



## 2019 Federal Election

### The 43<sup>rd</sup> Parliament

Prime Minister Trudeau announced the new Cabinet on November 20, 2019.

Some relevant highlights of the new Cabinet for Turkey Farmers of Canada (TFC) includes:

- Marie-Claude Bibeau remains Minister of Agriculture and Agri-Food. TFC looks forward to continuing our work with Minister Bibeau on the trade mitigation package for the poultry sectors and will be seeking an early meeting with her to discuss further.
- Chrystia Freeland was appointed Minister of Intergovernmental Affairs and Deputy Prime Minister.
- Mary Ng is the new Minister of Small Business, Export Promotion and International Trade, and will play an important role in the review and potential restructuring of TRQ Administration.
- François-Philippe Champagne was appointed Minister of Foreign Affairs.
- Patty Hajdu becomes Minister of Health; both CFIA and PHAC are accountable to Minister Hajdu.

The Conservatives and NDP have also announced their Shadow Cabinets, which will be of importance during the current federal minority government. The Conservatives re-appointed John Barlow as the critic for Agriculture and Agri-Food, and the NDP re-appointed Alistair MacGregor as their critic for Agriculture and Rural Economic Development.

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# TFC 260<sup>th</sup> Meeting Notes

## Here are some of the highlights:

The TFC 260<sup>th</sup> General Meeting was held on November 27 & 28 at the Fort Garry Hotel, in Winnipeg, MB. Below are some highlights of the meeting, however additional detail on major items are included throughout this issue of the Plume.

- Ron Bonnett – Farm Products Council of Canada Vice-Chairman, addressed the meeting, updating the membership on FPCC activities and priorities
- Zeno Group presented an update on the following Think Turkey™ campaign elements: review of the Holiday 2019 program through to the end of the year, a recap of performance of the various campaign elements throughout the month of November, and a preview of creative for the 2020 campaign
- The 2020 TFC Preliminary Budget was approved and it will be subject to revision as final 2020/2021 quota levels are determined
- Agreement was reached on the Further Processing portion in Eastern Canada. Further steps in setting the 2020/2021 Allocation will be taken in the near future, with particular attention to the Christmas 2019 season's results

## Upcoming Turkey Farmers of Canada Business Meetings and other Events

Canada's Agriculture Day 2020  
February 11, 2020  
Ontario

TFC 46<sup>th</sup> Annual General Meeting  
and TFC 261<sup>st</sup> Business Meeting  
March 24-26, 2020  
Ontario

The National Poultry Show  
April 8-9, 2020  
Ontario

TFC 262<sup>nd</sup> Business Meeting  
June 16-18, 2020  
PEI

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

# THINK TURKEY™ for the Holidays

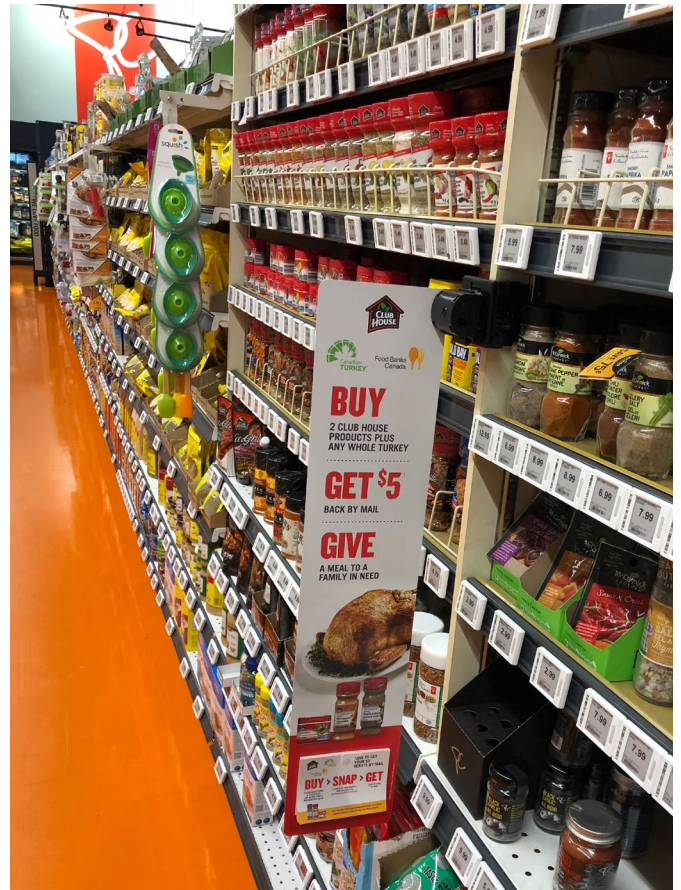
As we move toward winter, the Think Turkey™ campaign will focus on turkey for the Holidays. Building on the success of the Thanksgiving season, the Manifesto Video commercial, ***“Keeping Turkey Top of Mind,”*** aired during the November 17 Santa Clause Parade on CTV nationally with over 1 million impressions. The video commercial will continue to air on CBC’s Christmas programming and on the W Network during Christmas movies. The Manifesto video can be found online at: [www.youtube.com/c/CanadianTurkey](http://www.youtube.com/c/CanadianTurkey).

Paid social media was also successful for the Manifesto Video commercial throughout Thanksgiving and will continue for the Holiday season. The video commercial will play on Facebook and Youtube with primary meal planners as the target audience to keep turkey top of mind.

Influencers both nationally and provincially will create engaging content for the Holidays through recipes, cocktails pairings and turkey cooking tips.

In December, Think Turkey™ and influencers will have earned media placements on CTV Atlantic morning, CP24 Toronto, CTV Regina and CTV Calgary. Watch for turkey recipes and discussions on these networks during the holiday season.

Think Turkey™ content can be found at: [www.thinkturkey.ca](http://www.thinkturkey.ca) and [www.pensezdindon.ca](http://www.pensezdindon.ca).  
On social media use #thinkturkey and #pensezdindon.



## Partnerships

Turkey Farmers of Canada featuring the Canadian Turkey™ brand, partnered with Club House and Food Banks Canada for the Holiday season. Supported through social media, the partnership will provide meals to Food Banks Canada with purchase of Club House Products. This promotion partnership will also be threaded through the Think Turkey™ materials.

# Corporate Communications

## Women in Agriculture:

TFC was part of the Advancing Women in Agriculture Conference East in October 2019. This conference brings together women within the agriculture industry to network and hear from industry experts. TFC sponsored the event through a student sponsorship that helped bring a third year University of Guelph, Ridgetown student to the conference. TFC plans to be involved in future conferences in the East and West.

## Public Trust Summit:

TFC attended the Canadian Centre for Food Integrity (CCFI) Public Trust Summit where key findings from the public trust research was released. The research positively showed that 60% of Canadians are interested in knowing more about modern farming practices.

CCFI is a national charity with a mandate as the service provider to help Canada's food system maintain and build trust in the Canadian agriculture and food sectors, by coordinating research, resources, dialogue and training.

Other research findings included:

- 35% of people feel the food system is going in the right direction
- The top five areas of concern for consumers in their lives, in order are: rising cost of food, keeping healthy food affordable, rising health care costs, rising energy costs, and safety of food imported from outside Canada
- In terms of food system concerns, Canadians identified: climate change, food safety, humane treatment of animals, having enough food to feed Canada, and having enough food to feed people outside Canada
- 91% of Canadians surveyed said they know little or nothing about modern farming practices

To learn more about this research, visit CCFI online at: [www.foodintegrity.ca/research](http://www.foodintegrity.ca/research).

## Canada's Agriculture Day:

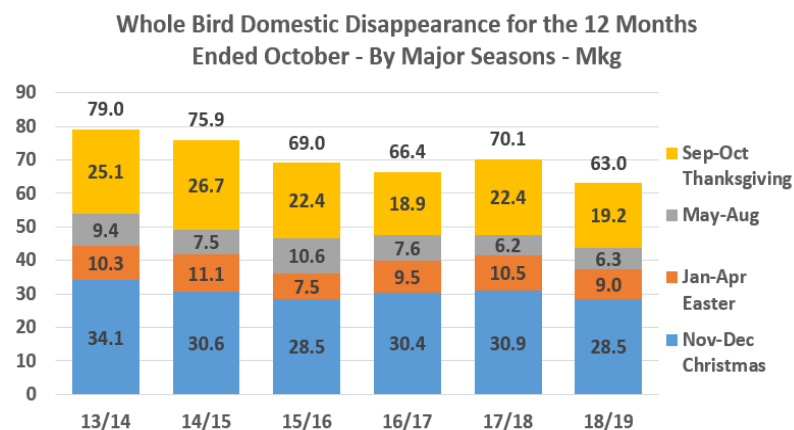


# Market Insights

The whole bird and breast meat markets are the primary drivers of turkey production. The traditional market for whole birds is going through a period of change that poses a significant challenge to our industry. The other main driver of production, breast meat, is faring better in terms of volume, but further production growth in this sector could be curbed by increased import access (refer to the Trade Update in this issue).

## Whole Birds

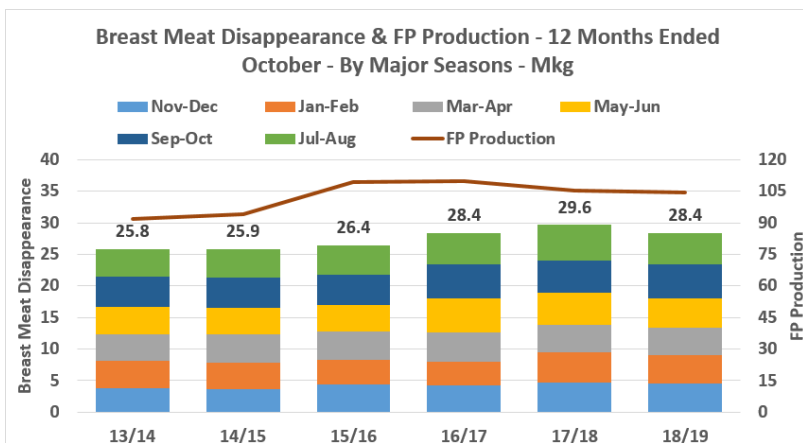
This past Thanksgiving (September & October) domestic disappearance of whole (bagged) turkeys was 19.2 Mkg, down significantly from year earlier but on par with 2016/17. This appears to be part of a larger trend towards lower whole bird sales throughout the year. The following chart shows disappearance of whole turkeys for the 56 years ended October 2019. With the exception of the January to April (Easter) period, domestic disappearance of whole birds has trended lower in the summer, Thanksgiving and Christmas periods. The trending is quite clear and represents a challenge to the sector.



## Breast Meat and FP Production

Turkey breast meat is the main driver of production for parts and further processed markets. As can be seen in the chart, domestic disappearance of breast meat has expanded in recent years, certainly as compared to disappearance of whole body turkeys. In addition to imports 104.4 Mkg of turkeys were produced to satisfy the breast meat market in the last 12 months, up from 91.7 Mkg just 5 years earlier.

Demand for increased FP production has largely offset the decline in whole bird production. There remains some stubborn inventory of boneless skinless breast meat that needs to be addressed during the 2020/21 control period. The Canadian turkey market is in, and is facing, a challenging period.



# Trade Update

## World Trade Organization (WTO)

There are seven (7) agricultural topics currently under negotiation at the WTO: i) domestic support (government subsidies); ii) market access; iii) export competition; iv) export prohibitions or restrictions; v) cotton; vi) special safeguard mechanism (SSM) for developing countries; and, vii) public stockholding for food security purposes (PSH) for developing countries.

As of mid-December, expectations are low-to-mixed that anything ambitious will happen on any of these topics for the next WTO Ministerial Meeting (MC12) to be held in Nur-Sultan, Kazakhstan, June 8-11, 2020.

The Chairman of the Committee on Agriculture (COA), Ambassador John Deep Ford of Guyana, is expected to circulate a report in December, outlining clear options for probable doable elements for MC12, including a work program on the more complex and technical elements of the negotiations. Regarding the ambition of the options to be provided, the expectation is that they will centre on less sensitive areas of the negotiation (e.g., food aid, export restrictions).

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

Canada, Mexico and the United States signed the new CUSMA trade deal on Tuesday, December 10. This comes after the Democratic House of Representatives came to an agreement with the Trump administration on new provisions relating to dispute settlement, labour, affordable medicines and the environment, and the U.S. was able to garner the support of Mexico and Canada for these changes.

The CUSMA will now need to be ratified by all three countries. In the US, news suggests that a House vote will possibly be made before the end of the congressional session on December 20, followed by a Senate vote early in 2020.

The Senate in Mexico had previously voted in favour of the agreement in June, but will vote again because of changes made to the agreement. Canada is expected to pass the necessary legislation in 2020 with exact timing being fluid due to the minority government situation.

TFC continues to monitor this trade deal.

## Comprehensive Progressive Trans Pacific Partnership Agreement (CPTPP)

Chile which is a major turkey producer and exporter, has not ratified the CPTPP agreement and it remains stalled in Chile's upper house (Senate). The current political unrest in Chile does not appear conducive to the Senate approving the agreement in the short run. Once approved by the Senate, the agreement will come into effect for Chile no later than 60 days.

## Poultry Mitigation Working Group

The Agriculture and Agri-Food Poultry Working Group, convened in December 2018 to prepare trade impact estimates and recommendations, as a result of concessions granted under CPTPP, and recommendations on mitigation programming to support poultry and egg farmers and processors, provided its advice to the government in the spring.

Since that time, the industry has been awaiting the government's announcement. With the federal election over, it is anticipated that an announcement on programming will be forthcoming, early in 2020. The expectation is for the creation of Market Development initiatives that promote growth and expand domestic production; and, programming to encourage new investment and innovation on-farm and at processing.



# Consumer Outreach

Turkey Farmers of Canada continues to engage consumers through the Canadian Turkey™ seasonally focused messaging on social media and with influencers.

The Back to School Program and the Thanksgiving Program were both successful with 34 million and 24 million impressions respectively. These programs featured turkey through recipes, cooking guides, influencer programs and contests.

The Canadian Turkey™ South Asian Program started over the summer and flowed into the fall with special attention given to the Cricket World Cup and Diwali. Plus, for Canadian Turkey Month, our influencers created a number of unique dishes featuring turkey.

## Chefs Plate and HelloFresh

TFC continues the national partnerships with both Chefs Plate and HelloFresh.

HelloFresh meal kits featuring turkey were up significantly in August, as a result of turkey being featured on their menus more frequently with more recipe slots specifically targeted to turkey. Scaloppini tend to be more popular with their customer base followed closely by ground turkey. A second white meat option featuring turkey strips was recently introduced in the menu roster a few weeks ago.

All meal kits featuring turkey, distributed with HelloFresh and Chefs Plate, are identified with the Canadian Raised logo. These national partnerships, with distribution in the hundreds of thousands bring, increased awareness of turkey and further consumption to Canada.



### Tasty. Nutritious. Versatile.

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 Canadian Turkey's **Get Cooking with Canadian Turkey™** monthly e-Newsletter at [canadianturkey.ca/e-newsletter](https://canadianturkey.ca/e-newsletter).

# On-Farm Programs Reminders

## ATTENTION FARMERS: A change to the Turkey Industry Antimicrobial Use Strategy (AMU)

The Canadian turkey industry has been working towards the implementation of a sector-wide antimicrobial use (AMU) strategy in response to the increased global attention to the threat of antimicrobial resistance (AMR). The strategy focuses on the elimination of the preventive use of antibiotics important to human medicine and set timelines for the elimination of preventive use of Category I antibiotics in 2014, Category II antibiotics at the end of 2018 and Category III antibiotics at the end of 2019. The use of all categories of antibiotics for treatment and the preventive use of ionophores (Category IV) and chemical coccidiostats continue to be available.

TFC has been following the impacts of the strategy implementation and conducted a survey of farmers, poultry veterinarians and other industry stakeholders to follow-up on the strategy. While results show that there is good awareness of the AMU strategy and how and why it was developed, some respondents noted that experiences and impacts could not be fully evaluated as it is early in the implementation.

### Important Note:

In response to feedback noted in the survey results, and to give more time to adjust and ensure the best chance of success of the AMU strategy, the TFC Board of Directors at the 260<sup>th</sup> General Business Meeting held on November 27-28, 2019, revised the timeline for the implementation of the elimination of preventive use of Category III antibiotics **from the end of 2019 to May 1, 2020**. TFC encourages those that are ready to implement the strategy to move forward with implementation as planned; however, no corrective action requests (CARs) will be given through the TFC OFFSP until the new May 1, 2020 deadline.

More detailed communications have been sent to you directly or refer to the TFC On-Farm Programs Portal ([www.tfconfarmprograms.ca](http://www.tfconfarmprograms.ca)) for more information and resources on AMU.

## Canadian Turkey Farm Research Project

In the spring, the Turkey Farmers of Canada (TFC) supported researchers at the University of Guelph with the distribution of a survey to Canadian turkey farmers. The study is titled "**A risk factor analysis of health traits in turkeys on Canadian farms**". The aim of the study is to take inventory of current housing and management practices on commercial turkey farms in Canada and link this to the prevalence of different health traits through a questionnaire and scoring tool for feather damage and foot pad dermatitis.

The researchers and TFC greatly appreciate those that have already participated in the survey. However to-date, the response rate has fallen shy of the goal. We strongly encourage those who have not completed the survey to please take the time to respond. We understand that there is a time commitment associated with completing the questionnaire and the in-barn scoring, but TFC is confident that the information collected in the survey will result in benefits on-farm and be valuable to the industry. Farmer participation is key to the success of this research project.



# CPRC Cluster 2 Research Update

## Stocking Densities in Turkey Toms

### Assessing stocking densities in turkey toms

When Karen Schwean-Lardner sat on a research committee to review current codes of practice for poultry production in Canada, she discovered that little current information was available. That knowledge gap provided the impetus for the University of Saskatchewan poultry researcher to investigate the impact of stocking density on turkey tom production.

### Measuring impact on performance, health and behaviour

Schwean-Lardner conducted a two-year project to provide current information that could be used in future industry guidelines for turkeys. "Our goal was to look at the performance, health and behaviour to get a more well-rounded picture of how different stocking densities impact birds," says Schwean-Lardner.



*Young turkey toms in pen*

*Photo: Lesley Porter*

Using turkey toms, Schwean-Lardner and her MSc student Kailyn Beaulac ran two separate experiments, each one with two large rooms per density and followed birds for 16 weeks. Birds were housed in large rooms to compare four stocking densities – 30, 40, 50 and 60 kg/m<sup>2</sup>. The existing Canadian Code of Practice has a maximum stocking density set at 55 kg/m<sup>2</sup>.

All birds had equal access to water and feed based on space per bird. Air quality was monitored to ensure consistency, and special attention was paid to keep litter as dry as possible in all densities. Three main parameters were evaluated on the growing toms – performance, health and welfare. Bird performance was evaluated on weight gain and feed efficiency. Health and welfare was assessed based on foot pad lesions, gait, feather condition, cleanliness and stress. Behaviour measures included activity level of birds – walking, running, resting, preening – and observing aggression.

### A balancing act

As stocking densities increased, there were impacts on bird welfare. Changes were seen to foot pad lesion scores, feather condition, gait scores and more aggressive behaviour at higher densities. There was also decreased feed efficiency and lower overall final body weights at higher stocking densities.

"We thought we would have higher mortality at higher stocking densities, but we didn't see that," says Schwean-Lardner. As stocking densities decreased, birds were more active, however, leading to more aggression. "We saw the highest level of aggressive pecking at the lowest stocking densities," says Schwean-Lardner. "We didn't expect that. The birds were more mobile and had more space to run around and pick on each other."

Overall, high stocking density has a negative impact on performance, health and welfare. Low stocking density also had negative effects on bird wellbeing. And moderate densities are most suitable to commercial turkey operations.

### Current code a good guidance

Based on her work, Schwean-Lardner believes the current codes of practice are in the right range. "I think we are in a good spot with the current Canadian stocking densities for turkey toms," she says. Current codes of practice for turkey toms in Canada have a maximum of 55 kg/m<sup>2</sup>. The moderate level in this study was 40-50 kg/m<sup>2</sup>. "If producers are following the current codes, they are in the right target area," says Schwean-Lardner.

***Schwean-Lardner's research on stocking densities in turkey toms was funded by the Canadian Poultry Research Council, Agriculture and Agri-Food Canada, Aviagen Turkeys and Charison's Hatchery.***

# CFA Update

The Producing Prosperity in Canada (PPiC) campaign launched in early 2019 with the goal of increasing agriculture's prominence in the 2019 federal election. The main activities from the campaign included:

- Campaign launch press conference
- Lobby day with PPiC messaging
- Pledge signing campaign
- Agriculture Leaders' Debate

## Campaign launch and Lobby Day

CFA held a press conference on the morning of April 9<sup>th</sup> to launch the Producing Prosperity campaign.

That same day, CFA delegates headed to Parliament Hill to have over 45 productive meetings with MPs, Senators and policy makers for the launch ***Producing Prosperity in Canada*** campaign.

Some of the most prominent meetings included:

- Minister of Finance Bill Morneau
- Minister of Environment and Climate Change Catherine McKenna
- Minister of Rural Economic Development Bernadette Jordan
- Green Party Leader Elizabeth May
- Deputy Leader of the Opposition Lisa Raitt

During these meetings, CFA delegates brought a pledge for MPs and Senators to sign, showing their support for the ***Producing Prosperity in Canada*** campaign. From these meetings, almost 80% signed the pledge. Throughout the year, over 75 MPs and Senators signed the pledge.

## Agriculture Leaders' Debate

CFA hosted the Agriculture Leaders' debate on September 24<sup>th</sup> at the Rogers Studio in Ottawa, ON. The debate was sponsored by Food and Consumer Products of Canada. The 2019 Agriculture Leaders' Debate was a huge success, with a 616% increase in viewers compared to CFA's 2015 debate. While the 2015 debate had 558 viewers, the 2019 debate had 3993.

## Measuring Success

One of the main goals of the PPiC campaign was to increase agriculture's prominence in the federal election.

CFA analyzed the Liberal, Conservative, Green and NDP 2015 and 2019 platforms to determine whether more emphasis was placed on agriculture in the 2019 election.

CFA found that the amount of words and space devoted to agriculture was doubled or tripled depending on the party, with a large increase in prominence across the board. While some parties did not have a section devoted to agriculture in 2015, all had one in 2019.

Due to this and the extreme increase of viewership of the debate, CFA views this campaign as a success, and will be continuing it's messaging into the New Year.



## Priorities for 2020

CFA has developed a list of short and long term priorities for 2020:

Short-term priorities:

- **Educate** members of parliament on importance of agriculture to the environment, economy, and food security.
- Call on the federal agriculture minister to urgently put in place relief measures addressing the on-farm impacts of current trade disruptions and competitiveness challenges arising from support programs provided by Canada's major trading partners.
- Work with CFA's national partners in the AgGrowth Coalition, alongside its provincial and commodity members.



NOTE: CFA is committed to ensuring BRM programs and trade relief measures work for all farmers, and will advocate that the impacts affecting all farmers producing commodities affected by ongoing trade disruptions must be assessed and addressed through corresponding relief measures.

## Budget for 2020

- **Seek** dedicated rural infrastructure funding, including everything energy (i.e. natural gas access) to transportation, and even rural community infrastructure that supports vibrant communities.
- **Advocate** for support to all Supply Managed industries affected by trade agreements, while supporting aquaculture and horticulture in seeing their respective policy objectives met.
- **Continue** advocating for ecological goods and services programming and additional funding for climate change-related agricultural research.

## Longer term priorities

- **Clarify** rural broadband deployment timelines and determine whether additional steps are needed. Affordability and equitable access to broadband for rural residents, including farmers, remains a core concern on this front.
- **Monitor** agri-food immigration pilot and ensure it works for year-round farm needs, while supporting additional employer/community-sponsored streams for all skill levels.



Turkey Farmers of Canada  
wishes you a very happy  
holiday season.



## Holiday Hours:

Please note that the TFC office will be closed from **December 24, 2019-January 1, 2020** for the holidays. Senior staff can be reached by email during this time.



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