



TFC 279th General Business Meeting

The Turkey Farmers of Canada's (TFC) 279th General Business Meeting took place on September 25th through a hybrid format with the Board of Directors in person in Calgary, Alberta and Alternates, Managers and Observers virtually.

Highlights of the 279th meeting include:

- An Executive Committee report outlining recent activity including the CFA summer meeting and FPT roundtable, a turkey sector leadership meeting with CPEP and TFC, and attendance at the WTO,
- A presentation from the Zeno Group on the National Marketing Campaign,
- A report from VCM International on their progress in the consumer research study they are conducting on TFC's behalf,
- Review and approval of a "Special Conditional Quota Request Provision" aimed at stimulating innovation in the sector,
- Decision to renew Zeno Group as the Marketing agency to lead the National Marketing Campaign for the next three years,
- Updates from the On-Farm Programs Committee, the Supply Policy Committee provided to the Board; the former included the status of the next Code of Practice review which is to commence in November,
- Reports on Corporate Communications including details on advocacy activities (see below for details) and an International Trade Update.

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SM5 Downtown Diner



The Downtown Diner event hosted this year by the SM5, took place in Ottawa on October 3. Given the timing, conversations reflected the ongoing debate around Bill C-282 (see below). Farmers and representatives from each commodity group met with key government stakeholders, local media, and members of the Ottawa public, with over 43 MPs and Senators in attendance for the event – which marks a record turnout. Attendees were able to try food from each of the commodities.

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Legislative Update

Bill C-282

TFC is actively monitoring a range of bills that hold significance for the Agency, with particular attention given to Bill C-282, an *Act to amend the Department of Foreign Affairs, Trade and Development Act*, which focuses on supply management. This bill has successfully passed its second reading in the Senate and is now under study by the Standing Senate Committee on Foreign Affairs and International Trade. The bill's progress remains a central priority and work around this continues both from a TFC perspective and working closely with the SM5.

All representatives of the SM5 have now provided testimony on the bill at the Standing Senate Committee on Foreign Affairs and International Trade. TFC's remarks by TFC Chair, Darren Ference are available at the link below - he starts around the 11:41:20 mark. There was a Q&A session where both Darren Ference and Phil Boyd, Executive Director, provided responses for TFC. <https://senparlvu.parl.gc.ca/Harmony/en/PowerBrowser/PowerBrowserV2?fk=649212&globalStreamId=3>

The approach to this bill is multi-faceted, which involves responding to increasing opinion pieces in prominent media outlets. To counter any negative narratives and reinforce our stance, we are also working on a positive public relations campaign, with placements in The Hill Times and an opinion column in the same outlet. Further public relations work is ongoing. Additionally, targeted SM5 meetings with Senators through October and November will serve as a focal point for advocacy efforts. Complementing these efforts, we are also considering a letter-writing campaign to provide more information on the importance of supply management and Bill C-282.

At the time of writing, the number of additional committee hearings on the bill remains uncertain, though we know the committee is prioritizing the bill. TFC and the SM5 continue their advocacy efforts in support of the bill.

Bill C-275

Bill C-275, *An Act to amend the Health of Animals Act (biosecurity on farms)*, successfully passed its second reading in the Senate on May 9, 2024. Following this, the Bill was referred to the Standing Senate Committee on Agriculture and Forestry. The committee held an initial meeting on Bill C-275 in early June, and the committee resumed its discussions in September on the Bill.

TFC, and other livestock and poultry organizations, have continued to be actively engaged throughout this process, and TFC Chair Darren Ference recently appeared before the Standing Senate Committee on Agriculture and Forestry, regarding Bill C-275. For those interested, his appearance can be viewed at the following link: <https://senparlvu.parl.gc.ca/Harmony/en/PowerBrowser/PowerBrowserV2?fk=647708&globalStreamId=3>

Darren speaks around the 9:11:45 mark of the recording, providing insights and perspectives on the Bill.

Biosecurity Reminder

As new disease challenges are emerging and existing continue to remain a risk, it is important to continually assess on-farm biosecurity practices.



Vigilantly follow biosecurity measures to help reduce the threat of disease entering a flock, including:

- Enhanced barn entry measures,
- Pest control,
- Equipment biosecurity,
- Proper mortality and garbage disposal,
- Bedding requirements, and;
- Continuous training of farm personnel.

Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2022-23 and 2023-24 seasons, as well as the forecast for the 2024-25 season. These are based on crop production and forecast 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				2024-2025 Forecast			
	Production			Price	Production			Price	Production			Price
	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t
Feed Grains												
Corn	346.7	14.5	361.3	\$ 300	389.7	15.1	404.8	\$ 210	385.7	15.0	400.7	\$ 200
Barley	3.8	10.0	13.8	\$ 417	4.0	8.9	12.9	\$ 314	3.2	7.9	11.1	\$ 290
Oats	0.9	5.2	6.1	\$ 346	0.9	2.6	3.5	\$ 354	1.0	3.2	4.2	\$ 310
Sorghum	4.8	0.0	4.8	\$ 311	8.1	0.0	8.1	\$ 260	7.7	0.0	7.7	\$ 221
Total	356	30	386		403	27	429		398	25	424	
Wheat												
(x.Durum)	43	29	72	\$ 401	48	28	76	\$ 336	52	28	80	\$ 330
Oilseeds												
Canola	1.7	18.7	20.4	\$ 857	1.9*	18.3	20.2	\$ 705	1.9*	18.6	20.5	\$ 630
Soybeans	116.2	6.5	122.8	\$ 701	113.3	7.0	120.3	\$ 588	124.8	7.1	131.9	\$ 530
Soybean Meal	47.6	1.3	48.9	\$ 514	49.1	1.4	50.5	\$ 464	51.8	1.4	53.2	\$ 364
Total	166	27	192		164	27	191		178	27	206	

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 wrapping up, AAFC has revised some of their previous forecasts for the 2024-25 crop year in the wake of unforeseen hot and dry weather in western Canada. While production of most major field crops is still forecast to increase compared to 2023-24, it is only by very small amounts (1-2%).

The major exception to this is oats, which are forecasted to increase by 21.4 %. Prices are expected to keep declining from the 2022-23 season, with most major field crops predicted to fall by 5%-20%. In the US, the USDA forecasts similar trends for 2024-25, though they anticipate larger price increases for wheat and oilseeds, ranging from 5% to 10%. However, the forecasted increases in oats and decreases in barley and corn are similar in both the US and Canada.

National Marketing Campaign

Driving Back-to-School Purchase

Think Turkey™ / Pensez Dindon^{MC} capitalized on the back-to-school season to encourage parents to buy turkey for quick, healthy meals. The campaign was highly visible across digital screens in grocery store delis, banners on retailer websites, and social media influencer recipes, all promoting turkey as a convenient, go-to option. Government Relations

Staying at the Centre of Thanksgiving

Continuing on the success of the 2023 Thanksgiving program, Think Turkey™ / Pensez Dindon^{MC} leaned into local with the 'Here's to Canadian Thanksgiving' campaign in English Canada, and its 'Celebrate with Turkey' campaign in French Canada. The commercials featured a Canadian farming family – the Brubachers from Ontario and the Boulay family from Saint-Dominique, Quebec (NEW in 2024). The ads showed the joy of gathering for a turkey dinner with family and friends and encourages shoppers to support Canadian farmers. The campaign ran on TV, social media, and digital media.



Welcoming New Celebrators to the Thanksgiving Tradition

This fall, Think Turkey™ / Pensez Dindon^{MC} proudly introduced the Join Thanksgiving Student Fund – with \$20,000 in grants to give more post-secondary students a seat at the Thanksgiving table.

From September 12-23, post-secondary student groups and faculty were invited to visit ThinkTurkey.ca/PensezDindon.ca to apply to receive one of eight \$2,500 grants towards their on-campus celebrations. The goal is to build a stronger sense of community on campuses across Canada and invite more people to join the Thanksgiving tradition.

Think Turkey™ / Pensez Dindon^{MC} launched a "New to Hosting" hub on its website, offering recipes and tips to help first-time hosts feel confident and make hosting easier.

Turkey, Do It More Often this Fall

Think Turkey™ / Pensez Dindon^{MC}'s TV programming will continue beyond Thanksgiving with in-show integrations and broadcast sponsorships with La Cuisine d'Isabelle et Ricardo and Top Chef Canada, featuring the 'Do It More Often' TV ads and message.

On-Farm Programs



Highly Pathogenic Avian Influenza

Although the overall number of detections globally is low compared to previous years, HPAI viruses continue to circulate. In Canada, HPAI H5N1 was detected in commercial poultry flocks in British Columbia on October 21, 2024 after not seeing any detections over the summer. In the United States of America, there were several detections in commercial poultry flocks concentrated in the Western US since the start of September including California, Washington, and Utah. Detections in US dairy cattle herds also continue with more than 333 dairy herds across 14 states.

Human cases with avian influenza virus infection continue to occur globally, including in the USA with 28 confirmed HPAI cases in humans since the outbreak began in 2022. Most of the human cases had reported exposure to dairy herds, or poultry prior to avian influenza virus detection or onset of illness. The risk of infection remains low for the general population and low-to-moderate for those exposed to infected animals or contaminated environments, and proper use of personal protective equipment (PPE), good hygiene, and monitoring for symptoms. Refer to the How to Protect Yourself from Avian Influenza A (H5N1) at Work Infographic from the Canadian Centre for Occupational Health and Safety at: www.ccohs.ca/topics/hazards/health/zoonotic-diseases/avian-flu-infographic.

Avian Metapneumovirus (aMPV)

aMPV continues to impact turkey flocks in Canada, with confirmed cases so far in Ontario and Manitoba. The impact on a flock depends on the virus strain as well as the species, age, and immune status of the flock, and secondary infections present. Currently, there are no approved prevention or treatment options in Canada.

On-Farm Programs

While the push continues to get vaccine options available, focus is on general recommendations for disease prevention and management and proactive treatment plans for potential secondary bacterial infections.

New TFC On-Farm Programs Edits

New edits to the TFC On-Farm Programs, dated June 2024, have been incorporated into the TFC On-Farm Programs producer manuals for commercial and breeder production.

The edits are based on a review of new science and regulations, and comments received from Provincial Boards, auditors, and producers since the last review of the TFC On-Farm Food Safety Program (OFFSP) and Flock Care Program (FCP). Most of the edits are aimed at strengthening current biosecurity requirements resulting from the turkey industry's experience with avian influenza and are intended to provide additional clarification for existing program requirements. The edits specific to turkey breeders include provisions that incorporate applicable requirements from the new Hatchery Regulations that came into force in November 2023.

Printed revision packages were sent to all Provincial Turkey Marketing Boards for distribution to producers and auditors in September. The edits will also be incorporated in the electronic program versions available through the TFC On-Farm Programs portal at www.tfconfarmprograms.ca, prior to the target date for the implementation of the changes, which is January 1, 2025.

Code Of Practice Update

Canada's Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys to be updated.

The Turkey Farmers of Canada (TFC), Chicken Farmers of Canada (CFC), Canadian Hatching Egg Producers (CHEP), and Canadian Poultry and Egg Processors (CPEP) have collectively initiated an update to the Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens, and Turkeys (2016). The update will be guided by NFACC's Code development process.

The Code development process includes a survey, launched at the outset of each Code, to capture top-of-mind welfare concerns from stakeholders. The input received will help to guide the Code Committee work in the Code update. The survey can be accessed at www.nfacc.ca/codes-of-practice/chickens-turkeys-and-breeders and will be open until November 8, 2024.

Canada's Codes of Practice provide critical guidance for the care and handling of farm animals. They reflect the national understanding of animal care requirements and recommended practices and serve as educational tools, reference materials for regulations, and are the foundation for on-farm animal care programs, including the TFC Flock Care Program.

Trade

World Trade Organization (WTO)

The April 8th Brazilian paper on advancing WTO agricultural negotiations, formally submitted to the WTO General Council for the July 22-23 meeting, was rejected. The key concern cited by some WTO members was that the proposal would undermine the official agriculture negotiations and set an unwanted precedent for future negotiations. Due to concerns about the process rather than the content of the paper, the Brazilian proposal has now been taken up by the Committee on Agriculture in Special Session (COASS), the formal agriculture negotiating group.

At the September 18-19 meeting of the COASS, WTO members from the CAIRNS Group (representing agriculture-exporting countries, including Canada) and the African Group noted they were working with one another and hoped to table proposals on all the key negotiating topics at a later date.

Two options were discussed for structuring the agricultural negotiations going forward, to ensure active and constructive participation from all WTO members and make progress ahead of the next Ministerial Conference (MC14) in 2026. One option is to create small working groups for each negotiating topic, while the second is to have facilitators lead negotiations on specific issues. However, both create resource constraints for many developing countries.

Overall, the WTO negotiations remain deadlocked, with key members entrenched in their positions. Many key players have little incentive to move away from the status quo, which has contributed to the lack of progress so far.

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

On December 15, 2024, the United Kingdom (UK) will accede to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), becoming the 12th member country.

Including the UK, the six CPTPP members that to-date have ratified the terms of the UK's accession include: Japan, Singapore, Chile, New Zealand, Vietnam and Peru. This means the agreement will come into force with those members by December 15th, and subsequently with other members (i.e., Australia, Brunei Darussalam, Canada, Malaysia and Mexico) as they ratify.

On September 19, 2024, Indonesia formally requested to join the CPTPP. Indonesia is the 8th country to request accession, following the UK, the People's Republic of China, Taiwan, Ecuador, Costa Rica, Uruguay, and Ukraine.

Upcoming Meetings

Advancing Women Conference
November 17-19, 2024
Niagara Falls, ON

TFC 281st Meeting and TFC 51st Annual General Meeting
March 19-20, 2025
Ottawa, ON

TFC 280th General Business Meeting
December 4-5, 2024
Toronto, ON

The Future of Food Conference on Canada's Agriculture Day
February 11, 2025
Ottawa, ON



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