

National Marketing Campaign



Think Turkey Feeds Canadians' Active Lifestyle

Canadians increasingly value healthy eating and understand the role nutrition plays in achieving their fitness and wellness goals. The latest campaign by Think Turkey™ / Pensez Dindon^{MC}, You Turkey encourages eating turkey as a purposeful action and an essential fuel to reach nutrition and fitness goals. It positions turkey with fitness goals, while being low in fat and calories, and tasting great.

Connecting when Health and Fitness are Top-of-Mind

In May, the campaign launched with new ads in both English and French, running as digital, and social videos, as well as across TV during sporting events, including NHL Playoffs and Formula 1 Grand Prix du Canada. Media

continued page 2

Inside this issue:

National Marketing Campaign	Page 1 - 2
TFC 282 nd Business Meeting Notes	Page 3 - 4
Corporate Communications	Page 5 - 6
On-Farm Programs	Page 7
CPRC Update	Page 10-11
Market Insights	Page 12
Trade Update	Page 13
CFA Update	Page 14
Upcoming meetings	Page 15

National Marketing Campaign



placements were strategically secured to reach Canadians during moments of activity and while working out, browsing fitness content, or near gyms and studios.

Athlete Ambassadors Reinforce Turkey's Power

To earn attention and exemplify its message, Think Turkey partnered with elite Canadian athletes who will share how turkey fuels their training and performance. Ambassadors include Olympic gold medalists Damian Warner (decathlete) and Vanessa Gilles (Canadian women's national soccer team); Emmy Fecteau, professional hockey player; and Christina Chin, Canadian pickleball champion.

Getting More to Train with Turkey

To boost engagement, Think Turkey launched a national fitness challenge on Strava, encouraging participation in a campaign, which saw strong participation. This highlighted a growing interest in turkey as a nutritious choice for those leading active lifestyles.

Performance Starts in the Kitchen

In partnership with Loblaw and Sobeys, Think Turkey will bring the campaign to grocery aisles. Supported by in-store, online and digital offers to get turkey in the cart, the retail program will inspire Canadians to fuel with turkey.



TFC 282nd Business Meeting Notes

The Turkey Farmers of Canada's 282nd General Business Meeting took place June 18-19, 2025 in Fredericton, New Brunswick.

Highlights of the 282nd Meeting include:

- The Executive Committee report which outlined: recent activity including an update on U.S. tariffs trade, the new cabinet, Bill C-202, the CPEP AGM and a TFC meeting with the new Minister of Agriculture and Agri-Food
- A presentation from Zeno Group with updates on the National Marketing campaign.
- Deliberations on the national allocation for the 2025/26 Control Period.
- The TMAC updated the Board on several key variables , including ongoing uncertainty in the trade environment, particularly regarding import supply availability from the United States, as well as challenges related to disappearance, pricing, and inventory levels. While TMAC recommended a 3.5% increase to the national quota, the quota was maintained at 125.9 million kilograms (eviscerated) due to these factors.
- Reports on the On-Farm Programs, trade, and corporate communications & public affairs, touching on details of the new government.

continued page 4

TFC 282nd Business Meeting Notes

TFC also took a moment to acknowledge the passing of Adrian de Graaf at the Business Meeting. Adrian was very involved at the TFNS for a number of years and found his way to the TFC table in 1984 as the NS alternate. He became the director in 1988 and joined the Executive Committee in 1989 and served as TFC chair in 1991-92. Adrian's father John, was one of the founding farmers of the Canadian Turkey Marketing Agency in the early 70's. We had good visits with Adrian at the TFC 50th Anniversary celebration a year ago March. Obituary: www.whitefamilyfuneralhome.com/obituaries/185768.



Adrian de Graaf

1950 - 2025

Corporate Communications

Public Affairs

After Mark Carney was elected Prime Minister, a new federal Cabinet was officially sworn in. The Cabinet now includes 28 ministers and 10 secretaries of state.

Departing from the usual approach of individual mandate letters to each minister, the Prime Minister released a single mandate letter. This outlined the government's policy direction, highlighting seven key priorities and placing strong emphasis on collaborative leadership, shared goals, and delivering measurable results. There was no direct mention of supply management or agriculture, however, the government priorities include topics of importance to TFC, including U.S. trade and tariffs.

The Speech from the Throne, however, had a direct reference to the government's continued support for supply management. "...The government is determined to protect the institutions that bring these cultures and this identity to the world, like CBC/Radio-Canada. It will protect the people who give us access to fresh, healthy and quality food: agricultural producers. And it will protect supply management."

All major political parties during the election said they support supply management and additionally, the new Minister of Agriculture Heath MacDonald has reaffirmed that commitment, saying supply management is off the table in trade agreements.

Government Relations



Following the election, TFC sent letters and meeting requests to several new cabinet ministers with files of importance to the turkey sector, in addition to the shadow ministers from other parties, as well as general outreach to political officials.

TFC had a meeting with the new Minister of Agriculture and Agri-Food, Heath MacDonald, along with key officials including the Agriculture and Agri-Food Canada, Deputy Minister, the CFIA Vice-President of Policy and Programs, and staff from the Minister's office. Discussions focused on providing an overview of the turkey industry, with a focus on recent developments related to Highly Pathogenic Avian Influenza (HPAI) and avian metapneumovirus (aMPV). The meeting also addressed Canada-U.S. trade topics, and the importance of maintaining strong support for supply management.

Supply Management Legislation passes

During the new session of parliament, the Bloc Québécois reintroduced legislation on supply management through Bill C-202, An Act to amend the Department of Foreign Affairs, Trade and Development Act

continued page 6

Corporate Communications

(supply management), which is identical to the previous Bill C-282, which was studied at Committee in both the House and the Senate. On that basis, MP Yves Perron moved a motion and by unanimous consent Bill C-202 moved directly to the Senate. The Bill also quickly moved through the Senate, where it did pass at third reading with the note from some Senators of “on division.” Bill C-202 received Royal Assent from the Governor General of June 26, 2025.

The SM5 issued a press release, available on the TFC website, thanking Parliamentarians for reinforcing the commitment to protect supply management in future trade negotiations. The release notes that the legislation reflects all major political party’s support and aligns with recent government commitments, including those made in the Throne Speech and by the Prime Minister in the House of Commons.

Federation of Canada Municipalities Conference (FCM)



The FCM conference took place in Ottawa from May 29-31. This conference is the largest annual gathering of senior municipal officials from across Canada, including mayors, councillors, and city managers. The conference serves as a key platform for sharing knowledge, building connections, and shaping federal policy on issues that matter to municipalities. For the SM5, the event is a forum for engaging directly with municipal decision-makers and strengthening relationships at the local level.

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. In addition to this, Tim Klompemaker, Chicken Farmers of Canada Chair, provided remarks on behalf of the SM5 on the main stage to a full audience touching on the importance of supply management. The SM5 again held a panel discussion with farmers, this time focusing on How Canadian Farmers & Municipalities Support a Food Secure Future for Canada.

Matt Steele, TFC Executive Member and staff Maegan Mackimmie attended the event for TFC.

On-Farm Programs



TFC On-Farm Programs Portal – New and Updated Turkey Farming Info Sheets

New and updated Turkey Farming Info Sheets are now available on the TFC On-Farm Programs Portal (www.tfconfarmprograms.ca). The refreshed resources provide On-Farm Programs-related information and practical guidance on key topics such as flock health, disease prevention, animal care, and biosecurity. The portal also hosts the electronic versions of the TFC On-Farm Food Safety and Flock Care Programs for download as fillable PDF files. Log in today and explore what's new or, if you have not already done so, visit and register!

Revisions to the Flock Information Reporting Form

Minor changes have been made to the Flock Information Reporting Form (Flock Sheet) to ensure it meets the Safe Food for Canadians Regulations. Farmers may continue using the current Version 8.0 to the end of 2025, so that existing forms may be used up. However, as of January 1, 2026, Version 9.0 must be used.

Printed copies of the revised Flock Sheet (Version 9.0) are being shipped to provinces and are also available as fillable PDF form for download on the TFC On-Farm Programs Portal (www.tfconfarmprograms.ca).

continued page 8





Changes to the Flock Information Reporting Form

What you need to know

Minor changes have been made to the Flock Information Reporting Form (Flock Sheet) to ensure it meets the Safe Food for Canadians Regulations. Farmers may continue using the current Version 8.0 to the end of 2025 so that existing forms may be used up.

However, as of January 1, 2026, Version 9.0 must be used.

Background

The Safe Food for Canadians Regulations stipulate that the dosage level for vaccines given at the hatchery must be recorded on the Flock Information Reporting Form; the current form does not require this. The Canadian Food Inspection Agency (CFIA) has requested that this information be added to comply with the regulations, and industry worked with CFIA to make this update as straightforward as possible.

The Changes

- Question #1 has been changed to only focus on medications administered at the hatchery. This question no longer refers to vaccines administered at the hatchery.
 - New question #1: Were medications administered at the hatchery?
- Question #2 has been changed to include vaccinations at the hatchery and on-farm.
 - New question #2: Were vaccines administered at the hatchery or on-farm?
- Question #6 has been updated to require the dose of extra-label medications. The dose should be recorded as written on the prescription.

How to record the dose of vaccines

Farmers only need to record the dosage of vaccines as “1 dose,” and not a specific quantity; it is understood that “1 dose” reflects the manufacturer recommendations or veterinarian prescription at the hatchery. No additional paperwork needs to be submitted with the Flock Information Reporting Form. If a vaccine is given at the hatchery, this would be indicated on the veterinary prescription or delivery slip provided by the hatchery.

An example of how to complete the table on the Flock Information Reporting Form is shown below.

What to expect next

New versions of the Flock Information Reporting Form – Version 9.0 – will be circulated to provincial boards and hatcheries/farmers in the coming months. As indicated, only Version 9.0 of the form will be accepted as of January 1, 2026.

Sample Flock Sheet

Version 9.0



CFC/TFC OFFSP Certification: ☐ Yes ☐ No

Grow-out Density:

☐ kg/m² ☐ lb/ft² ☐ kg/ft² ☐ space/bird

SECTION A - MEDICATION AND VACCINE INFORMATION		If Yes:
1. Were medications administered at the hatchery?*	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	A through F*
2. Were vaccines administered at the hatchery or on-farm?*	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	A through G*
3. Were any medications administered for treatment during the flock?*	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	A through H*
4. Were any non-treated diseases or syndromes diagnosed during the flock?*	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	H
5. Were any medications with a withdrawal time used in the last 14 days prior to shipment?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	A through G*
6. Were any extra-label medications used (i.e. CgFARAD)?*	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	A through G*
7. Were any Category I medications (e.g., ceftiofur - Excenel™, enrofloxacin – Baytril™) used in a preventive manner?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	A through G*

**For mature turkeys, this information must be provided for the last 120 days of life.

*Attach prescriptions for all extra-label medication use

RECORD ANY "YES" ANSWERS IN THE TABLE BELOW (USE THE GUIDE ABOVE TO FILL IN THE COLUMNS):

Question # (i.e. 1-7 above)	(A) Medication or Vaccine Name	(B) Route (i.e. feed, water, injection etc.)	(C) First treatment date	(D) Last treatment date	(E) Withdrawal Period (days)	(F) Safe Marketing Date (if any)	(G) Dose	(H) Disease or Syndrome & Flock Recovery Date
2	Mildvac MA5	Spray	03/21/2025	03/21/2025	21	04/12/2025	1	



CPRC Update

Submitted by Canadian Poultry Research Council



Clearing the air Ionization as a new green way to remove pathogens on barn air inlets

What if there was a simple and effective way to clean up outside air before it entered the barn to improve air quality in the barn and bird health?

Dr. Lifeng Zhang, his graduate student Angelo Alluag and research assistant Myra Martel at the University of Saskatchewan are evaluating two technologies that are showing great promise. They are using ionization – a green technology that adds electrical charges to air or water droplets – to deactivate potential pathogens and hopefully offer a new approach to help reduce the spread of avian influenza.

The team are partway through a three-year project that is assessing the performance of the two systems for reducing the pathogen load of incoming air under lab conditions, then testing the better performing one under barn conditions and finally doing a cost analysis to look at the economics on a commercial scale.

“Airborne pathogens are a significant risk to poultry health and productivity,” says Zhang, a professor of chemical and biological engineering. “And we know that barn ventilation systems can introduce bacteria and viruses, including the avian influenza virus.”

That’s the main driver behind the research project – to find innovative air protection technologies for poultry barns that focus on reducing pathogens before they enter the barn.

Two cleaner air options

Both technologies work in a similar way using electric charges to deactivate pathogens by disrupting the membrane around the pathogens – one system uses and charges water droplets and sprays them into the air, and the other directly charges the contaminated air.

For the first phase of the project, they created prototype models to compare the ability of each system to clean up inlet air before trying them out in a poultry barn. “We want to see which one is more suitable for protecting inlet air and ability to filter out pathogens including potentially avian influenza,” says Zhang.

The electro-nanospray system has been tested by the team in swine barns and has shown promising results for purifying the air inside the barns. The system works by using a very small amount of water to diffuse into

continued page 11

CPRC Update

Submitted by Canadian Poultry Research Council

the air and react with potential pathogens or water them down to be less harmful. The nano-sized water droplets also carry electrical charges and reactive oxygen to help decontaminate the air.

The electrostatic particle ionization system directly charges the particles in the air that are then able to capture airborne pathogens and deactivate them. “We are essentially deactivating or killing pathogens – viruses and bacteria – to clean up the incoming air,” says Zhang.

Early results are promising

There are very promising signs for both technologies so far that are showing 80 to 90 per cent reduction efficiency – the measurement used to evaluate the effectiveness of the system at removing particulate matter of a certain size.

“We’re most concerned about removing super small particles that are below 10 microns,” says Zhang. Airborne avian influenza molecules fall into this size category. And while they weren’t able to test the systems on the virus for biosecurity reasons, they tested the ability of the systems to remove E. coli and Salmonella molecules that are similar in size to the influenza virus.

“We are still in early stages of the research, but the longer-term goal would be to integrate the technology into existing ventilation control systems in barns,” says Zhang.

They will also be comparing the energy consumption of both systems to understand the economics of the technology. “This is effective technology for improving air quality that we don’t expect will be very expensive to install into existing ventilation systems,” says Alluag.

They’ll also be looking at the impact of Canadian winter weather on the systems. And then the options for getting the technology on farms, including connecting with industry and manufacturers to gear up to a commercial scale for broiler, layer and turkey operations.

“We anticipate that this ionization-based technology will effectively reduce airborne pathogens at the ventilation inlet, and could provide poultry producers with a cost-effective and scalable solution for improving air quality for birds and workers,” says Alluag.

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. Additional funding was received from the Agriculture Development Fund of the Saskatchewan Ministry of Agriculture, Agrivita Canada and NSERC.

Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2023-24 season as well as forecasts for the 2024-25 and 2025-26 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												
	2023-2024				2024-2025 Forecast				2025-2026 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	389.7	15.4	405.1	\$211	377.6	15.3	393.0	\$225	401.8	15.1	417.0	\$215
Barley	4.1	8.9	13.0	\$314	3.1	8.1	11.3	\$295	3.2	8.1	11.3	\$285
Oats	0.9	2.6	3.5	\$354	1.0	3.4	4.4	\$340	0.7	3.4	4.1	\$325
Sorghum	8.1	0.0	8.1	\$262	8.7	0.0	8.7	\$225	10.0	0.0	10.0	\$217
Total	403	27	430		391	27	417		416	27	442	
Wheat												
(x.Durum)	47	29	76	\$317	51	29	81	\$280	50	29	80	\$300
Oilseeds												
Canola	1.9	19.2	21.1	\$715	2.2*	17.8	20.0	\$675	2.2*	18.0	20.2	\$700
Soybeans	113.3	7.0	120.3	\$572	118.8	7.6	126.4	\$490	118.1	7.3	125.4	\$485
Soybean Meal	49.1	1.3	50.4	\$386	52.0	1.4	53.4	\$364	53.2	1.3	54.6	\$386
Total	164	27	192		173	27	200		174	27	200	

Sources:

Canada: Outlook for Principal Field Crops (AAFC)

U.S.: Oil Crops Outlook, Wheat Outlook and Feed Grains Yearbook (USDA)

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

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

With the 2025 growing season now underway for most crops, AAFC is forecasting a mix of changes in major crop production compared to 2024/25. Oats, wheat and canola production are expected to increase, although by less than 1%. Production of the remainder of the crops is expected to decrease by about 1%, although production of soybeans is forecasted to decrease by 4.2%.

The majority of crop prices are predicted to decline by about 3%-4% from 2024/25, with the notable exceptions of wheat and canola, which are predicted to increase by 7.1% and 3.7% respectively. For the U.S., the USDA has much more positive expectations for crop production during the 2025/26 season, with production increases on most crops ranging from 2%-14%. However, decreases in oat, soybean and wheat production results in an overall increase in production of grains and oilseeds of only 0.3%.

Trade update

Canada – U.S. Trade

On June 4, President Trump announced that he would double the tariffs on steel and aluminum, including derivative products, from 25% to 50%. Canada announced new response measures on June 19.

- **Tariff adjustment (July 21):**
Canada will adjust existing counter-tariffs on U.S. steel and aluminum in July, consistent with progress in broader trade talks with the U.S.
- **Reciprocal procurement (June 30):**
Canada will start limiting federal contracts to Canadian suppliers and our reliable trading partners that provide reciprocal access to suppliers from Canada through trade agreements.

Prime Minister Carney and President Trump met at the G7 to discuss negotiating issues and agreed that they would seek a deal within 30 days (July 30). Both parties seemed motivated to achieve the goal. However, it remains unclear how this deal would be structured and if CUSMA/NAFTA would remain the foundation for such an agreement.

CUSMA negotiations are still expected to begin in the Fall, but an earlier start to negotiations is unlikely as the U.S. department in charge of the negotiations is in discussions on tariffs with all countries.

Canadian Ambassador to the U.S. (Kirsten Hillman) was asked to remain in her role by PM Carney and she has accepted. In addition, Ambassador Hillman has been tasked as the lead negotiator for CUSMA negotiations.

Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Prime Minister Starmer and Prime Minister Carney met on the margins of the G7. This resulted in Canada

agreeing to ratify UK's accession to the CPTPP. This would provide the UK with the same market access potential as other member countries, including Chile. In the short term, TFC does not expect any significant use of TRQ for imports of turkey meat into Canada.

CPTPP negotiations are ongoing with Costa Rica as it has submitted its initial offer on market access.

World Trade Organization

WTO Members broadly agree on the need for the organization to "reposition" itself in the face of global trade tensions. As such, they agree to make the reform of the WTO a top priority at the 14 Ministerial Conference (MC14), which will be held in Yaoundé, Cameroon, from March 26 to 29, 2026.

In the current global trade environment dominated by President Trump's unilateral tariff measures, WTO Director General Dr. Ngozi stated that Members must ask themselves "what isn't working, why is it not working and how do we fix it? There should be no sacred cows," she said. "In today's environment, we can no longer afford to overlook the key challenges" Dr. Ngozi added.

Amongst the challenges she referred to is the ineffectiveness of the current dispute settlement mechanism, which can weaken the multilateral rules-based trade system.

TFC and our supply management partners continue to monitor the work undertaken at the WTO's Special Session of the Committee on Agriculture.

CFA Update

Submitted by Canadian Federation of Agriculture

CFA Releases Joint Statement by the G7 Farmers' Organizations

On June 16th, CFA along with other G7 Farm Leaders, issued a press release and a statement in advance of the G7 meeting.

At a high-level, the statement noted:

- Farmers across the G7 are facing growing pressures from inflation, high interest rates, trade disruptions, and the impacts of climate change.
- Climate-related challenges like droughts, floods, and extreme weather are threatening productivity and rural infrastructure.
- Despite these pressures, G7 farmers are essential to:
 - Ensuring global food security
 - Driving innovation and technology
 - Supporting climate adaptation and resilience
- G7 Farmers' Organizations call on governments to:
 - Support rules-based, transparent trade and reliable market access
 - Ensure access to cutting-edge tools and technologies
 - Modernize outdated regulations that limit competitiveness
 - Promote science-based, incentive-driven climate policies that enhance sustainability without compromising food security

As the world approaches COP30, farmers must be recognized as key partners in achieving global climate and development goals.

A strong and sustainable agriculture sector is critical not just for rural communities, but for broader economic stability, environmental stewardship, and international cooperation.

CFA Meets With Minister of Agriculture and Agri-Food

On June 5th, CFA President Keith Currie and staff members Brodie Berrigan and Scott Ross met with the Minister of Agriculture and Agri-Food, Heath MacDonald, to discuss key issues facing the agriculture sector including:

- The next FPT Policy Framework
- The upcoming legislative agenda
- Business Risk Management Programs
- The FPT Ministerial
- The Temporary Foreign Worker Program

Upcoming Meetings

WTO Public Forum
September 17-18, 2025
Geneva, Switzerland

TFC 283rd General Business Meeting
September 24, 2025
Calgary, Alberta (in-person and virtual)

NAEU Conference 2025
September 30 - October 2, 2025
Lake Como, Italy

Canadian Centre for Food Integrity
(CCFI) Public Trust Summit
October 28-29, 2025
Toronto, Ontario

TFC 284th General Business Meeting
December 3-4, 2025
Toronto, Ontario

TFC Summer Hours

As of June 30, the Turkey Farmers of Canada office is now operating on summer hours with regular hours resuming September 3:

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

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



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