



Avian Influenza – Biosecurity Reminder

The risk of Avian Influenza infection to poultry flocks from wild birds is currently high.

Since late last year, Highly Pathogenic Avian Influenza (HPAI) H5N1 detections have been increasing in North America. In Canada, HPAI has been detected in commercial flocks in Nova Scotia, Ontario, and Alberta as well as in small and backyard flocks in Newfoundland, Nova Scotia, and Ontario. In the United States, 25 states have confirmed cases of HPAI in commercial and backyard flocks. HPAI has now also been detected in wild birds in all migratory flyways including in Atlantic Canada (Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island), Quebec, Ontario, Manitoba, Saskatchewan, and British Columbia, and in 32 U.S. states.

The Canadian Food Inspection Agency (CFIA), in partnership with provinces and industry associations, are responding to cases of HPAI and have implemented movement restrictions and is recommending enhanced biosecurity for all farmers.

Wild birds are playing a significant role in the source of the outbreaks. Avian Influenza can spread from wild birds to commercial birds through contact with infected poultry and poultry products. It can also spread through contaminated manure, litter, clothing, footwear, vehicles, equipment, feed, and water.

Continued page 2...

Inside this issue:

Avian Influenza	Page 1-2
TFC 269th Meeting	Page 3
Market Development program Announcement and PEFIP Reminder	Page 4
Market Insights	Page 5-6
National Marketing Campaign	Page 7-8
Corporate Communications	Page 9
Trade	Page 10
On-Farm Programs	Page 11
CPRC	Page 12-13
CFA	Page 14

Avian Influenza - Biosecurity

Your best plan is to be prepared and vigilantly follow strict biosecurity measures to reduce the risk of avian influenza entering your flock, including:

- Ensure farm personnel biosecurity protocol is followed:
 - Wear barn-specific clothing and boots or plastic boot covers;
 - Wash/sanitize hands before and after contact with the birds or wear gloves;
- Avoid non-essential entries to your farm premises and barns, and limit travel to other poultry farms.
- Maintain an effective pest control program and avoid contact with wild birds.
- Avoid sharing of equipment with other farms, or ensure it is cleaned and disinfected between farms.
- Keep your farm-specific disease/emergency response plan up-to-date.
- Monitor flock health, including mortalities, feed and water consumption, and abnormal bird behaviour, and immediately contact a veterinarian in cases where disease is suspected. Then move quickly with your vet to contact CFIA and your local board.

Please remember prompt action is critical to containment.

TFC has published a new Avian Influenza Resource, which covers an overview of Avian Influenza, including clinical signs, general and enhanced biosecurity measures, what to do if infection is suspected, and what to expect if infected. It can be accessed on the TFC On-Farm Programs Portal at www.tfconfarmprograms.ca.

TFC 269th Business Meeting Notes

The Turkey Farmers of Canada's (TFC) 269th Meeting took place March 23-24 in Ottawa, Ontario with a hybrid model of Board of Directors in person and Alternate Directors, Managers and observers joining via Zoom.

Highlights include:

- An executive committee report on recent activity such as an SM4 Chair meeting with Minister Bibeau and the CPEPC Turkey Primary Processing Sector Joint Poultry Sector meetings,
- an update from Zeno on the national campaign, focusing on results from the 2021 holidays and plans for 2022, the fourth year of the national campaign,
- a presentation on the Turkey Market Review (TMR) and an update on the status of the 2022/23 Quota Regulation,
- an update on Avian Influenza in Nova Scotia and the impact on producers,
- an overview on CUSMA mitigation funds and the Poultry and Egg On-Farm Investment Program,
- and an On-Farm Program update noting that the 40-month review required by CFIA to maintain the full government recognition for the TFC OFFSP was completed at the beginning of March. No adjustment needs requests (ANRs) were identified, and it was found that TFC continues to fulfill the full recognition requirements, and;
- the results of the 2021 third-party audits of the TFC Flock Care Program®. It was concluded by NSF that: "*The National Flock Care Program* has been implemented effectively and maintained on an on-going basis".

Executive Committee 2022/2023



Darren Ference
Chair



Calvin McBain
Vice-Chair



Jelmer Wiersma
Executive Member

Market Development program Announcement and PEFIP Reminder

On March 25, the Federal Government announced \$3.5 million in funding under the Market Development Program for the Turkey Farmers of Canada (TFC) and Chicken Farmers of Canada (CFC). The Market Development funding will also assist with various activities including advertising, promotion, market research, and further recognition of the Canadian Turkey brand.

Additionally, TFC would also like to encourage producers to register for the Poultry and Egg On-Farm Investment Program as soon as possible, even if you are not planning to apply for a few years. This can be done online through the AAFC website using license information. It is important to register if you have not yet done so. To-date, 46% of producers have registered under the program.

Payments to producers are now starting to be released. Please be patient. Over 4,800 poultry and egg producers are eligible to apply and program uptake has been strong in the first year.

Market Insights

The table below displays the actual Canadian and American production figures and prices for the 2020-21 season, as well as forecast grains and oilseeds production, and prices for the 2021-22 and 2022-23 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												
	2020-2021				2021-2022 Forecast				2022-2023 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	358	14	372	\$ 272	384	14	398	\$ 305	387	14	401	\$ 280
Barley	4	11	14	\$ 294	3	7	10	\$ 425	4	11	14	\$ 340
Oats	1	5	6	\$ 301	1	3	3	\$ 560	1	4	5	\$ 400
Sorghum	9	0	9	\$ 261	11	0*	11	\$ 306	10	0*	10	\$ 223
Total	373	29	402		398	24	422		402	29	431	
Wheat (x.Durum)												
	48	29	76	\$ 271	44	19	63	\$ 420	53	26	78	\$ 375
Oilseeds												
Canola	2	19	21	\$ 730	1	13	14	\$ 1,050	1*	20	21	\$ 900
Soybeans	115	6	121	\$ 605	121	6	127	\$ 650	122	7	128	\$ 600
Soybean Meal	46	1	47	\$ 477	47	1*	48	\$ 511	48	1*	49	\$ 511*
Total	162	27	189		169	20	189		171	28	199	

Sources:

Canada: Outlook for Principle Field Crops March 2022 (AAFC),

US: Feed Outlook, Oil crops Outlook and Wheat Outlook for March 2022 (USDA), USDA Agricultural Projections to 2031

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

Note: Numbers marked with an asterisk are carried forward from the previous period due to lack of forecast data

Continued page 6...

Market Insights

In Canada, carry-out stocks on most crops are forecast to hit record lows due to low carry-in stocks and a decrease in production caused by the drought on the prairies. Oat production is predicted to decrease the most (43%), while production of barley, wheat and canola are all predicted to drop by about 35%.

Only corn production is expected to increase (2%), and that was due to a bumper crop in eastern Canada. The overall tightened domestic supply conditions, combined with tightened global supplies and supply disruptions from the Russian invasion of Ukraine, result in forecasted higher prices on all principle field crops for Canada. Oats are forecasted to have the largest price increase at 86%, followed by wheat (55%), barley (45%) and canola (44%). By 2022/23 however, prices and production are expected to revert to 20/21 levels to a certain degree.

Trends in the U.S. follow similarly to Canada, with production of most field crops forecast to drop for 21/22. The exception to this is soybeans and soybean meal, which are forecast to increase slightly.

Despite this increase, drought conditions in parts of South America and weaker crops in other countries have led to a decrease in world production, and average prices on soybean products are forecasted to increase compared to 20/21.



National Marketing Campaign

Think Turkey - Year in Review



2021 marked the end of year three of the national Think Turkey™ / Pensez Dindon^{MC} marketing campaign, where it raised awareness of the versatility and benefits of turkey year-round. The campaign activated new and exciting marketing channels, that further maximized consideration of turkey among Primary Meal Planners and encouraged them to choose turkey.

In January, the campaign leaned into health and wellness by working with fitness-foodie influencers to develop healthy, everyday turkey recipes, and hosted a giveaway across social channels where followers had the opportunity to win a Bowflex bike, resulting in the most successful contest to date!

To drive consideration for turkey in foodservice, Think Turkey™ / Pensez Dindon^{MC} partnered with national QSR chains Subway and New York Fries. As part of the launch of their new Sidekick Sandwich, Think Turkey teamed up with Subway to promote the Turkey Ranch Sidekick through influencer social posts. With the launch of New York Fries' at-home poutine kits coinciding with Easter, it made for the opportunity to encourage followers to top their poutine with Easter turkey leftovers.

During BBQ season, Think Turkey targeted grilling-enthusiasts with the launch of The Griller's Bird campaign. Think Turkey teamed up with PGA-member and BBQ fan Graham DeLaet and grill-guru Max Lavoie to share their go-to BBQ turkey recipes in a video series for social.

With families finally able to gather again, Think Turkey™ / Pensez Dindon^{MC} wanted to give Canadians a dream Thanksgiving to remember. Celebrity Chef Lynn Crawford developed three custom-curated Thanksgiving dinner menus, with turkey. The three menus and tablescapes were featured on @Canadian-turkey's social channels, where followers had the chance to win a catered Thanksgiving dinner featuring Chef Crawford's recipes. Chef Crawford also appeared on the Marilyn Denis Show to talk turkey and showcase her recipes.

To close out the year, Think Turkey™ / Pensez Dindon^{MC} teamed up with VIA Rail. Think Turkey and VIA Rail hosted a giveaway where 7 Canadians could win tickets home for the holidays to anywhere VIA Rail travels in Canada. The contest was promoted across both partners' social channels, via influencer videos, and through both Think Turkey's and VIA Rail's newsletters, with a reach of 1 million+.

National Marketing Campaign



What We Have Done (so far!) in 2022

Think Turkey™ / Pensez Dindon^{MC} kicked off 2022 with our “MVP - Most Valuable Protein” campaign. The campaign worked with health-focused influencers to showcase how turkey fuels their diet through a series of videos on social.

In January, Wall of Chefs season 2 premiered with turkey as a lead sponsor. Think Turkey™ / Pensez Dindon^{MC}’s TV commercial spots aired during the broadcast every Monday and sponsored an episode that aired on February 28, where home cooks had to create a restaurant-worthy dish with turkey as the star protein.

With holidays and events in February that focused on family gathering (Lunar New Year, the Winter Olympics, Super Bowl Sunday, Valentine’s Day, and Family Day), the campaign focused on easy-to-make, family-friendly dishes. To support this theme, Think Turkey / Pensez Dindon partnered with Instant Brands, creators of the Instant Pot.

Inspired by March Madness, Think Turkey™ / Pensez Dindon^{MC} launched a Meatball Madness competition in March. Six influencers went head-to-head with their stuffed meatball recipes, with one being crowned the winner. TV personalities Randy Feltis and Andrea Buckett appeared on Cityline and Global’s The Morning Show respectively, inspiring Canadians to try a turkey meatball recipe.

New Creative in 2022

Be on the watch for a new campaign launching in May. Think Turkey™ / Pensez Dindon^{MC} will launch a brand-new campaign that is bound to hit the right chords with consumers. More on this in the next issue of Plume – stay tuned!



Corporate Communications

Government Relations

TFC continues to work on several topics facing the industry, including COVID and supply chain challenges both as an organization and working together with the national supply managed agencies. In January, SM4 staff and Chairs met with Minister Bibeau and her senior staff to provide updates, outline challenges faced by the poultry and egg industry, as well as a discussion on mitigation.

Agriculture Carbon Alliance (ACA)

Work with the ACA continues in 2022. TFC is participating in this industry-wide coalition of national farm organizations that will work towards ensuring that agriculture has a voice at the table in policy around carbon pricing. ACA's goal is to work collaboratively to ensure on-farm profitability, safeguard global and domestic competitiveness, and recognize farmers as sustainable stewards of the land.



Federation of Canadian Municipalities Conference and Downtown Diner

Both these collaborative events with the national SM4 and SM5 have not been held in person for the last two years due to COVID. Planning for both these advocacy events are tracking towards in person events in June 2022 with details to come. Watch for the next issue of Plume to hear how these events went.

Media

Media inquiries came in ahead of the Christmas holiday season again this year with topics ranging from availability and pricing related questions. Additionally, TFC had some media inquiries on the Avian Influenza (AI) situation in Nova Scotia and the implications on trade. This avian influenza situation, as it relates to media, continues to be ongoing.

Trade

World Trade Organization (WTO)

Since the end of July, WTO member countries have been engaged in high-level discussions on an initial draft agricultural negotiating text, released by the Chair of the WTO Committee on Agriculture, Costa Rican Ambassador Gloria Abraham Peralta. Key agricultural negotiating subject matters captured in the text included: Domestic Support; Market Access; Export Competition; Export Restrictions; Cotton; Special Safeguard Mechanism (for developing countries); Public Stockholding for Food Security Purposes (PSH); and Transparency.

On November 23rd, just in advance of the 12th WTO Ministerial (MC12) scheduled for November 30th to December 3rd, a significantly revised agricultural text was released. As described by the Chair, the text constituted the best attempt to table a balanced and realistic package of outcomes on agriculture and that would be manageable for the Ministers to deal with, in addition to numerous other negotiating texts, at MC12.

With respect to Market Access, which is a key area of concern of Canadian supply managed commodities, the revised November text would have committed WTO members to continue negotiations and develop a detailed work programme following MC12. Any specific reference to tariff reductions, included in the July text, was removed.

With the WTO's 12th ministerial (MC12) postponed on November 26th, due to restrictions on travelers arising from the new coronavirus variant Omicron, negotiations will shift to among Geneva based officials with the objective of narrowing gaps further, until such time as the Ministers can gather again safely.

Association of Southeast Asian Nations (ASEAN)

On November 16, 2021, the Government of Canada announced that Canada and ASEAN have agreed to proceed with negotiations toward a comprehensive Free Trade Agreement (FTA). The ten ASEAN member countries include Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. If ASEAN were one economy, it would be the fifth largest in the world and is one of the world's fastest-growing economic regions, with an estimated GDP growth rate of 4.9% for 2019. A key objective of these negotiations is to diversify Canada's international trade relationships, thereby reducing vulnerability from ad hoc trade disruptions.

Of these ten countries, Brunei, Malaysia, Singapore, and Vietnam (4) are also signatories to the CPTPP, although Brunei and Malaysia have yet to ratify the agreement.

On-Farm Programs Update

Third-Party Audits of the TFC Flock Care Program©

The 2021 report of the third-party audits for the *TFC Flock Care Program© (FCP)* has been received from the third-party audit provider. The 2021 round of third-party audits found that the *National Flock Care Program* was implemented effectively and maintained on an ongoing basis and that animal care measures were consistently applied.

Verification audits were done on a statistically valid random sample of turkey farms across all provinces, in addition to the annual audits required to maintain a producer's certification under the TFC FCP. Audits were conducted by qualified auditors from NSF Canada Agricultural Certification Company.

Third-party audits were initiated in 2017 to meet the need for transparency of implementation of the TFC FCP to retailers, restaurants, and consumers to further provide assurance that turkeys in Canada are raised humanely and that the TFC FCP is an effective national standard to represent animal care on-farm.

The work of the selected farmers and the Provincial Boards is commended for the planning and execution of the third-party audits.

Audits for the 2022 round will be scheduled in combination with Provincial Boards and the third-party auditors. Based on the evolving situation with Avian Influenza, the start of audits will be postponed to when the situation stabilizes or will be conducted virtually.



CPRC Update

Submitted by Canadian Poultry Research Council

Biomarkers and Bioactives: New Tools to Boost Bird Health

Reducing the impact of poultry diseases usually focuses on treating specific pathogens. An Agriculture and Agri-Food Canada (AAFC) team is approaching the challenge by looking at the consequences, not the cause, of disease to develop new tools and techniques that will help producers boost bird health without the need for antibiotics.

They are particularly interested in intestinal inflammation that is often triggered when a bird is battling a pathogen (viruses, bacteria or parasites) and can cause intestinal illness. Inflammation sets off a domino effect of consequences that can be costly for the bird's health and welfare (pain, loss of appetite, reduced weight gain and weakened immune system), and ultimately, the farm operation.

"We believe that targeting the bird's physiological response to pathogens – specifically intestinal inflammation – with non-antibiotic bioactives has the potential to be an effective and broad-spectrum strategy to improve bird health and productivity, and reduce antibiotic use," says Dr. Douglas Inglis, an AAFC scientist specializing in enteric microbiology and intestinal health at the Lethbridge Research and Development Centre who is leading a five-year research project.

Inglis and his team are developing innovative new tools to help Canadian poultry producers deal with the impact of intestinal inflammation. Along with their research to develop non-antibiotic bioactives, they are also identifying factors that predispose chickens to disease, as a way to improve intestinal health so birds are better equipped to fight disease pressure.

Practical alternatives to antibiotics

The overall goal of their research is to develop effective and non-antibiotic strategies to boost the bird's own immune system and reduce inflammatory diseases. They are working with broilers and layers, and currently focusing on younger birds to see if they are able to modulate the immune system to provide a long-term benefit. Their findings are also relevant and applicable for turkeys.

Over the last four years, Inglis and team have identified biomarkers that are predictors of bird health and a number of bioactive molecules that show promise as an antibiotic alternative for regulating acute and chronic inflammation in chickens. They have also developed a new delivery technology for potential on-farm use.

Biomarkers to predict health

Biomarkers are biological indicators of health that are valuable when there is a correlation with a disease – like blood pressure as a predictor of cardiovascular health in people. The use of biomarkers in human medicine is well developed, but is in its infancy in poultry production. For this part of their research, the team looked at biomarkers found naturally in a bird's blood or tissues signalling an abnormal process that's predictive of disease.

Continued page 13...

CPRC Update

Some of these indicators are biomarkers in birds that indicate stress. “Stress is known to cause significant changes in the bird’s metabolism and immune function, leading to poor performance and increased disease risks,” says Inglis.

They have found that stress has a significant effect on the onset and severity of a number of poultry diseases, including necrotic enteritis, and it’s why they’ve focused on identifying biomarkers that indicate a bird’s predisposition to stress and disease. Their goal is to identify biomarkers to be used on-farm by producers as another health management tool.

“We are emphasizing the use of biomarkers that are easy to collect on the farm, like feathers, so producers are able to monitor the health status of their flock before disease occurs, and use the information to objectively evaluate the need for treatment strategies and their effectiveness,” says Inglis.

To date, they’ve detected multiple biomarkers of stress and disease in chickens, and plan to test these in simulated and actual commercial settings. If the results show promise as a practical tool for producers, they’ll look at partnerships to bring the technology to market. “An on-farm diagnostic kit that uses biomarkers could be two to five years away,” Inglis predicts.

The potential of bioactives

Another key part of the project is testing various bioactive molecules – naturally produced by birds – that could help modulate acute or chronic intestinal inflammation. Hand in hand with testing the bioactives, Inglis and the team are developing novel technologies that would deliver bioactives directly to the site where action is needed. For intestinal inflammation this would involve administering bioactives through feed or water, with the delivery technologies targeting the agents to specific locations of the gastrointestinal tract (e.g., sites of inflammation) to achieve maximum effectiveness.

“In addition to bioactives delivered as therapeutics, we’re also focused on developing bioactives that target inflammation to provide growth promotion and prophylactic effects for birds. Our goal is to provide practical, effective and non-antibiotic strategies to prevent and treat disease,” says Inglis.

As the project enters its final year, Inglis and team are looking to move closer to potential commercialization of some of their discoveries. They will be evaluating technologies under conditions that simulate commercial operations, before transitioning to on-farm evaluations. “Our end goal for producers is to successfully develop a cost-effective strategy to boost bird health without antibiotics.”

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 Canadian Agricultural Partnership, a federal-provincial-territorial initiative. Additional funding was received from Alberta Chicken Producers, Alberta Agriculture and Forestry, Alberta Innovates and the Canadian Glycomics Network. The project is a partnership between AAFC, the University of Lethbridge, the University of British Columbia, Brigham Young University and the University of Alberta.

CFA Update

Submitted by Canadian Federation of Agriculture

CFA Virtual Lobby Week Brings the Farm Voice to the Hill



CFA conducted its Virtual Lobby Week throughout the week of April 4th. The CFA Board had approximately 40 meetings over the week with MPs, Senators and key government representatives from major political parties.

During the week the CFA was focused on the following high-level messaging:

- Striking a working group with farmers, Environment and Climate Change Canada and Agriculture and Agri-Food Canada to engage early and frequently on environmental policies that impact Canadian agriculture.
- Increase the funding envelope for the next Agricultural Policy Framework in two key areas:
 - New programming that incentivizes farmers to adopt costly environmental best management practices.
 - Enhanced disaster relief for farmers facing severe income losses and extraordinary costs.
- Support CFA's efforts to develop an industry-led labour strategy to help alleviate chronic labour issues in agriculture.

Other topics included fertilizer pricing and availability, food security, emissions reductions and many more.

CFA Sends Recommendations for Next Agriculture Policy Framework (APF) to Minister Bibeau

On March 17th CFA provided their recommendations to Minister Bibeau regarding the next APF. At a high-level, this report recommended:

Increase the funding envelope for the NPF: The NPF must invest at a level commensurate with agriculture's expanded role as not only a producer of quality agri-food products that feed Canadians and the global marketplace, but also a provider of many public goods and services – keeping pace with the increased scale and prominence of agriculture as a strategic sector in Canada.

Create equitable access to all producers: Grant all Canadian producers, whether terrestrial or aquatic agriculture, producing food, fibre, or ornamentals, equal program eligibility across all policy priorities and programming areas in both federal and provincial programming. This includes expanded access to production insurance for commodities currently lacking coverage.

Increase dialogue on trade risk: When designing programs, particularly related to risk management, the risk of adverse geopolitical trade actions must be assessed in close concert with industry, rather than used as a unilateral rationale to limit programming considerations.

TFC names new Director and Alternate Director to CFA at the March meeting: Steven Eadie (TFNS) and Matt Steele (TFO), respectively.

Upcoming Meetings

Federation of Canadian Municipalities Conference (FCM)
June 2-5
Regina, Saskatchewan

CPEPC 72nd Annual Meeting and Convention
June 5-7
Jasper, Alberta

Downtown Diner (SM4) Event
June 9
Ottawa, Ontario

Advancing Women in Agriculture Conference
June 21-22
Calgary, Alberta

TFC 270th General Business Meeting
June 22-23, 2022
Halifax, Nova Scotia

TFC 271st General Business Meeting
September 22, 2022



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



© 2022 Canadian Turkey Marketing Agency
c.o.b. Turkey Farmers of Canada

facebook.com/CanadianTurkey • twitter.com/TurkeyFarmersCa • twitter.com/Cdn_Turkey
youtube.com/CdnTurkeyFarmers • youtube.com/CanadianTurkey
pinterest.com/CanadianTurkey • instagram.com/CanadianTurkey