



Highly Pathogenic Avian Influenza

CANADA ENTERS WAVE EIGHT OF HIGHLY PATHOGENIC AVIAN INFLUENZA

Wave 8 of Highly Pathogenic Avian Influenza (HPAI) detections started in Canada on September 8 with a detection in Alberta. Since then, there were 22 total detections, across Alberta, Saskatchewan, Manitoba, Ontario, and Quebec. The current wave mirrors previous years, starting in late August or early September, except for wave six in 2024, which began in October. Fall migration typically results in more cases than spring. The United States also saw a decrease in cases over the summer, but detections started to pick up in late August and into September with the majority of detections being in the Midwest in South and North Dakota, and Minnesota turkey flocks.

Biosecurity Considerations

From analysis by the Canadian Food Inspection Agency (CFIA) of the outbreaks in several provinces using genetics of the virus, epidemiological links, and surveys and farm visits, some likely routes of exposure and potential risk factors have emerged. Some of the identified risk factors for turkey farms include barn entrance procedures, barn integrity, deadstock management, manure management, bedding storage including adding bedding during production cycle, split loads, multi-age barns, movements of birds with outdoor exposure, sharing of equipment between premises, and equipment used for clean and dirty activities. More details and risk of specific practices are below.

Consider these identified risk factors in your farm biosecurity procedures, particularly in your barn entrance practices. Many are covered in the biosecurity requirements of the TFC On-Farm Food Safety Program (OFFSP), but TFC will consider the key findings as part of the upcoming On-Farm Programs review to determine if updates are needed to strengthen program requirements.

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Identified Risk Factors

Barn Entrance Practices (boot and clothing protocols, hygiene barriers, and hand washing).

- High risk to low risk
 - Farm dedicated boots, no barn dedicated boots.
 - Barn entrance with no delimitation (no hygiene barrier) and some PPE.
 - Barn entrance with painted line and some PPE
 - Barn entrance with a bench and PPE (barn boots, coveralls, hands).

Bedding Management (bedding storage).

- High risk to low risk
 - Open storage with wildlife access.
 - Protected storage outside barns.
 - Protected storage inside barn.
 - Protected storage inside each barn.
 - No storage on farm.

Bedding Management (adding bedding during production).

- High risk to low risk
 - Tractor driving in and out of barns.
 - Tractor driving to the barn overhead door, dumping bedding, not entering barn.
 - Tractor/equipment kept inside barn (no outdoor exposure).

Equipment Management (equipment used for clean and dirty activities).

- High risk to low risk
 - Same tractor/equipment used for clean and dirty tasks.
 - Same tractor/equipment, dedicated buckets for clean and for dirty tasks.
 - Tractor/equipment dedicated for clean and for dirty tasks.

Shipping Management

- From high risk to low risk
 - Thinning.
 - Split loads over > 2 days.
 - Split loads < 2 days.
 - All-out.
- Best practice: PPE for catching crew and cleaning and disinfection of anteroom (very important for multi-age barn with common anteroom)

Deadstock Disposal (disposal processes, sites and methods).

- Exiting barn process from high to low risk:
 - Dead birds taken out with barn dedicated boots.
 - Dead bird bucket going in all pens and to disposal.
 - Barn-dedicated dead bird buckets, not going in pens, going outside of barn for disposal.
 - Barn-dedicated dead bird buckets, not going in pens. Transfer the indoor bucket to an outdoor bucket. Outdoor bucket goes to the disposal.
- Dead bird disposal from high to low risk:
 - Buried in unprotected manure pile (open shed).
 - Protected manure pile.
 - Closed composter/incinerator.

Manure Disposal (storage and removal)

- From high to low risk:
 - Unprotected pile (wildlife access).
 - Protected pile.
 - Immediate removal, no storage.
 - Best practice: for barns in production, timing of removal should be considered (i.e. avoid manure removal during the high-risk season).

TFC 283rd Business Meeting

The Turkey Farmers of Canada's 283rd General Business Meeting took place September 24, 2025, in Calgary, Alberta.

Highlights of the 283rd Meeting:

- Chair, Darren Ference, presented an Executive Committee report, highlighting bi-weekly Committee meetings and key events including the CFA Summer Meeting, a follow-up to the Turkey Sector Summit, and the WTO Public Forum in Geneva.
- Zeno provided an update on the National Marketing Campaign, highlighting the success of the "You Turkey" campaign, a multicultural grilling initiative targeting key language communities, and a comprehensive update on the Canadian Thanksgiving efforts.
- A new consumers website is under development, and it will be launching in time for the festive season.
- The 2024/2025 Control Period Reconciliation was finalized.
- The 2025/2026 Federal Quota for interprovincial and export trade was allocated taking into account the final reconciliation and some post control-period adjustments related to HPAI detections in the control period.
- The Turkey Market Advisory Committee (TMAC) update noted that the committee will reconvene to finalize the forecasting tool for use in discussions on market forecasts for the 2026/2027 Control Period.
- Updates were also provided about the On-Farm Programs, and regulatory and research files.
- The Board approved funding for three research projects two focused on H5N1 vaccine efficacy, and one on Blackhead disease.
- An update was provided on corporate communication, including the Downtown Diner advocacy event, and on trade, focusing on covering Canada-US trade, global pressures to supply management, Canada's trade diversification agenda, and challenges at the WTO.

National Marketing Campaign

Getting Active Families to Consider Turkey

For back-to-school, Think Turkey™ / Pensez Dindon^{MC} evolved to 'You Turkey' platform to reinforce Canadian turkey as protein for busy, active families on a variety of platforms. A retail program targeted shoppers and promoted Canadian turkey in Walmart in store and online.

Igniting Canadian Pride for Thanksgiving

Building on the success of its Easter campaign, which spotlighted Canadian turkey farmers, Think Turkey encouraged consumers to choose Canadian turkey and support farmers at Thanksgiving. The ads featured the Brubacher family from Ontario and the Boulay family from Quebec, while focusing on gathering for a turkey dinner with family and friends.

As well, Think Turkey chef-partners Haan Palcu-Chang (@haanpc) and Frédérique Lachance-Brulotte (@folksandforks) helped Canadians master their turkey techniques for holiday hosting. In-store programs featured turkey and celebrated what makes Thanksgiving uniquely Canadian – Canadian turkey raised by Canadian turkey farmers.



Giving an Early Taste of Thanksgiving

Think Turkey partnered with Canadian brand Tim Hortons to amplify its limited-time Thanksgiving Stack. Made with 100% Canadian carved turkey breast, home-style stuffing and cranberry sauce, the warm sandwich had the classic flavours of Thanksgiving.

Available in more than 4,000 Tim Hortons locations across Canada, menu boards prominently featured the Canadian Turkey logo next to the Thanksgiving Stack. To complement Tim Hortons' efforts, Think Turkey promoted the sandwich on the website homepage, newsletter, and social media.

To reinforce that the Thanksgiving Stack is made with 100% Canadian turkey, Think Turkey engaged professional PWHL athlete Emmy Fecteau and creators to develop social content promoting the Thanksgiving Stack. A Canadian farmer-approved video helped amplify this message further.



Trade Update

Canada and the US

While President Trump and Prime Minister Carney expressed intent to resolve tensions during the G7 summit, negotiations under CUSMA are delayed due to administrative overload in Washington. We expect uncertainty around CUSMA negotiations until at least late Fall.

Global Affairs Canada (GAC) launched its CUSMA consultation process and is seeking feedback from stakeholders by November 3, 2025. TFC will submit feedback in coordination with partners to advocate for supply management and reinforcing the need for no decrease in over-quota tariffs or further market access provided to the US. More information on the consultation process can be found here: [Share your views: Consulting Canadians on the operation of the Canada-United States-Mexico Agreement \(CUSMA\)](#).

Looking to the US, the Court of Appeals for the Federal Circuit rejected Trump's argument that certain tariffs were permitted under an emergency economic powers act and ruled that most tariffs, including those against Canada, are illegal. However, the ruling is not final as the administration has asked the US Supreme Court to take the case with an expected start date of November 5, 2025.

Canada and International Trade

The Government of Canada continues to explore opportunities for trade diversification. While this provides our export sectors with important economic opportunity, trade negotiations can carry some risk and potential for increasing market access for supply-managed products. TFC continues to engage as needed with the federal government on any emerging trade discussions.

Canada-Indonesia Comprehensive Economic Partnership Agreement (CIEPA)

On September 24, 2025, Canada announced a new trade deal with Indonesia. The agreement looks to eliminate or reduce tariff and non-tariff barriers, create a more transparent and predictable environment for trade and investment, and open new opportunities for Canadian workers and industries in sectors such as clean technology, agri-food, infrastructure, critical minerals, and financial services. Once the CIEPA is fully implemented, over 95% of current Canadian exports to Indonesia will have tariffs either reduced or fully eliminated, making Canadian exports, such as wheat, potash, wood, and soybeans, far more competitive in Indonesia. Of importance for the turkey sector, the agreement does not provide market access for supply-managed products.

Mercosur Negotiations

Canada and Mercosur (the South American trade bloc consisting of Argentina, Bolivia, Brazil, Paraguay, and Uruguay as members, with 7 other associated countries) are re-launching free trade agreement negotiations after they stalled in 2020 due to elections and the COVID-19 pandemic. Chief negotiators are set to

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Trade Update

meet in October 2025 to formally restart talks covering market access, services, investment, and other areas. This renewed engagement reflects Canada's strategy to diversify its trade relationships, but is not without its concerns for some of Canadian agriculture.

World Trade Organization

As WTO officials in Geneva resumed their meetings for the second half of 2025, tensions continue to escalate between Washington and the multilateral trading system. The latest development comes from Brazil, which has launched formal legal action against the US in response to the 50% tariffs imposed on its exports. Although Washington formally accepted Brazil's request for "consultations," it has already signaled that it considers these tariffs a matter of "national security," leaving little room for meaningful dialogue. The paralysis of the WTO's Appellate Body further undermines Brazil's legal challenge, weakening its strategy.

As the US current trade policies widely challenge international trade rules, the future of the WTO could well hinge on whether its members collectively choose to uphold the existing order or allow the system to erode. This question will be central to the reform discussions scheduled for the coming months.

Against this, the WTO is preparing for its 14th Ministerial Conference (MC14) in March 2026 in Yaoundé, Cameroon. Members broadly agree that reform is essential, but disagreements persist over agriculture, subsidies, and dispute settlement.

The rules based international trading system upheld by the WTO allows Canada to protect supply management and support Canadian farmers. TFC and the SM5 continue to prioritize engagement and monitor the work undertaken at the WTO and Special Session of the Committee on Agriculture.

TFC attended the Public Forum along with other SM5 colleagues, and attended several meetings with WTO member nations and the Canadian Ambassador to the WTO, N. Theodore.



Market Insights

The table below displays the actual Canadian and American production figures and prices for principal field crops in the 2023-24 and 2024-25 crop seasons as well as a forecast for 2025-26. These are based on crop production and forecasts reports from Agriculture and Agri-Food Canada (AAFC) and the United States Department of Agriculture (USDA).

Production (1,000,000 t) and Prices (CDN \$/t) of Feed Grain and Oilseed Crops by Crop Year												
2023-2024					2024-2025				2025-2026 Forecast			
	Production			Price	Production			Price	Production			Price
	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t	US	CDN	Total	CDN \$/t
Feed Grains												
Corn	389.7	15.4	405.1	\$ 211	377.6	15.3	393.0	\$ 223	427.1	15.5	442.6	\$ 215
Barley	4.1	8.9	13.0	\$ 314	3.1	8.1	11.3	\$ 296	3.1	8.3	11.4	\$ 285
Oats	0.9	2.6	3.5	\$ 354	1.0	3.4	4.4	\$ 345	1.0	3.4	4.4	\$ 330
Sorghum	8.1	0.0	8.1	\$ 262	8.7	0.0	8.7	\$ 225	10.2	0.0	10.2	\$ 200
Total	403	27	430		391	27	417		441	27	469	
Wheat												
(x.Durum)	47	29	76	\$ 317	51	30	81	\$ 282	50	30	80	\$ 270
Oilseeds												
Canola	1.9	19.2	21.1	\$ 715	2.2	19.2	21.4	\$ 677	2.2*	20.0	22.2	\$ 675
Soybeans	113.3	7.0	120.3	\$ 572	118.8	7.6	126.4	\$ 487	118.1	7.1	125.2	\$ 495
Soybean Meal	49.1	1.3	50.4	\$ 386	52.5	1.4	53.9	\$ 365	54.6	1.3	55.9	\$ 338
Total	164	27	192		174	28	202		175	28	203	

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

For the 2025/26 growing season, AAFC is forecasting increases in production of all principal field crops from 2024/25 with the exception of Soybeans. Production increases are relatively small however, ranging from 0.5%-2%, with the notable exception of Canola, which is forecasted to increase by 4.1%. The majority of crop prices are predicted to decline by about 3%-4% from 2024/25, although prices for Soybean meal and Sorghum are predicted to decline by 7.5% and 10.9% respectively.

For the US, the USDA has more mixed expectations for crop production during the 2025/26 season. While production of grains such as Corn and Sorghum are expected to increase by 13%-17%, the other grains, Barley and Oats, are forecasted to decrease by 2%-6%. However, the net gain in grain production hovers around 13%.

Corporate Communications



TFC representatives Jacob Hofer, and Kurtis and Blake Allaer. Pictured left with representatives from across the SM5 and on the right with the Honourable Kody Blois, Parliamentary Secretary to the Prime Minister.

Downtown Diner

TFC took part in the Downtown Diner, a unique annual event held on October 2nd on Sparks Street in Ottawa along with the SM5. The event brought together Parliamentarians (MPs and Senators), the local community, and media to speak with farmers from across the country. This event is held each year to bring attention to the positive attributes of Canadian dairy, poultry, and eggs underpinned by the importance of supply management in the five sectors and the Canadian food system more generally.

TFC helped highlight the contributions of Canadian turkey farmers with representation by J. Hofer from Saskatchewan and K. Allaer from Ontario. This continues to provide a key opportunity to strengthen relationships with decision-makers who shape the policies impacting the agriculture community and supply management.

Read the press release: www.turkeyfarmersofcanada.ca/media-room/news-releases/downtown-diner-event-celebrates-canadian-farmers-and-the-food-they-produce/

Supply Management and Media Update

With Parliament and the Senate back in session, TFC will be following up on meeting requests from the previous sitting to engaging with policymakers on the importance of a strong supply management system. This outreach focuses on both the Canadian turkey industry and more broadly, supply management.

Regular updates on media activity and industry developments are shared through the bi-weekly *Eye on the Industry* newsletter. If you are interested in receiving these updates, please email mmackimmie@tfc-edc.ca.

On-Farm Programs

Provide Your Input On The Turkey Industry Antimicrobial Use Strategy

Since 2020, the Canadian turkey industry has fully implemented 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.

TFC previously conducted follow-up surveys of farmers and poultry veterinarians in 2019 and 2021 to collect information on experiences and impacts of the turkey industry AMU strategy. The results of the surveys were reviewed by the TFC Board of Directors to inform the strategy and communication and resource development efforts. Since it has been some time since the last surveys and the turkey industry has dealt with some emerging disease challenges over the past several years, TFC is conducting another survey of industry stakeholders to collect feedback on the strategy and its impacts, to inform the need to revisit the industry-led approach to AMU within the industry.

To access the survey, click on the link at:

www.surveymonkey.com/r/tfc-amu-survey-2025.

The survey will be open between October 27 and November 28, 2025.



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On-Farm Programs

Reminder – Implementation Of New Flock Information Report Form (Version 9.0) By January 1, 2026

As previously reported, minor changes have been made to the Flock Information Reporting Form (Flock Sheet) to ensure it meets the Safe Food for Canadians Regulations. The new Flock Information Reporting Form (Version 9.0) must be used by January 1, 2026. Hard copies of the new version were distributed to provinces earlier this year, and it is available electronically for download on the TFC On-Farm Programs Portal (www.tfconfarmprograms.ca).

The Safe Food for Canadians Regulations stipulate that the dosage level for vaccines given at the hatchery must be recorded on the Flock Information Reporting Form, which was not included in the previous version (Version 8.0). The Canadian Food Inspection Agency (CFIA) has requested that this information be added to comply with the regulations, and industry worked with CFIA to make this update as straightforward as possible.

Overview of the changes:

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

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

Note that the simple recording of “1 dose” does not apply to the reporting of the dosage of medications given in feed, water, or by injection. For medications, farmers must continue to provide the actual dosage (e.g., quantity as per prescription or feed slip).

For more details on how to complete the Flock Information Reporting Form, refer to the instructions on the reverse side of the form.

CFA Update

Submitted by Canadian Federation of Agriculture

Canada–Mexico Industry Agri-business Dialogue

On October 14th, CFA President Keith Currie acted as a moderator for the Canada–Mexico Industry Agri-business Dialogue on October 14th.

This meeting was organized as a follow-up to the most recent Agri-Business Working Group meeting in the spirit of the renewed Canada-Mexico Action Plan.

The dialogue, organized by Consejo Nacional Agropecuario (CNA) and the Canadian Federation of Agriculture (CFA), in collaboration with the Ministries of Agriculture of both governments, brought together agri-food representatives to address strategic issues more broadly, the importance of the Canada-United States-Mexico Agreement (CUSMA) as the foundation for strengthening supply chains between both countries.

The Minister and Secretary of Agriculture for both Canada and Mexico attended the end of the meeting to hear and discuss industry's recommendations.

A joint press release regarding this event can be viewed [here](#).

NAEU Agricultural Conference

CFA, as part of Team Canada, took part in the NAEU Agricultural Conference in Lake Como, Italy.

The NA-EU Agriculture Conference is a biannual event that brings together farm leaders from the European Union and North America to discuss the pressing issues affecting agriculture sectors on both sides of the ocean, in a constructive environment meant to deepen collaboration and provide for a platform to share ideas and work towards solutions.

CFA's objectives during the conference were to:

- Reinforce integration and cooperation between North American farm group leaders in the context of the upcoming CUSMA review.
- Explore the potential to strengthen farm group partnerships and commercial linkages with European markets in the context of the US trade disruption.
- Seek opportunities to collaborate/explore best practices in key files of interest.

CFA Takes Part in the World Trade Organization (WTO) Public Forum 2025

CFA Senior Director of Government Relations and Farm Policy, Brodie Berrigan, attended the WTO Public Forum 2025 from September 16-19th.

Brodie attended the forum as part of the World Farmers organization (WFO) delegation, in his role as Facilitator for the WFO Working Group on International Trade.

During the forum, Brodie moderated a panel entitled Data Secured Farmers-to-market Connection via Digitalisation. The panel focused on how digital trade frameworks can open new opportunities for farmers while tackling key issues like data ownership, privacy & transparency.

TFC Update

TFC representatives at the North American – EU Agriculture Conference



Director Debbie Etsell, Vice Chair Jelmer Wiersma, and Saskatchewan board manager Cinthya Wiersma with a delegation from Mexico.

TFC was represented at the biannual North American – European Union Agricultural Policy Conference earlier this fall, in Cuomo, Italy by Vice-Chair, Jelmer Wiersma and Director, Debbie Etsell. With the uncertainty created by the current U.S. Trade Policy there was significant focus on global trade in farm and food products, as well as the

need for farm groups from both sides of the Atlantic to work even more closely together in shaping agricultural policy internationally and within their respective jurisdictions. In addition, labour is short across the various nations represented the Conference, continuing the pressures for domestic policies in ensuring certainty of labour supply. Most panelists and participants were also focussed on input costs increases on farms and at processing along with concerns about global food supply reaching populations in need. In addition, the usual expansive outlook on consumer and market trends and the ongoing importance of sustainability was provided by Rabobank. Importantly, as mentioned in the CFA Update, above, several side meetings between country representatives were held; these meetings are a critical, important aspect of this particular conference as so many areas of agriculture converge in the international arenas like the WTO, FAO, UN, etc. These organizations impact farm production and food processing globally and it is important to have strong farm voices as aligned as possible within these types of settings.

Upcoming Meetings

Advancing Women in Agriculture Conference
November 23-25, 2025
Niagara Falls, ON

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

International Poultry Council (IPC) Annual Meeting
January 25-26, 2026
Georgia, USA

The Future of Food Conference 2026
February 10, 2026
Ottawa, ON

National Turkey Federation (NTF) 2026 Annual Convention
February 18-21, 2026
Florida, USA

TFC 285th General Business Meeting and TFC 52nd Annual General Meeting
March 25-26, 2026
Ottawa, ON



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