



## The Wishbone Project



THE WISHBONE PROJECT™  
From the Turkey Farmers and Processors of Canada

At this critical time, Canada's turkey farmers and turkey processors came together to launch the Wishbone Project™.

It's a way for us to give back, to our communities and to help those needing assistance across the country.

The Wishbone Project isn't just about monetary contributions to charitable organizations. It runs deeper than that. Although launched in a crisis, it does not mean it will end with the crisis.

We're also empowering community heroes, like local chefs who are tackling food insecurity. And we want to support groups that empower those who are vulnerable or at risk. As the first step, together CPEPC Turkey Primary Processors and TFC donated \$50,000 to Kids Help Phone to ensure young people don't feel alone during this time, and \$25,000 to local organizations across the eight TFC member provinces.

TFC made its own Wishbone Project with a donation to Kids Help Phone and 4H Canada to support services to youth generally, but with a focus on rural youth. A long time member of 4H Canada, TFC sees a unique opportunity to work more closely with 4H during this time of crisis in farming communities and rural Canada more generally. Other Wishbone Project contributions include:

- Donations by the BCTMB to Union Gospel Mission's food service, which provides meals to over 1,000 British Columbians in need daily;
- Potluck Catering's food program, which is creating 1,500 meals per day for Vancouver's Downtown Eastside residents; and to
- Breakfast Club of BC's emergency fund, contributing to feed over 33,000 children across British Columbia and 500,000 kids in Canada.
- Donations of turkey, distributed amongst the South East, Niverville and Grunthal Helping Hands food banks of Manitoba; and contributions to Siloam Mission.
- Turkeys to the New Brunswick Association of Food Banks.
- A donation to The Canteen in Nova Scotia as well as turkeys and turkey products to front line workers and food banks throughout the province.
- Donations by the STP to Saskatchewan Food Bank, Hot Meals for Hungry Kids – Reverse School Bus, Heart of Seniors Hamper Program and the EGADZ Youth Shelter in Saskatoon
- TFO donation to Feed if Forward.
- Purchases of turkeys by ÉVQ for donation to Les Tablee des Chefs.
- In AB - a fund established from which farmers can apply to support a Wishbone Project in their own communities, as well as donations to Redwater Parent Society, Wainwright Battle River Food Bank, and the Lending Cupboard in Red Deer.

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## TFC 262<sup>nd</sup> Business Meeting Notes

**The TFC 262<sup>nd</sup> General Business Meeting was held by video conference on June 25-26, 2020.**

- R. Bonnet, vice-chair of the Farm Products Council of Canada (FPCC) presented updates on the Council activities, including the approval of the initial 2020/2021 amendment to the TFC Quota Regulation, as well as the amendment required due to the implications of COVID -19. The Council has been actively working with agencies, partners and other offices to see how the organizations are coping with the COVID-19 situation, and offering assistance as possible, when warranted.
- The TFC Allocation Policy Review Committee provided an update on its process and progress to date. The next meeting of this Committee is scheduled for July 6, 2020. The Committee is aiming to table its recommendations for a revised Commercial Allocation Policy to the TFC Directors later this fall.
- The final revised 2020 Budget was adopted following adjustment to revenue and expenses, both significantly implicated by COVID-19.
- Zeno Group presented an update on the National Marketing Campaign. The results of engagement and impressions to date were detailed across all of the campaign media channels. This included earned media, paid social, influencer campaigns, TV campaign and paid search results. Each element/channel of the campaign is meeting or exceeding goals for reach of the target audience.
- The Board also received updates on the various trade agreements of implication to the turkey sector, including Canada-United States-Mexico Agreement that entered into force on July 1, 2020. A small increase in turkey TRQ is expected, but not yet confirmed, as a result.

# National Marketing Campaign

THINK TURKEY™ / PENSEZ DINDON<sup>MC</sup> Campaign Continues to Create Awareness

**What you really want is turkey.**



 [thinkturkey.ca](http://thinkturkey.ca)

You could **WIN** a \$250 Visa gift card when you **CHOOSE TURKEY**



June is full of enticing ways to generate even more interest and excitement around turkey. A Digital Receipt Validation (DRV) Contest launched on June 15<sup>th</sup> where consumers have the chance to win one of 40 - \$250 gift cards to be used towards groceries. For every turkey product purchased, they are eligible for an entry.

The contest encourages repeat purchases and is easy to participate. Purchase a turkey product, submit your receipt and register to win!

## Winner Winner Turkey Dinner

Canadian Turkey also launched its Winner Winner Turkey Dinner contest to generate even more excitement and entries for the DRV, which takes place throughout June on social channels:

- Each week features a different prize for a total of four grand prizes, drawn at the end of June such as a pair of bicycles, Mini Max – Big Green Egg BBQs and more!
- Weekly themes: fitness, grilling, Father’s Day, Canada Day
- Amplified through earned media, influencers, brand partnerships and paid social.



The national outdoor campaign and other awareness activities are set to begin this summer.

# Market Insights

Agriculture and Agri-Food Canada's (AAFC) Outlook for Principal Field Crops for May and the United States Department of Agriculture's (USDA) Feed Outlook and Oil Crops Outlook reports for June are forecasting abundant yields this fall and prices for producers that have very little potential to increase from the 2019/2020 crop year. The table below illustrates actual Canadian and American production figures and prices for the 2018-2019 season as well as the forecasts for the 2019-2020 and 2020-2021 seasons.

Production (1,000,000 t) and Prices (CDN \$/t) of Feed Grain and Oilseed Crops by Crop Year												
	2018-19				2019-20 Forecast				2020-21 Forecast			
	US	Canada	Total	CDN \$/t	US	Canada	Total	CDN \$/t	US	Canada	Total	CDN \$/t
<b>Feed Grains</b>												
Corn	364.3	13.9	378.1	194	345.9	13.4	359.3	180-210	406.3	14.7	421.0	175-205
Barley	3.3	8.4	11.7	260	3.7	10.4	14.1	210-240	4.0	9.6	13.6	195-225
Oats	0.9	3.4	4.3	254	0.8	4.2	5.1	250-280	1.1	4.3	5.4	210-240
Sorghum	9.3	0.0	9.3	170	8.7	0.0	8.7	172	8.9	0.0	8.9	170
<b>Total Feed Grains</b>	<b>377.7</b>	<b>25.7</b>	<b>403.4</b>		<b>359.1</b>	<b>28.0</b>	<b>387.1</b>		<b>420.3</b>	<b>28.6</b>	<b>448.9</b>	
<b>Wheat (x. Durum)</b>	<b>49.8</b>	<b>26.5</b>	<b>76.3</b>	<b>245.0</b>	<b>50.8</b>	<b>27.4</b>	<b>78.2</b>	<b>215-235</b>	<b>49.6</b>	<b>28.4</b>	<b>78.0</b>	<b>215-245</b>
<b>Oilseeds</b>												
Soybeans	120.5	7.4	127.9	406.0	96.7	6.0	102.7	400-430	112.3	6.1	118.3	410-450
Canola	1.6	20.3	22.0	497.0	1.5	18.6	20.2	465-495	1.5	18.7	20.3	480-520
<b>Total Oilseeds</b>	<b>122.1</b>	<b>27.8</b>	<b>149.9</b>		<b>98.2</b>	<b>24.7</b>	<b>122.9</b>		<b>113.8</b>	<b>24.8</b>	<b>138.6</b>	

In comparison to 2019, when planting and crop progress in the US Corn Belt was severely hampered by excess moisture and severe spring weather, planting conditions were generally favourable this year. As a result, the USDA is forecasting a record corn harvest of 16 billion bushels this year up from 13.6 billion in 2019. Similarly, U.S. soybean yields and production are also expected to recover from last year, with a forecast harvest of 4.1 billion bushels, up from 3.6 billion in 2019. While more modest than in the U.S., production of feed grains, wheat and oilseeds are expected to increase in Canada as well. Canadian corn production is forecast to increase by 10% and based on slack demand and abundant supplies, the price received by Canadian producers is expected to decline from 2019-2020. Canadian production of oilseeds is expected to show a slight increase from last year. Planted area for both canola and soybeans are expected to decline due to the price outlook. Canadian wheat production (excluding Durum) is expected to rise due to a slight increase in forecast yields and overall planted area. For planted area, a decrease in planting of spring wheat in the west is offset by an increase in planting and production of winter wheat in the east.

According to the reports, Covid-19 has had mixed impacts on these commodities. Due to decreased driving and gasoline demand, US ethanol production dropped to 24 million gallons/day in April from 44 million gallons/day a year earlier. For 2019/20, the USDA expects corn use for ethanol production to drop to 4.9 billion bushels from 5.4 billion in 2018/19. The drop in ethanol production has also had a corresponding impact on the production of distillers grains. Meanwhile, according to AAFC, recent crush activity suggests that the pandemic has not had a negative impact on demand for canola oil.

While weather events can change things suddenly, at the moment, it appears that feed prices this coming crop year are likely to be similar to lower, than in the recent past due to current growing conditions and slack demand.

# Trade Update

## World Trade Organization (WTO)

The WTO Ministerial Meeting (MC12), originally scheduled for Nur-Sultan, Kazakhstan, June 8-11, 2020, was cancelled due to the COVID-19 pandemic. Significant uncertainty resides around when it will be rescheduled. Although consideration was being given to hosting the Ministerial virtually, this has been dropped in favour of an in-person meeting to maximize the potential for a positive outcome. Kazakhstan has offered to host the meeting in June 2021. However, no formal decision about the new date or location for MC12 has been made given the continued uncertainty caused by the COVID-19. Consultation is ongoing with the WTO members on setting a precise date.

On Thursday, May 14, 2020 the Director General of the WTO, Roberto Azevêdo (Brazil), announced that he would be stepping down at the end of August, which is a year early. Names of candidates submitted to date to replace him include: Ngozi Okonjo-Iweala (Nigeria), Jesús Seade Kuri (Mexico), Abdel-Hamid Mamdouh (Egypt) and Tudor Ulianovschi (Republic of Moldova). Additional candidates expected to be named include: European Union Trade Commissioner Phil Hogan, Spanish Foreign Affairs Minister Arancha González-Laya and New Zealand Trade Minister Tim Groser. The WTO members aim to make their selection based on consensus, but if that is not possible, recourse to voting is a last resort.

Regarding the agricultural negotiations, consultations are underway for the replacement of agriculture negotiation chairman, Ambassador John Deep Ford, who stepped down on June 30. At the time of writing, it was expected that the chairman will table a revised options paper, that identifies elements and options for a possible outcome on agriculture, which WTO members can work from in advance of the MC12.

Trade ministers from the Ottawa Group, which includes Canada, Australia, Singapore, the European Union, Brazil, Chile, Japan, Kenya, South Korea, Switzerland, Mexico, Norway and New Zealand, met virtually in June to discuss COVID-19 related trade issues. With respect to agriculture, the Group noted the importance of maintaining agriculture supply chains and preserving the ability of members to

import agriculture and agri-food products to meet their domestic needs to help ensure food security. Other trade matters discussed included: Transparency and Withdrawal of Trade-Restrictive Measures, Digital Trade (E-Commerce), Trade Facilitation and trade in Medical Supplies. A key objective of the Ottawa Group is to ensure the WTO remains the relevant body for facilitating a rules-based international trade system.

## Canada-United States-Mexico Agreement (CUSMA)

On April 24, 2020, the United States notified Canada and Mexico of the completion of its domestic ratification procedures for the Canada-United States-Mexico Agreement (CUSMA). Canada and Mexico had already notified on April 2 and April 3, respectively. As a result, the Agreement, which replaces NAFTA entered into force on July 1, 2020.

## Comprehensive Progressive Trans-Pacific Partnership Agreement (CPTPP)/ Poultry Mitigation Working Group

As Chile has yet to ratify the CPTPP agreement, no turkey has been imported from that country under this agreement. CPTPP imports from Chile will potentially start in 2021.

Regarding the industry's request of the federal government for trade mitigation measures as a result of CPTPP, no announcement has been made to-date, as COVID-19 continues to dominate the agendas of both government and industry. It is expected that the government will commit funding, once the COVID-19 situation stabilizes, to the requested investment program for farmers and the market development fund for national agencies to promote Canadian raised products.



# Advocacy

## Corporate Communications and Advocacy

A focus of corporate communications over the last four months was in relation to COVID-19. TFC continues to monitor this situation and develop resources as needed.

## Government Relations

Following the May 5, 2020 federal funding announcement, a TFC press release was posted in response to the announcement and calling on the Government for further support measures for the industry. In addition, the National Poultry Group (NPG), including the four national marketing agencies and the Canadian Poultry and Egg Processors Council (CPEPC) sent letters to the Prime Minister and Minister Morneau requesting meetings to further discussion on the COVID-19 funding for the sector. In late May, TFC and the NPG met via teleconference with staff in both the Prime Minister's Office and Minister Morneau's office.

TFC developed a COVID-19 messaging package to be used by Provincial boards and farmers, when speaking with elected officials in regard to government support and the COVID-19 pandemic. This is available on the members' portal at [www.turkeyfarmersofcanada.ca/members/](http://www.turkeyfarmersofcanada.ca/members/).

In early June, a TFC COVID-19 brief was submitted to the House of Common's Standing Committee on Agriculture and Agri-Food, the Standing Committee on Finance. Each of these Committees were exploring the impacts of COVID-19.

## Canada Takeout



The SM5 is supporting a Restaurant's Canada initiative called Canada Takeout Day to show farmer support for the food supply chain and restaurants during COVID-19. The SM5 developed an English and French video showing farmer support of partners in the restaurant industry and asking for viewers to order takeout.

For Canada Day, Canada Takeout celebrated Canadian Farmer Day, by showing their commitment for Canadian farmers who produce food used in restaurants. The SM5 participated in this on social media.



To see more, visit TFC on twitter at @TurkeyFarmersCA.

# Consumer Communications

## Asian & South Asian Program



TFC continues to engage Canadian consumers through bloggers under the Asian and South Asian programs. Under this campaign, Canadian Turkey is targeting the two largest growing communities in Canada.

This summer, Canadians will be thinking turkey not only on the grill, but also in everyday meals by preparing traditional dishes.

We want our bloggers' audience to Think Turkey when making traditional recipes and also introduce everyday recipes featuring Canadian turkey.

In the previous quarter, the bloggers Super Urdu Mom, The Joyce of Cooking, and Flour & Spice created recipes that showed turkey's versatility in traditional and fusion recipes and included strategic messaging that highlighted the reasons to choose turkey daily and on special occasions.

The objectives of this program will be to support the Think Turkey National Campaign, and to educate social media followers about the many ways turkey can be prepared and on why Canadian turkey is a tasty, nutritious and versatile choice.

## Brand Partnerships

This exclusive partnership with both HelloFresh (Canada's #1 meal kit) and Chefs Plate continues throughout 2020. Canadian Raised Turkey is the only year-round protein brand partner.

With stay at home directives still in place across many areas of the country, meal kit deliveries have grown in popularity.

The Canadian Raised turkey logo is included on a sticker affixed to every turkey sku sold in meal boxes by both brands.



## Canadianturkey.ca is THE go-to-resource for recipes and more!

Recipes can be found at [canadianturkey.ca/featured-recipes](https://canadianturkey.ca/featured-recipes) and provincial extensions.

Recipe videos can be found at [canadianturkey.ca/videos](https://canadianturkey.ca/videos).

Nutrition information is available at [canadianturkey.ca/nutrition](https://canadianturkey.ca/nutrition).

Sign up for the Think Turkey™ monthly e-Newsletter at [canadianturkey.ca/e-newsletter](https://canadianturkey.ca/e-newsletter).

# On-Farm Programs Update

## TFC On-Farm Programs Audits – COVID-19

In light of COVID-19 and the gradual reopening in provinces, Provincial Turkey Marketing Boards have been working to determine how to best move forward with audits of the TFC On-Farm Programs to ensure health and safety of all involved and the maintenance of the TFC On-Farm Programs moving forward. Some provinces will resume on-farm audits, while some have elected to only carry out records reviews for the year. TFC has provided guidelines for when audits are restarted that take into account safety and biosecurity considerations, as well as guidance for provinces that need to adjust the audit cycle in 2020 due to COVID-19, which may impact the scheduling of audits in 2021.

Producers should contact their respective Provincial Board with any questions or concerns they may have.

### Turkey Industry Antimicrobial Use Strategy

Following the TFC 261<sup>st</sup> General Business Meeting on March 25-26, 2020, a communication was sent to producers, Provincial Boards, veterinarians, and feed mills that implementation of the Category III timelines were expected to proceed as planned. The communication outlined the strategy and interpretation of the timelines and recognized that the transition might be challenging due to the COVID-19 pandemic.

***TFC continues to encourage open communication with TFC and producers, Provincial Boards, veterinarians, and feed mills. Producers that encounter any difficulties with implementing the strategy on-farm, due to the current COVID-19 situation, should contact their Provincial Board office to ensure any deviations from the timelines are documented and communicated with the TFC national office.***

## Approval of a Turkey Claim for Fenbendazole (Safe-Guard)

In May 2020, TFC received notification that the use of Safe-Guard Premix 20% in turkeys for the treatment of parasitic infections was approved by Health Canada's Veterinary Drugs Directorate (VDD) with a withdrawal time of 24 hours. Previously, the product was required to be used extra-label, and a 39-day withdrawal period was assigned by CgFARAD, which compromised the use of strategic deworming programs, as animals could not be treated as needed at the end of their growth period due to the very long withdrawal period.

The Compendium of Medicating Ingredient Brochures has been updated and veterinarians were notified of the change. This approval was the work of a joint effort between TFC, the Canadian Association of Poultry Veterinarians (CAPV) and the manufacturer in communicating with VDD regarding the importance of the approval of Fenbendazole for turkeys as it relates to bird health and food safety.

# CPRC Update - Cluster 3 Feature

## Phages show promising potential to improve safety of poultry products

Campylobacter and Salmonella continue to top the list of troublesome foodborne pathogens in Canada. An Ontario researcher is looking at bacteriophage (bacteria “eaters”) – viruses that specifically attack target bacteria – to improve food safety that could reduce the use of conventional antimicrobials.

“Research clearly indicates that cross contamination during processing and chilling steps is taking place and represents a significant food safety risk during poultry processing,” says Dr. Hany Anany, research scientist with Agriculture and Agri-Food Canada, and lead investigator on a research project looking at the use of bacteriophage to reduce the risk of foodborne pathogen contamination on turkey and chicken products during processing.

### New interventions needed

Anany has been studying the use of phages as a way to mitigate the risk of different foodborne pathogens to improve food safety for the past 16 years. “There is clear evidence that Campylobacter and Salmonella are ongoing and unresolved challenges for the poultry industry and Canadian consumers,” he says. “We need to explore various innovative and cost-effective interventions that can be applied during processing to reduce the pathogen burden without affecting the quality of the final poultry product.”

Anany is partway through a three-year research project to look at the use of bacteriophages – a green, environmentally-friendly technology – as a novel way to control Campylobacter and Salmonella contamination during turkey and chicken carcass chilling and packaging.

### The promise of phages

Lytic phages are bacterial viruses designed to only infect and kill a specific host – e.g., Campylobacter or Salmonella. Several studies have shown the efficiency of phages to control the growth of different bacterial pathogens.

“Phages are a promising antimicrobial intervention that could be used before, during and after the water-based chilling step of poultry product processing,” says Anany. “Although phages aren’t yet being used in the poultry industry, post-chill use shows promise.”



**Dr. Hany Anany**

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***“There is clear evidence that Campylobacter and Salmonella are ongoing and unresolved challenges for the poultry industry and Canadian consumers.”***

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Anany’s research is looking at two application approaches of phages – free and immobilized – at two critical points during poultry processing, as a means to improve food safety. “Free” phages can be applied to whole carcasses and cut-up parts by dipping or spraying a phage suspension before packaging to significantly reduce contamination of target pathogens – Campylobacter and Salmonella in this case – in the final consumer product.

“Immobilized” phages could be used in the absorbent pads within poultry product packaging to further minimize contamination during the product’s shelf life. “Phage-based bioactive packaging would be a controlled release to ensure added phages would be able to tackle any existing and post-processing contamination during the shelf life of the product. This would extend product shelf life and improve food safety while maintaining the quality of the packaged food, including poultry products,” says Anany.

## **Commercial potential**

Anany has screened poultry samples from commercial processing facilities and has already isolated phages against Campylobacter and Salmonella in turkey and chicken processing. “We have some promising phage candidates to be used in biocontrol experiments,” he says. “Our hope is to ultimately deliver a cost-effective and environmentally-friendly strategy for commercial processing poultry facilities to help mitigate two of the top foodborne pathogens – improving safety of whole carcasses and cut-up parts without compromising food quality.”

Some phage products have been approved for use in Canada and the U.S.

***Anany’s 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 support has been provided by Maple Leaf Foods and Exceldore Foods.***

# CFA Update\*

*\*This update and information is submitted by the Canadian Federation of Agriculture (CFA).*

## Canadian Federation of Agriculture COVID-19 Response and Food for Thought Campaign

Since the COVID-19 outbreak, CFA has been working diligently to ensure that Canadian farmers get the support they need during this pandemic. CFA has been pushing for solutions to the acute problems caused by COVID-19, and is also pushing for Business Risk Management reform that will provide long-term stability for the sector.

Below is a timeline of important CFA activities throughout COVID-19:

**March:** In early March, CFA's main priority was to ensure that Temporary Foreign Workers (TFW) could still enter the country to work on farms. CFA outlined to the government how a lack of TFWs would guarantee massive reductions in primary production and lead to food shortages in Canada.

CFA was pleased to see that through its efforts and the efforts of other stakeholders, TFWs were approved to enter the country in late March.

**April:** In April, CFA conducted a virtual press conference and released a press release noting that the domestic food supply should be the government's #2 priority following healthcare.

During this time, CFA began to collect data from its membership to ascertain the damages and obstacles caused by COVID-19 to Canadian farmers. CFA submitted its initial request for a \$2.6 billion Agri-Food Emergency Fund based on these numbers.

In late April, after seeing very little action from the government for agriculture, CFA publicized the \$2.6 billion fund request in a press release to apply further pressure on the government.

**May:** In early May, the government announced

\$252 million in funding to help protect the food supply, which CFA noted in a press release was inadequate compared to the initial \$2.6 billion ask.

In response to this, CFA developed a video that urged Canadians to send emails to their MP in support of Canada's food sector, and also developed an automated email writing website to help simplify the process.

Thousands of emails have been sent to MPs from this website to date.

**June:** As agriculture continued to be ignored by the government, CFA decided that a larger and more powerful public/government relations campaign needed to be undertaken.

After an extensive RFP process, CFA chose to work with Edelman Canada to create a campaign that would spur activism in urban and suburban Canada to greatly increase emails sent to urban MPs.

CFA worked throughout the month to obtain funding partners and work with its membership and stakeholders to develop messaging and a strong rework of the initial \$2.6 billion ask. The ask has been restructured to identify specific problems while giving specific solutions with proposed funding.

This campaign launch on the week of June 15, and will run for eight weeks.

CFA continues to work for farmers, engaging with many consultations on relief programs to ensure that they are applicable to farmers and meet their needs. While current circumstances are in constant flux, CFA will continue to push the government to make sure agriculture can not only survive this crisis, but that it can also serve as an important economic engine during the recovery period.

## Upcoming Meetings:

CFA Summer Board Meeting  
July 14-15, 2020

TFC 263<sup>rd</sup> Business Meeting  
September 22-24, 2020

TFC 264<sup>th</sup> Business Meeting  
November 24-26, 2020

## TFC Summer Hours:

The Turkey Farmers of Canada office is operating on summer hours, as of June 29, 2020.

**8:00 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.



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