

# MINUTES

**Turkey Farmers of Canada**  
**267<sup>th</sup> Meeting (Hybrid – In Person & Virtual)**  
**Westin Harbour Castle Hotel, Toronto, ON**  
**September 23, 2021**

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## **ATTENDANCE: In-Person participation (P) / Virtual (V)**

D. Ference (P)	Chair	TFC
C. McBain (P)	Vice Chair	TFC
B. Ricker (P)	Executive Member	TFC
S. Heppell (P)	Director	British Columbia
D. Etsell	Alternate	British Columbia
M. Benoit	Manager	British Columbia
S. Olson (P)	Alternate	Alberta
D. Mandel	Alternate	Alberta
C. Prout	Manager	Alberta
J. Wiersma	Director	Saskatchewan
A. Janzen	Alternate	Saskatchewan
C. Wiersma	Manager	Saskatchewan
M. Alting-Mees	Manager	Saskatchewan
M. Reimer (P)	Director	Manitoba
L. Loewen	Alternate	Manitoba
H. Wheddon	Manager	Manitoba
M. Steele	Alternate	Ontario
J-M. Falconer	Manager	Ontario
J. Paquet	Alternate	Québec
M. Volpe	Director	New Brunswick
L. Martin	Manager	New Brunswick
S. Eadie (P)	Director	Nova Scotia
M. Sproule	Alternate	Nova Scotia
S. Lorette	Manager	Nova Scotia
D. Hart (P)	Director	CPEPC
M. Pépin (P)	Director	CPEPC
D. Ballance	Alternate	CPEPC
N. Paillat	Manager	CPEPC
A. Power (P)	Director	FPPAC
N. Zylstra	Manager	FPPAC

**Guest:** Zeno Group – J. Georgas, D. Noel, Z. Fahd, A. Maillard

## **Observers:**

B. Douglas	FPCC
R. Milne	FPCC

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R. Bonnett	FPCC
C. Gendron	FPCC
M. Kotipelto	FPCC
J-F. Lefier	FPCC
G. Rodrigue	AAFC
K. Godin	TFNB
L. Winter	ATP
R. Fortin	ÉVQ
M. Savard	ÉVQ
G. Raycroft	Maple Leaf Foods
J. Blewett	Maple Leaf Foods
M. Schwindt	Maple Leaf Foods
C. Shaw	Exceldor
D. Kouwenberg	NPMC
M. Kalamder	CPEPC
B. Sandercock	Sofina Foods
K. Towle	Sofina Foods
D. Brady	Sofina Foods
W. Gorsuch	BCFIRB
M. Huijsman	BCFIRB
E. Fetting	Praire Operations
J. Flaherty	Cuddy Farms
J. Groenewegen	JRG Consulting Group
S. Maguire	Hayter's Farms
S. Bilkhu	Les Viandes Central Bernard

**Translators (v)** – D. Nakos, J. Duff, O. Redding

**LMB** – M. Anthony, J. Bayer

**Staff** – P. Boyd (P), A. Goldman (P), S. Ramkissoonsingh, J. Sheldon, M. Georgiou, C. Gonano, J. Height, M. MacKimmie

D. Ference, Chair, called the meeting to order at 11:19 a.m. The notice of meeting was given in accordance with TFC By-Law #1. S. Olson was recognized as speaking and voting for AB.

**APPROVAL OF AGENDA:**

MOVED by S. Olson (AB) and SECONDED by D. Hart (CPEPC) to approve the agenda as published.

CARRIED

**APPROVAL OF MINUTES OF PREVIOUS MEETING:**

MOVED by S. Eadie (NS) and SECONDED by M. Reimer (MB) to approve the Minutes of the TFC 266<sup>th</sup> General Meeting of July 7-8, 2021; and, the Directors, Alternates and Managers' Web Conference of July 23, 2021, as published.

CARRIED

**FPCC REPORT:**

R. Bonnett presented the FPCC report, updating FPCC activities and the latest developments related to the turkey sector.

Since FPCC's last address in March 2021, Council members have met on four occasions.

At the September 13<sup>th</sup> and 14<sup>th</sup> meeting, Council postponed its decision on TFC's recent amendment to the Canadian Turkey Marketing Quota Regulations. Council members decided to delay their decision until the next meeting planned for mid-October.

Regarding the CPEPC Complaint process, FPCC Chairman, B. Douglas, has instructed R. Bonnett to preside over the Pre-Hearing Conference scheduled for the end of the month. Information about the Complaint can be found on the FPCC website.

R. Bonnett mentioned that special activities to celebrate and commemorate FPCC's 50<sup>th</sup> Anniversary next year are in the works, and the confirmed two days of special events are March 24 and 25, 2022.

**THINK TURKEY™ – NATIONAL MARKETING CAMPAIGN UPDATE:**

J. Georgas and D. Noel from Zeno Group presented the Think Turkey™ national marketing campaign update, highlighting current results and plans for the Thanksgiving program.

B. Ricker asked if there was a new commercial planned for the Santa Claus Parade in Toronto?

J. Georgas answered that it is the 30-second emotive manifesto commercial that will be aired.

A Power asked about social media platforms and the activity on those channels.

J. Georgas responded that the media platform for the TT campaign includes Pinterest, Instagram, Facebook, TikTok, Twitter, and content, and campaign goals are being achieved or exceeded.

M. Steele inquired about the KPIs and ROI for the campaign and asked if there had been any work done on that.

P. Boyd responded that the NMWG had created a subcommittee to analyze the current reporting data from the campaign and ideas on the return on investment. Several additional options were also identified and examined. The results are being shared with the NMWG and, when final, the results will be shared and posted on the members' portal.

## **TURKEY MARKET REVIEW (TMR)**

J. Sheldon presented the TMR report, with the following highlights:

- Compared to year earlier, 12-month rolling:
  - o production was 145.4 Mkg, 20.1 Mkg lower; and
  - o domestic disappearance was 136.8 Mkg, 10.4 Mkg lower.
- Regarding breast meat:
  - o stocks were drawn down by 2.2 Mkg from May of 2020 to 1.3 Mkg, the lowest since February of 2016;
  - o based on a commercial allocation of 134 Mkg, FP Production is forecast at 93.4 Mkg, resulting in breast meat production of 24.5 Mkg for 2021/2022;
  - o with forecast PCC held constant from 2020/2021 at 0.73 kg, disappearance is forecast at 28.1 Mkg; and,
  - o production of 24.5 Mkg and domestic disappearance of 28.1 Mkg in 2021/2022 would result in virtually no stocks on May 1, 2022.
- Regarding the whole bird market:
  - o May-to-August disappearance was 2.9 Mkg, down from 4.6 Mkg and 6.3 Mkg one and two years previously;
  - o September 1<sup>st</sup> stocks were 21.9 Mkg, 9.4 Mkg lower than a year earlier;

- Domestic disappearance for the remainder of the control period (September to April) is forecast at 57.8 Mkg, 2.1 Mkg lower than a year earlier; and,
- based on the above, closing stocks on May 1, 2022, were forecast at 7.6 Mkg.

B. Ricker noted that the Agency has allocated 139 MKg nationally and not 134 Mkg that is the current allocation and reflected in the TMR.

J. Sheldon responded that the 139 Mkg is before Council and presented the numbers considering 134 Mkg as the allocation at this time.

B. Ricker noted that much of Ontario's share of the increase to 139 Mkg from 134 Mkg is in lighter weights for the whole bird market and wondered how much of the allocation increase is considered to be put into bags.

J. Sheldon responded that TMAC looks at the two segments separately, WB and FP. The office uses historical disappearance and trends in per capita consumption to forecast WB production and FP.

D. Hart cautioned the Board about domestic disappearance as increases in price would affect consumption.

C. McBain asked whether the poult placement information collected from the Provincial Boards affected the WB production and consumption calculation.

J. Sheldon responded that not all light birds are bagged, and not all heavy birds are cut up. Forecasting is based on FP and WB, and not weight categories. Also, there have been some challenges in receiving full poult placement data.

M. Reimer questioned the FP and WB per capita consumption numbers.

J. Sheldon responded that the FP per capita consumption figure for the current control period is still forecasted at 0.73 kg.

M. Reimer commented that the numbers for the last seven years seemed to be very conservative.

#### **EXECUTIVE COMMITTEE REPORT:**

D. Ference presented the Executive Committee report, welcoming Board Members to the first in-person hybrid meeting since the pandemic.

Since the TFC 266<sup>th</sup> Meeting, the Executive Committee has participated in:

- Weekly virtual Executive Committee meetings on critical topics for TFC;
- The CFA Board of Director's meeting;
- Meetings with the livestock, dairy and poultry groups on the UN Food Systems Summit, including a meeting with Minister Gould; and,
- Several SM4 meetings with both key officials involved with party platform development and agriculture representatives.

D. Ference noted that TFC's work on supply management 'asks' were a big part of advocacy work pre-election, including CUSMA mitigation and no further concessions in future trade agreements. TFC will now engage and meet virtually with new agriculture critics and key Ministers post-election.

Since the last TFC General Business meeting, the UN Food Systems Summit has continued to be a key focus for TFC. TFC is concerned with the influence of the anti-animal agriculture movement and must ensure the counterbalance of agriculture voices is included.

TFC staff and staff from the national SM5 participated virtually in the UN Food Systems Pre-Summit in Italy this July. From there, we gained a better understanding of summit themes, preparing us for outreach to vital Canadian officials leading to the final summit.

D. Ference wished a happy Thanksgiving to come.

## **SUPPLY POLICY COMMITTEE REPORT**

S. Ramkissoonsingh presented the report by PowerPoint with the following highlights.

In December 2019, TFC discussed the idea of policy recommendation(s) that would counterbalance the impact on TRQ due to the new CUSMA calculation.

As a result, the SPC tabled the recommendations from November 2020 and March 2021, which included grandfathering. However, there was no consensus of TFC members to grandfathering and there was the direction to put aside the SPC work undertaken to date, and the idea of conducting a broader consultation process was raised.

As a result, the SPC met on July 12<sup>th</sup> and September 16<sup>th</sup> to further discuss the CUSMA TRQ Adjustment Methodology. Upon reviewing the past work undertaken and the direction from TFC, the Committee agreed to explore a more practical recommendation and report back to

TFC. The Committee agreed to gauge the TFC members' feedback on a more simplified approach and then assess how to move forward.

A simplified approach was discussed on September 16<sup>th</sup>, and the Committee decided to set aside the option of grandfathering. It was proposed to treat Section 1 and Section 2 export activity similarly, and those provinces involved in export activity share any quota adjustment based on their pro-rata share of Section 1 and 2 export utilizations.

A recommendation/analysis from the SPC will be circulated in advance of the November TFC General Business Meeting.

## **2021/2022 CONTROL PERIOD RECONCILIATION**

### **Finalization of Reconciliation**

J. Sheldon noted that the Board needs to deal with Export Policy transfers between provinces before reconciliation is finalized.

MOVED by J. Wiersma (SK) and SECONDED by D. Hart (CPEPC)  
to approve transfers of conditional Export Policy utilizations for the  
2020/2021 Control Period:

From Alberta to British Columbia in the amount of 1,128 kg.  
From Saskatchewan to British Columbia in the amount of 15,600 kg.  
From Manitoba to Saskatchewan in the amount of 4,100 kg.  
From Manitoba to Ontario in the amount of 98,508 kg.  
From Ontario to British Columbia in the amount of 21,450 kg

CARRIED

### **BCTMB Correspondence**

S. Heppell presented the letter from BCTMB included in the meeting package. The BC Board could not figure out their excess as there was a mathematical error in their calculation for their quota numbers and approached the producers to delay some production into the new control period. However, the processors needed the product, and the BC Board decided not to have producers hold back even though they knew the outcome.

The BC Board is asking for forgiveness as the Board followed due process.

S. Olson mentioned AB is over-marketed and that the AB situation is different as it is more than a utilization formula issue. The AB Board will not ask for forgiveness.

B. Ricker voiced that he is sympathetic to the BC situation but not in favour even if the product was needed to fill the market. In Ontario, we had similar issues in the past where the product was needed. This will set a precedent for future asks, and rules are meaningless if not enforced.

M. Reimer commented that they have had excess production in prior years and have not asked the TFC Board for forgiveness. M. Reimer asked if a 1% margin allowance in production was ever considered by the Board as this might solve the situation of slight overproduction that several provinces face. The intent is that a year of overproduction will still be deducted from the following year's allocation.

S. Heppell clarified that the Board is not asking for kg forgiveness, only the monetary penalty that will have to be paid by the BC Board.

M. Volpe, we are asking for forgiveness also for liquidated damages on 1,303 kg.

L. Martin, asking for some flexibility. NB has proposed a sleeve for a long time; a sleeve meaning that reconciliation be conducted on a two control period basis if overmarketing occurs in a given control period. It is not an annual sleeve on production.

P. Boyd noted that the office was not aware that NB is asking for liquidated damages forgiveness and asked for a written request with the justification that can be presented to the TFC Board to consider when making a decision.

S. Olson voiced that AB shifted production into heavy tom production that tipped the balance. He believes that all provinces should play by the same rules. In the case of the AB Board, the penalty will be collected from the producers.

J. Sheldon confirmed that the Board did not approve last year's forgiveness request from AB.

D. Ference conducted a straw poll concerning having the Supply Policy Committee look into the creation of a sleeve:



AB – in agreement

MB – in agreement

A. Power – in agreement

M. Reimer – in agreement

S. Heppell – in agreement

D. Hart – concern is that we put a 1% sleeve and everybody used it this year. The following year it is used as well. So, basically, we are increasing the market by 1%.

S. Eadie – would appreciate more details on the math error from BC.

NB – in agreement

B. Ricker – in agreement

C. McBain – in agreement, but not with a retroactivity component.

S. Heppell voiced that he agrees with having a sleeve and removing the option of asking for forgiveness.

J. Wiersma echoed S. Heppell's comment.

S. Eadie commented that NS was in a similar situation several times, and QC transferred some export utilizations last year, so they did not pay the penalty.

B. Ricker reminded the Board that last year there was no forgiveness to any request.

MOVED by B. Ricker and SECONDED by C. McBain to request the Supply Policy Committee work on a 1% sleeve for purposes of control period reconciliation, as described by TFNB.

CARRIED

The BCTMB request will be dealt with at the meeting to finalize the control period reconciliation.

### **Request from Quebec**

J. Sheldon provided background on Quebec's status with regards to the 2020/2021 Control Period Reconciliation. As per the preliminary reconciliation, Quebec:

- is not overmarketed;
- has Section 1 parts utilizations of 1,343,302 kg out of an upper limit of 2,290,528 kg; and,
- a section 2 utilization of 738,683 kg.

QC has asked that some parts and whole bird exports originally filed under Section 2 be moved to Section 1 of the Export Policy for internal administrative issues.

R. Fortin and M. Savard presented their letter. ÉVQ is asking that:

- 121,502 kg of whole bird exports, originally filed under Section 2, be transferred to Section 1; and that,
- 50,172 kg of parts, initially filed under Section 2, be transferred to Section 1. The parts in question would generate 31,542 kg of Section 1 utilizations.

C. McBain expressed that ÉVQ is asking to transfer Section 2 Exports to Section 1.

M. Savard explained that some of the WB exported weight is higher than the kg allocated within the province. The request is to transfer to Section 1 to avoid a penalty at the provincial level.

D. Hart asked why, if QC is not over-marketed, this has come to the table.

J. Sheldon responded that in part, there is a policy timing issue and in part (transfer from S. 2 to S. 1) is not a request we have had before.

P. Boyd observed that there are two very different mechanisms for Section 1 and Section 2 and their provisions, and their purposes.

C. McBain confirmed that it is an internal provincial matter. It will help the ÉVQ by not having to go to the particular producers to reallocate kg.

M. Savard confirmed that ÉVQ does not want to readjust kg from this year to the next.

J. Sheldon commented that this decision would not impact carry-forward and that the parts that have been requested to be transferred were in excess of S. 2 thresholds and, therefore, produced from regular commercial allotment.

C. McBain confirmed that there would not be a carry-forward requested by the ÉVQ for the 2021/2022 Control Period. M. Savard confirmed this.

The decision will be deferred to the next meeting.

### **Provincial Overmarketing**

The item was deferred to the next Directors' meeting that will be called specifically for discussion and decisions on the 2020/2021 Control Period Reconciliation.

### **TFC ALLOCATION POLICY REVIEW**

S. Ramkissoonsingh reported that the Committee has been working on two "elements" of a new policy, a natural growth (NG) formula and a Provincial Allocation Request Process (innovation component), based on new products developed by processors. But, there are also two tracks on Innovation.

To date, discussions on a (mathematical) NG formula have centred on two objectives: addressing proclamation criteria and providing stability to provincial allocations. On the issue of "stability," some see this to mean something close to pro rata, and for others, it means some differential growth but consistently. From last summer (2020), only three of the eight components supported a majority of Committee members. This brings us back to the definition of "stability." Some discussion by Directors on this matter may be helpful.

Regarding Innovation, the Committee is working on two tracks:

- 1) inside the formula; and
- 2) outside the formula.

The Outside of the Formula approach is similar to the previous policy; in that processors would be able to submit new products for vetting; and, TFC would allocate additional allocation to a province(s). The discussions at Committee have gotten very technical. These technical discussions are mainly around "safeguards." This includes quota sharing across

provinces, limits on what can be requested, ensuring requests do not displace natural growth and even how products will be vetted. Provinces that have concerns with a request-based system are looking to minimize any risk; but, the more safeguards, the more complex the policy becomes, which could lead to issues down the road. At the July TFC meeting, the discussion revolved around a face-to-face meeting of the Committee in the fall, assess progress; and, determine if a facilitator would be helpful.

N. Paillat asked for the next steps on the APRC.

S. Ramkissoonsingh responded that the TFC Directors discussed having the Committee meet face-to-face and table its recommendations before the November meeting.

M. Benoit suggested all Directors attending the next Allocation Policy Review discussion.

M. Steele on M. Benoit's comments: The Committee is comprised mainly of DAM. ON wants this to be resolved by November and be able to move forward.

#### **OTHER:**

##### **Complaint by CPEPC Regarding TFC Allocation Decision for the 2021/2022 Control Period**

P. Boyd noted that there is nothing to add to what R. Bonnett presented this morning in the FPCC address.

##### **On-Farm Programs Committee Report**

M. Georgiou reported on the ongoing review of the TFC On-Farm Programs, the recently revised Guidance Regarding the Audit Cycle Impact due to COVID-19 that was distributed to Provincial Boards, and an update on the administration of the TFC On-Farm Programs, including planning for internal audits and auditor training.

**Flock and Animal Welfare Update** – C. Gonano provided an update on work underway at the National Farm Animal Care Council on a governance review due to increasing tensions between members on NFACC processes and external communications. The first step was a survey of members on members' strengths, perceptions, experiences, and values. The results will be summarized by the facilitator, and the next step will be facilitated workshops. TFC submitted a response on behalf of the organization, and the TFC NFACC Board member submitted a response based on their individual experience.

It was also noted that third-party audits of the TFC Flock Care Program<sup>®</sup> for 2021 are underway. A number still needs to be scheduled and conducted for this year.

**Research Committee Report** – An update was provided on the previously conducted survey of Canadian turkey farmers. TFC assisted with the distribution of the survey, which aimed to take an inventory of current housing and management practices on commercial turkey farms in Canada and link it to the prevalence of different health traits through a questionnaire and scoring tool for feather damage and footpad dermatitis. TFC continues to consult with the researchers on the publications related to the data collected from the survey. To date, there have been four research papers published or prepared for publication, as well as multiple conference presentations and papers.

#### **Industry/Government Regulatory Update –**

**AMU/AMR** – It was reported that another follow-up survey on experiences with the turkey industry antimicrobial use (AMU) strategy, similar to the one conducted in 2019, will be sent out shortly. The specific objectives of the survey are to collect information on experiences and impacts of the turkey industry AMU strategy to date and determine if there are tools that TFC could develop that would support the implementation of the strategy on-farm. The survey and communications will be distributed to Provincial Boards to send to producers, and the link will be included on the TFC On-Farm Programs website and the fall edition of *Plume*. As with the last survey, it will be completed online using Survey Monkey. A similar survey will also be sent out to poultry veterinarians across the country.

The survey results will be presented to the On-Farm Programs Committee and the TFC Board of Directors to inform the strategy and future communication materials.

**CIPARS** – An overview of the preliminary results of the 2020 Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS) sampling was provided. Due to COVID-19, only 61 of the usual 95 flocks allocated nationally were sampled in 2020, and insufficient flocks were sampled in the major turkey-producing provinces. The report is focused on national trends. Overall, the number of antimicrobials decreased substantially between 2019 and 2020 by 54% in terms of mg/PCU and 34% in terms of nDDDvetCA/1,000 turkey-days at risk.

A more in-depth presentation will be provided once resistance and pathogen recovery data are available.

Updates were also provided on consultations related to proposed amendments to the Hatchery Regulations and the renewal of the Canadian Feeds Regulations, ongoing work on treatment options for Blackhead and, the development of Animal Health Canada (AHC).

Regarding the work on Blackhead, a recent meeting was held between TFC, veterinarians, the BC Turkey Marketing Board and the Veterinary Drugs Directorate (VDD) to discuss the next steps, and VDD has suggested going ahead with an Experimental Studies Certificate

(ESC) Application for Paromomycin sulphate. This certificate may be issued by Health Canada to approve the conduct of veterinary drug studies to generate data to support a veterinary drug regulatory submission in Canada. TFC started working with the veterinarians to coordinate an ESC application and determine the next steps, including budget and study design.

## **CORPORATE AND CONSUMER COMMUNICATIONS REPORT:**

### **Consumer Communications**

The Consumer Communications update was provided by Zeno Group on the Think Turkey™ marketing campaign.

### **Corporate Communications**

M. MacKimmie presented the report, noting that the focus has been the Federal Election; it was mentioned that several post-election files are underway, including outreach to new ministers and MPs.

For the Canadian Comfort Campaign, an SM5 initiative, early results of the 2021 campaign are promising, with some bonus into September. We are still waiting for the final results.

The UN Food Systems Summit (UN FSS) is in progress right now, with expected comments from Canada tomorrow. Alexandra Bugailiskis will provide a Canada statement. TFC and several national agriculture organizations released a Canadian Ag statement earlier this week about the UN FSS. We will continue to monitor the summit and any next steps.

## **TRADE UPDATE:**

S. Ramkissoonsingh highlighted the meeting report on trade included in the meeting kit. Regarding the WTO, it was noted that the national supply-managed organizations are analyzing the Chair's draft agricultural text at a technical level and consulting with government officials over the fall in advance of the MC12. Agriculture is only one pillar of the WTO negotiations, and, although an important pillar, progress will likely be linked to other pillars of the WTO negotiations. Regarding CPTPP, China has formally applied to join CPTPP.

This has sparked renewed interest by the U.S. to maybe re-look at CPTPP. Taiwan has also expressed interest in joining, as has South Korea.

**OTHER:**

**Reminder – Crisis & Issues Designates** – P. Boyd reminded the membership that the designates for Crisis & Issues need to be updated before Thanksgiving. The office will be sending an email to that effect.

**Promotion and Research Agency (PRA)** – S. Ramkissoonsingh indicated that the Promotion and Research Agency was discussed at the TFC 266<sup>th</sup> General Business Meeting and highlighted the meeting report included in the meeting kit. Although a preliminary estimate, working from the recent AAFC import data and using an import levy of 1.0 cents per kg/live results in an estimated revenue stream of approximately \$86,000. If, between CPTPP and CUSMA, the current market access volume doubles, the revenue forecast would be in the range of \$172,000.

B. Ricker asked how the dollar amount is decided.

S. Ramkissoonsingh responded that the industry needs to decide on the domestic levy first, and then that levy could be applied to imports under a PRA.

B. Ricker asked how much it cost to set up and how long to get the process started.

P. Boyd responded that there are still some questions about the administration, so it has not been costed out yet. Once it is approved, a feasibility study needs to be done. As per the process start timeline, it isn't easy to say. Both the beef and pork PRAs took several years to be proclaimed.

N. Paillat wants to understand the process.

S. Ramkissoonsingh noted that FPCC has a presentation that can be made to the TFC to explain the process around setting up a PRA. Before anything else is done, this presentation needs to be made to the TFC Board to understand all the aspects involved in the process.

M. Reimer would like to move forward with the next steps.

P. Boyd voiced that if the Board agrees, TFC staff will make arrangements with FPCC to present. The Board agreed to proceed.

**TFC 2021 November Meeting**

The Board would like to continue with an in-person or hybrid meeting as the situation allows it.

There being no further business, it was MOVED by A. Power to adjourn the meeting at 4:13 p.m.

Approved by:

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D. Ference, Chair

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A. Goldman, Secretariat

Dated: \_\_\_\_\_, 2021