

National Marketing Campaign

Fuelling Playoff Performance



This spring, Think Turkey™ / Pensez Dindon^{MC} continued its You Train. You Turkey. platform, to position turkey as the protein powerhouse for athletes and active Canadians.

Think Turkey partnered with *Toronto Raptors'* AJ Lawson to highlight turkey's role in nutrition and athletic performance. The new creative featuring

Lawson and a lean, ground turkey burger, aired during the NCAA March Madness tournament and the NBA Playoffs on TV. To increase interest and consideration of turkey, content of Lawson's favourite turkey burger ran on several social media platforms.

Think Turkey's new ambassador earned media attention with strong engagement across social media.

Keeping Turkey in the Game

Think Turkey's You Turkey campaign appeared during major sporting events across Canada, including the NHL Playoffs, UEFA Champions League, FIFA World Cup and Team Canada Soccer matches. The campaign ran on TV, reaching sports fans with messaging that connected turkey with

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National Marketing Campaign

**SMASH YOUR
PROTEIN
GAME.**

THINK  TURKEY™



nutrition and performance. Billboards near sports venues reached attendees at MLS, CPL, CFL and MLB games, as well as the National Bank Open and FIFA World Cup matches, keeping turkey visible to sports fans.

Creative featured a turkey smashburger, a turkey salad and You Turkey ambassadors Vanessa Gilles and Damian Warner, showing Canadian turkey fueling game day performance.

Inspiring Canadians to Grill Turkey

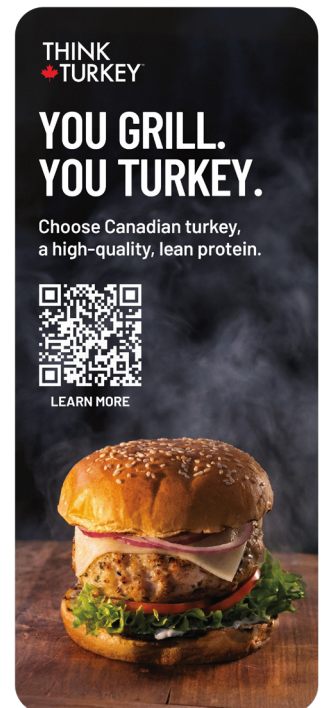
Ahead of the May long weekend, Think Turkey launched its Summer Grilling campaign to promote Canadian turkey as a protein option for the grill, and reminding consumers about: You Grill. You Turkey.

The campaign featured six creators sharing turkey grilling recipes with BBQ flavours, seasonal ingredients and a range of cuts, including ground turkey.

To reach shoppers in store, Think Turkey launched an eight-week retail program. In-store danglers hung in the fresh and frozen meat sections across 1,000+ grocery stores nationwide, including Loblaws, Sobeys, Metro, IGA and Save-On-Foods. Paid search ads reached shoppers online to drive consideration of Canadian turkey as a high-quality, lean and nutritious protein.

To encourage newcomers to try turkey, Think Turkey partnered with Canoo, a popular mobile app designed to help newcomers explore Canada during grilling season. Through in-app promotion, branded emails and a blog series, the campaign positioned turkey as a versatile protein that pairs perfectly with global flavours, while grilling how-tos and a national BBQ contest drove purchase consideration.

Stay tuned for more exciting news from Think Turkey™ / Pensez Dindon^{MC}!



TFC 286th Business Meeting Notes

The Turkey Farmers of Canada's 286th General Business Meeting took place June 22-23, 2026, in Saskatoon, Saskatchewan. The meeting included:

- An Executive Committee update with an overview of activity including provincial AGMs, bi-weekly Executive Committee meetings, the CPRC Spring AGM, advocacy meetings with MPs and Senators, the FPPAC AGM, the Federation of Canadian Municipalities Annual Conference, and the CPEP AGM and Convention.
- Zeno Group provided an update on the Think Turkey campaign with a focus on summer marketing plans and partnerships.
- A review of the Turkey Market Advisory Committee (TMAC) and the Supply Policy Committee Report.
- A motion was approved to revise the commercial allocation for the adjusted 14-month 2026/2027 Control Period at 161,683,858 kg.
- Dr. K. Schwean-Lardner (University of Saskatchewan) delivered a presentation on current turkey research with insights on findings of this research.
- Reports on the On-Farm Programs, flock and animal welfare, and industry/ regulatory developments, focused on finalizing proposed updates to the TFC On-Farm Food Safety Program and Management Manual. Work continues on NFACC public reporting and the updated Code of Practice, HPAI surveillance and vaccination trials.
- Reports on trade, and corporate communications and public affairs focusing on details that can be found within this edition of the Plume.

During TFC's 286th General Business Meeting, TFC recognized Scott Mitchnick for his contributions to the organization as he prepares to begin law school and the next chapter of his professional journey. TFC congratulates him on his acceptance and wish him well in this next chapter.

Market Update

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2024-25 and 2025-26 crop seasons as well as a forecast for 2026-27. 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												
	2024-2025				2025-2026 Forecast				2026-2027 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	378.3	15.3	393.6	\$ 225	432.4	14.9	447.3	\$ 230	406.3	15.6	421.9	\$ 240
Barley	3.1	8.1	11.3	\$ 296	3.1	9.7	12.8	\$ 285	3.2	8.3	11.6	\$ 295
Oats	1.1	3.4	4.4	\$ 345	1.1	3.9	5.0	\$ 310	0.8	3.4	4.2	\$ 315
Sorghum	8.7	0.0	8.7	\$ 223	11.1	0.0	11.1	\$ 193	9.3	0.0	9.3	\$ 221
Total	391	27	418		448	29	476		420	27	447	
Wheat												
(x.Durum)	52	30	81	\$ 282	52	33	84	\$ 265	40	29	69	\$ 300
Oilseeds												
Canola	2.2	19.2	21.4	\$ 677	2.1	21.8	23.9	\$ 690	2.1*	19.2	21.3	\$ 695
Soybeans	119.0	7.6	126.6	\$ 487	116.0	6.8	122.8	\$ 545	120.7	7.5	128.2	\$ 550
Soybean Meal	52.9	1.2	54.1	\$ 367	56.8	1.1	57.9	\$ 380	59.0	1.2	60.2	\$ 380
Total	174	28	202		175	30	205		182	28	210	

Sources:
Canada: Outlook for Principal Field Crops (AAFC)
U.S.: 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

Compared with 2025/26, AAFC is forecasting increases in production of both corn and soybeans of 5.1% and 10.1% respectively. Meanwhile, decreases are forecasted in the production of barley, oats, wheat (excluding Durum) and Canola of 11% to 14%. Volume forecast for 2026/2027 are similar to that of 2024/2025, when the feed grain and oilseed categories saw production of 27 million and 28 million tonnes respectively. AAFC expects the season average cost of corn to increase slightly from 20225/2026 to \$240 CDN/t.

The USDA is predicting corn production for 2026/2027 to come in at 406 million tonnes, down from 432 million a year ago for a 6% year-over-year decrease. Soybean production is forecast to increase by 10% to 121 million tonnes. U.S. crushing activity is expected to increase, generating 59 million tonnes of soybean meal in the U.S. On average, the price of soybean meal is expected to hold steady from 2025/2026 at \$380 CDN/t.

Corporate Communications

Government and Advocacy Update

The House of Commons and Senate have now risen for the summer. Ahead of the adjournment, TFC Executive Matt Steele and Jelmer Wiersma, along with Executive Director Adam Power, met with Conservative and Liberal Members of Parliament, as well as Senators, to discuss key issues facing the Canadian turkey sector. Meetings included MP John Barlow, MP Dave Epp, MP Paul Connors, Senator Todd Lewis, and Senator Mary Robinson. These advocacy efforts focused on parliamentarians with agriculture and agri-food responsibilities, so they are informed on the priorities and challenges facing Canadian turkey farmers. Discussions covered a range of issues impacting the sector, including animal health priorities, trade and supply management, and transportation infrastructure.

TFC will target further outreach in advance of when the House of Commons and the Senate resumes sitting on September 21, 2026.

Other Government Relation Activities

TFC submitted a brief to the House of Commons Standing Committee on Finance, regarding the Pre-Budget Consultations in Advance of the 2026 Budget. To align with the new fall budgeting cycle introduced by the government in 2025, the House of Commons Standing Committee on Finance is launching its pre-budget consultations in the Spring this year. TFC also submitted input to consultations on the Next Agricultural Policy Framework, highlighting funding opportunities and priorities for TFC and the turkey industry.

As the SM5, a joint letter was sent to Minister MacDonald and Minister Sidhu requesting a meeting regarding Canada-Mercosur negotiations. The letter covered the importance of protecting supply management through no additional market access to supply-managed sectors, no reductions to over-quota tariffs, and no concessions that would negatively impact supply managed farmers.



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Corporate Communications

Federation of Canadian Municipalities Conference and Trade Show



TFC representatives along with SM5 representatives at FCM.

TFC participated in the 2026 Federation of Canadian Municipalities (FCM) Annual Conference and Trade Show in Edmonton from June 4-6 as part of the SM5 partnership. The conference theme was "Building a Future Together," and using this theme, SM5 talked about how supply management supports stable domestic food production, rural and urban communities, and Canada's food security. The SM5 had two booth activations on the trade show floor which allowed for discussions with mayors, councillors and municipal leaders from across Canada. TFC was represented at the conference by Chair Darren Ference, Carrie Ference, Gary Wurtz, Cinthya Wiersma, and TFC staff Maegan Mackimmie.

A key SM5 event during the conference was the luncheon panel discussion, "Why domestic food systems matter to our communities and Canada's future," held on June 4. The event sold out in advance with over 300 conference attendees participating. The panel explored how domestic food production contributes to access to affordable, nutritious food, while also supporting municipal economies, local employment, and national food security. Panelists included Al Mussell, Ross Siemens, Roger Pelissero and Hinke Therrien.

Media

Following the publication of the opinion piece "Why Canada's supply management system is going to disappear" in The Globe and Mail by detractors of supply management, the SM5 responded with a joint Letter to the Editor outlining the importance of supply management to Canada's food security and sovereignty.

The SM5 response with a letter to the editor titled "Supply management is crucial to Canada's food future," which discussed how supply management is a strategic and effective policy that helps ensure Canadian consumers continue to have access to stable supplies of dairy, poultry and egg products produced domestically.

Trade Update

CUSMA Review Process

The CUSMA review is now entering a more active and uncertain phase. The key date remains July 1, 2026, when Canada, the United States and Mexico must decide whether to extend the agreement for another 16 years. If the agreement is not extended, the review process does not end. Instead, the three countries would move into annual reviews that could continue until the agreement expires in 2036. An agreement to renew for another 16 years can still be reached during this period.

Canada has made it clear that it wants to renew the agreement. On June 2, Minister Dominic LeBlanc met with U.S. Trade Representative Jamieson Greer in Washington and wrote to his U.S. and Mexican counterparts confirming Canada's interest in renewal. This was a positive step, but it also comes at a time when the United States and Mexico have already begun their own bilateral discussions. That matters as Canada could face pressure if the U.S. and Mexico develop common positions before Canada is fully at the table.

Agriculture is expected to be a major part of the review. U.S. farm groups continue to support CUSMA, but many are also using the review to raise long-standing concerns with Canada, including issues related to supply management and tariff-rate quota administration.

For Canada's turkey sector, the main risk is not only direct market access. Pressure can also come through rules of origin, border measures, regulatory issues, tariff-rate quota rules, and side discussions that shape the broader negotiating environment. Canada has repeatedly committed to protecting supply management, but the review will still require close attention.

USTR Section 301 Forced-Labour Findings

Another important development is the U.S. Trade Representative's June 2 finding on forced-labour import rules. Canada was included in the review and placed in the lower proposed tariff tier, with a possible 10% additional duty on certain imports.

These duties are not yet in place. USTR must first complete a comment and hearing process. However, the proposal is still important because it shows that the United States is looking for new ways to use tariff tools, especially when they can be framed around fairness, labour standards and protecting U.S. workers.

The most important point for Canadian agriculture is that products that qualify under CUSMA rules of origin are excluded from the proposed duty. This is a key protection for Canadian poultry, egg and dairy exporters. It also makes origin compliance more important than ever. Products that clearly meet CUSMA rules, and have the paperwork to prove it, will be in a stronger position if the U.S. moves ahead with new trade enforcement measures.

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Trade Update

Canada's Broader Trade Agenda

Canada is also pursuing an active trade agenda beyond North America. Canada has recently concluded agreements with Indonesia and Ecuador and is involved in several active or upcoming negotiations, including with ASEAN, the Philippines, Mercosur, India, the United Arab Emirates and Thailand. Work is also continuing on CPTPP accessions, including Costa Rica and Uruguay.

This broader agenda creates opportunities for Canadian agriculture, especially for export-focused sectors. Canada's agri-food and seafood exports reached \$101.2 billion in 2025, with growth in markets such as the European Union, Japan, Mexico and South Korea. At the same time, the United States remains Canada's largest agri-food market by far, which means that diversification is important but cannot replace a stable North American trading relationship.

For supply-managed sectors, new trade negotiations must be watched carefully. Trade diversification can benefit Canadian agriculture overall, but it can also create pressure for new market access in sensitive sectors. The goal should be to support trade growth while protecting the domestic policy framework that gives supply-managed sectors their stability.

Animal Health and Border Risk

The recent detection of New World screwworm in Texas is not a poultry issue, but it is a useful reminder that trade risks can also come from animal health events. While the detection does not create a food safety issue for meat products, it is expected to affect live animal movements and add pressure to the cattle sector.

For all agricultural sectors, this reinforces the importance of border readiness, animal health surveillance and strong government response systems. Market access is shaped not only by trade agreements, but also by how quickly governments respond to pests, disease and inspection issues.

Overall Outlook

The trade environment remains uncertain. The CUSMA review is becoming more complicated, the United States is testing new tariff tools, and Canada is advancing several trade negotiations at once. At the same time, animal health and border issues continue to show how quickly market access risks can emerge.

For Canada's turkey sector, the priority should be steady monitoring and early engagement. Supply management remains supported in Canada, but the external trade environment is more unpredictable than in recent years. TFC will continue to track developments closely, defend Canada's domestic policy choices, engage with our partners both domestically and abroad, and be ready to respond quickly if new risks emerge.

CPRC Update

Submitted by Canadian Poultry Research Council

Killer cocktail

Researchers mix up an effective combination of phages to control salmonella

As new challenging salmonella strains emerge in the poultry industry in Canada, researchers are working with innovative “natural” options to reduce the risk to bird health and food safety.

Dr. Hany Anany has been researching naturally occurring bacterial viruses called bacteriophages, or phages, for more than 15 years for their ability to effectively target salmonella and other troublesome bacteria found throughout poultry production and processing chain. He’s successfully incorporated these beneficial antimicrobials into packaging materials to create anti-salmonella, phage-based bioactive packaging for raw poultry. Now he’s applying that knowledge to use phages to control salmonella in laying hens.

“Phages are highly precise, natural tools that target harmful bacterial like salmonella without impacting beneficial microbes,” says Anany, research scientist with Agriculture and Agri-Food Canada (AAFC) and food safety team lead based at the Guelph Research and Development Centre.

Anany and his team set out to develop and optimize a phage “cocktail” that could effectively control salmonella in laying hens over a wide temperature range. “Using phages to control salmonella in laying hens could help reduce the contamination risk before eggs ever reach the market,” says Anany.

Harnessing viruses for good

Phages are “good” viruses – sometimes called bacteria eaters – that exist throughout the natural world. They are environmentally friendly, very specific to the bacteria they control and able to multiply as needed when faced with high levels of their target bacteria. Phages are found wherever bacteria exist, and those that target salmonella are commonly found where the bacteria circulate in poultry barns.

Anany and his team identified phages that occur naturally in live birds and poultry barns to identify ones that are effective on Salmonella enteritidis, Salmonella Kentucky and other strains having a growing impact on poultry production.



Hany Anany and his research team will feed their phage cocktail to laying hens at the University of Guelph starting this fall. The team include (left to right) Hany Anany, his PhD student Grandon Spoja, University of Guelph collaborator Nicole Ricker and postdoc Alba Park De La Torriente.

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CPRC Update

Submitted by Canadian Poultry Research Council

They are particularly interested in ensuring the cocktail targets salmonella and doesn't disrupt the natural gut microflora, which is critical for overall bird health and performance.

"We were able to narrow down a large pool of possible phages to a four-phage cocktail that is highly effective against the salmonella strains we are targeting in laying hens," says Anany.

"A similar approach could also be translated to broilers and turkey production," he says. "The key is matching the phage cocktail to the bacterial strains most common in these poultry systems."

Moving to real-world testing

The phage cocktail has to meet key criteria to successfully move from the lab bench to real-world application. They needed to create an effective process to encapsulate the cocktail to protect and extend its shelf life inside the bird – a dry powder spray that coats the phages before adding to feed.

Working in collaboration with AAFC researcher Dr. Qi Wang, they also needed to show that the mixture would control salmonella inside the bird (41°C) and outside the bird (25°C) in the barn, decrease levels of salmonella in the bird gut and the amount excreted on the eggshell and in litter, be agile against resistant strains, and be easy to administer in feed or water.

"Phages are working well in the lab," says Anany. "We now want to test whether they can reduce salmonella colonization and shedding in the bird gut, limit contamination of eggs and be applied in the barn environment to further reduce salmonella levels and risk."

Anany is collaborating with Dr. Nicole Ricker in the Department of Pathology at the Ontario Veterinary College, University of Guelph to feed the phage cocktail to laying hens this fall. After the trials are repeated on layers next year, Anany says they'll be in a strong position to engage industry partners for scale-up, manufacturing and regulatory planning.

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 Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

TFC Update

As of June 29, the Turkey Farmers of Canada office is now operating on summer hours with regular hours resuming September 8:

8:30 a.m. – 4:30 p.m. (Monday – Thursday)
8:30 a.m. – noon (Friday)

Senior staff will monitor emails and be available by cell phone after early closures.

Upcoming Meetings

2026 World Poultry Congress
July 13-17, 2026
Toronto, Ontario

CFA Summer Meeting & FPT Roundtable
July 14-16, 2026
Halifax, Nova Scotia

WTO Public Forum 2026
September 15-17, 2026
Geneva, Switzerland

TFC 287th Meeting
September 24, 2026
Calgary, Alberta (with virtual attendance)

CCFI 2026 Public Trust Summit
October 6-7, 2026
Toronto, Ontario

2026 Advancing Women in Agriculture Conference
(East)
November 22-24, 2026
Niagara Falls, Ontario

TFC 288th Meeting
December 2-3, 2026
Toronto, Ontario



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