

National Marketing Campaign



Fueling Canadians' Fitness Goals

In 2026, Think Turkey™ / Pensez Dindon^{MC} brought back its most successful campaign, "You Train. You Turkey.", highlighting turkey as a strong choice for Canadians focused on health, fitness, and active lifestyles. The campaign launched in January, reaching Canadians working toward New Year's fitness goals through a mix of social media and search.

In February, all eyes were on the Milano Cortina 2026 Olympic Winter Games. Think Turkey appeared on both traditional and connected TV, featuring ads with PWHL player Emmy Fecteau. The campaign also ran in over 550 gyms across the country, reinforcing turkey as a great option for Canadians focused on their fitness goals.

Capitalizing on an exciting sporting year, Think Turkey will continue to activate the You Turkey campaign during the NHL, PWHL, NBA, and MLB seasons, inspiring Canadians through athlete ambassador ads and testimonials.

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National Marketing Campaign



Raising the Protein Bar

With grocery shelves full of protein bars, powders, and snacks, Think Turkey encouraged Canadians to “Lean into Turkey” and get their protein from whole foods. Timed with National Protein Day, the campaign featured new creative, billboards in Toronto and Montréal, and a national online push to highlight turkey as a high-quality, nutritious protein choice.

To earn media attention, Think Turkey partnered with Canadian decathlete and Olympian Damian Warner, as well as nutritionists Nicole Addison and Hubert Cormier to develop social content. Running throughout March, the digital

display and social media campaigns extended the reach of a simple message: lean into turkey.

Spring Celebrations

In early March, Think Turkey launched its Spring Celebrations campaign, “You Celebrate. You Turkey.”, highlighting turkey as a great option for Easter, Passover, and Eid meals.

The campaign was supported by in-store and online retail promotions with Loblaw and Walmart, along with a targeted email campaign to remind shoppers to pick up turkey.

Creator content by chef Haan Palcu-Chang (@haanpc), Marlie Cohen (@kale_and_krunches), Camilo Lapointe-Nascimento (@camilouichef) and Amine Laabi (@just.another.cook) featured turkey meal ideas, tips, and techniques.

Organic and paid social media encouraged Canadians to serve turkey, while paid search helped guide people to recipes and resources on the Spring hub.



TFC 285th Business Meeting

The Turkey Farmers of Canada's 285th General Business Meeting, the TFC Annual General Meeting and the Directors Elections took place March 25-26, 2026 in Ottawa, ON. Key highlights are below.

- An update was provided on the Executive Committee activities, including ongoing meetings, engagement at industry-specific and international poultry events, provincial AGMs, and recent discussions with government, including a positive meeting with Minister MacDonald on key sector priorities.
- Zeno Group provided an update on the Think Turkey campaign, focusing on strong results from the 2025 holiday period and continued consumer engagement. The update also highlighted the 2026 campaign approach, centred on You Turkey, Spring Celebrations, and an enhanced Retail Program to drive relevance and sales.
- A review of the Turkey Market Advisory Committee (TMAC) report.
- The preliminary allocation for the adjusted 14-month 2026/2027 control period was set at 159,340,613 kg, following review by TMAC and Directors.
- A report was presented on TFC's On-Farm Programs, highlighting ongoing program reviews informed by HPAI findings, government recognition processes, updates on the Flock Care Program, and progress on national Code of Practice and public reporting through NFACC.
- Reports on trade, and corporate communications and public affairs, touching on details of SM5 supply management work, U.S. Trade implications and CUSMA.
- At the TFC Annual General Meeting, B. Douglas, FPCC addressed the meeting and presented the FPCC video with the highlights for 2025.
- At the Directors Elections, TFC's Executive Committee was elected for the year ahead. Darren Ference remains Chair, joined by Matt Steele as Vice-Chair and Jelmer Wiersma as Executive Member, as well as elections of other committee members. You can find the updated committee list on the TFC website.

Joint Annual Reception



The Poultry and Egg Farmers Joint Annual Reception was held in conjunction with Turkey Farmers of Canada, Egg Farmers of Canada, Chicken Farmers of Canada, and the Canadian Hatching Egg Producers in the evening of March 26 in Ottawa at the Sir John A MacDonal Building. The reception provided an opportunity to connect with industry partners while also engaging with Members of Parliament and Senators, supporting relationship-building and dialogue across the sector. The event was well attended, with more than 225 industry guests and over 110 Parliamentarians and Government representatives.

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 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	432.3	14.9	447.2	\$ 220	401.7	15.2	416.9	\$ 220
Barley	3.1	8.1	11.3	\$ 296	3.1	9.7	12.8	\$ 270	3.1	8.5	11.5	\$ 270
Oats	1.1	3.4	4.4	\$ 345	1.1	3.9	5.0	\$ 300	0.8	3.6	4.4	\$ 300
Sorghum	8.7	0.0	8.7	\$ 223	11.1	0.0	11.1	\$ 207	10.0	0.0	10.0	\$ 217
Total	391	27	418		448	29	476		416	27	443	
Wheat												
(x.Durum)	52	30	81	\$ 282	52	33	84	\$ 260	47	29	76	\$ 270
Oilseeds												
Canola	2.2	19.2	21.4	\$ 677	2.2	21.8	24.0	\$ 670	2.2*	19.2	21.4	\$ 644
Soybeans	119.0	7.6	126.6	\$ 487	115.7	6.8	122.5	\$ 515	121.5	7.6	129.1	\$ 500
Soybean Meal	52.9	1.2	54.1	\$ 367	54.6	1.1	55.7	\$ 362	56.6	1.2	57.8	\$ 367
Total	174	28	202		173	30	202		180	28	208	

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 CND \$ 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 decreases in production of feed grains between 4% and 13%. The exception to this is corn which is expected to increase in production by 2.2%. For oilseeds, canola production is expected to decline by about 12%, while soybean production will increase by that same percentage. Overall, most of these changes in production are reversions to 2024/25 levels, with relative production levels slightly increasing overall.

USDA predictions for the US are similar to Canadian forecasts for the 2026/27 season. Production of wheat and feed grains are expected to decline compared to 2025/26, although the relative range is larger (7% to 21%). Also, corn is forecasted to decrease by 7.1% while barley production will remain constant. Unlike Canadian forecasts, the 2026/27 production forecasts tend to be relatively larger than the 2024/25 season, with the exception of barley and wheat which will decline by 8.8% and 19.5% respectively.

Corporate Communications

Government Update

Parliament rose for the winter in December 2025 and resumed sitting in late January 2026, with the Senate returning in early February. Since the return, the government focused on advancing its legislative agenda, including affordability measures and implementation of budget commitments. Committees have resumed regular meetings, including the House of Commons Standing Committee on Agriculture and Agri-Food, which continues to examine sector competitiveness, supply chain issues, and reference pricing within livestock markets.

As part of the federal government's efforts to cut the size of the public service, both Agriculture and Agri-Food Canada (AAFC) and the Canadian Food Inspection Agency (CFIA) had staff reductions and operational adjustments. TFC is closely monitoring potential impacts on program delivery, inspection capacity, regulatory timelines, and overall service standards to see what impacts there may be.

TFC Chair and Executive Director met with Minister MacDonald to provide an update on the sector, including current HPAI impacts, shackle time, and ongoing work to support producers. TFC reinforced the importance of supply management and raised concerns about recent AAFC and CFIA reductions. Overall, the discussion was positive and productive.



TFC Chair Darren Ference, Minister Heath MacDonald, TFC Executive Director Adam Power

SM5 Supply Management Campaign Update

The SM5 collaborative Choose Canadian campaign has now concluded, the second phase of the campaign built on earlier updates and continuing to positively highlight the role of supply management in providing Canadians with a reliable source of high-quality, homegrown food. The campaign focused on engaging younger audiences across Meta, YouTube, and TikTok, and maintaining a strong, extended presence in market through a staggered Phase 2 rollout. Results from Phase 2 indicate strong performance, including successfully driving traffic to the campaign landing page for more information on supply management. With the campaign now complete, the SM5 will be exploring next steps for continued proactive engagement on supply management.



Trade Update

CUSMA Review Process

Canadian Minister for Canada-U.S. Trade Dominic LeBlanc met with U.S. Trade Representative Jamieson Greer in Washington on Friday, March 6, 2026. The meeting marks the first high-level, in-person engagement between the two men in months and is being widely interpreted as a sign of easing tensions ahead of the critical USMCA joint review.

LeBlanc introduced Canada's new chief trade negotiator, Janice Charette (former Clerk of the Privy Council and High Commissioner to London), and newly appointed Ambassador to Washington Mark Wiseman, a global investment banker who has been conducting back-channel talks with U.S. Commerce Secretary Howard Lutnick.

The parties held what LeBlanc's office described as a "constructive and substantive discussion" on the USMCA/CUSMA joint review process and broader bilateral trade issues.

Both sides agreed to continue working together and will speak again to advance discussions. No formal date was set for the resumption of official review negotiations.

Canada began domestic CUSMA consultations in 2025 but has not formally launched bilateral talks with the United States as of this writing. The USTR public hearing (rescheduled from November 17 to December 3-5, 2025) has now concluded; post-hearing rebuttal comment deadlines have passed. The next major milestone is the July 1, 2026 joint review decision point. Under the agreement's terms, each of the three countries faces a three-way choice:

- Renew for another 16 years (extending the expiration date from 2036 to 2042);
- Withdraw from the agreement entirely;
- Signal both non-renewal and non-withdrawal, triggering annual reviews that could extend negotiations for up to a decade.

World Trade Organization

From March 26 to 30, 2026, WTO members meeting in Yaoundé at the 14th Ministerial Conference (MC14) were unable to secure a major breakthrough on agriculture or broader WTO reform, reflecting entrenched positions and a difficult global trade environment. Agriculture discussions focused on how to revive negotiations, but disagreement, particularly between the United States and India over issues such as public stockholding and special treatment for developing countries, prevented consensus, leaving talks to continue in Geneva without a specific new work program. Members also discussed emerging agricultural trade issues, including sustainability, but those conversations were deferred for further consideration. On WTO reform, there was broad recognition that the organization needs modernization, yet divisions over details, including the future of the e-commerce moratorium, also blocked a final outcome.

During the week, the SM5 group had the opportunity to meet with Canadian International Trade Minister the Hon. Mahinder Sidhu, representatives from AAFC, World Farmers Organization, Norwegian Farmers Organization and Canadian academics attending MC14. Despite the lack of a major agricultural breakthrough since the 2015 Nairobi Ministerial Conference, the SM5 must remain vigilant. The WTO's prolonged inability to finalize negotiations, including in agriculture, is heightening global pressure and continuing to call the organization's credibility into question. In this climate of trade uncertainty, the "unexpected" is the only constant, making it important that the SM5 does not downplay potential risks to supply management. The SM5 must maintain rigorous oversight of Geneva developments. Experience shows that the most significant concessions are often made under pressure, underscoring the importance of proactive and strategic engagement. The SM5's next key opportunity for this involvement will likely be the WTO Public Forum in September 2026.

On-Farm Programs



Third-Party Audits of the TFC Flock Care Program

Third-party audits were initiated in 2017 to meet the need for transparency of implementation of the Turkey Farmers of Canada Flock Care Program to retailers, restaurants, and consumers to further provide assurance that turkeys in Canada are raised humanely and that it is an effective national standard to represent animal care on-farm.

The 2025 report of the third-party audits for the TFC Flock Care Program (FCP) has been received from the third-party audit provider. The report concluded that the 2025 audit cycle for the TFC FCP demonstrated overall compliance across the 24 audits completed. The corrective action trends highlighted recurring documentation-based non-conformances. Given these findings, farmers, and Provincial Board staff responded effectively, submitting the required records and implementing corrective actions in a timely manner. The closure of these items strengthens confidence in the program's oversight and supports continuous improvement across participating operations.

Verification audits were done on a statistically valid random sample of turkey farms across all provinces, in addition to the annual audits required to maintain a producer's certification under the TFC FCP. Audits were conducted by Management Systems Verification Services (MSVS). MSVS is a certification body accredited by the Standards Council of Canada to ISO 17065 with expertise in agriculture and certification processes.

The work of the selected farmers and the Provincial Boards is commended for the planning and execution of the third-party audits.

On-Farm Programs

Avian Influenza

Wave 8 of Highly Pathogenic Avian Influenza in Canada, which started in September 2025, peaked in late October, and continued to maintain into February is now winding down with the last cluster of detections in late February. Globally, the United States of America, as well as countries in South America and European countries continue to report cases.

Worldwide, vaccination is being considered as part of a broader control strategy and several countries have initiated trials like the Netherlands and the UK. In Canada, the advancement of planning for a field trial on a turkey and layer farm continues. The trial will allow government and industry to test administering an HPAI vaccine on-farm to assess how a potential vaccination program could work in Canada. Canada's approach to avian influenza will continue to include strong biosecurity, surveillance, and rapid response measures.

In light of the expected ongoing exposure of domestic poultry to HPAI from wild birds, turkey farmers are reminded to continue to practice good biosecurity on a daily basis, including:

- Proper barn entry procedures
- Keeping barn and surroundings well maintained and clean to avoid attracting wild birds and pests.
- Appropriate procedures for bedding storage and adding bedding during a production cycle.
- Adequate mortality and litter disposal and storage.
- Cleaning and disinfecting equipment prior to entering a barn.

The infographic developed by the Canadian Food Inspection Agency (CFIA) summarizes key findings of risk factors for turkey farms that emerged from CFIA's epidemiological analysis of HPAI outbreaks in different provinces, and highlights best practice to follow to protect your farm from avian influenza.

Tips to Protect Your Farm from Avian Flu

Avoid These Practices	Adopt These Practices
 Moving turkeys outdoors without proper decontamination	 Ship turkeys to slaughter in a single load (all-out)
 Leaving dead turkeys outside for a short time, without protection	 Keep clean bedding protected from wildlife or avoid storing it
 Composting dead turkeys in an open system or shed	 Remove mortalities from barns regularly and safely
 Collecting dead turkeys by rendering truck near barns	 Raise turkeys on concrete floors instead of dirt

Higher-Risk Farm Features



Proximity to an infected commercial poultry farm



Large farm: many production cycles, barns or employees



Hired farm manager in charge

Lamer et al., 2025, in preparation. Created with Canva and AI tools (including Copilot).

CPRC Update

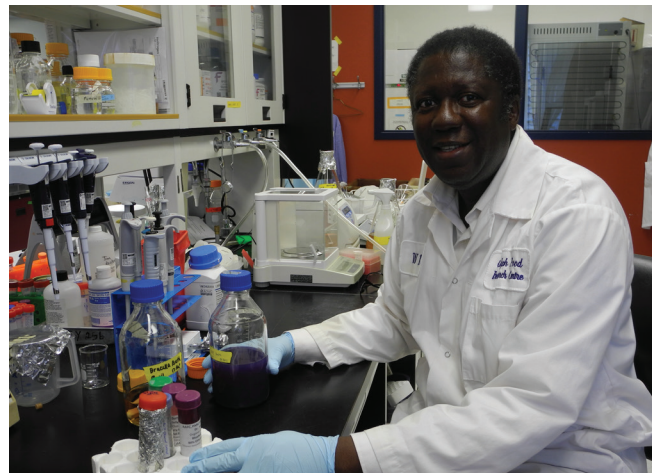
Submitted by Canadian Poultry Research Council

CPRC Moussa Diarra microbiome research for TFC March 2026

Managing microbiota A big picture view on improving poultry production

Moussa Diarra is evaluating every angle of broiler production to help producers improve the way they manage their barns and their birds. It's a big project that's taking a one health approach to look at how factors like ventilation, weather, feed and breed can influence bird performance, health and environmental impact. And he expects the results will also be applicable to turkey production.

"Poultry is an important protein, but global warming adds a real risk for bacteria that thrive at higher temperatures," says Diarra, a research scientist with Agriculture and Agri-Food Canada (AAFC) at the Guelph Research Development Centre. "We are looking for sustainable efforts to develop innovative new approaches to poultry production by looking at all the factors that impact poultry production together."



Moussa Diarra in the Lab

Diarra wants to offer poultry producers new ways to improve farm practices, and it means getting up close with the big, complex world of tiny microorganisms. These include bacteria, viruses, fungi and parasites found in the barn, bird, water and feed – and are collectively referred to as the microbiota. He's collaborating on this research with Wen Chen, AAFC Ottawa, Xin Zhao, McGill University and Duta Animesh, University of Guelph.

Looking for links

By studying all these microorganisms in broiler barns – and comparing them to all the elements that affect broiler production – Diarra is looking for links and connections that could uncover new options for producers to manage biological and management factors.

It's a significant undertaking. You can't see the microorganisms that make up the microbiota in a barn, but they are everywhere, and are all affected by weather (bacteria thrive in hot temperatures), breed and feeding program.

"It's important that we do this research on commercial broiler operations to generate farm-based data on different types of farms," says Diarra. "By analyzing all the microorganisms we found throughout the entire production system, we are looking to be able to predict bird performance from every angle."

CPRC Update

Submitted by Canadian Poultry Research Council

Gathering farm-level data

To date, Diarra and his research team have collected data from nine commercial broiler farms in Ontario that cover conventional feeding programs, raised without antibiotics and raised without medically important antibiotics. They gathered on-farm weather conditions, broiler breed (Ross or Cobb), performance, as well as cecal samples for microbiota to better understand their interrelationships. By characterizing microbiota they found, the researchers are also looking for bacteria that may have probiotic possibilities as an antibiotic alternative.

They are now gathering samples and production data from nine commercial broiler farms in Quebec.

Results to date

Diarra's research has shown that poultry productivity and health are linked to the farm's management and raising environment – key factors that shape the composition, structure and function of the bird's gut and litter microbiome. Here are some early results of interest.

- Weather plays a significant role in affecting the local microorganisms in a barn so microbiome management must be local.
- Diet explains about 32.5% of microbial variance, but only after controlling for the farm effects.
- You can't boost gut health just through diet. A 'global' diet solution will have different results on different farms.
- Not all bacteria are bad. Beneficial bacterial could be used to develop a probiotic to improve the bird's gut health.
- Identifying detrimental bacteria may prove valuable in predicting antimicrobial resistance.

A prescription for performance

"By analyzing the microbiome in the barn – as well as in the diet, weather, feed and breed – we can come up with a prediction of how to improve key production parameters like body weight gain, feed conversion ratio and mortality rate," says Diarra. "We will also be able to predict the impact of these activities on greenhouse gas emissions."

What that might look like on-farm could be a "prescription" for using a certain type of feed for a certain breed during a specific season that would improve productivity – all driven from an understanding of how the various microorganisms interact to impact the bird.

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.

Upcoming Meetings

CFA Lobby Day & Board of Directors Meeting
April 21-23, 2026
Ottawa, Ontario

93rd WOAH General Session
May 18-22, 2026
Paris, France

Federation of Canadian Municipalities (FCM) Annual
Conference & Trade Show 2026
June 4-6
Edmonton, Alberta

CPEP 2026 AGM, Annual Convention, & Top-to-Top
Meeting
June 14-17, 2025
Halifax, Nova Scotia

TFC 286th General Business Meeting
June 22-23, 2026
Saskatoon, Saskatchewan

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

TFC 287th Meeting
September 23, 2026
Calgary, Alberta



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