Promoting Supply Management with Decision-Makers and the Public

Turkey Farmers of Canada (TFC) joined with Canadian dairy, chicken and egg farmers again this spring at two prominent events to celebrate Canadian food and raise awareness of how supply management benefits everyone in the value chain from producer to consumer.

For the sixth year in a row, TFC worked with our supply-managed partners to host an industry-themed booth at the Federation of Canadian Municipalities (FCM) Annual Conference and Trade Show. This year’s conference in Halifax, from May 31st to June 2nd, had the highest attendance ever with approximately 2,000 senior municipal officials from across Canada present.

Local producers Lori Ansems and Mark Davies, who is also TFC’s trade representative, treated delegates with high quality Canadian food produced under supply management and answered questions about farming. More than 90% of delegates who attended an organized study tour of Seaview Poultry Farm during the conference agreed with the importance of supporting supply management.

The annual Downtown Diner in Ottawa has always been widely anticipated as a popular event by MPs, and this year the excitement expanded with the attendance of Prime Minister Justin Trudeau, Agriculture Minister Lawrence MacAulay, and more than 40 MPs from all political parties. TFC’s Manitoba Director Rachelle Brown, also chair of the Manitoba Turkey Producers, along with representatives from dairy, chicken and egg farmers, sat down with the Prime Minister for a discussion on Canada’s relationship with the U.S. with regard to supply management. Prime Minister Trudeau confirmed his strong support and appreciation of supply management and our farmers. Celebrity chef Lynn Crawford helped serve more than 2,000 breakfast and lunch sandwiches to the public, prepared with fresh Canadian turkey, chicken, dairy and egg ingredients. She and representatives from our supply managed groups engaged politicians and the public in conversations to champion made-in-Canada food. Visitors left the Downtown Diner knowing our farmers are proud Canadians, and voicing their support that Canada must stand firm in protecting the supply management system. See page 2 for photos.
Representing Turkey Farmers at Ottawa's Downtown Diner and the Federation of Canadian Municipalities Conference

Nova Scotia turkey producer Lori Ansems greets delegates arriving for a farm tour during the FCM Conference.

TFC Director Rachelle Brown greets Agriculture and Agri-Food Minister Lawrence MacAulay.

NDP Leader Jagmeet Singh came to the Downtown Diner to express his support for supply management.

Conservative Leader Andrew Scheer (centre) joins TFC trade representative Mark Davies (second from left) and supply managed farmers at the FCM Conference.

**Turkey Load-Out Report Mandatory in October**

A Turkey Load-Out Report was approved by the TFC Board of Directors in April 2018 to ensure consistent application of oversight of the catching and loading process across the Canadian turkey industry. The Load-Out Report collects information on the catching crew, barn and bird conditions, and confirms the transfer of care between the farm representative and the catching crew.

In October 2018, the Load-Out Report will become a mandatory record in the TFC Flock Care Program™ and will be incorporated in the TFC On-Farm Programs Producer Manual. Until that time, there is a voluntary implementation period where farmers and catching crews can begin to utilize the Load-Out Report.

The Load-Out Report and instructions for completing it can be found on the TFC On-Farm Programs Farmers Portal (www.tfconfarmprograms.ca), or may be obtained from Provincial Board offices.
Commitment to Producing Safe, High Quality Turkey Recognized by Government

Turkey Farmers of Canada (TFC) received full government recognition for the TFC On-Farm Food Safety Program© under the Food Safety Recognition Program (FSRP) in April. The recognition process is led by the Canadian Food Inspection Agency (CFIA), with the participation of federal, provincial and territorial governments. Only three other commodity groups have achieved this recognition to date.

TFC, the Boards of Directors in the eight member provinces, and Canadian turkey producers worked together to implement a systemic and preventive approach to food safety that is based on internationally accepted standards and conforms to federal, provincial and territorial legislation, policy and protocols.

“In completing the recognition process, the Turkey Farmers of Canada have demonstrated a strong ongoing commitment to working with federal and provincial governments to produce the safest, highest quality turkey products possible,” stated CFIA’s letter of recognition.

(Left to right) Phil Boyd, Executive Director; Malenka Georgiou, Associate Manager - Technical Affairs, On-Farm Programs; and Caroline Gonano, Associate Manager - Technical Affairs, Science & Regulation received TFC’s Certificate of Completion from CFIA President Paul Glover.

“The Canadian Food Inspection Agency is proud to be working side-by-side with industry partners to enhance food safety for Canadian families from farm to fork,” said Lyzette Lamondin, CFIA’s Executive Director, Food Safety and Consumer Protection. “Thank you to the Turkey Farmers of Canada for their commitment to this process.”

Funding for this project was provided through the Assurance stream of the AgriMarketing program under Growing Forward 2, a federal-provincial-territorial initiative.

Independent Review by the National Farm Care Council finds Turkey Farmers of Canada Flock Care Program© Meets All Requirements

The Turkey Farmers of Canada Flock Care Program© (TFC FCP) has received the support of the National Farm Animal Care Council (NFACC) and recognition of the use of the NFACC Animal Care Assessment Framework (ACAF). The ACAF process was utilized to align the TFC FCP with the new Code of Practice and to add turkey breeder operators to the scope.

“Congratulations to Turkey Farmers of Canada for achieving NFACC recognition of your Flock Care program as having followed NFACC’s Animal Care Assessment Framework,” said Ryder Lee, NFACC Chair. “The growing buy-in for NFACC’s collaborative processes is a testament to the value of livestock and poultry industries working together on animal welfare.”

The ACAF provides a credible, nationally coordinated process for developing or updating animal care assessment programs based on the Codes of Practice. This national framework was developed with a diverse range of stakeholders, including turkey farmers (commercial and breeder), auditors, researchers, veterinarians, retailers, processors, genetics companies, Provincial Board staff, and animal welfare group representation.

The updated TFC FCP will be distributed to turkey farmers before the end of the year for implementation across the country.

More information on the ACAF and the Codes of Practice can be found at www.nfacc.ca. Funding for this project was provided through the Assurance stream of the AgriMarketing program under Growing Forward 2, a federal-provincial-territorial initiative.
Canadian Turkey™ is Making Noise.

TFC continues to engage Canadian consumers under the Canadian Turkey™ and Canadian Raised Turkey™ brands.

TFC continues the dialogue with consumers through various communication platforms, strategic national industry partnerships and nutrition and social media influencers.

Initiatives and materials, in both official languages, support outreach by promoting the key messages of Canadian Turkey™:
- Turkey is tasty, nutritious and versatile.
- Turkey is a healthy meat protein choice for every meal.
- Whole turkey or turkey cuts, turkey is an economical option for every day meal planning and planning for leftovers.

Initiatives include monthly contests, new recipes, recipe videos, nutrition blogs and info sheets that provide consumers with ideas for easy, affordable meal planning solutions for breakfast, lunch and dinner using turkey.

Special emphasis has been given to raising awareness of available turkey cuts, and encouraging consumers to “ask for turkey in-store.” Consumers are also constantly reminded that turkey is a healthy and nutrient-rich meat protein option. With over 24,500 subscribers, and growing, the monthly e-Newsletter got a new look in April to better share messages and showcase the wealth of recipes, videos and “turkey tips” on canadianturkey.ca.

The Get Cooking with Canadian Turkey™ April issue also launched the new branding to facilitate the conversation with consumers about our farmers and how turkeys are raised in Canada.

Strategic online-targeted marketing campaigns continue as primary vehicles to engage consumers. The Summer Grilling Program (our third) will highlight grilling options for turkey under the BBQ Grilling Bootcamp theme, with a total of seven (7) seasonally-focused influencer programs in 2018. Shareable assets like the 5 Reasons to Get Grilling with Turkey info sheet and the 5 Recipes to Fire Up the Grill with Canadian Turkey™ recipe collection will be supported broadly by influencer (blogger) partners and through TFC social media channels, as with all our programs.
Dietitians of Canada
Shannon Crocker, RD and Jill Wheaton, RD represented Canadian Turkey™ at the Dietitians of Canada Conference from June 6th-9th, with a show booth on June 7th and lunch sponsorship on June 8th. The NEW Turkey - A Healthy Choice for Everyday Living brochure was available at the booth. Participation at this event allowed TFC to have discussions with nutrition influencers about meat proteins vs plant-based proteins and the overall nutritional benefits of turkey.

Walmart/Canada Bread/Sopexa Avocados
The Canadian Turkey™ brand co-partnered in a national in-store promotion in over 300 Walmart stores. The “Better Together” campaign went live with: in-store displays; a digital campaign; print ads; a coupon on Walmart.ca, together with an ad in the national e-flyer and a campaign page featuring recipes. The program launched May 24th and runs until August 15th.

Chefs Plate
This initiative is ongoing, with turkey recipes developed by Chefs Plate available for members to order, every other week. Selections are available at chefsplate.com/menu. Chefs Plate is also the official meal kit provider to MasterChef Canada (Season 5). All winning recipes from the mystery box challenges will be available to order from Chefs Plate. Will turkey be the next?

Talking Canadian Turkey™ gets easier all the time!

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

Nutrition information is available at canadianturkey.ca/nutrition.

Sign up for Canadian Turkey’s Get Cooking with Canadian Turkey™ monthly e-Newsletter at canadianturkey.ca/e-newsletter.
World Trade Organization (WTO)

Ambassador John Deep Ford from Guyana was appointed the new chair of the Agriculture Negotiating Group, and has asked WTO members to provide input on timelines and priorities for agricultural negotiations.

France’s President, Emmanuel Macron, called for effective support of the WTO by rejecting unilateral actions such as the one taken by the U.S. on steel and aluminum. Macron called for the WTO to reform itself in light of negotiations being stalled for several years. The G-20 Meeting in Buenos Aires, from November 20th to December 31st, is the proposed target date to come up with a new roadmap to strengthen the Multilateral Trading System.

The United States has also called for reform, and continues to block the selection of new Appellate Judges, which are currently down to four of seven.

North American Free Trade Agreement (NAFTA)

Although Canada and its NAFTA partners have not engaged in any “active negotiations” for several weeks, according to Canada’s chief negotiator, Canada and the U.S. have expressed a willingness to continue negotiations over the summer regardless of the Mexican election and looming U.S. midterm elections in November. Supply management has become a prominent issue as U.S. President Donald Trump repeatedly stated that American dairy farmers were being treated unfairly because of Canada.

Prime Minister Justin Trudeau, after initially noting in media interviews that Canada would be flexible, has since reiterated his support for supply management and stated that President Trump’s antagonistic tone was a reaction to Canada’s commitment. Canada’s Parliament unanimously passed a resolution that condemned the President’s criticisms and called for support of key sectors of the Canadian economy. The resolution affirmed that MPs in the House of Commons “remain united in support of Canadian farmers and supply management, which is integral for dairy, chicken, turkey, and egg farming; including supply management.”

U.S. Agriculture Secretary Sonny Perdue visited Canada and stated that the U.S. was not seeking to dismantle our supply management system.

Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) Agreement

Legislation to ratify the trade agreement was tabled in Parliament and is expected to pass this Fall. The agreement with Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam will increase market access to Canada by 71.0 per cent or 4.0 million kilograms.

TFC is in discussions with Agriculture and Agri-Food Canada to develop strategies for the turkey industry regarding the certain increase in imports that will take place.

Mercosur

Initial trade negotiations with the South American trade bloc of Brazil, Argentina, Paraguay and Uruguay have proceeded at a faster pace than expected, although Mercosur positions regarding supply management and/or poultry have not yet been expressed.
In the recently completed 2017/18 control period, 171.6 million kg (Mkg) of turkey was produced, 4.6 Mkg less than a year earlier. An estimated 65.6 Mkg of turkey was produced for the whole bird market and 109.1 Mkg was used by the further processing sector, with the latter being a marginal increase from a year earlier.

For comparison, the United States Department of Agriculture reports turkey production in 2017 of 2.7 billion kg, slightly less than a year earlier but approximately 16 times more than Canadian production in 2017/2018. Of the 2.7 billion kg produced in 2017, an estimated 650.1 Mkg of turkeys were produced for the bagged market with the remaining 2,062.6 Mkg being used in the further processing sector (courtesy of Thomas Elam of FarmEcon LLC).

Canadian domestic disappearance of turkey decreased slightly to 155.9 Mkg compared to a year earlier. Domestic disappearance in Canada was 67.9 Mkg for whole birds and 29.6 Mkg for breast meat in 2017/18. Per capita consumption (PCC) of turkey also declined marginally to 4.2 kg in 2017/18.

The U.S. turkey market also experienced slight decreases with domestic disappearance of 2.4 billion kg and PCC of 7.4 kg. Domestic disappearance was 634.3 Mkg for whole birds and 2.1 billion kg for breast meat.

Data from Agriculture and Agri-Food Canada shows that, at an average of $2.88 kg for frozen, whole bird retail prices across Canada were similar this past Thanksgiving to a year earlier. At $3.11/kg frozen whole bird retail prices this past Christmas were about $0.19/kg higher than in 2016. When factoring the exchange rate, Bureau of Labor Statistics data indicate that the average retail price of U.S. whole birds during the 2017 holiday seasons was $4.30/kg.

Across Canada, whole bird inventories were 18.5 Mkg on May 1st, down from 21.0 Mkg the previous year. On May 1st, Canadian breast meat inventories were 3.8 Mkg, down slightly from the record 4.1 Mkg reported one year earlier.

On April 30th, 2018, U.S. breast meat inventories were 46.5 Mkg, which is down by 1.5 Mkg compared to last year but still well above historic averages. Whole bird inventories increased by 14.4 Mkg to 112.9 Mkg.

At its peak in December 2015, U.S. breast meat prices were trading for $17.56/kg in Canadian dollars. Throughout 2016/17, U.S. breast meat prices traded in a more normal range. This trend continued in 2017/18 as prices ranged between $4.09/kg and $5.21/kg Canadian dollars.
CFA Roundtable on international farm workers brings industry and key elected officials together

At a CFA-hosted roundtable discussion on May 3rd, more than 70 senior-level industry and governmental stakeholders gathered to discuss international labour issues. The event was co-chaired by CFA President Ron Bonnett and Rodger Cuzner, Parliamentary Secretary to the Minister of Employment, Workforce Development and Labour.

Central to the event were candid conversations with elected officials including:
- Hon. Patty Hajdu, Minister of Employment, Workforce Development and Labour
- Hon. Lawrence MacAulay, Minister of Agriculture & Agri-Food
- Serge Cormier, Parliamentary Secretary to the Minister of Immigration, Refugees and Citizenship

Participants explored the multitude of service delivery issues that have arisen within the Temporary Foreign Worker Program.

Key points raised during the day’s proceedings included comments that:
- Minor clerical errors continue to see Labour Market Impact Assessments (LMIA) rejected and delayed, with all parties committing to work towards improved transparency and communications.
- Increasing LMIA processing timelines have highlighted the need for benchmarked service delivery standards.
- Industry stakeholders are consistently recommending that government create an administrative, interdepartmental working group -- with employers at the table -- to address service issues on an ongoing basis.

CFA and the government are committed to improving the program so it can serve as an effective and efficient tool to meet the industry’s labour concerns.

CFA participates in several hearings on Bill C-74 (GHG pollution pricing and tax measures)

CFA President Ron Bonnett appeared before the Senate Standing Committee on Agriculture and Forestry on May 3rd to discuss Part 5 of Bill C-74 as it pertains to the Greenhouse Gas Pollution Pricing Act. Major points included:
- All fuel used on farms must be exempt from carbon tax
- Increased costs of the input supplier, the processor or distributor will be downloaded to producers
- Carbon tax will impact the competitiveness of Canadian farmers
- Inconsistent approaches between provinces develops barriers
- Agriculture is a big part of the solution

Ron and CFA Assistant Executive Director Scott Ross also presented to the Senate Standing Committee on National Finance on May 8th to share their perspectives on the proposed legislation regarding Income Sprinkling, Passive Investment Income, and the reduction in small business tax rate. Key points included:
- Competitiveness concerns due to recent tax reforms in the United States need to be addressed.
- Implementation of new Income Sprinkling measures should be pushed back to Jan. 1, 2019 to help give farmers time to comply.
- Further consideration should be given to full spousal exemption to reduce uncertainty in complying with new Income Sprinkling measures.
- Grandfathering provisions should be given to existing passive income investments so they are not affected by new rules.

NAFTA and International Trade

CFA continues to monitor the international trade situation, and continues to push for a “do no harm” approach to agricultural negotiations during NAFTA, which was echoed by the US and Mexican national farmers’ organizations.

CFA continues to press the government to protect its export and supply managed interests in the NAFTA negotiations.
Research Priorities versus Research Focus

The poultry industry has identified a number of research priorities over the years that were included in the 2012 National Research Strategy for Canada’s Poultry Sector (http://cp-rc.ca/wp-content/uploads/2016/02/National_Research_Strategy_for_Cdn_Poultry_Sector.pdf), which is being updated. Priorities in the strategy cover most parts of the poultry value chain and are reviewed regularly by each of CPRC’s member organizations. These priorities help CPRC’s Board of Directors choose research projects that will receive funding support. However, the relative importance of various priorities, which change over time, influences the research focus; and research focus influences the projects that CPRC supports. Antimicrobial use has become a significant focus for livestock industries over the last few years and the poultry sector has responded to the issue in several ways, one of which is with increased research activity.

Comparison of the research focus between the second Poultry Science Cluster (Cluster 2), completed March 31, 2018, and proposed research for the third Poultry Science Cluster (Cluster 3, not approved at time of writing) is an example of how research focus can change. Cluster 2 ran from April 1, 2013 to March 31, 2018. Cluster 3, funded by Agriculture and Agri-Food Canada’s (AAFC) AgriScience Program under the Cooperative Agricultural Partnership agreement with the provinces and territories, is to run for five years from April 1, 2018.

Science Cluster proposals take approximately a year to put together and reflect the research focus leading up to, and during, proposal development. Cluster 2 planning took place in 2012 and early 2013 when animal welfare was a major topic of discussion in the livestock industry and of interest to other value chain members, such as retailers and consumers. The second Poultry Science Cluster reflected this focus with approximately 50 percent of funds invested in research projects directed to poultry welfare issues. Research related to antimicrobials represented approximately 30 percent of funding.

The proposed Poultry Science Cluster 3 has turned the Cluster 3 ratios around, with antimicrobial-related research representing 52 percent of funding and welfare research 31 percent. Welfare research is no less a priority now than it was five years ago; but the focus has changed because antimicrobial-related research has become more of a priority due to recent increased importance to poultry value chain members as a whole.

AAFC’s Science Cluster Program allows the poultry sector to concentrate significant funding to research targeted to high-priority issues. Industry funding, from provincial and national organizations, as well as corporations, supports the five-year research program. However, CPRC and many of the industry’s national and provincial organizations continue to address the broader spectrum of research priorities with their annual funding programs.

CPRC, its Board of Directors and member organizations are committed to supporting and enhancing Canada’s poultry sector through research and related activities.

For more details on these or any other CPRC activities, please contact the Canadian Poultry Research Council, 350 Sparks Street, Suite 1007, Ottawa, Ontario, K1R 7S8, phone: (613) 566-5916, fax: (613) 241-5999, email: info@cp-rc.ca, or visit us at www.cp-rc.ca.
Meeting Highlights

- Turkey Farmers of Ontario (TFO) hosted the TFC 254th Meeting in Guelph, ON.
- The Provincial Board Marketing Representatives Meeting reviewed 2018 marketing communications activities to date, at both the provincial and national levels, and activities already planned for the remainder of 2018.
- The Turkey Market Advisory Committee (TMAC) provided an updated market assessment on the adequacy of market projections for 2018/19.
- The Allocation Policy Committee tabled their report on their review and recommendations for amendments to the policy. Eastern and western region meetings will take place in conjunction with the TFC September meeting to provide a more detailed review.

Canadian Turkey Stats 1974-2017 Now Online

Visit www.turkeyfarmersofcanada.ca for a statistical history of the Canadian turkey industry, with select information on competing meats and international markets.