



National Marketing Campaign

Think Turkey Campaign – Through the summer



In June, Think Turkey™ / Pensez Dindon^{MC} kicked off summer with the return of The Griller's Bird campaign to inspire Canadians to think turkey for their summer BBQ meals. This year, turkey brought global flavours to the grill updating the existing program to the Global Griller's Bird. Think Turkey teamed up with celebrity chefs from across Canada to serve up global flavours through mouth-watering recipes and social videos.

To get new Canadians interested in turkey, Think Turkey launched a multi-cultural grilling campaign targeted to South Asian Canadians in Greater Toronto and Vancouver, featuring traditional dishes with a turkey twist.

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National Marketing Campaign



The Veggies Love Turkey campaign continued to inspire Canadians to consider turkey and veggie pairings through our social media programs. The social ads resulted in significant impressions and vegetable-focused turkey recipes continued to be featured across Think Turkey's monthly newsletter and through influencer content.

Fall and Thanksgiving

To kick off back-to-school season, Think Turkey / Pensez Dindon highlighted easy and quick turkey recipes - perfect for busy weeks, school lunches and quick dinners.

For Thanksgiving, Think Turkey is bringing Canadians a special song to get them in the mood to celebrate a traditional Thanksgiving dinner. Think Turkey teamed up with Canadian jazz singer Alex Bird, and his band The Jazz Mavericks, to write a nostalgic tune for Thanksgiving. The Thanksgiving campaign is supported by a fully integrated program and media coverage.

This fall, Think Turkey partnered with George Brown Culinary School to educate chefs-in-training on how to cook and prepare turkey to encourage turkey use in their future kitchens. In the weeks leading up to Thanksgiving, Think Turkey will host a turkey-themed masterclass for culinary students, led by George Brown alumni and celebrity chef Christine Cushing. Turkey will also be featured on the on-campus Café menu as the star ingredient, allowing the public to experience the taste of turkey's versatility.

Avian Influenza

The current Highly Pathogenic Avian Influenza (HPAI) outbreak is the largest in Canada in terms of the number of provinces, detections and birds impacted. Substantial amounts of time from provinces and industry associations, in conjunction with the Canadian Food Inspection Agency (CFIA), have been put into response efforts.

While new detections in Canada slowed down slightly over the summer, new cases have increased since the start of September, indicating that it is more important now than ever to enhance barn biosecurity practices to the maximum extent possible.

Biosecurity

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

- Ensure farm personnel's biosecurity protocol is followed,
- Wear barn-specific clothing and boots or plastic boot covers,
- Wash/sanitize hands before and after contact with 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, including avoiding contact with wild birds, and ensure that bird screening is properly maintained.
- Avoid sharing of equipment with other farms.
- Ensure equipment used is cleaned and disinfected before operation.
- During placement, if possible, ensure you have one indoor crew and one outdoor crew, so people and equipment are not moving in and out of barns.
- If possible, only use shavings from a commercial source. If straw must be brought in, ensure additional precautions are taken.
- Do not move manure off the farm site if you are in a high-risk area.
- 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.

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Avian Influenza

Fall Preparations

In late August, the National Poultry Group (NPG), the four national feather agencies and Canadian Poultry and Egg Processors Council (CPEPC), along with the Animal Nutrition Association of Canada (ANAC) met with the regional poultry industry representatives to talk about critical issues and potential solutions from the perspective of industry members who had been working daily with CFIA during the current HPAI outbreak. The feedback provided on these meetings will form the agenda for a follow-up lesson learned meeting with the CFIA.

This work is in conjunction with a minimum of weekly CFIA-industry calls where collaborative discussions have been occurring since the start of the outbreak.

Summary of Canadian Outbreak

As of September 21, 2022, HPAI H5N1 has been detected in 9 provinces, affecting over 134 commercial and small flocks and 2.7 million birds. Commercial detections have made up about 60% of total detections with turkey, duck, and multi species farms making up a large percentage of the cases followed by broilers, layers, and broiler breeders.

The United States of America is also seeing an increasing number of cases since late summer and, as of September 21, has reported 459 cases in 40 states impacting over 45 million birds.

For more information and resources available on AI, including response details and biosecurity, visit the TFC On-Farm Programs Portal at www.tfconfarmprograms.ca and the CFIA website at: <https://inspection.canada.ca/animal-health/terrestrial-animals/diseases/reportable/avian-influenza/hpai-in-canada/eng/1651075538411/1651075538958>.

We recognize this is a very difficult time for poultry and egg farmers and their families, physically, financially, emotionally, and mentally. Please go to the following link for resources supporting your wellbeing and mental health from Do More Ag at: www.domore.ag/crisis-contacts.

TFC 271st Business Meeting Notes

The Turkey Farmers of Canada's (TFC) 271st Meeting took place September 15th, 2022 virtually. The following week, the TFC Board of Directors took part in a strategic business planning session from September 20-22.

Highlights of the 271st Meeting include:

- An update from Zeno on Thanksgiving plans for Think Turkey and 2022 results to date,
- The results of a Leger usage and attitudes study leading to Thanksgiving,
- 2021/2022 Control Period Reconciliation,
- Approval of the 2022/2023 Quota Order amendment,
- Significant discussion on the ongoing Avian Influenza infections across the country as well as the provisions for Interprovincial Leasing, market supply implications; and,
- Reports were also provided with updates on On-Farm Programs Committee, Research, Trade and Communications.

Concerning AI, the Provincial Board and Agency staff have been meeting weekly to keep track of the changing situation by province. Together, the offices are taking every step to ensure responses are moving as quickly and smoothly as possible and that production lost can be replaced. This is an ongoing challenge but not close to the challenge turkey farmers and other participants are facing.

Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2020-21 season as well as forecasts 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 ¹				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	\$ 310	365	14	379	\$ 300
Barley	4	11	14	\$ 294	3	7	10	\$ 432	3	9	13	\$ 370
Oats	1	5	6	\$ 301	1	3	3	\$ 565	1	5	5	\$ 435
Sorghum	9	0	9	\$ 261	11	0	11	\$ 314	7	0	7	\$ 310
Total	373	29	402		398	24	422		376	28	405	
Wheat (x.Durum)												
	48	29	76	\$ 271	44	19	63	\$ 447	47	28	75	\$ 415
Oilseeds												
Canola	2	19	21	\$ 730	1	13	14	\$ 1,075	1*	18	20	\$ 900
Soybeans	115	6	121	\$ 605	121	6	127	\$ 678	119	6	126	\$ 725
Soybean Meal	46	1	47	\$ 477	47	1	48	\$ 535	47	1	49	\$ 475
Total	162	27	189		169	20	189		168	26	194	

Sources:

Canada: Outlook for Principal Field Crops Aug 2022 (AAFC),

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

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

1. The crop season for corn and soybeans begins in September, so the numbers for these crops are still forecasted

With the 2021-22 season over, AAFC reports that carry-out stocks for all principal field crops hit record lows while prices hit record highs due to tight supplies. These records are not forecasted to persist into the 2022-23 season as supply conditions should improve. Prairie crop production should increase this season, with wheat and canola production expected to rise by 49% and 46% respectively. Only production of soybeans and corn are not forecasted to increase this season because they are primarily grown in Eastern Canada, which did not experience a drought in 2021-22. Price forecasts continue to remain high, but are lower than the previous season, except for soybean prices, which should rise by 7%. The magnitude of these price decreases is not as large as the magnitude of the production increases, with the largest relative price decrease being 23% (Oats).

Production forecasts for the US for 2022-23 tend to mimic the Canadian situation in both direction and magnitude. An exception to this is wheat, which is only forecasted to increase by 6% or 3 million tonnes. Corn also does not follow this trend and is forecasted to decrease by 5% or 19 million tonnes, which is 4 million tonnes more than all the forecasted corn production in Canada over the same period.

**Please note that due to the ongoing issue in Ukraine, the forecasted numbers are more likely to change than in other years.

Corporate Communications



Government Relations

TFC continues to monitor key topics facing the turkey sector and the wider supply managed industry. This involves monitoring committees, current events and news, the Conservative Leadership race, among other items.

TFC is watching Luc Thériault's Supply Management Bill (C-282), which is now in the order of precedence and is likely to hit second reading soon. This Bill has been re-introduced during this session of parliament and seeks to support supply management. The Bill states "the Minister must not make any commitment on behalf of the Government of Canada, by international trade treaty or agreement, that would have the effect of:

- (a) increasing the tariff rate quota, within the meaning of subsection 2(1) of the Customs Tariff, applicable to dairy products, poultry, or eggs; or
- (b) reducing the tariff applicable to those goods when they are imported in excess of the applicable tariff rate quota."

For more information, you can read the SM5 statement in support of [Bill C-282](#).

TFC has also been monitoring the progress of Private Member's Bill C-234, An Act to amend the Greenhouse Gas Pollution Act, in the House of Commons. As members of the Agriculture Carbon Alliance, TFC is supportive of Bill C-234 and will continue to watch the progression.

TFC, along with the National Poultry Group, provided a submission on the National Agricultural Labour Strategy, and the SM5 provided a submission to the House of Commons Finance Committee on key points on supply management.

Lifecycle Assessment (LCA)

The LCA survey has closed and AGEKO is currently analyzing the results of the data collection and survey. We plan for some preliminary results later in October/November with a more fulsome report and eventual infographics by late 2022. The results will be communicated with farmers, provincial boards, and industry.

Media

TFC will continue to monitor media in advance of Thanksgiving this year. We have received some questions on supply as it relates to Avian Influenza and responded to these questions both nationally and in conjunction with provincial boards.

Trade

World Trade Organization (WTO)

At the WTO's 12th ministerial (MC12) Conference held June 12-17, 2022, in Geneva Switzerland, Trade Ministers were unable to reach an agreement on a negotiating work program for agriculture.

Although this lack of agreement does not prevent countries from continuing the negotiations on agriculture, there was no pre-defined priorities identified to help guide negotiators.

Since MC12, the Chair of the Agriculture Negotiating Group, Ambassador Gloria Abraham Peralta, has also stepped down. This means WTO members will need to appoint a new Chair in the coming weeks. However, prior to leaving, the Chair supported the idea of a "retreat" in the fall to brainstorm new ideas and negotiating approaches, to reinvigorate the agricultural negotiations.

The agriculture negotiations have been contentious and difficult to move forward, with members making little progress since the launching of the Doha Round in 2001. Even the WTO's new Director-General, Ngozi Okonjo-Iweala, has noted her disappointment with the pace of the agriculture negotiations and has reportedly called for "fresh look, a rethink,".

As a result of having to appoint a new Chair, and the direction to re-boot the negotiations, various WTO members and groups of countries, have begun to put forward their ideas on how to reinvigorate the discussions. Priorities being tabled for inclusion in any new talks include climate change, food security, a permanent solution to public stockholding, sustainable development, COVID-19 and a new negotiating approach.

CPTPP

The Malaysian government on October 6, 2022, said it had ratified the Comprehensive and Progressive Agreement for Trans-Pacific Partnership to help broaden the country's access to new markets and boost trade with partners in the free trade agreement.

Malaysia is the ninth country to ratify the agreement; Chile and Brunei are the only others that signed the deal in March 2018 but have yet to ratify it. However, on October 11th, Chile's Upper House approved the country joining the CPTPP. The agreement had been approved by Chile's Lower House in April of 2019. Once the Chilean President formally ratifies the agreement, there is a 60 day wait period before Chile becomes a member. As Chile has a turkey industry and does export turkey, they will be able to access Canada's CPTPP TRQ which equals 2.9 mkg for 2022/2023 (year 5 of the agreement) and 3.5 Mkg in year 6 (2023/24).

Canada-U.S.-Mexico Trade Agreement (CUSMA)

Several trade irritants are currently being addressed under the CUSMA. In the case of agriculture, the U.S. has again requested consultations with Canada over the administration of its dairy Tariff Rate Quotas (TRQs). If the two sides cannot resolve the U.S. concerns, the U.S. may request another dispute panel hearing under the CUSMA. Canada has challenged U.S. antidumping and countervailing duties on Canadian softwood lumber. Canada maintains that any duties on softwood lumber are unfair and the challenge is one of many dating back to the previous NAFTA Agreement. In January, Mexico requested a dispute panel review the U.S.' interpretation of the deal's rules of origin for automotive vehicles, with Canada siding with Mexico. The Panel's final report is expected in November. The U.S., Canada, and Mexico are also in discussion regarding Mexico's energy policies, which could also result in a dispute panel hearing.

On-Farm Programs

Turkey Industry Antimicrobial Use Strategy

The Canadian turkey industry has been working on the implementation of a sector-wide antimicrobial use (AMU) strategy. The strategy is in response to the increased global attention to the threat of antimicrobial resistance (AMR) and works to maintain and build consumer confidence in Canadian turkey and meet the needs of processors, restaurants, and retailers while maintaining effective treatment options.

The strategy focuses on the elimination of the preventive use of antibiotics important to human medicine and set timelines to:

- Eliminate the preventive use of Category II antibiotics by the end of 2018.
- Eliminate the preventive use of Category III antibiotics by May 1, 2020.
- The strategy builds on the current Category I initiative, in place since 2014.
- The strategy permits the use of all categories of antibiotics for treatment and the use of ionophores (Category IV antibiotics: not used in human medicine) and chemical coccidiostats.

TFC has been following the impacts of the strategy implementation and conducted a survey of farmers, poultry veterinarians, and other industry stakeholders to follow-up on the strategy since implementation of the Category III portion of the strategy.

The results of the survey show that there is good awareness among farmers of the AMU strategy and how and why it was developed and good use of available resources. There is also good support from veterinarians, feed mills, other service personnel. The results show the large range of changes to production practices and use of alternative products implemented by farmers and recommended by veterinarians. Some comments pointed to where more work is needed, including further communications on the relationship between AMU and AMR and additional management guidelines to decrease the impact of the strategy on health and production measures. TFC, in conjunction with the TFC On-Farm Programs Committee, is working on next steps for the strategy and communication materials.

Also, on AMU and AMR, TFC received the preliminary results for the 2021 Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS) Turkey Industry Report for farm surveillance covering animal health, antimicrobial use (AMU), and antimicrobial resistance and pathogen recovery. The preliminary results show the total nDDDvetCA/1,000 turkey-days at risk decreased by 16% between 2020 and 2021. Category II and III antimicrobials decreased by 71% and 15%, respectively, while uncategorized antimicrobials increased by 25%. Integrating AMU and AMR, E. coli isolates resistant to 3 or more classes of antimicrobials (≥ 3 multiclass resistance) continued to drop (-7%) while ≥ 3 multiclass resistance in Salmonella was stable. The implementation of the strategy on Canadian farms, together with other factors, is contributing to the positive trajectory being seen in these results.

CPRC Update

Submitted by Canadian Poultry Research Council



New probiotic prospects for controlling NE

Shayan Sharif's latest research on necrotic enteritis (NE) takes two different approaches to controlling the disease and one of its key causal agents, *Clostridium perfringens*. He's identified new strains of probiotic bacteria and created a new NE vaccine, and is now hoping to discover added synergy by combining them.

Dr. Sharif, associate dean of research and graduate studies, Ontario Veterinary College at the University of Guelph, is leading a large research project investigating the use of beneficial microbes to improve poultry health, as researchers continue exploring antibiotic alternatives in Canadian poultry production. "We know that birds with a healthier gastrointestinal tract are less likely to allow pathogenic bacterial infections," says Sharif.

The big picture for the multi-disciplinary project is to look for ways to mitigate the risk of NE in broiler production. It's a disease that primarily concerns broilers, but NE can also impact the layer industry and possibly turkeys.

For Sharif's piece of the puzzle, he's looking at the use of beneficial microbes (probiotics) in the poultry gut and also looking to create

better vaccines against NE. There are currently no approved NE vaccines registered in Canada. Probiotics are well recognized in their role to improve gut health, boost immunity and arm birds with a stronger defense against pathogens. Sharif and his research team, by isolating more than 50 strains of lactobacilli – beneficial microbes that are naturally occurring in the bird's gut, and identified which would be more efficacious against *C. perfringens*.

Reduce the risk with probiotics

In the first part of their research, they used several strains of lactobacilli to evaluate the ability of the microbes to reduce the risk of infection from *C. perfringens*. The probiotic cocktail was administered orally to young birds before they were challenged with *C. perfringens* and they then measured the amount of the pathogen in the bird's gut, in addition to severity of necrotic enteritis. "We found that if we gave young birds the lactobacilli before they were exposed to *C. perfringens*, there was a significant reduction in the amount of *C. perfringens* and a significant reduction in the clinical severity of the disease," says Sharif.

Prevent the disease with vaccines

The second part of the project involved developing a new vaccine for NE to test in the lab and in a semi-

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CPRC Update

commercial setting at the University of Guelph's Arkeil Research Station. "Like any vaccine, we are trying to boost immunity to disease by using the bird's own immune system to mount a response against *C. perfringens* in order to protect itself from the pathogen."

To test the new NE vaccine, they used a different beneficial microbe (lactococcus) to deliver the vaccine. Like the lactobacilli strains used in the probiotic, lactococcus is also a beneficial microbe that has been used for the delivery of recombinant vaccines to several species, including mammals and birds.

"Lactococcus delivers its cargo – the antigens against *C. perfringens* – into the bird's gut and at some point is cleared from the gut. But we found that this probiotic delivery mechanism could also have some beneficial effect against *C. perfringens* in the bird."

Young birds were inoculated orally with the lactobacilli-based vector vaccine and then challenged with *C. perfringens*. They found that inoculation can help boost the bird's immune response to protect it from NE, as measured by a reduction in gut lesions and an improvement in the intestinal mucosa.

Safe and efficacious alternatives

Both strategies for controlling NE brought similar, encouraging results. "We found that we can indeed reduce the risk of NE in poultry using both beneficial microbes and with vaccines, and results from both approaches were quite comparable," says Sharif. Those findings are feeding into the third and final part of the five-year study.

"What we want to do now is combine the two probiotics that were used separately in the first part of this project – lactobacilli in the probiotic and lactococcus in the vaccine – put them both in the gut and see if they synergize to multiply the impact of these two approaches to controlling NE," say Sharif. "Hopefully in about a year's time, we'll have the answer to this part of the project."

Commercializing new control options

The question of when new antibiotic alternatives like these could be commercially available is anyone's guess. Sharif is confident that they have two safe and efficacious products – one in the form of a beneficial microbe and one in the form of a vaccine. "We have done our lab testing and the next level would be to take these products to commercial testing," says Sharif. "But it's really the interest of the industry that drives the next steps towards commercialization."

He's hopeful that with all the testing they have done on these new options for mitigating the risk of NE from *C. perfringens* that producers don't have to wait for years before we could see these products in the market.

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 the Ontario Ministry of Agriculture, Food and Rural Affairs, George Weston Seeding Food Innovation, Alberta Agriculture Funding Consortium, Lallemand Inc. and Compute Canada.

CFA Update

Submitted by Canadian Federation of Agriculture

CFA FPT Roundtable and Reaction to FPT Statement



On July 20th, CFA hosted the FPT Roundtable, bringing together the Federal, Provincial and Territorial Agriculture Ministers to hear from CFA and other agriculture stakeholders.

This is an annual event hosted by the CFA.

CFA's main focus this year was on the Next Policy Framework, as it is set to be renewed in 2023. CFA's presentation focused on how the government and industry could work together to achieve green productivity growth that is sustainable environmentally, socially and economically.

On July 22nd, the FPT Ministers announced their agreement-in-principle for the Sustainable Canadian Agricultural Partnership (SCAP).

This new five-year agreement will inject \$500 million in new funds, representing a 25% increase in the cost-shared portion of the partnership.

CFA released a reaction to the statement, [which can be viewed here](#).

CFA attends the World Farmers' Organisation's (WFO) General Assembly

CFA President Mary Robinson, 2nd Vice-President Keith Currie and Acting Executive Director Scott Ross attended the WFO General Assembly in Budapest, Hungary from June 7-10.

The General Assembly (GA) had 3-days of fruitful exchange between farm leaders and other relevant stakeholders of the Agricultural sector, who gathered to discuss and share visions and ideas on opportunities and challenges characterising agriculture at the global level.

During the GA, Arnold Puech D'Alissac of France was elected as the new President of the WFO, and Katie Milne from New Zealand was elected vice-president. CFA members had a virtual meeting with Arnold and Katie prior to the election to learn about his vision for the WFO. Arnold replaces Theo de Jager, who served as President for five years.

Also of note, Julie Bissonette of UPA and the Canadian Young Farmers Forum graduated from the WFO's Gymnasium program, a high-level capacity building programme aimed at training young farmers to make them become future leaders in the agricultural sector.

Upcoming Meetings

CPEPC Board of Directors' Meeting, CPEPC Turkey Sector Meeting, and CPEPC Poultry Sector Meeting
October 19-20
Calgary, Alberta

CFA Board of Directors Meeting
October 25-26
Ottawa, ON

2022 Public Trust Summit (CCFI)
October 25-26
Toronto, ON

Farm Products Council of Canada (FPCC) 50th Anniversary Conference
November 2
Ottawa, ON

Grow Our People Summit
November 2-4
Niagara Falls, ON

TFC 272nd General Business Meeting
November 30 – December 1, 2022
Toronto, ON



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