farm employees for a refresher on the importance of **biosecurity and how to correctly apply biosecurity measures.**

- Discuss biosecurity with your employees and provide regular reminders.
- Post biosecurity reminders in your barn entry rooms.
- Explain the impact of biosecurity errors.
- Emphasize that the importance of barn entry biosecurity is not dependant on the duration of the visit to a barn.

# Canadian Federation of Agriculture Update

*Submitted by CFA*

## CFA Annual General Meeting



The 2024 CFA AGM, hosted this year from February 27-28, brought together farm leaders from across the country as well as industry stakeholders and government representatives to help set the priorities for Canadian Agriculture in the coming year.

This year's theme for the CFA AGM was "Seizing Opportunities: Canada's Growing Role on the World Stage", examining Canadian agriculture's role on the international stage and examining some of the pressures facing our sector from a variety of perspectives.

During the CFA AGM the CFA Board passed 53 resolutions for the upcoming year.

The AGM featured four professional and policy development workshops as well as two exciting panels.

At the AGM, attendees heard presentation from political officials such as:

- Lawrence MacAulay, Minister of Agriculture and Agri-Food
- Alistair MacGregor, Agriculture Critic for the NDP
- John Barlow, Agriculture Critic for the Conservative Party of Canada
- Yves Perron, Agriculture Critic for the Bloc Québécois
- Robert Bonnie, Under Secretary of Agriculture for Farm Production and Conservation, USDA

At the CFA AGM, CFA was happy to endorse Agriculture in the Classroom Canada as the leader in agricultural education!

A recap of the CFA AGM can be found on CFA's website, and recordings of all available sessions can be found on our Youtube Page.

# Upcoming Meetings

International Poultry Council (IPC) Annual Meeting  
May 6-8, 2024  
Buenos Aires, Argentina

World Organisation for Animal Health - 91<sup>st</sup> General  
Session of the World Assembly of Delegates  
May 26,30, 2024  
Paris, France

Federation of Canadian Municipalities (FCM) 2024  
Annual Conference and Trade Show  
June 6-9, 2024  
Calgary, Alberta

CPEP AGM, Annual Convention & Top to Top Meeting  
June 9-12, 2024  
Quebec City, Quebec

TFC 278<sup>th</sup> Business Meeting  
June 19-20  
Winnipeg, Manitoba

CFA Summer Meeting and FPT Roundtable  
July 16-17, 2024  
Whitehorse, Yukon

TFC 279<sup>th</sup> Business Meeting  
September 25, 2024  
TBD

TFC 280<sup>th</sup> Business Meeting  
December 4-5, 2024  
Toronto TBD



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)**

