

## National Marketing Campaign

### Chef Chuck Hughes Encourages Canadians to Do It More Often



Think Turkey™ launched the 'Do It More Often' creative campaign to encourage Canadians to eat turkey more often, along with turkey cooking techniques.

Chef Chuck Hughes was featured in ad spots on national TV and digital media. Across English and French markets, Do

It More Often was Think Turkey's best performing creative to date, most cost-effective campaign, and most loved campaign on TikTok. The Do It More Often ads will return to TV and digital this fall as part of the Top Chef and La Cuisine D'Isabelle et Ricardo integrations. They will also be used on social media to promote turkey as an everyday protein between Thanksgiving and the holidays.

#### Links to English Ad Spots:

Creative 1: [https://youtu.be/l\\_3YeHaatvQ](https://youtu.be/l_3YeHaatvQ)

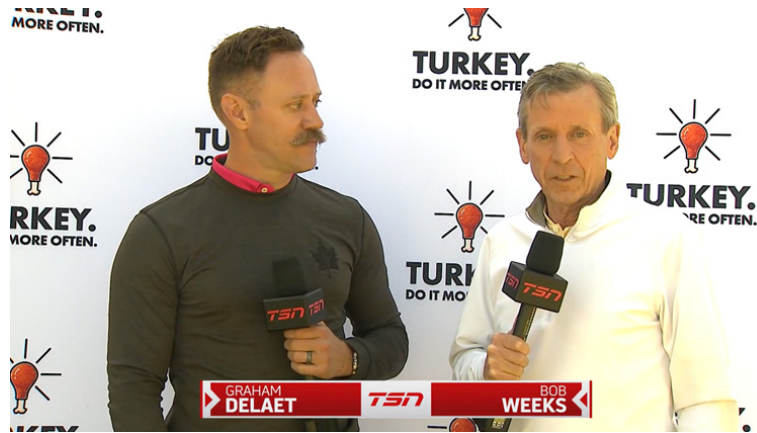
Creative 2: <https://youtu.be/Q6aqjQ9METI>

Creative 3: <https://youtu.be/OPSkIBPDFkA>

### Inside this issue:

<b>National Marketing Campaign</b>	<b>Page 1-3</b>
<b>TFC 278<sup>th</sup> Business Meeting</b>	<b>Page 4</b>
<b>Market Insights</b>	<b>Page 5</b>
<b>Corporate Communications</b>	<b>Page 6-7</b>
<b>Trade</b>	<b>Page 8</b>
<b>CFA Update</b>	<b>Page 9-10</b>
<b>TFC Update</b>	<b>Page 10</b>
<b>Upcoming Meetings</b>	<b>Page 11</b>

# National Marketing Campaign



## Teeing Up a Second Round of Make Birdies Count Challenge

Think Turkey™ / Pensez Dindon<sup>MC</sup> is back as the official agricultural partner of Golf Canada for this year's RBC Canadian Open, and CPKC Women's Open. In addition to brand visibility onsite at both events, placements on Golf Canada's media channels, the partnership also features the 2<sup>nd</sup> annual Make Birdies Count challenge, where for every player that achieves three birdies in a row – also known as a turkey! – Think Turkey will donate to First Tee – Canada.

Graham DeLaet, Canadian Golf Broadcaster and PGA TOUR Player, returned this year as the ambassador for the Make Birdies Count challenge, promoting it to players, media, the Golf Canada network and fans.

At the 2023 RBC Canadian Open 38 Turkeys were achieved, including one from 2023's Open winner, Canadian Nick Taylor. A total donation of \$7,500.00 was made to First Tee – Canada on behalf of Turkey Farmers of Canada.

## The Griller's Bird: Turkey. Grill It More Often.

The Griller's Bird campaign returns this summer, aligning with our Golf Canada partnership and featuring activations at the RBC Canadian Open and CPKC Women's Open. The campaign will again inspire Canadians to try turkey on the grill and highlight various ways to incorporate turkey on the barbeque through a national media campaign.

*continued page 3*

# National Marketing Campaign



A new ad featuring a turkey burger and catchy rock tune recently launched and will run alongside turkey breast, kebab and whole turkey grilling ads to showcase the variety of turkey cuts and BBQ techniques.

## New Burger Creative:

EN: <https://youtu.be/-YpXgwsMHJc>

FR: <https://youtu.be/HMFFBUNcvJ0>

## Pickleball Canada Think's Turkey for national protein partnership

Pickleball is one of the fastest growing sports in Canada, with 1.4 million Canadians participating in the sport and a surge in popularity among 18–34-year-olds. As the National Protein Partner of Pickleball Canada and Presenting Partner of the 2024 Pickleball Canada National Championship, Think Turkey will tap into this thriving sport and community.

This summer, Think Turkey will be at the Pickleball Regional events and the National Championships promoting turkey as the protein of choice for active Canadians through branding, featured menu items, athlete endorsements, and the support of grassroots youth programming. Beyond the summer, Think Turkey will promote turkey recipes and techniques through newsletter takeovers, influencer partnerships and social media.



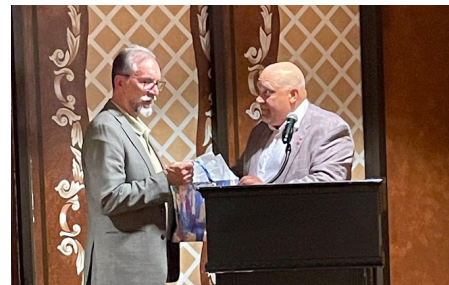
## TFC 278<sup>th</sup> Business Meeting

The Turkey Farmers of Canada's (TFC) 278<sup>th</sup> General Business Meeting took place on June 19-20 in Winnipeg Manitoba.

Highlights of the 278<sup>th</sup> Meeting include:

- An Executive Committee report outlining recent activity including the International Poultry Council meeting, NFACC and WOAH meetings.
- An update from Zeno outlining the Think Turkey campaign.
- A presentation on the 2024 Usage & Attitudes Survey Results undertaken by Leger in the mid-later spring 2024.
- Updates on On-Farms Programs, trade, and corporate communications.
- The Turkey Market Advisory Committee presented their report, updating their analysis from earlier in the year. With that report and discussions across the table, the Board passed a reduction of 1.95 mkg in the global quota for 2024/2025 and the commercial allocation was set at 132.75 mkg for the 2024/2025.
- TFC also recognized two upcoming retirements:

- Doug Hart will be retiring from CPEP and stepping back from his role on the TFC Board. Doug has been at the TFC table for over 18 years, starting as a Director in February 2006. We wish him well in his retirement.
- TFC also bid farewell and shared that TFC staff member, Sateesh Ramkissoonsingh, will retire from TFC later in 2024. Sateesh started with the then, Canadian Turkey Marketing Agency in 1991. Over the 33 years, he has been an invaluable member of the TFC team and made many important contributions to the Agency.



# Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2022-23 season, as well as forecasts for the 2023-24 and 2024-25 seasons. 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												
	2022-2023				2023-2024 Forecast				2024-2025 Forecast			
	Production			Price	Production			Price	Production			Price
	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t
<b>Feed Grains</b>												
Corn	346.7	14.5	361.3	\$ 300	389.7	15.1	404.8	\$ 210	377.5	14.9	392.4	\$ 225
Barley	3.8	10.0	13.8	\$ 417	4.0	8.9	12.9	\$ 310	3.5	9.5	13.0	\$ 295
Oats	0.9	5.2	6.1	\$ 346	0.9	2.6	3.5	\$ 360	0.7	3.5	4.2	\$ 320
Sorghum	4.8	0.0	4.8	\$ 311	8.1	0.0	8.1	\$ 260	9.9	0.0	9.9	\$ 237
<b>Total</b>	<b>356</b>	<b>30</b>	<b>386</b>		<b>403</b>	<b>27</b>	<b>429</b>		<b>392</b>	<b>28</b>	<b>419</b>	
<b>Wheat</b>												
(x.Durum)	43	29	72	\$ 401	48	28	76	\$ 325	49	29	78	\$ 310
<b>Oilseeds</b>												
Canola	1.7	18.7	20.4	\$ 857	1.7*	18.3	20.1	\$ 705	1.7*	18.1	19.8	\$ 675
Soybeans	116.2	6.5	122.8	\$ 701	113.4	7.0	120.3	\$ 580	121.0	6.9	127.9	\$ 550
Soybean Meal	47.6	1.3	48.9	\$ 514	49.2	1.4	50.6	\$ 458	51.8	1.4	53.1	\$ 375
<b>Total</b>	<b>166</b>	<b>27</b>	<b>192</b>		<b>164</b>	<b>27</b>	<b>191</b>		<b>174</b>	<b>26</b>	<b>201</b>	

Sources:

Canada: Outlook for Principal Field Crops (AAFC)

US: Oil Crops Outlook, Wheat Outlook and Feed Grains Yearbook (USDA)

Note: Soybean Meal Prices are US prices per short ton reported in CDN \$ per metric ton

\* These numbers are carried forward from the previous period due to lack of forecast data

With the 2024 growing season underway, AAFC is forecasting that this year's crop production will be outpaced by the 2024-25 growing season where a return to average crop yields is expected. The largest proportional increase will occur for oats (33.4 %). Prices are predicted to continue their declining trend from the 2022-23 season, with prices of most principal field crops expected to drop by between 5%-18%. For the US, the USDA has more mixed predictions for 2024-25. Relative to 2023-24, production of corn, barley, oats and canola is expected to decline, sorghum is expected to increase by 22% while wheat and oilseeds are expected to increase by less than 10%.

Please note that due to the war in Ukraine, ongoing issues with fertilizer supply, and weather-related issues, that forecast numbers are more volatile than in other years.



# Corporate Communications

## Advocacy Work Federation of Canada Municipalities Conference (FCM)



SM5 panel titled "the critical role municipalities and farmers play in sustaining Canada's food security."

The FCM conference took place in Calgary from June 6-9. This conference is the largest annual gathering of senior municipal officials from across Canada, including mayors, councillors, and city managers. The conference allows municipal leaders to learn from experts and their peers, connect with colleagues across Canada, and influence federal decision-making on critical issues affecting municipalities. As such, the event continues to be an important opportunity for the SM5 to interact with these political decision makers.

The SM5 again set up a booth at the event. This booth provided an interactive space where guests could learn about supply management and engage directly with farmers. Scott Olson, Laurel Winter, both turkey farmers

from AB, and TFC staff member Maegan MacKimmie represented TFC at the event.

*continued page 6*

# Corporate Communications

The event featured two additional SM5 opportunities to connect with municipal leaders, and educate on agriculture generally, and supply management: remarks by the SM5 during the opening ceremonies and political keynote, and a panel discussion hosted by SM5. The panel discussed “the critical role municipalities and farmers play in sustaining Canada’s food security.” It included two farmers, Councillor Randy Gouldon from Yorkton, Saskatchewan, and Cam Guthrie, Mayor of Guelph, Ontario. Conversations and questions focused on what a sustainable food system looks like, what farmers need from municipal leaders, what municipalities can do to support farmers, as well as a discussion on educating the next generation as to the importance of agriculture and the food system in Canada.

## Government Relations

The House of Commons and the Senate rose for the summer on June 20, 2024 with a return date of September 16, 2024.

### Bill C-282

In regard to Bill C-282, an *Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management)*, following several meetings in the Senate throughout 2023, on April 16, 2024, Bill C-282 passed second reading and has been referred to the Standing Senate Committee on Foreign Affairs and International Trade. The next steps for Bill C-282 is consideration at committee followed by a vote, however, now that the house has risen for the summer, study of the Bill cannot occur until the fall.

The SM5 launched a digital advocacy letter-writing campaign from May 21 to June 21, 2024. This campaign aimed to emphasize to Senators the importance of Bill C-282 for Canadian farmers. We thank everyone who participated in the digital letter-writing campaign for Bill C-282. In total, the number of letters submitted by farmers involved in supply management exceeded expectations.

The SM5 will assess the campaign and plan next steps, focusing on activities for the fall.

### Bill C-275

Bill C-275, *An Act to amend the Health of Animals Act (biosecurity on farms)*, successfully passed its second reading in the Senate on May 9, 2024. Subsequently, it was referred to the Standing Senate Committee on Agriculture and Forestry. The committee initially convened for one meeting regarding C-275 in early June. TFC was scheduled to participate in the next meeting, but due to the Senate adjourning for the summer, this has been postponed until the fall (timing TBD).

# Trade

## World Trade Organization (WTO)

With no political consensus on agriculture at the 13<sup>th</sup> WTO Ministerial Conference (MC13) held in the United Arab Emirates (UAE) in February, and with the next WTO Ministerial Conference (MC14) being held in the first quarter of 2026, WTO members have been considering a recent paper, tabled April 8 by Brazil, on how to advance the agricultural negotiations.

The Brazilian paper builds on the work leading to and at MC13, but also includes specific timelines, so a decision can be made by Ministers at MC14. The paper touches on all areas of the agriculture negotiations without prescribing any pre-defined results. The paper is like a roadmap on how members would negotiate between now and MC14. To date, the paper has been received warmly by WTO members, although the proposed timetable is considered aggressive.

As next steps, the WTO secretariate hosted a workshop July 2-3 on agriculture to further explore how to move the negotiations forward and how new topics such as climate change and sustainability could factor into negotiations. This was followed by a meeting of the Committee on Agriculture in Special Session (CoASS) on July 5th, on how to resume the agricultural negotiations; a WTO Retreat July 8-9, that will be broader than agriculture but will touch on the Brazil paper; and, a WTO General Council meeting July 22-23, where the Brazil workplan paper could be presented and formally adopted.

A WTO member retreat in September is being considered to explore issues and policies related to sustainable agriculture and productivity enhancing agricultural practices. Lastly, like previous years, the WTO will be hosting its Public Forum from September 10-13. This year's theme is "Re-Globalization: Better Trade for a Better World", exploring how re-globalization can help make trade more inclusive and ensuring benefits reach more people.

Supply management representatives have attended previous Public Forums, as it provides the opportunity to meet farmer organizations and government officials from other countries and participate at the Public Forum. This year the World Farmers Organization (WFO) has submitted a proposal to host a workshop, titled "Farmers' driven approach to trade and sustainability: ingredients for success", which aims to present the views of farmers around the world on the interconnections between trade, agriculture and sustainability.





# CFA Update

*Submitted by Canadian Federation of Agriculture*

## **CFA Attends WFO Annual Meeting; CFA President Elected to WFO Board of Directors**

CFA President Keith Currie, CFA 2<sup>nd</sup> Vice-President Pierre Lampron and CFA Director of Government Relations and Farm Policy Brodie Berrigan attended the WFO Annual General Meeting, which took place in Rome, Italy from June 17-21.

The theme of the WFO meeting was Harvesting Tomorrow: Farmers shaping the Future of Agriculture and Food Production.

We'd like to congratulate CFA President Keith Currie for being elected to the WFO Board of Directors!

Brodie, in his role as Facilitator of the WFO Working Group on International Trade, participated as a panelist in a side event entitled Agri-Food Innovations: Unlocking Trade Solutions, where he emphasized the need for innovation backed by science and risk-based decision making.

Keith and Brodie also attended a reception hosted by Australia with the theme Perspectives on sustainable agriculture from Australian farmers - an introduction to the Australian Agriculture Sustainability Framework.

## **CFA Frustrated as Capital Gains Legislation Undermines Family Farm Successions**

In response to the recent change to capital gains legislation, CFA has released a statement noting our frustration with the lack of consultation, hasty timelines and how this can negatively impact farm succession: [link here if possible](#)

While the Lifetime Capital Gains Exemption (LCGE) was increased to \$1.25 million, the capital gains inclusion rate was also increased from one half to two thirds. CFA's concern is that by increasing the capital gains inclusion rate we are neutralizing the increase to the LCGE threshold and jeopardizing the success of genuine intergenerational farm transfers and the financial health of the next generation of farms across Canada.

"By ramming these very significant tax changes through while farmers are in the field planting, we aren't giving producers enough time to fully assess the implications for their families and their businesses," said Keith Currie, CFA President.

With 40% of Canadian farm operators set to retire over the next decade, we need to ensure that the proposed personal income tax measures announced in Budget 2024 do not jeopardize the transfer of assets from one generation of farmer to another, but rather encourage the next generation of farmers to take up the calling, drive much needed rural economic activity and help the agriculture sector reach its growth potential

# CFA Update

*Submitted by Canadian Federation of Agriculture*

## **Phosphorus Added to Critical Minerals List After CFA Recommendation**

On June 10<sup>th</sup> the updated Critical Minerals List was released. CFA is happy to note that phosphorus is now included, something CFA has recommended in recent consultations.

Phosphorus was declared a critical mineral due to how when it is combined with potash is essential for food security through the production of fertilizers.

## TFC Update

### **Summer Hours**

As of July 2, the Turkey Farmers of Canada office is now operating on summer hours with regular hours resuming September 3:

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.

## Upcoming Meetings

CFA Summer Meeting and FPT Roundtable  
July 16-17, 2024  
Whitehorse, Yukon

WTO Public Forum - Re: Globalization  
- Better Trade for a Better World  
September 10-13, 2024  
Geneva, Switzerland

TFC 279<sup>th</sup> Business Meeting  
September 25, 2024  
Calgary, Alberta

CPEP Board of Directors Meeting, CPEP Turkey Primary  
Processing Sector Meeting, CPEP Joint Poultry Sectors  
Meeting  
October 1-2, 2024  
Ottawa, Ontario

Canadian Centre for Food Integrity (CCFI) Public  
Trust Summit 2024  
October 22-23, 2024  
Toronto, Ontario

TFC 280<sup>th</sup> Business Meeting  
December 4-5, 2024  
Toronto, Ontario



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