



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. Significant effort from provinces and industry associations, in collaboration with the Canadian Food Inspection Agency (CFIA), have been put into response efforts.

The Fall peak of detections has declined in every province, except British Columbia. As of December 6, 2022, HPAI H5N1 has been detected in 9 provinces, affecting 250 commercial and small flocks and 4.35 million birds. Commercial detections have made up about 60% of total detections, with turkey, duck, and multi species farms making up a large percentage of the cases followed by broilers, layers, and broiler breeders.

The United States of America is also still seeing cases and, as of December 6, has reported 663 cases in 46 states impacting 52.77 million birds. The outbreak has now extended into Mexico and South America, with cases in Colombia, Ecuador, and Peru.

A reminder that strict biosecurity is still your best plan is to reduce the risk of avian influenza entering your flock.

For more information and resources available on AI, including response details and biosecurity, visit the TFC On-Farm Programs Portal at www.tfcconfarmprograms.ca and the CFIA website at: <https://inspection.canada.ca/animal-health/terrestrial-animals/diseases/reportable/avian-influenza/eng/1323990856863/1323991018946>.

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Avian Influenza

The Provincial Board and Agency staff have been meeting weekly to keep track of the changing situation by province. TFC staff, the National Poultry Group, ANAC and CFIA have weekly meetings to discuss emerging issues as it pertains to AI. The Agency is working to ensure responses are moving as quickly and smoothly as possible and that production lost can be replaced. We appreciate the ongoing challenge this is for turkey farmers.

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: www.turkeyfarmersofcanada.ca/wp-content/uploads/2022/12/Farmer-Mental-health-and-wellness-brochure-E-Dec-2022.pdf

TFC 272nd Business Meeting Notes

The Turkey Farmers of Canada's (TFC) 272nd Meeting took place from November 30 to December 1, 2022, in person in Toronto.

Highlights of the 272nd Meeting include:

- An Executive Committee report outlining CUSMA compensation, Allocation Policy work, avian influenza work among other items;
- An update from FPCC including the highlights of their 50th anniversary celebration, held in early November;
- TFC also took a moment to recognize Ron Bonnett on his retirement from FPCC. Mr. Bonnett has long been a strong advocate for Canadian agriculture, through his various roles within the Canadian agriculture sector over the many years. Mr. Bonnett was presented with a gift as appreciation for his many contributions; and,
- An update from Zeno on Holiday plans for Think Turkey and marketing plan for 2023,
- The Turkey Market Advisory Committee provided its report and was accompanied by the Turkey Market Review; a preliminary national quota for 2023/24 was established at 146 million kilograms and provincial allocations will be made at a later date;
- As well as updates on On-Farm Programs, trade, and corporate communications.



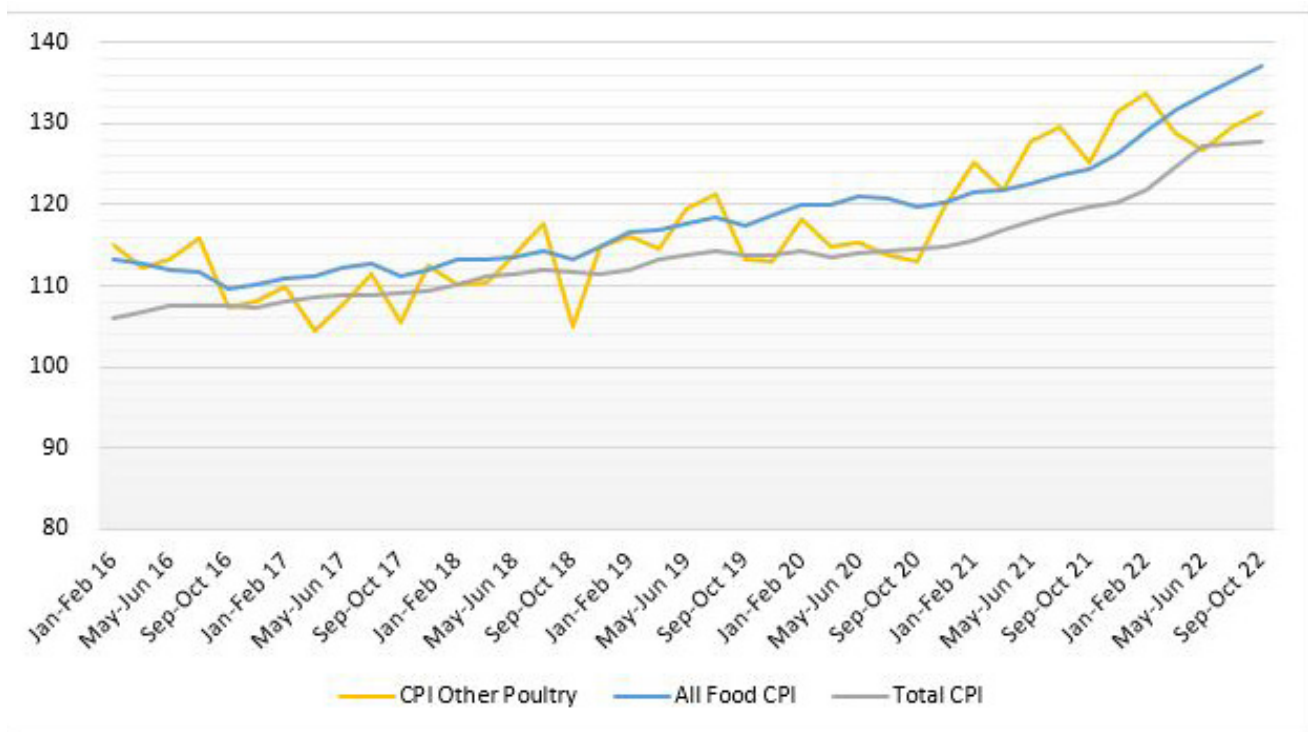
Market Insights

Domestic disappearance of turkey from January to October of 2021 was 97.7 million kg (mkg), down from 107.7 mkg in the same part of 2020. The situation this year in terms of consumption has been more stable than the previous year. Total disappearance of whole birds in the first 10 months of 2022 increased by 0.6 mkg due to a combination of increased domestic consumption and exports. Total disappearance of breast meat over that same time decreased by about 1.8 mkg from 2021 to 22.9 mkg. Similarly, the supply of turkey breast meat was down by 2.0 mkg and closing breast meat stocks on October 1st were 0.8 mkg, 0.2 mkg lower than the previous year.

Inflation has become an increasingly important issue, and the turkey industry has been affected. This is shown in Figure 1, which contains bi-monthly consumer price indices (CPI) for all products, all food and non-chicken poultry products in Canada.

Starting in late 2020, the turkey-related price index was almost always higher than total CPI, although all food CPI has been increasing relative to total CPI as well .

Figure 1: Bi-Monthly Industrial And Consumer Price Indices for Turkey (2011 = 100)



Source: Statistics Canada tables 18-10-0004-01 and 18-10-0266-01

Note: CPI Other Poultry is all poultry excluding chicken

1. For more on the rise in food CPI, visit [Behind the Numbers: What's Causing Growth in Food Prices \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/75-2022001/article/00001)

National Marketing Campaign

Celebrating the Sweetest Moments with Turkey this Thanksgiving

Think Turkey™ teamed up with Canadian JUNO-nominated jazz singer Alex Bird to write and produce “The Sweetest Moments”, a nostalgic tune that captured this holiday’s sentiments and got Canadians in the mood to celebrate and host a traditional Thanksgiving dinner.

The song has received significant streams on Spotify to date and has gotten airplay on radio stations across the country. Inspired by the song, Think Turkey refreshed the soundtrack of the Manifesto TV advertisement calling Canadians back to the Thanksgiving table in an emotional and memorable way.

While the Sweetest Moments song got Canadians in the spirit to celebrate and got media talking turkey, Think Turkey engaged influencers such as Randy Feltis (ON), Ashley Fehr (MB), and Karolane Rondeau (QC) to amplify the song across Instagram and TikTok by creating craveable Thanksgiving turkey recipes with “The Sweetest Moments” as the soundtrack.

This resulted in significant impressions and a high engagement rate, well above the industry average. The campaign generated segments on many news stations and pushed back to recipes online. ThinkTurkey.ca saw an 82% increase in site visitors in the lead up to and over Thanksgiving weekend as compared to the year prior, and a 157% increase in time spent on the website year-over-year.

Warming up Fall

With increased searches for soup and stew recipes, Think Turkey’s digital campaign will focus on easy and comforting ways to bring turkey to the table. In November, Think Turkey will showcase comforting soups and stews or crowd-friendly appetizers for Grey Cup entertaining. Fit foodie influencers will highlight turkey recipes perfect for all occasions, from curling up by the fireplace to gathering with friends and family, with a focus on the health benefits of including turkey in your fall comfort foods.

What’s Ahead for the Holiday

Think Turkey is airing an advertising campaign that shows Canadians how Turkey Makes The Season Brighter.

Think Turkey will reinforce that it’s not the holidays without turkey in several advertisements. The Manifesto TV ad will be back on specialty stations in English and French. Think Turkey will also use TikTok to inspire purchase behaviour through tried and trending recipes approved by TikTok.

Think Turkey will bring to the TikTok community, the first ever Holiday Turkey Tok Challenge. Website updates will include a dedicated holiday hub with recipes for whole turkey, appetizers, and other holiday favourites from Canadian chefs. On social, we’ll make the holiday brighter through 12 Days of Giveaways. Star influencers from across the country will also create delicious holiday turkey recipes, from whole turkey and turkey roast to delicious turkey appetizers, to further reinforce turkey’s place as the star of the holiday season.



Corporate Communications

Government Relations

Following the CUSMA compensation inclusion in the Fall Economic Statement, there were several announcements to provide details on this funding. TFC participated in announcements on November 14 with Minister Bibeau in Sherbrooke, QC, and on November 17 with MP Lloyd Longfield in Guelph ON, on behalf of the Minister, to provide details on various aspects of the compensation funding.

For poultry and egg producers, there was a total of \$112 million under the Poultry and Egg On-Farm Investment Program with \$15 million of that going to turkey farmers.

This concludes a long negotiation process between SM4 and the Federal Government, resulting in a commitment to follow through on CUSMA compensation. TFC and the SM4 will continue our advocacy efforts to remind the Government of its commitment to no further access in future trade, or bilateral agreements.

Work also continues on several key files such as with the Agriculture Carbon Alliance (ACA), on simulated meat products, labelling, and other advocacy and bills of relevance to our sector.

Media Relations

As the holiday season approaches and with the continued presence of avian influenza with fall migration, media attention has moved towards questions on how this will impact turkey for the holidays. TFC has been working with Provincial Boards to keep apprised of the most current updates and messages as needed.



Trade

World Trade Organization (WTO)

On October 24, 2022, the WTO held a brainstorming retreat on agriculture. The purpose was to identify how WTO Members should approach the agriculture pillar and what the key negotiating considerations should be going forward. The intent was also to reinvigorate the talks prior to the next Ministerial Conference in 2024 and to obtain a general picture of the state of play which, in turn, could identify how to break the current negotiating deadlock.

There was consensus from the October 24th discussion on the need to choose a new agriculture chair as soon as possible, so that person could lead subsequent brainstorming sessions. However, as of the end of November, a new Chair has not been named for either Agriculture or Fisheries Subsidies. As a result, it is expected that the WTO Director General, Dr. Ngozi Okonjo-Iweala, will need to get involved in the consultation process to help break the deadlock for both negotiating groups.

In late November, a new work programme was developed in the Committee on Agriculture to address food security concerns of least-developed countries (LDCs) and net food-importing developing countries (NFIDCs). As this programme is further developed, three key areas of consideration will be: access to international food markets; financing food imports; and, flexibilities to boost their agricultural production and productivity.

Indo-Pacific Economic Framework for Prosperity (IPEF)

In late October, Canada announced its intent to join the IPEF, which 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. As of early December, it appears Canada has the support of all the other IPEF members to seek inclusion. If this is the case, it is expected that Canada will join as soon as possible.

The IPEF is not intended to be a typical free trade agreement and consists of 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.). The intent of the IPEF is to deepen and strengthen supply chains through the smooth movement of goods and services across borders. Canada is a member of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, which includes seven (7) IPEF members (i.e., Australia, Brunei, Japan, Malaysia, New Zealand, Singapore and Vietnam). As a result, inclusion in the IPEF would align with Canada's overall Indo-Pacific trade strategy. The Indo-Pacific region in total comprises 40 countries and economies, representing 50% of world GDP by 2040, 50% of global greenhouse gas emissions, 65% of world's population, and 37% of the world's poor.

CPRC Update

Submitted by Canadian Poultry Research Council

Can canola meal do more?

Fermentation looks to unlock probiotic properties

Like many researchers in Canada and around the world, Doug Korver is exploring effective, practical alternatives to antibiotics in poultry production. His team at the University of Alberta are getting ready to feed fermented canola meal to broilers to validate the probiotic properties of this altered feed ingredient.

A professor in the Faculty of Agricultural, Life and Environmental Sciences, Korver is part of a multidisciplinary team looking at antibiotic alternative, lead by University of Guelph's Shayan Sharif. Working with food microbiologist Dr. Michael Gaenzle, Korver and graduate student Vi Pham are heading into the final testing stage of fermented canola meal as a probiotic feed additive. "If we can work with something already in poultry diets that has a probiotic effect and brings other health benefits, that's very promising," says Korver.

Canola meal naturally contains a lot of phenolic acid – compounds with known antimicrobial, anti-inflammatory and antioxidant properties. For the lab portion of the research project, Pham fermented canola meal by adding probiotic lactobacilli. "I used lactic acid bacteria to ferment canola meal and then extracted the phenolic acids," says Pham.

The phenolic acid she extracted from fermentation was then added to poultry pathogens in the lab – Salmonella, Campylobacter and Clostridium perfringens. "The good news is we learned that fermentation increases the antimicrobial activity of phenolic acid, compared to unfermented canola meal," says Pham. "And this is important news for bird health and human health."

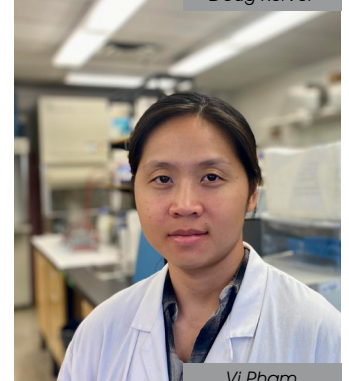
Many prebiotics and probiotics are being explored to arm birds with better gut health for a stronger stance against infection. "What our research has shown is that by fermenting canola meal with lactobacillus bacteria, you are essentially converting the phenolic acid that is already there into more potent antimicrobial compounds that are naturally present," says Korver.

From lab to live birds

For an antibiotic alternative to be successful it has to work in commercial production. While the team's research looks promising in the lab, new alternatives must also be easy to incorporate into commercial operations. Korver and Pham are moving into the live animal testing portion of their work and they'll be fermenting canola meal on a larger scale to incorporate into the daily diet of broiler birds.



Doug Korver



Vi Pham

CPRC Update

Submitted by Canadian Poultry Research Council

Broilers will be fed diets that contain fermented canola meal for the trial works at University of Alberta research facilities. “We’ll be looking to demonstrate that fermented canola meal is effective at reducing potential pathogens in the chicken gut,” says Korver. “We’re focusing on two human pathogens – Salmonella and Campylobacter, and a poultry pathogen – Clostridium perfringens.”

As a feed ingredient, they’ll also be calibrating how much of the fermented canola meal to add to the broiler diet. “We’ll test a few different levels of inclusion in the diet, and then based on the results will be able to choose the optimal level for further testing,” says Korver.

They will look at the impact of fermentation on the nutritional characteristics of canola meal, and also track performance measures on the birds including growth, feed conversion, nutrient digestibility and carcass yield.

Pham is also interested in evaluating the probiotic effect of the fermented canola meal. “The lactic acid bacteria I use to ferment the canola meal is a common probiotic with proven effects on humans and animals. So, I expect to find less Salmonella, Campylobacter and Clostridium by feeding fermented canola meal,” says Pham. “It’s important to ensure the gut is stable and probiotics occupy ecological niches in the bird gut that prevent pathogens from establishing,” says Korver.

Farm-friendly alternatives

The big question for Korver – and others searching for antibiotic alternatives – is how to come up with alternatives that are as economically efficient as possible so the industry can incorporate them. “This work is so interesting because in a single step, we have used two different mechanisms – the antimicrobial phenolic compounds inherent in canola meal and the lactic acid used for fermentation – to create a possible new alternative.”

While the fermentation process shows promise for unlocking the antimicrobial properties of canola meal, the research team know the process still needs some work as it produces a wet feed ingredient. If they can make it work on a small scale, and the live bird results show as much promise as the lab work, they’ll look at how to make it a practical process for the industry. That may include options for on-farm fermentation, as well as looking at the possibilities of a dry, stabilized fermented canola meal.

“The initial approach we are taking is that feeding fermented canola meal would be an on-farm process,” says Korver. “Down the road, we’ll probably see if the product can be dried and be stable enough to add in at the feed mill, making it an easier ingredient to incorporate.”

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 the Ontario Ministry of Agriculture, Food and Rural Affairs, George Weston Seeding Food Innovation, Alberta Agriculture Funding Consortium, Lallemand Inc., and Compute Canada.

CFA Update

Submitted by Canadian Federation of Agriculture

CFA Presents as Witness as Part of Agriculture Carbon Alliance to Standing Committee on Agriculture and Agri-Food on Bill C-234



As part of the Agricultural Carbon Alliance, CFA Executive Director Scott Ross, along with Dave Carey of Canadian Canola Growers Association, presented as witnesses to the Standing Committee on Agriculture and Agri-Food on Bill C-234 on October 3.

Bill C-234 seeks to amend the Greenhouse Gas Pollution Pricing Act to extend the exemption for qualifying farming fuel to marketable natural gas and propane.

At a high-level, the key messages of the testimony included:

- The need to recognize lack of viable alternatives for natural gas and propane.
- There are already strong price signals to reduce fuel use due to cost of fuel and farmers' natural focus on finding cost efficiencies.
- The importance of ensuring farmers have working capital available to invest in new technologies, processes, and efficiencies.

Bill C-234 was approved by the Standing Committee on Agriculture and Agri-Food on November 15 and is now entering Third Reading in the House. If approved, it will then move to the Senate.

CFA Update

Submitted by Canadian Federation of Agriculture

CFA Executives Meet with Minister Bibeau, NDP Agriculture Critic and Conservative Agriculture Critic

On October 27, CFA Executives Mary Robinson, Keith Currie and Todd Lewis, had a series of meeting with Minister of Agriculture and Agri-Food Marie-Claude Bibeau, NDP Agriculture Critic Alistair MacGregor and Conservative Agriculture Critic John Barlow.

During the meeting they discussed several priorities including:

- Labour shortages
- Green Agriculture Plan
- Fertilizer tariffs and support for Canadian producers impacted by the tariffs
- Business risk management and climate risk, including support for the Canadian aquaculture sector
- Bill C-203
- Bill C-234
- AgriRecovery and disaster relief
- Retail grocery pricing

CFA Attends COP 27

The Canadian Federation of Agriculture participated and attended the recent COP27 Conference in Egypt from November 8-16 where over 30,000 delegates attended this global conference on climate change.

The CFA delegation to COP27 included Mary Robinson, President & Frank Annau, Director of Environment & Science Policy. Mary Robinson had two roles at COP27, both representing the World Farmers Organization as a board member and her role at CFA. During the conference, there was a substantive focus on food production and its role in mitigating climate change. Some notable activities during COP 27 include:

On Wednesday, November 8, CFA President Mary Robinson met Minister of Environment and Climate Change Canada Steven Guilbeault at the UN COP27 Canadian Pavilion in Sharm El Sheikh, Egypt. The two discussed agriculture's role as a climate solutions provider, particularly in Canada's livestock sector.



TFC Staff Update - Janice Height Retirement



Janice began with the Agency in June 1999 as the Director of Corporate Services and has been involved with much change and development of the Agency during this time. She worked with several departments and initiatives and has served as a point of information for many. In 2019, Janice stepped back from her role and took on the position of Director – National Marketing Campaign and Brand Partnerships.

Janice had a significant role in moving our National Marketing Campaign off the ground, and developing it into the Think Tukey Campaign we know today. She has worked closely with Zeno, making a campaign we can all be proud of – to the benefit of all our farmers and processors.

Janice also contributed to TFC through participation in many public outreach and government advocacy projects and events, as a voice for Canadian turkey farmers and our supply managed industry.

We thank Janice for all her time and dedication to TFC and for being a valued member of the team here at TFC.



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HAPPY HOLIDAYS

Turkey farmers continue to work hard to bring turkey to Canadian tables this holiday season.

Consumers can feel assured that Canadian turkey is raised with high animal welfare and food safety standards.

TFC Update

Please note that TFC's Holiday closure begins on December 23, 2022, and we will resume our operations on January 3, 2023. Senior staff will be available by email for urgent assistance.

Upcoming Meetings

The National Poultry Show
Western Fair District, ON
February 8-9, 2023

Canada Agriculture Day
Ottawa, ON
February 15, 2023

SM4 Joint Annual Reception (JAR)
Ottawa, ON
March 22, 2023

TFC 273rd General Business Meeting
Ottawa, ON
March 23, 2023

TFC 49th Annual Meeting
Ottawa, ON
March 23, 2023



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