

National Marketing Campaign



Helping Canadians Hit Their New Year Health Goals with Turkey

Think Turkey™ / Pensez Dindon^{MC} embraced the new year as an opportunity to inspire Canadians to incorporate turkey into their meals as part of their health-focused resolutions. Through a strategic mix of paid material, social media and partnerships, traffic was driven to ThinkTurkey.ca / PensezDindon.ca, encouraging Canadians to choose Canadian turkey to reach their health and fitness goals.

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National Marketing Campaign

Canadian Turkey Raised with Pride

In response to U.S. tariff threats and the growing consumer movement to support Canadian products, Think Turkey / Pensez Dindon launched a targeted campaign emphasizing that Canadian turkey is proudly homegrown. This initiative served as an educational moment, reinforcing that choosing Canadian turkey directly supports 510+ Canadian turkey farmers. To make it easier for Canadians to shop local, the [Shop Now](#) / [Magasinez](#) pages were updated with Canadian-focused messaging on choosing Canadian-raised turkey products.

To strengthen the Canadian messaging, the Think Turkey logo was updated, featuring a maple leaf, making it even easier for Canadians to recognize and support Canadian turkey.

Celebrating Easter with Canadian Turkey

The Think Turkey™ / Pensez Dindon™ campaign has launched its Easter initiative, spotlighting the versatility and quality of Canadian turkey.

This bilingual campaign emphasizes the importance of supporting local farmers and encourages Canadians to choose homegrown turkey for their holiday meals.

At the heart of the campaign is a [national TV spot](#) reinforcing turkey as the perfect protein for any gathering. Two versions were created: one tailored for Easter and another designed for year-round use. The spot stars Alberta farmer Scott Olson and Quebec farmer Michaël Boulay as they celebrate what makes turkey *Perfectly Canadian*.



TFC 281st Business Meeting and AGM Overview

The Turkey Farmers of Canada's 281st General Business Meeting and Annual General Meeting took place March 19-20, 2025 in Ottawa, Ontario.

Highlights of the 281th Meeting include:

- The Executive Committee report which outlined: recent activity including an update on U.S. tariffs being imposed, counter tariffs by the Canadian government, TFC work on both these matters, the shifting political landscape, CPEP Turkey Sector and Poultry Sector meetings, and other events attended by the Executive.
- A presentation from Zeno Group with updates on the National Marketing campaign.
- Consumer Research Presentation by VCM International, where they provided an overview on the consumer research findings with discussion around how this research can be applied.
- The Turkey Market Advisory Committee (TMAC) report concentrated on breast meat and further processing. A follow up meeting was scheduled to address the implications of tariffs on these sectors.
- Updates from the On-Farm Programs Committee, including a HPAI Vaccination Task force update, and an overview that the Canadian Centre for Veterinary Biologics (CCVB) of the CFIA indicated the acceptance of applications from veterinarians for the emergency importation of live aMPV vaccines. Other topics covered included the flock sheet updates and work planned by the Joint Government-Industry Working Group on the Control of Salmonella and Campylobacter.
- Reports on trade, and corporate communications & public affairs, touching on details on advocacy activities and tariff implications.

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TFC 281st Business Meeting and AGM Overview

The 51st TFC Annual General Meeting took place on March 22, 2025. Elections took place and the new 2025/2026 Executive Committee is:



Darren Ference
Chair



Jelmer Wiersma
Vice-Chair



Matt Steele
Executive Member

Also elected at this meeting were our CFA representatives: Debbie Etsell, Director; and Matt Steele, Alternate Director.

The full TFC Board of Directors for 2025 are:

Darren Ference - ATP
Jennifer Paquet – EVQ
Matt Steele - TFO
Debbie Etsell – BCTMB
Jelmer Wiersma – TFS
Larry Kleinsasser – MTP

Hugo Therrien – TFNB
Michael de Graaf – TFNS
Craig Valiquette – CPEP
Michel Pépin – CPEP
Adam Power – FPPAC
Scott Olson - ATP Alternate

Trade Update



Canada-U.S. Trade Tensions

The ongoing trade dispute between Canada and the United States continues to cast a shadow over the agricultural sector, with significant implications for turkey producers. While the initial threat of broad U.S. tariffs on Canadian goods has receded, the situation remains fluid, with targeted measures still in play. The U.S. has primarily focused its recent trade actions on sectors such as softwood lumber, aluminum, and automobiles, but the agricultural sector remains wary of potential escalation.

Canada has responded with proposed retaliatory tariffs, marking a second phase of countermeasures aimed at U.S. imports. These measures could have consequences for turkey farmers. The interdependence of Canadian and U.S. supply chains means that any disruption - whether from tariffs or regulatory delay - could ripple through the entire production system.

These trade tensions have also called into question international trade standards including the legitimacy of the Canada-U.S.-Mexico Agreement (CUSMA). While the CUSMA review is scheduled for 2026, recent U.S. trade actions are in direct breach of the agreement.

TFC remains focussed on potential impacts of tariffs on animal health products, feedstuffs and ingredients and genetics including turkey hatching eggs and day-old poults.

One of the most pressing concerns is turkey genetics. Given the highly integrated nature of the genetics and breeding sector between Canada and the U.S., maintaining access to hatching eggs and day-old turkey poults for breeding lines and commercial production is essential for Canadian turkey producers to ensure optimal flock development and to meet market demands, as domestic sourcing is not always feasible.

TFC submitted a detailed recommendation to the Canadian government regarding hatching eggs and day-old poults (HS codes 0105.12.10, 0105.12.90, and 0407.19.00) requesting they be excluded from the

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Trade Update

retaliatory tariff list. This decision would preserve the highly integrated Canada-U.S. trade in breeding stock, which is essential for maintaining flock health and meeting domestic demand.

TFC is working with key stakeholders including the National Turkey Federation in the United States, the Canadian Poultry and Egg Processors, the Further Poultry Processors Association of Canada, the Canadian Hatchery Federation and Government of Canada officials. TFC is also aligned with the Animal Nutrition Association of Canada (ANAC) and the Canadian Animal Health Institute (CAHI) which are both actively working with regulators to address these challenges.

The coming months will be critical for Canada's trade policy direction. TFC will continue to monitor developments closely, advocating for Canadian turkey farmers, and the sector.

For further details on TFC's trade submission or to discuss specific concerns, please contact us at info@tfc-edc.ca and we will respond.

Exploring International Markets: Challenges and Opportunities

While the U.S. remains Canada's largest trading partner, diversifying into other markets has gained increasing attention by the Federal Government, to the potential good of Canadian agriculture broadly. However, it seems the focus will be placed on existing agreements and trading partners rather than developing new bilateral or multilateral agreements.

In Europe, the Comprehensive Economic and Trade Agreement (CETA) provides tariff-free access for Canadian turkey, but non-tariff barriers—such as regulations on antibiotics and GMO feed may limit market penetration.

Trade Negotiations

At the multilateral level, Canada's trade agenda is marked by both progress and stagnation. Negotiations for a free trade agreement with the UK have stalled, largely due to internal politics and apparent disagreements over beef and dairy access. While poultry has not been a central issue in these talks, the outcome could set important precedents for future agreements.

Canada is exploring deeper trade ties with ASEAN nations and India, where rising incomes are driving demand for high-quality protein. However, non-tariff barriers, including stringent sanitary and phytosanitary standards, remain significant hurdles.

Within the World Trade Organization (WTO), Canada continues to advocate for reforms that protect supply management systems while promoting fair trade practices. This balancing act is critical for turkey farmers, who rely on the stability provided by supply management while seeking new export opportunities.

Market Insights

Assessing the impact of countervailing duties imposed by Canada is complicated by current market conditions for turkey meat. Currently, wholesale prices in the U.S. for breast and thigh meat, which account for much of the imports into Canada, are relatively high. HPAI outbreaks in the U.S. are making it difficult for many firms to export turkey, and U.S. prices for competing proteins such as beef and pork are also high, which is supportive of turkey prices. Even without countervailing duties adding to the cost of imports, it's quite arguable that we would be in a period of low imports from the U.S. anyways.

Exports of turkey to the U.S. account for a small percentage of our production and mostly consist of specialty products and lower valued co-products. Approximately 95% of whole birds produced domestically are consumed in Canada with much of the remainder exported to the U.S. Much of the volume of turkey exports are parts, such as wings, that are not heavily demanded in Canada. For these lower valued cuts, it is quite possible that tariffs imposed by the U.S. will lead to these products being exported elsewhere.

On top of the impact on meat trade, tariffs are having an impact on eggs and poults. For decades, the trading of turkey hatching eggs and poults has been mutually beneficial. This integration of the hatchery supply has resulted in a net outflow of tom poults from Canada, as they are more heavily demanded in the U.S., and a net inflow of hens to Canada, as hens are more heavily demanded here. While Canada is a net exporter of both hatching eggs and poults, in recent years, 25% of all poults placed in Canada have been imports. A countervailing duty on poults, if one is imposed, would add significantly to producer costs.

Due to the highly unpredictable nature of decision-making in Washington, it is not possible to predict the long-term impact of the tariff war on our sector. Given this uncertainty, it is impossible to know if and when import volumes of breast meat will return to normal, predictable volumes.



Corporate Communications

Joint Annual Reception



Turkey Farmers of Canada co-hosted the Joint Annual Reception alongside Egg Farmers of Canada, Chicken Farmers of Canada, and the Canadian Hatching Egg Producers. The event allowed stakeholders and industry partners to connect, network, and discuss topics of importance to the sectors. The event was also attended by the Honourable Kody Blois, the Minister of Agriculture and Agri-Food at the time of the event.

Advocacy

The SM5 reached out to all major political parties ahead of the election regarding commitments to Canada's supply management system. This includes advocating for no additional market access and maintaining over-quota tariffs in future trade agreements. TFC will work with the new government and opposition members to continue advancing key issues important to the sector.

In light of the election call, all previously monitored bills have died. Any bills would now have to be reintroduced once the new government is formed.

Media

TFC continues to monitor media activity on the turkey industry and supply management and send updates through the bi-weekly *Eye on the Industry* Newsletter. If you are interested in receiving this, please email mmackimmie@tfc-edc.ca.

On-Farm Programs

Third-Party Audits of the TFC Flock Care Program©

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 2024 report of the third-party audits for the TFC Flock Care Program© (FCP) has been received from the third-party audit provider. Based on the results of the 2024 audit program, it was concluded that the National Flock Care Program had been implemented effectively. Animal care measures were consistently applied, and producers demonstrated compliance and continuous improvement to the program requirements, with support from Provincial Board representatives.

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

In August 2024, TFC elected to go out with a request for proposals to audit companies to ensure the process remained relevant, transparent, and met the needs of the industry. The TFC Board of Directors approved Management Systems Verification Services (MSVS) as the new contracted third-party auditor for 2025. Audits for the 2025 round will be scheduled in combination with Provincial Boards and the new third-party auditors.

Flock Health Avian Metapneumovirus (aMPV)

The poultry industry in Canada has been challenged with outbreaks of avian metapneumovirus (aMPV) since the first known detection in April 2024. Avian metapneumovirus infection results in welfare concerns and large economic and supply chain impacts, and due to the incidence of secondary bacterial infections, jeopardizes the work of the industry-led antimicrobial use strategy. The U.S. has also documented increased cases of aMPV with significant economic losses in their poultry industry.

At that time, aMPV had not been detected previously in commercial poultry in Canada and there were no prevention or treatment options available for aMPV.

To respond to the significant threat of aMPV to the turkey industry, TFC, along with poultry veterinarians, advocated for aMPV vaccine access with the Canadian Food Inspection Agency (CFIA) as well as directly with vaccine companies to convey impacts to industry. Both live and inactivated vaccines are available for immunization of poultry and are widely used in countries where the disease is endemic.

In February 2025, the Canadian Centre for Veterinary Biologics (CCVB) of the CFIA indicated that they would accept applications from veterinarians for the emergency importation of live aMPV vaccines. An industry

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On-Farm Programs

notice was distributed by TFC to veterinarians, farmers, and hatcheries.

Veterinarians will apply for the emergency use import permit to the CCVB, and interested farmers should work with their veterinarians. TFC acknowledges the collaborative efforts undertaken by CFIA with industry and veterinarians to help protect animal health and the turkey industry.

Avian Influenza

The Highly Pathogenic Avian Influenza (HPAI) outbreak persists globally. Turkey Farmers of Canada maintains support for communication efforts and vaccination discussions through the HPAI Vaccination Task Force and is following global trends and initiatives.

Since the start of the year, there were 13 detections of HPAI H5 in Canada, 4 in British Columbia, 5 in Ontario, 1 in Quebec, 1 in Nova Scotia, and 1 in Newfoundland. Ten of the detections were in commercial flocks. In February 2025, the presence of HPAI virus of H5N5 subtype was also confirmed in Newfoundland in a non-commercial poultry flock. This new subtype did not affect response efforts. These detections follow several positive samples in these areas in wild birds. H5N5 viruses continue to expand their geographic and species range. The significant outbreak in the USA also continued in this time, with substantial numbers of turkey and table egg farms impacted, as well as some small-scale farms and markets. Dairy herd detections and crossover to other mammal species also continued to be reported in the USA.

It can be expected that there will be ongoing exposure of domestic birds to HPAI from wild birds. Biosecurity is still the best protection to reduce the threat of avian influenza entering your flock. There are initiatives underway to determine risk factors for HPAI in commercial farms in Canada. With the continued impacts, there are also shifting global attitudes towards vaccination with the recognition that current control measures are insufficient. Vaccination could play a role in reducing economic and bird losses, lowering the risk of human exposure, and ensuring a more stable food supply.

The work of the industry-government HPAI Vaccination Task Force continues focusing on next steps emerging from a cost-benefit analysis, which gives a starting point for operational working groups to focus on surveillance, implementation, and logistics. Industry is committed to staying engaged through the Task Force and working towards these next steps.

In addition, sporadic transmission of avian influenza to humans is likely to continue occurring in settings where people have exposure to infected animals or their environment. Risk mitigation measures, like personal protective equipment, health monitoring, and genetic analysis of changes to viruses which may alter the risk level are being monitored. The potential need for human vaccination against avian influenza is also being determined. In February, the Public Health Agency of Canada (PHAC) secured an initial supply of doses of human vaccine against avian influenza. Vaccines are provided to provinces and territories with a portion remaining in a federal stockpile for national preparedness. Provinces and territories will make decisions on the potential use and administration utilizing national recommendations and guidance.

CFA Update

Submitted by Canadian Federation of Agriculture

Canadian Federation of Agriculture's 2025 Annual General Meeting

The Canadian Federation of Agriculture's (CFA) 2025 Annual General Meeting (AGM), took place at the Delta Ottawa City Centre Hotel from February 25-26, 2025 bringing together farm leaders from across the country as well as industry stakeholders and government representatives to help set the priorities for Canadian agriculture in the coming year.

This year's theme for the AGM was Laying the Foundation: Investing Today for the Future of Canadian Agriculture, examining the foundational elements that need to be put into place for a prosperous future for Canadian agriculture.

During the CFA AGM, the CFA Board passed 18 resolutions for the upcoming year. [View a list of those resolutions here.](#)

CFA Elections

During the AGM CFA held elections for the position of President, Vice-President and 2nd Vice-President, with the following results:

- President - Keith Currie
- Vice-President - Jill Verwey (Keystone Agriculture Producers – MB)
- 2nd Vice-President - Stéphanie Levasseur (l'Union des producteurs agricoles – QC)

Canada-US Engagement

CFA has been working to engage with its U.S. counterparts with the following key goals:

- Communicate that tariffs will have negative consequences for US farmers and consumers.
- Gather information and find potential collaborators to help convey this message in the U.S.
- Identify areas of future positive engagement, collaboration and partnerships.

To keep its members apprised of key messages and events related to Canada/US agriculture, in late January CFA published its Canada-US Relations and Trade webpage.

Throughout 2025 CFA attended various events important to U.S. agriculture with the above goals, including:

Canada-US Economic Summit (Feb. 7)

The Canada-U.S. Economic Summit brings together Canadian leaders in trade, business, public policy, and organized labour. Using their sectoral expertise, the leaders will explore ways to grow Canada's economy, make it easier to build and trade within the country, diversify export markets, and rejuvenate productivity.

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CFA Update

Submitted by Canadian Federation of Agriculture

American Farm Bureau Convention (Jan. 24-29):

CFA represented Canadian farmers in the “Canada” booth on the trade floor. CFA also used this opportunity to meet with important farm leaders and deliver the message that tariffs would negatively impact both U.S. farmers and consumers.

During these events CFA met with important figures such as Zippy Duval, the President of the American Farm Bureau, Chris Hoffman the President of the Pennsylvania Farm Bureau as well as Glenn Thompson, the Republican Leader of the House Agriculture Committee.

State Ag and Rural Leaders Summit (SARL) (Jan 3-5):

CFA President Keith Currie and CFA Executive Director Scott Ross attended the SARL Legislative Ag Chairs Summit, alongside reps from KAP and a host of other non-member farm groups, as well as representation from the federal government, Manitoba, Ontario and Alberta governments as well.

The Summit is SARL’s flagship event and is widely recognized as one of the premier gatherings for state and provincial legislators, policymakers, and stakeholders focused on agriculture and rural policy. The Summit facilitates bipartisan, multi-jurisdictional discussions, and is intended to help legislators better craft policies that support farmers and rural economies.

CFA’s focus during the Summit was on relationship-building and dialogue with state legislators, ensuring they’re communicating with other legislators on the importance of maintaining an open and predictable North American trade environment, while identifying opportunities for joint advocacy.

Apart from these specific activities, CFA has been heavily engaged with the Canadian government taking part in consultation to identify sectors that would be most impacted by tariffs, as well as identifying opportunities for mitigation and support.



Upcoming Meetings

92nd WOAHA General Session
May 25-29, 2025
Paris, France

CFA Summer Meeting & FPT Roundtable
July 15-16, 2025
Winnipeg, MB

CPEP AGM, Annual Convention & Top to Top Meeting
June 8-11, 2025
Whistler, BC

TFC 283rd General Business Meeting
September 24, 2025
TBD

TFC 282nd General Business Meeting
June 18-19, 2025
Fredericton, NB



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