Plume
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National Marketing Campaign

Fuelling Canadian Families for Back-to-School



With September marking the return to busy routines, Think Turkey™ / Pensez Dindon[MC] leaned into its You Turkey messaging, highlighting Canadian turkey as a lean, nutritious protein that makes healthy meals easy for Canadian families.

To inspire Canadians to add turkey into their routines, chef Haan Palcu-Chang (@haanpc), fitness creator Marlie Cohen (@kale_and_krunches) and lifestyle and mom creator Marilou Octeau (@marilouocteau) shared easy and nutritious meal ideas for packed lunches and weeknight dinners. Their content was supported by organic and paid social media, while paid search reached Canadians looking for new meal ideas and drove them to ThinkTurkey.ca.

Think Turkey also has a Walmart retail program with digital banners on Walmart.ca and in-store screens in the deli aisles across the country encouraging shoppers to add Canadian turkey to their carts.

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National Marketing Campaign

Cheering on Canadian Turkey this Thanksgiving



Think Turkey brought game-day energy to Canadian Thanksgiving with its new Cheer on Canadian Thanksgiving campaign. Drawing on the excitement and togetherness of sports, the campaign celebrated Thanksgiving as Canada's ultimate home game and Canadian turkey as a winning choice for the table.

Iconic sports voices Joe Bowen and Michel Lacroix brought their unmistakable play-by-play energy to familiar Thanksgiving moments in three new English and French ads, from introducing the Thanksgiving lineup to calling turkey's play and cheering turkey leftovers into overtime.

New creative reached Canadians nationally through TV, digital and social media. Chef creators Haan Palcu-Chang, Camilo Lapointe-Nascimento and Hubert Cormier inspired first-time and seasoned hosts with recipes, techniques and tips for making Canadian turkey the MVP of their Thanksgiving celebrations.

Think Turkey also celebrated the traditions that bring Canadians together throughout the season, including the longstanding Turkey Trot. The Turkey Trot Locator made it easier for Canadians to find a community run near their celebrations, get active and take part in the Thanksgiving spirit before gathering around the table. The Locator also supported earned media relations and drove Canadians to ThinkTurkey.ca for more turkey inspiration.

At retail, Think Turkey reached shoppers through ads in more than 1,000 stores across Canada, encouraging Canadians to purchase turkey for Thanksgiving. A Loblaw integration reached shoppers online and in select stores through audio ads, digital screens and a special PC Optimum offer.

The integrated program rallied Canadians to bring their Thanksgiving A-game, choose Canadian-raised turkey and support more than 500 turkey farming families across the country.

TFC 287th Business Meeting

The Turkey Farmers of Canada's 287th General Business Meeting took place September 24, 2026, in Calgary, Alberta with provincial boards, alternates and TFC staff attending virtually. The meeting included:

- An Executive Committee update since June 2026 with an overview of activity including the bi-weekly Executive Committee meetings, TFC attendance at the WTO Public Forum and the Tri-National Agriculture Accord. In addition, the update included the new Provincial Market Development approval process, current trade dynamics and some planned advocacy for TFC. Zeno Group provided an update on the Think Turkey campaign with a focus on Thanksgiving marketing plans.

- Presentation and discussion of the Turkey Market Advisory Committee (TMAC) and Turkey Market Review reports.

- A motion was approved to revise and increase the commercial allocation for the adjusted 14-month 2026/2027 Control Period at 161,340,613 kg.

- The TFC Board approved recommended edits to the TFC On-Farm Program that focus on enhancing the biosecurity requirements of the TFC On-Farm Food Safety Program (OFFSP), including strengthened barn entry procedures and making physical barriers mandatory in barn entry rooms. The implementation date for the changes will be May 31, 2027. Details on the new requirements will be communicated to producers in the coming weeks via email.

- The Board approved amendments to the TFC By-Law No. 4 that deals with Expenses and Fees. The amendments will be submitted to FPCC for review and approval before enactment.

- Reports on trade, corporate communications and public affairs focusing on details that can be found within the Fall edition of the Plume.

Market Update

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2024-2025 crop season, along with forecasts for 2025-2026 and 2026-2027. These are based on crop production and forecast reports from Agriculture and Agri-Food Canada (AAFC) and the United States Department of Agriculture (USDA).

Production (1,000,000 t) and Prices (CDN $/t) of Feed Grain and Oilseed Crops by Crop Year

	2024-2025				2025-2026 Forecast				2026-2027 Forecast			
	Production			Price	Production			Price	Production			Price
	US	CDN	Total	CDN $/t	US	CDN	Total	CDN $/t	US	CDN	Total	CDN $/t
Feed Grains												
Corn	378.3	15.3	393.6	$ 225	432.3	14.9	447.2	$ 230	406.7	16.4	423.1	$ 240
Barley	3.1	8.1	11.3	$ 296	3.1	9.7	12.8	$ 283	3.0	9.1	12.1	$ 295
Oats	1.1	3.4	4.4	$ 345	1.1	3.9	5.0	$ 307	1.1	2.9	4.0	$ 315
Sorghum	8.7	0.0	8.7	$ 223	11.1	0.0	11.1	$ 193	7.5	0.0	7.5	$ 236
Total	**391.2**	**26.8**	**418.1**		**447.6**	**28.5**	**476.1**		**418.4**	**28.4**	**446.8**	
Wheat (x.Durum)	51.7	29.6	81.2	$ 282	51.7	32.8	84.5	$ 269	39.8	30.0	69.8	$ 300
Oilseeds												
Canola	2.2	19.2	21.4	$ 677	2.1	21.8	23.9	$ 711	2.1*	21.6	23.7	$ 720
Soybeans	119.0	7.7	126.8	$ 487	116.0	6.9	122.9	$ 550	123.0	7.5	130.5	$ 555
Total	**121.2**	**27.0**	**148.2**		**118.1**	**28.7**	**146.8**		**125.1**	**29.1**	**154.2**	
Soybean Meal	53.0	1.2	54.2	$ 460	57.4	1.2	58.6	$ 487	59.7	1.2*	60.9	$ 477

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***

Compared with 2025-2026, AAFC is forecasting increases in corn and soybean production of 10% and 8% respectively. Meanwhile, decreases are forecast in the production of barley, oats, wheat (excluding Durum) and canola. Production volumes forecast for 2026-2027 are slightly higher than 2024-2025, when the feed grain and oilseed categories both saw production of 27 million tonnes.

The USDA is predicting corn production for 2026-2027 of 407 million tonnes, down from 432 million a year ago for a 6% year-over-year decrease. Soybean production is forecast to increase by 10% to 123 million tonnes. US crushing activity is expected to increase, generating 60 million tonnes of soybean meal in the US.

The USDA and AAFC reports cited in this article were published on August 14 and 20, respectively. In the reports, AAFC expected the season average cost of corn to increase from 2025-2026 to $240 CDN/t and the USDA expected the price of soybean meal to hold steady from 2025-2026 at $380 CDN/t. However, recent activity in the futures markets casts doubt on these projections. As of September 15, December corn was trading for $ 5.32 USD/bushel and December soybean meal was trading for $365.30 USD/short ton. Converted to Canadian $/tonne, December corn works out to $291/tonne and soybean meal to $559/tonne.

Corporate Communications

Government Update

Parliament returned following the summer break, beginning the fall parliamentary sitting. The House of Commons returned on September 21, while the Senate returned later in September. The government is preparing for Budget 2026, which is expected this fall. Economic growth, investment and competitiveness, trade diversification, affordability and fiscal management are among the areas expected to receive attention, however, at the time of writing this, had not yet been announced.

In July, federal, provincial, and territorial (FPT) Ministers of Agriculture agreed to the Halifax Statement, which establishes shared priorities to guide the development of the Next Policy Framework for 2028–2033. The framework builds on the five-year Sustainable Canadian Agricultural Partnership (Sustainable CAP), which ends in 2028. Further announcements and engagement on the Next Policy Framework are expected this fall.

TFC participated in consultations related to both Budget 2026 and the Next Policy Framework earlier this year and will continue to monitor these files as they progress.

Productivity Mega Deduction

In September, the federal government announced a proposed Productivity Mega Deduction intended to encourage business investment. The measure would allow businesses and individuals to immediately expense a broader range of eligible capital investments, reducing upfront investment costs and supporting cash flow.

Agriculture is among the sectors expected to benefit. However, Class 1 buildings, which include many agricultural buildings such as poultry barns, do not appear to be included.

At the time of writing, these measures were still in the process of approval.

Supply Management

With continued Canada - U.S. trade tensions and attention to supply management, TFC continues to positively promote supply management through its corporate social media channels, while also incorporating supply management into broader government relations discussions and advocacy activities where relevant.

Along with the SM5, planning is underway for the next phase of the Choose Canadian, "Food Guardians" campaign. Other SM5 work in the space includes responding to opinion pieces in the media on supply management through letters to the editor from the SM5 Chairs where applicable.

Trade Update

Canada-U.S. Trade Dispute

On August 22, the United States brought into force 50% tariffs under Section 338 of the U.S. Tariff Act on approximately $27.6 billion of Canadian goods. The measures were linked to U.S. allegations of discriminatory Canadian treatment in the automotive, alcoholic beverage and dairy sectors. Canada suspended bilateral trade negotiations rather than accept the terms then being proposed by the United States.

Canada responded with matching countermeasures. Effective September 8, Canada imposed tariffs of 15%, 25% and 50% on $27.6 billion of U.S. imports, with the rate for each product calibrated to the corresponding U.S. measure. The targeted list includes products in sectors such as steel and aluminum, dairy, appliances, agricultural equipment, pulp and paper, plastics and electronics.

The United States escalated again on September 8. In addition to adjusting the scope of its Section 338 tariffs, the U.S. administration announced import bans on selected Canadian dairy products, alcoholic beverages and motor-vehicle-related products, which took effect September 29. It also directed steps to restrict Canadian-origin goods from certain U.S. federal procurement schedules. As of September 21, Canada's September 8 counter-tariffs remain in effect and bilateral negotiations remain suspended, although federal ministers continue to consult industry and provincial partners on the evolving situation.

For the turkey sector, the direct tariff exposure remains limited. Canada's September counter-tariff list does not include turkey or other poultry meat tariff lines, and no changes to Canada's turkey supply-management framework have been announced. The broader risk is strategic rather than immediate: access to Canada's dairy market is explicitly part of the U.S. dispute, agriculture remains an active issue in the CUSMA review, and further escalation could affect input costs, investment, logistics and protein markets. TFC will therefore continue to monitor both the specific tariff measures and any broader negotiating demands that could touch supply management.

Canada's Trade Diversification Push

The dispute with the United States has accelerated a broader Canadian effort to reduce trade concentration. The federal government's current objective is to double exports to markets outside the United States over the next decade, which it estimates would add roughly $300 billion in trade. This does not replace the importance of the U.S. market, but it reflects a growing emphasis on resilience: expanding the number of markets available to Canadian exporters, reducing dependence on a single trading partner and building alternative commercial relationships before disruptions occur.

Several files have moved forward since June. Canada and the United Arab Emirates concluded negotiations on a Comprehensive Economic Partnership Agreement in July, while Canada and Ecuador signed a free trade agreement the same month. Canada is also advancing negotiations with India, ASEAN and the Philippines. Three rounds of Canada-India negotiations have been completed, with a fourth round underway in September and both governments expressing an objective of concluding negotiations by the end of 2026. Minister of International Trade Maninder Sidhu is also participating in the ASEAN Economic Ministers-Canada consultations in Manila on September 21-22, alongside work on separate Canada-Philippines negotiations.

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Trade Update

For Canadian agriculture, diversification can create meaningful export opportunities, particularly in growing Indo-Pacific and emerging markets. At the same time, supply-managed sectors need to follow these negotiations closely. New agreements can create pressure for additional access in sensitive agricultural products, even when the broader objective of diversification is beneficial to Canada's export-oriented sectors. The policy challenge remains to expand Canadian trade while preserving the domestic frameworks that underpin supply management.

SM5 Mission to the WTO

Against this more fragmented international trade environment, representatives of Canada's five supply-managed sectors (SM5) travelled to Geneva from September 14 to 18 in conjunction with the WTO Public Forum. The mission included meetings with the WTO's Agriculture and Commodities Division, WTO Deputy Director-General Jean-Marie Paugam, the Chair of the Agriculture Negotiating Group, Canada's Permanent Mission, and representatives from Brazil, China, the European Union, Switzerland, Japan, the United States, and the African Group.

The clearest message from these meetings was that formal agricultural negotiations remain at a standstill. There is little expectation of a near-term breakthrough across the traditional negotiating pillars, with longstanding divisions continuing over domestic support, public stockholding and market access. Attention among WTO members has increasingly shifted toward broader institutional reform, including questions about decision-making, the use of consensus and the role of plurilateral agreements when full multilateral agreement is not possible.

One initiative of particular interest is the Emerging Agriculture Trade Issues, or EAT, group. Led by Brazil and Switzerland with Canada among the co-sponsors, EAT is intended to provide a forum for discussion of newer agricultural trade issues that are difficult to advance through the WTO's formal negotiating channels. The initiative began with a focus on sustainability and agricultural trade but has broadened to other emerging topics. Somewhat unusually in the WTO context, participating members are actively encouraging industry involvement, creating a potential avenue for producer organizations to contribute directly as the work develops.

For SM5, the practical conclusion is that continued engagement remains important even in the absence of formal negotiating progress. The WTO still provides the baseline rules for a large share of global trade and remains an important forum for monitoring proposals before they become negotiating positions. Maintaining relationships and institutional knowledge is therefore valuable for supply-managed sectors. SM5 will continue to monitor the EAT initiative and whether its discussions move into areas that are directly or indirectly relevant to supply management.

CPRC Update

Submitted by Canadian Poultry Research Council

CPRC Schwean-Lardner turkey hen lighting
Blue light eliminates aggression in turkey hens

When Karen Schwean-Lardner saw the calming effect blue light had on broilers, she wondered if lighting might have an impact on aggression in turkeys. She was particularly interested in alternatives to beak treatment that's commonly used to reduce severe pecking and cannibalism in turkey flocks.

Schwean-Lardner leads the Poultry Management & Welfare Lab at the University of Saskatchewan and recently completed a project studying the effect of LED light on the performance and welfare of turkey hens. With her master's student Domenica Medina, they investigated if lighting could calm turkey hens enough to limit aggressive behaviour, reduce economic losses and provide new insights for producers.



Turkey hens were raised to 11 weeks under three LED light colours to evaluate bird welfare, productivity traits and economics with blue light delivering positive results on all parameters.
Photo credit: Domenica Medina

They raised about 3,000 turkey hens in each of two trials from hatch to 11 weeks under conditions similar to commercial farms. Half the birds in each trial received infrared beak treatment at the hatchery – the other half did not. Birds were divided into smaller groups to receive one of three different LED light colours throughout the study – dark blue (peak at 455 nanometer), green (peak at 510 nanometer) and white (full spectrum). Light colour was measured in gallilux or "clux" – a more accurate measure than lux that's based on how a bird sees, not a human.

Performance measures included body weight, body weight gain, feed consumption, feed to gain ratio and mortality. Welfare assessments included gait score, footpad score, feather coverage, cleanliness, ocular development, aggression damage and behaviour. A basic economic analysis looked at how much money was made on a per bird placed basis using the cost of the pullet and feed.

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CPRC Update

Submitted by Canadian Poultry Research Council

Lighting up the differences

Mortality rates from aggressive pecking and cannibalism gave some shocking results with 4% mortality under white light, about 2% for green and 0% under blue.

"The reduction in overall mortality – particularly due to cannibalism – was a real surprise and a huge welfare win with blue light," says Schwean-Lardner. "And this is significant for an industry that sometimes struggles with trying to control cannibalism."

Across all light treatments, there were no significant differences in body weight, although there was a trend to higher body weights under blue light.

When they compared the gross return per bird under the different light colours, blue again came up on top – with about $1.50 more per bird under blue light than white. While Schwean-Lardner admits it may not sound like much, there appears to be an economic benefit to blue light.

A few things to watch

There was an unexpected, and unexplained, finding in a very small number of birds raised under blue light. Schwean-Lardner describes it as similar to a stargazer effect (but not stargazing) where birds started to put their heads back over a period of days. Affected birds continued to throw their heads back, reduced feed intake, were picked on by other turkey hens and eventually removed from the pen. She emphasized the need to understand this behaviour because for the small number of birds, it is a welfare concern.

"We've never seen anything like this before and can't explain why it only happened under the blue light," says Schwean-Lardner. "Less than 0.1% of the birds did this, but it happened in both trials under blue light so it's something for producers to be aware of."

She also noted it was a little tougher to do barn checks during their project under blue light because of how it affects visibility in the barn for humans, who see light differently than birds. Green light, which showed mid-range improvements in aggression compared to white, is also a consideration to balance the ability for workers to see better in the barn.

"We hit all the major impacts with blue light to improve welfare, production and economics," says Schwean-Lardner. "Producers need to keep in mind that it's a little more difficult to work in blue light and to watch for any abnormal behaviour, but if I was a turkey farmer, I'd certainly be thinking about putting blue lights in my barn."

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.

TFC Update



TFC is pleased to welcome our new TFC staff member, Liechen Huang, who has joined us as our Market & Policy Analyst. Liechen brings experience in market and public policy research, economic development, and quantitative data analysis.

Upcoming Meetings

2026 Advancing Women in Agriculture Conference (East)
November 22-24, 2026
Niagara Falls, Ontario

TFC 288th Meeting
December 2-3, 2026
Toronto, Ontario

2027 International Production & Processing Expo (IPPE)
January 26-28, 2027
Atlanta, Georgia

Turkey Sector Summit
February 2-3, 2027
Toronto, Ontario

TFC General Business Meeting
February 3-4, 2027
Toronto, Ontario

Future of Food Conference - Canada's Agriculture Day
February 9, 2027
Ottawa, Ontario

CPEP Sector Meetings
February 9-12, 2027
Ottawa, Ontario

2027 National Turkey Federation (NTF) Annual Convention
February 17-20, 2027
Nashville, Tennessee

TFC General Business Meeting and TFC 53rd Annual General Meeting
March 24-25, 2027
Ottawa, Ontario

Turkey Farmers of Canada
7145 West Credit Avenue
Building 1, Suite 202
Mississauga, ON L5N 6J7
Tel: 905-812-3140
Fax: 905-812-9326
E: info@tfc-edc.ca

turkeyfarmersofcanada.ca
canadianturkey.ca

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