



Farm Products Council
of Canada

Conseil des produits agricoles
du Canada

Central Experimental Farm
Building 59
960 Carling Avenue
Ottawa, Ontario K1A 0C6

Ferme expérimentale centrale
Édifice 59
960, avenue Carling
Ottawa, Ontario K1A 0C6

Le 17 mars 2023

Monsieur Darren Ference
Président
Les Éleveurs de dindon du Canada
7145, avenue West Credit
Édifice 1, bureau 202
Mississauga (Ontario) L5N 6J7

Monsieur Ference,

Lors de sa réunion du 17 mars 2023, le Conseil des produits agricoles du Canada (le Conseil) a examiné la modification proposée à l'*Ordonnance sur les redevances à payer pour la commercialisation des dindons du Canada (2019)* dans la présentation des Éleveurs de dindon du Canada (ÉDC) datée du 6 février 2023.

Après un examen approfondi de la justification fournie par les ÉDC, les membres du Conseil ont conclu que la modification était nécessaire à la mise en œuvre du plan de commercialisation des ÉDC énoncé dans la *Proclamation visant les producteurs de dindon du Canada*. L'ordonnance entrera en vigueur le jour de son enregistrement.

Pour toute question, n'hésitez pas à communiquer avec moi ou avec la secrétaire du Conseil, par courriel à l'adresse fpcc.secretariat.cpac@fpcc-cpac.gc.ca.

Sincère salutations,

Signature sur la version originale

Brian Douglas
Président

Canada



TURKEY FARMERS OF CANADA

LEVY ORDER SUBMISSION

2023

Prepared for Submission to the

FARM PRODUCTS COUNCIL OF CANADA

February 2023

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

TURKEY FARMERS OF CANADA**LEVY ORDER SUBMISSION****2023****I N D E X**

<u>SECTION</u>	<u>ITEM</u>
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V	THINK TURKEY™ MARKETING CAMPAIGN

SECTION I

LETTER OF TRANSMITTAL



February 6, 2023

Mr. Brian Douglas
Chairman
Farm Products Council of Canada
Central Experimental Farm
960 Carling Avenue
Building 59
Ottawa, ON K1A 0C6

Dear Mr. Douglas

Enclosed is the Turkey Farmers of Canada Levy Order submission for consideration by the Farm Products Council of Canada at their next meeting. By this submission, the members of the TFC are requesting the Council's approval of the Levy Order amendment at that time.

The amendment to the Levy Order pertains only to the Production Levy, as per Sections 2(a) and 8(1). The effect of this amendment is to revise the expiry date to March 31, 2024, from March 31, 2023.

No amendment is being sought regarding the Marketing Levy, referred to in Sections 2(b), 4, and 8(2).

Included in the enclosed submission are the following:

- S. I: Draft Levy Order amending the expiry date of Schedule 1 from March 31, 2023, and extending the term to March 31, 2024, which has been submitted to the Department of Justice for blue-stamping. The draft includes one amendment: to amend the expiry date for Producer Levies to March 31, 2024, as per motion of the TFC Board.
- S. II: The financial position (forecasted) of the Agency for the fiscal year ending December 31, 2022, against the final 2022 budget;

- S. III The preliminary budget for the fiscal year 2023, including detailed explanatory notes by budget line; and
- S. IV: the statement of revenue and expenses for the Think Turkey national marketing campaign.

Please note that the Unaudited Balance Sheet and Comparative Preliminary Balance Sheet for the year ended December 31, 202, includes, in the first instance the monies received at year-end from Agriculture and Agri-food Canada from the Market Development for Turkey and Chicken under the Federal Government's Comprehensive and Progressive Trans-Pacific Partnership (CPTPP).

There are no planned expenditures of the Market Development funds at this point for 2023, so the monies are not included in the 2023 preliminary budget until further discussions at the board level.

This compares to the Statement of Operation,s in which revenue is primarily from producer levies.

We trust you will find all in order; however, please feel free to contact the undersigned if there are any questions upon review.

Sincerely,



Phil Boyd
Executive Director

Encls.

cc: Mark Kotipelto

SECTION II

DRAFT LEVY ORDER

Whereas the Governor in Council has, by the *Canadian Turkey Marketing Agency Proclamation*^a, established the Canadian Turkey Marketing Agency pursuant to subsection 16(1)^b of the *Farm Products Agencies Act*^c;

Whereas that Agency has been empowered to implement a marketing plan pursuant to that Proclamation;

Whereas the proposed *Order Amending the Canada Turkey Marketing Levies Order (2019)* is an order of a class to which paragraph 7(1)(d)^d of that Act applies, by reason of section 2 of the *Agencies' Orders and Regulations Approval Order*^e, and has been submitted to the National Farm Products Council pursuant to paragraph 22(1)(f) of that Act;

And whereas, pursuant to paragraph 7(1)(d)^d of that Act, the National Farm Products Council has approved the proposed Order after being satisfied that it is necessary for the implementation of the marketing plan that that Agency is authorized to implement;

Therefore, the Canadian Turkey Marketing Agency, pursuant to paragraphs 22(1)(f) and (g)^f of the *Farm Products Agencies Act*^c and section 10 of Part II of the schedule to the *Canadian Turkey Marketing Agency Proclamation*^a, makes the annexed *Order Amending the Canada Turkey Marketing Levies Order (2019)*.

Mississauga, February 6, 2023

^aC.R.C., c. 647

^bS.C. 2015, c. 3, s. 85

^cR.S., c. F-4; S.C. 1993, c. 3, s. 2

^dS.C. 1993, c. 3, s. 7(2)

^eC.R.C., c. 648

^fS.C. 2015, c. 3, s. 88

Order Amending the Canada Turkey Marketing Levies Order (2019)

Amendment

- 1** Subsection 8(1) of the *Canada Turkey Marketing Levies Order (2019)*¹ is replaced by the following:

Production

- 8(1) Paragraph 2(a)** ceases to have effect on March 31, 2024.

Coming into Force

- 2** This Order comes into force on the day on which it is registered.

¹ SOR/2019-54

Attendu que, en vertu du paragraphe 16(1)^a de la *Loi sur les offices des produits agricoles*^b, le gouverneur en conseil a, par la *Proclamation visant l'Office canadien de commercialisation des dindons*^c, créé l'Office canadien de commercialisation des dindons;

Attendu que cet office est habilité à mettre en œuvre un plan de commercialisation conformément à cette proclamation;

Attendu que le projet d'ordonnance intitulé *Ordonnance modifiant l'Ordonnance sur les redevances à payer pour la commercialisation des dindons du Canada (2019)* relève d'une catégorie à laquelle s'applique l'alinéa 7(1)d)^d de cette loi, aux termes de l'article 2 de l'*Ordonnance sur l'approbation des ordonnances et règlements des offices*^e, et a été soumis au Conseil national des produits agricoles, conformément à l'alinéa 22(1)f) de cette loi;

Attendu que, en application de l'alinéa 7(1)d)^d de cette loi, le Conseil national des produits agricoles, étant convaincu que le projet d'ordonnance est nécessaire à l'exécution du plan de commercialisation que cet office est habilité à mettre en œuvre, a approuvé ce projet,

À ces causes, en vertu des alinéas 22(1)f) et g)^f de la *Loi sur les offices des produits agricoles*^b et de l'article 10 de la partie II de l'annexe de la *Proclamation visant l'Office canadien de commercialisation des dindons*^c, l'Office canadien de commercialisation des dindons prend l'*Ordonnance modifiant l'Ordonnance sur les redevances à payer pour la commercialisation des dindons du Canada (2019)*, ci-après.

Mississauga, le février 6, 2023

^a L.C. 2015, ch. 3, art. 85

^b L.R., ch. F-4; L.C. 1993, ch. 3, art. 2

^c C.R.C., ch. 647

^d L.C. 1993, ch. 3, par. 7(2)

^e C.R.C., ch. 648

^f L.C. 2015, ch. 3, art. 88

Ordonnance modifiant l'Ordonnance sur les redevances à payer pour la commercialisation des dindons du Canada (2019)

Modification

- 1** Le paragraphe 8(1) de *l'Ordonnance sur les redevances à payer pour la commercialisation des dindons du Canada (2019)*¹ est remplacé par ce qui suit:

Production

8(1) L'alinéa 2a) cesse d'avoir effet le 31 mars 2024.

Entrée en vigueur

- 2** La présente ordonnance entre en vigueur à la date de son enregistrement.

¹ DORS/2019-54

EXPLANATORY NOTE

(This note is not part of the Order.)

The amendment sets out March 31, 2024, as the date on which the levies cease to have effect.

NOTE EXPLICATIVE

(La présente note ne fait pas partie de l'Ordonnance.)

La modification reporte au 31 mars 2024 la date de cessation d'application des redevances.

SECTION III

FINANCIAL FORECAST

FOR THE YEAR ENDED DECEMBER 31, 2022

**TURKEY FARMERS OF CANADA
FINANCIAL FORECAST
BALANCE SHEET
AS AT DECEMBER 31, 2022 and 2023**

ASSETS		2022 (Actual Unaudited)	2023 (Prelim Budget)
CURRENT			
Cash and Short Term Investments	\$	5,844,252	\$ 7,390,914
Accounts Receivable		2,639,986	358,529
Prepaid Expense		102,021	102,000
	\$	8,586,259	\$ 7,851,443
CAPITAL			
	\$	33,857	\$ 22,300
	\$	8,620,116	\$ 7,873,743
LIABILITIES			
CURRENT			
Accounts Payable and Accrued Liabilities	\$	346,141	\$ 184,134
EQUITY			
Restricted surplus	\$	2,935,007	\$ 2,998,007
Unrestricted surplus		1,835,952	5,275,968
Balance beginning of year	\$	4,770,959	\$ 8,273,975
Revenue over Expenditure		3,503,016	(584,366)
Balance end of year	\$	8,273,975	\$ 7,689,609
	\$	8,620,116	\$ 7,873,743

**TURKEY FARMERS OF CANADA
FINANCIAL FORECAST
STATEMENT OF OPERATIONS
FOR THE YEAR ENDING DECEMBER 31, 2023**

REVENUE

Producer Levies	\$	3,585,291
Interest Income		48,000
Project Funding		28,930
		<hr/>
TOTAL REVENUE	\$	3,662,221

EXPENSES

Administration (Schedule I)	\$	3,298,452
Marketing (Schedule II)		926,135
Special Projects (Schedule II)		22,000
Promotion (from Liquidated Damages) (Schedule II)		-
		<hr/>
TOTAL EXPENSES	\$	4,246,587

EXTRAORDINARY EXPENSES**REVENUE OVER EXPENDITURE**

\$ (584,366)

**TURKEY FARMERS OF CANADA
FINANCIAL FORECAST
ADMINISTRATIVE EXPENSES
FOR THE YEAR ENDING DECEMBER 31, 2023**

SCHEDULE I

REMUNERATION TO OFFICERS AND STAFF

Staff salaries	\$ 1,161,305
Directors' fees	303,500
Director & employee benefits	277,993
	\$ 1,742,798

OTHER ADMINISTRATIVE

Contract services and projects	\$ 298,075
Trade	1,000
Audit	18,850
Telephone	15,774
Office Supplies	5,900
Office Leases	6,365
IT, Software & Websites	36,572
Postage & courier	2,200
Office contents insurance	6,900
Directors' liability insurance	5,800
Translations/Interpreters	177,200
Amortization	11,571
Legal fees	87,000
Rent, Utilities & taxes	191,275
Bank charges	1,972
On Farm Programs	70,400
	\$ 936,854

DIRECTORS AND STAFF EXPENSES

Directors, Alternates & Managers' expenses	\$ 317,000
Staff expenses	171,200
Meeting expenses	129,500
Travel insurance	1,100
	\$ 618,800

TOTAL ADMINISTRATIVE EXPENSES

\$ 3,298,452

**TURKEY FARMERS OF CANADA
FINANCIAL FORECAST
MARKETING EXPENSES AND SPECIAL PROJECTS
FOR THE YEAR ENDING DECEMBER 31, 2023**

SCHEDULE II

PROVINCIAL MARKETING PROGRAMS

Provincial Marketing Supplement	\$ 400,000
	\$ 400,000

RESEARCH

Market research	\$ 65,700
Turkey research	159,666
	\$ 225,366

PUBLIC RELATIONS AND COMMUNICATIONS

National sponsorships and promotions	\$ 13,400
Marketing and communications	186,800
Memberships	93,794
Subscriptions	6,775
	\$ 300,769

TOTAL MARKETING EXPENSES

\$ 926,135

SPECIAL PROJECTS

\$ 22,000

PROMOTION (FROM LIQUIDATED DAMAGES)

\$ -

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

SUMMARY OF SIGNIFICANT ASSUMPTIONS

This financial forecast presents to the best of management's knowledge and belief, the Agency's planned financial position and statement of operations prepared in accordance with the accounting principles expected to be used during the forecast period which are the same as those used in the most recent annual financial statements. Accordingly, the forecast reflects management's plan, based on present circumstances, of expected conditions. The assumptions disclosed herein are those that management believes are significant to the forecast and are summarized as follows:

GENERAL

Production in the 12 month fiscal year, January 1, 2023 to December 31, 2023 is expected to be 172,659,623 kilograms eviscerated weight or 209,666,132 kilograms live weight.

Factors influencing this forecast which are beyond the control of the organization are:

- An undetermined inflation rate
- Prime interest rate of 6.45%
- Return on investment funds

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

BALANCE SHEET

CURRENT ASSETS

Cash

Cash includes current account and investments.

Accounts Receivable

It is assumed that the historic pattern for receipt of provincial levies will apply and that at the fiscal year end, the December levies will be an outstanding receivable. The percentage of the total year's income normally received during the month of December is applied to the total for the year to arrive at the amount included in the accounts receivable. This is generally in the order of 10% of total levies.

Prepaid Expenses

Prepaid Expenses include amounts paid in advance for insurance and contracts.

Capital Assets

This includes capital assets net of depreciation for the year.

CURRENT LIABILITIES

Accounts payable are estimated on the basis of normal activity at month and year-end.

EQUITY

The financial forecast of expenditures for the coming fiscal period allows equity to achieve a responsible level and meet the restricted targets as set out by the TFC Board.

A portion of TFC's accumulated surplus has been set aside as restricted for specified purposes. This amount will be: 2022 - \$2,330,000; and 2023 - \$2,393,000. Target equity levels are based on criteria as specified by auditors and approved by the TFC Board upon recommendations from the Audit and Finance Committee. The restricted equity includes contingency funds in case of Agency wind down and funds for future research projects. In 2016, The TFC Board also approved the restriction of funds from liquidated damages for incremental marketing and promotional expenditures.

The opening balance for 2023 equity is based on the 2022 Unaudited Year End Results.

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

REVENUE

Producer Levies

The global eviscerated quota for the 12 month fiscal period will be achieved on a live weight production of 209,666,132 kilograms of turkey. The levy rate will be \$0.018 per kilogram from January 1, 2023 to December 31, 2023.

Interest Income

It is estimated that interest on short-term investments will average 2.09%.
Interest on long-term investments will range from 1.05% - 1.07%.

Project Funding

These are funds received under project contribution agreements through agencies such as AAFC.

EXPENSES

REMUNERATION TO OFFICERS AND STAFF

SCHEDULE I

•Staff Salaries

TFC staff complement consists of ten full time employees and three part time.

•Directors' Fees

The budget includes fees paid to elected Directors for four TFC meetings plus an allowance for additional meetings. The Chair and Executive Members' stipends and travel days for Executive meetings as well as fees for other TFC related committee meetings and representation at other meetings external to the Agency.

•Director & Employee Benefits

Included in this expense are the employer paid portions of Canada Pension Plan, Employment Insurance, Ontario Health Tax as well as supplementary Health and Dental Insurance and employee benefits.

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

OTHER ADMINISTRATIVE SCHEDULE I

•Contract Services and Projects

This expense is for independent research, review and refinement of the Agency's operational policies and programs on an "as needed" basis. Also included in this expense is specialized consulting services for long-term ongoing projects such as crisis and issues management and training, HR development and recruitment, strategic planning facilitation, US production data and production verification audits. This account also includes consumer surveys as needed from time-to-time.

•Trade

This budgeted item is for ongoing monitoring of trade negotiations and related initiatives.

•Audit

This expense is for auditing the TFC yearly financial statements and other consulting services as required.

•Telephone, Postage & Courier, Office Expenses, Office Leases & IT, Software & Websites

These accounts pertain to the day- to-day operation of the TFC office and are based on the current years' experience.

•Office Insurance and Directors' Liability Insurance

Office insurance covers the office premises for fire, theft and public liability. Directors' liability insurance was initiated in 1998.

•Translations / Interpreters

This account pertains to simultaneous interpretation for meetings and translation of policy, legal and information documents to the French language.

•Amortization

Amortization is charged to operations on the declining balance method at 20% per annum for office equipment, 30% for computer equipment and on the straight-line basis for leasehold improvements over the ten-year term of the premises lease.

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

OTHER ADMINISTRATIVE SCHEDULE I cont'd

•Legal Fees

This account pertains to the estimated legal services required for TFC operations.

•Rent, Utilities, Taxes

This expense is based on the premises lease for the TFC Office.

•Bank Charges

All service charges and interest charged by the bank on the Agency's operating account.

•On Farm Programs

This account pertains to the costs to deliver and maintain the Agency's On-Farm Food Safety Program and Flock Care Program.

•OFP Projects

This account pertains to the costs related to On-Farm programs that are to be delivered under specific funding agreements. This expense account is offset by revenue received through the funding agreements.

DIRECTORS AND STAFF EXPENSES SCHEDULE I

•Directors, Alternates & Managers Expenses / Staff Expenses

This includes airfare, hotel and other out of pocket expenses for Directors, Alternates, Managers and staff attendance at Agency meetings and for conduct of Agency business.

•Meeting Rooms

Incorporates meeting room and equipment rentals as well as catering costs.

•Travel Insurance

Based on the number of days travelled over a 12-month period by the Agency representatives and staff members.

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

MARKETING EXPENSES SCHEDULE II

PROVINCIAL MARKETING PROGRAMS

•TFC Provincial Marketing Supplement

The Agency supplements provincial marketing programs in order to promote the extension of local marketing initiatives. Of the fixed expenditure of \$400,000, \$344,000 is allocated to each province according to their percentage share of national quota allocations. These funds may be used for any marketing project. The balance of \$56,000 is allocated according to the original Consumer Seed Money Policy, which is now a matter of historical record and has been included into the Marketing Supplement. Each Provincial Board is required to provide a reporting annually of their marketing program activities, which have been supported through this supplement.

RESEARCH

•Market Research

Incorporates the expense related to obtaining at-home consumption data as supplied through AC Nielsen Reid in the form of retailed scanned data. The budget reflects agreed to subscription contract.

•Turkey Research

Budget is established yearly by TFC for research pertaining to bird health, nutrition, food safety and quality, new product development and environmental concerns which are undertaken by accredited research institutions. Unused funds at year end are accumulated in a research investment fund.

•CPRC

Annual contribution to the Canadian Poultry Research Council.

**TURKEY FARMERS OF CANADA
NOTES TO THE FINANCIAL FORECAST
YEAR ENDED DECEMBER 31, 2023**

MARKETING EXPENSES SCHEDULE II cont'd

PUBLIC RELATIONS AND COMMUNICATIONS

•National Sponsorships and Promotions

Incorporates funds committed to sponsorship of trade associations and conferences as well as promotional products.

•Marketing and Communications

Funds are used to position turkey in the market place and to advance the consuming public's awareness of the industry and of the Canadian Turkey brand, its production sector, and its products.

This also incorporates the cost of advertising in the Canadian Poultry Magazine and yearly "Who's Who" in the Canadian Poultry Industry and other opportunities that arise.

This account also includes media monitoring.

•Memberships

Includes the cost for memberships in the Canadian Federation of Agriculture, national and provincial animal care council organizations and associate industry memberships.

•Subscriptions

Ongoing subscriptions to electronic bulletins, newspapers, magazines and other information resources.

SPECIAL PROJECTS SCHEDULE II

This account identifies and segregates one-time special projects.

PROMOTION (FROM LIQUIDATED DAMAGES) SCHEDULE II

This account identifies promotion and marketing expenditures incremental to normal operating promotion and marketing activities, utilizing segregated funds from liquidated damages.

SECTION IV

2022 Budget - 2022 YEAR-END RESULTS - UNAUDITED

2023 PRELIMINARY BUDGET

**TURKEY FARMERS OF CANADA
FINANCIAL FORECAST
STATEMENT OF OPERATIONS
2022 BUDGET, 2022 YEAR END ACTUAL (UNAUDITED) & 2023 PRELIMINARY BUDGET**

	2022 Preliminary Budget Oct 2021	Final 2022 Budget June 2022	2022 Year End Actual Unaudited	2023 Preliminary Budget Nov 2022
Revenue				
Producer Levies	\$ 3,493,000	\$ 3,540,500	\$ 3,364,574	\$ 3,585,291
Interest Income	\$ 8,800	\$ 8,800	(53,975)	\$ 48,000
Over Marketing Penalties			\$ -	
Market Development Program			\$ 4,213,591	
Project Funding	81,600	81,600	51,390	28,930
Total Revenue	\$ 3,583,400	\$ 3,630,900	\$ 7,575,580	\$ 3,662,221
Expenses				
Administration (Schedule I)	2,989,364	3,120,678	2,968,227	3,298,452
Marketing (Schedule II)	903,292	867,853	780,896	926,135
Special Projects (Schedule II)	22,000	22,000	-	22,000
Promotion (Liquidated Damages) (Schedule II)	-	-	-	-
Total Expenses	\$ 3,914,656	\$ 4,010,531	\$ 3,749,123	\$ 4,246,587
Net Income Less Expenses	\$ (331,256)	\$ (379,631)	\$ 3,826,457	\$ (584,366)
Project Funding				
Net Income / (Loss)	\$ (331,256)	\$ (379,631)	\$ 3,826,457	\$ (584,366)
Extraordinary Items				
Surplus / (Deficit)	\$ (331,256)	\$ (379,631)	\$ 3,826,457	\$ (584,366)
Opening Equity	\$ 4,400,474	\$ 4,770,959	\$ 4,770,959	\$ 8,597,416
Closing Equity	\$ 4,069,218	\$ 4,391,328	\$ 8,597,416	\$ 8,013,050

* NOTE: 2023 Preliminary Budget opening equity is based on 2022 Actual Unaudited).

** NOTE: The year end deficit/surplus figures shown represents the organization's overall results, which includes utilization of funds from restricted equity, such as restricted research and liquidated damages fund for specific research and promotional activities.

TURKEY FARMERS OF CANADA
2022 BUDGET, 2022 YEAR END ACTUAL (UNAUDITED) & 2023 PRELIMINARY BUDGET

SCHEDULE I

	2022 Preliminary Budget Oct 2021	Final 2022 Budget June 2022	2022 Year End Actual Unaudited	2023 Preliminary Budget Nov 2022
Administrative Expenses				
Remuneration to Officers & Staff				
Staff salaries	\$ 1,094,651	\$ 1,111,853	\$ 1,093,450	\$ 1,161,305
Directors' fees	200,000	243,192	227,267	303,500
Director & employee benefits	266,513	267,359	257,666	277,993
	\$ 1,561,164	\$ 1,622,404	\$ 1,578,383	\$ 1,742,798
Other Administrative				
Contract services and projects	\$ 335,900	\$ 364,000	\$ 311,192	\$ 298,075
Trade	1,000	1,000	660	1,000
Audit & Accounting	18,400	18,400	17,850	18,850
Telephone & Internet	14,124	15,189	15,064	15,774
Office supplies	4,700	4,700	3,487	5,900
Office leases	8,497	8,162	6,640	6,365
IT, Software & Websites	54,486	66,091	58,084	36,572
Postage & courier	2,600	4,200	3,111	2,200
Office contents insurance	6,350	6,532	5,915	6,900
Directors' liability insurance	5,130	5,508	6,124	5,800
Translations/Interpreters	120,000	152,400	147,764	177,200
Amortization	16,760	16,892	17,323	11,571
Loss on capital assets			-	
Legal fees	40,000	57,000	122,483	87,000
Rent, Utilities & taxes	191,628	191,275	186,534	191,275
Bank charges	1,825	1,825	1,920	1,972
On Farm Programs	71,500	87,000	41,414	70,400
	\$ 892,900	\$ 1,000,174	\$ 945,565	\$ 936,854
Directors & Staff Expenses				
Directors, Alternates & Managers' expenses	\$ 291,000	\$ 268,000	\$ 206,032	\$ 317,000
Staff expenses	159,700	154,500	154,028	171,200
Meeting expenses	83,500	74,500	83,169	129,500
Travel insurance	1,100	1,100	1,050	1,100
	\$ 535,300	\$ 498,100	\$ 444,279	\$ 618,800
Total Administrative Expenses	\$ 2,989,364	\$ 3,120,678	\$ 2,968,227	\$ 3,298,452

TURKEY FARMERS OF CANADA
2022 BUDGET, 2022 YEAR END ACTUAL (UNAUDITED) & 2023 PRELIMINARY BUDGET

SCHEDULE II

Marketing Expenses	2022 Preliminary Budget Oct 2021	Final 2022 Budget June 2022	2022 Year End Actual Unaudited	2023 Preliminary Budget Nov 2022
Provincial Marketing Programs				
Provincial Marketing Supplement	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
Research				
Market research	\$ 68,771	\$ 68,686	\$ 65,669	\$ 65,700
Turkey research	147,166	160,979	141,717	159,666
	\$ 215,937	\$ 229,665	\$ 207,386	\$ 225,366
Public Relations & Communications				
National sponsorships and promotions	\$ 9,500	\$ 9,500	\$ 5,884	\$ 13,400
Marketing and communications	178,800	129,300	69,938	186,800
Memberships	91,520	93,019	92,216	93,794
Subscriptions	7,535	6,369	5,472	6,775
	\$ 287,355	\$ 238,188	\$ 173,510	\$ 300,769
Total Marketing	\$ 903,292	\$ 867,853	\$ 780,896	\$ 926,135
Special Projects	\$ 22,000	\$ 22,000	\$ -	\$ 22,000
Promotion (from Liquidated Damages)			\$ -	\$ -

SECTION V

THINK TURKEY™ MARKETING CAMPAIGN

**TURKEY FARMERS OF CANADA
NATIONAL MARKETING CAMPAIGN
CAMPAIGN REVENUE & EXPENSES
2022 BUDGET, 2022 YEAR END ACTUAL (UNAUDITED) & 2023 PRELIMINARY BUDGET**

	2022 Preliminary Budget Oct 2021	Final 2022 Budget June 2022	2022 Year End Actual Unaudited	2023 Preliminary Budget Nov 2022
Levy Revenue	\$ 4,780,000	\$ 4,862,000	\$ 4,606,399	\$ 4,925,000
Expenses	\$ 4,929,000	\$ 4,934,000	\$ 4,930,386	\$ 4,934,000
Difference Between Revenue & Expenses	\$ (149,000)	\$ (72,000)	\$ (323,987)	\$ (9,000)

Note: The 2023 Think Turkey anticipated expenditures are preliminary and may be subject to changes in revenue due to changes in allocation for the 2022/23 control period.