NATIONAL TURKEY FEDERATION

2019

Annual Report

NATIONAL Turkey FEDERATION

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Letter from Kerry Doughty

DEAR NATIONAL TURKEY FEDERATION MEMBERS,

Serving as chairman of the NTF has been the honor of a lifetime and one that has made this past year very special. This summer marked 46 years in the food business, so I think it's safe to say I – like many of our members – have dedicated my life's work to this industry. Sometimes it's hard to remember where the time went. Looking back, the adage that "time flies when you're having fun" could not be truer.

That's not to say we haven't experienced our fair share of challenges as an industry. As I reflect on the past year, it is clear we have faced significant changes in our industry, but I am proud of our collective approach to embracing such change. For instance, the crowded protein marketplace has created obstacles for the turkey business. Cell-cultured protein and the influx of marketable plant-based protein products will undoubtedly force our industry's hand at stepping up to the plate in innovation.

Contrarily, on the international scale, trade partnerships created waves of opportunity for the turkey industry. China's decision to lift the five-year ban on U.S. poultry imports secured a significant win for the industry. NTF's efforts to shepherd through the U.S.-Mexico-Canada Agreement (USMCA) will strengthen existing partnerships with two of our top trading partners. Regaining or maintaining access to these markets and getting U.S. turkey products into new markets is incredibly promising.

Additionally, NTF's Turkey Health Task Force made significant gains in identifying priority needs for the industry, building relationships with federal agencies and advancing research on bird health, including a project at North Carolina State University.

In closing, one special moment I will take with me is the unique experience for all chairmen – the National Thanksgiving Turkey Presentation at the White House. To stand in the Rose Garden alongside my family, Butterball turkey grower Wellie Jackson and the President and First Lady was something I couldn't have imagined doing when I was younger. It truly was an honor to participate in this historic holiday tradition and demonstrate the best of what our industry has to offer.

Helping guide NTF and this group of innovative industry leaders is an opportunity I've looked forward to for some time. It has been a good year, and Jan and I want to thank you for your unwavering support. Best wishes to the industry and its partners for a successful, prosperous and profitable future!

Kerry Doughty
Chairman, National Turkey Federation

Letter from Joel Brandenberger

DEAR NATIONAL TURKEY FEDERATION MEMBERS,

This past year was one of significant change for the federation, and NTF's accomplishments outlined in this report demonstrate we met the resulting challenges.

Going into 2019, NTF implemented a new dues structure, which allowed us to fold the activities of what was previously known as the Turkey Demand Project into NTF's core functional areas outlined by the 2017 Strategic Plan. The result allowed the federation to enhance our focus on activities designed to enhance the value of turkey and streamline the production process. It allowed us to expand our work in developing export markets, press for the development of new animal health products and start an ambitious program to make turkey a mainstay in the barbecue space. Even as we were focusing on expanding turkey's place on the grill and in foreign markets, we also had the resources to address the *Salmonella* challenge more aggressively by funding critical data collection and testing programs that can further enhance the safety of turkey products.

As Kerry notes, the industry was not without its challenges in 2019, and they will require our attention in 2020. However, we also saw bright spots emerge that will set us up for future success. NTF staff played an important role in the successful re-opening of the China market and the advancement of the U.S.-Mexico-Canada Agreement (USMCA) in Congress, we convinced FDA to open a pathway that potentially could speed development of medicines to treat blackhead disease and we took our Turkey Smoke campaign nationwide.

Enjoy reading about these and other NTF activities. As always, NTF is here to serve you and advance the priorities of the turkey industry. With your input and support, we look forward to building on the successes of the past year and embracing the opportunities before us as an industry.

Sincerely,

Joel Brandenberger
President, National Turkey Federation

Our Members

NEW DUES STRUCTURE PUT INTO ACTION

In 2019, NTF successfully implemented a modernized dues structure, which was approved in November 2018 by the Executive Committee. These changes included rolling voluntary contributions to the Turkey Demand Project into the quota dues structure and establishing a program where preferred supplier dues were based on a vendor's sales to the industry. As a result of this process, NTF achieved record preferred supplier income. NTF continues to practice strong fiscal management and ensure member dues are responsibly used for the federation's evolving programming activities.

NTF MEMBERS BY THE NUMBERS

NTF's 2019 membership campaign netted positive results with a total of 262 members for the year, encompassing integrated processors, preferred suppliers and individuals. The Membership Department added to the ranks by recruiting 26 new members in 2019, up from 16 new members in 2018.

Thank you for your support of the National Turkey Federation in 2019!

26
NEW MEMBERS

262
PREFERRED SUPPLIER MEMBERS

36
INDIVIDUAL MEMBERS

Where the Flock Gathers

NTF's signature membership events were fruitful opportunities for the industry, bringing together various aspects of the membership to engage on policy, promote industry priorities and network.

2019 ANNUAL CONVENTION:

DOWN ON THE RIVER WALK

From February 20–23, 492 attendees journeyed to San Antonio, Texas, for NTF's 2019 Annual Convention. To welcome everyone to the Lone Star State, events kicked off in real Texas style with a full-fledged barbecue competition! The NTF team introduced members to the new Turkey Smoke barbecue outreach program by throwing a competition featuring more than a dozen Texas pitmasters and plenty of mouthwatering smoked turkey dishes.

Following the excitement of opening night, convention got underway at General Session I where members heard viewpoints on the immigration debate from Rep. Henry Cuellar (D-Texas) and former Rep. Bob Goodlatte (R-Va.). During General Session II, USDA Under Secretary for Marketing and Regulatory Programs Greg Ibach spoke on animal health provisions in the Farm Bill, and Dr. Rhonda Miller of Texas A&M University tackled the hot topic of cell-cultured protein. As part of the industry's efforts to control *Salmonella,* members participated in an in-depth discussion on pathogen reduction. Robust annual convention programming provided opportunities for members to learn more about issues likely to affect the industry in the year to come.

In recognition of his service to the turkey industry, Ken Rutledge, president and CEO of Dakota Provisions, was presented the Lifetime Achievement Award.

To round out a successful time in San Antonio, Kerry Doughty was elected 2019 NTF Chairman with Ron Kardel serving as Vice Chairman, Phil Seger as Secretary/Treasurer and Jeff Sveen as Immediate Past Chairman.

2019 LEADERSHIP CONFERENCE:

GOBBLING ON THE HILL

NTF members hit Capitol Hill hard as part of NTF's Leadership Conference, spreading the word about the need for Congress to advance trade agreements and act on labor availability concerns. In addition to meetings with lawmakers, NTF once again hosted the annual Turkey "Meat & Greet" reception on Capitol Hill. This year's event incorporated a Taste of Turkey Smoke as the theme and was widely-attended by lawmakers and staff.

Conference attendees heard from keynote speakers Rep. Steve Womack (R-Ark.) and U.S. Deputy Secretary of Agriculture Stephen Censky as well as USDA Deputy Under Secretary for Food Safety Dr. Mindy Brashears. Additional speakers included a panel discussion on the emerging issue of sustainability and an economic outlook provided by Brian Earnest of IEG Vantage. In total, the Leadership Conference, held July 15–17, garnered 112 participants.

The Industry's Voice on Capitol Hill

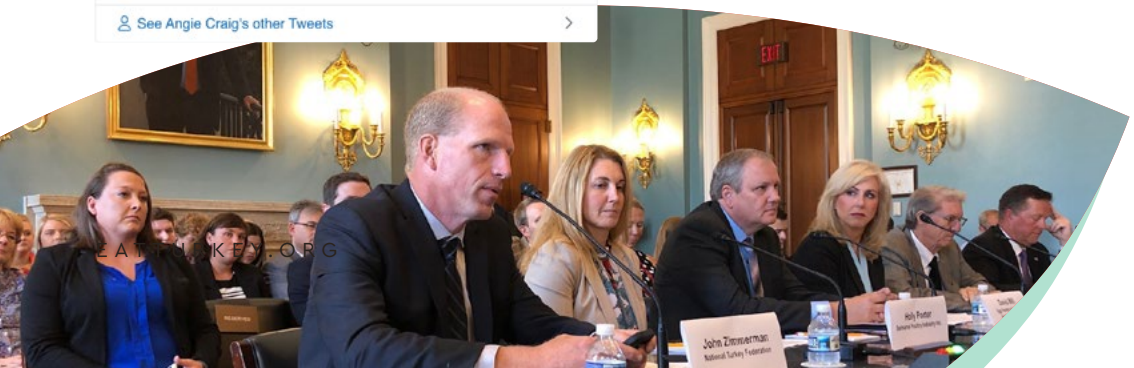
HOUSE HEARING

John Zimmerman, a Minnesota turkey grower and NTF Executive Committee member, testified before a House Agriculture Subcommittee on Livestock and Foreign Agriculture hearing in July on the state of poultry and livestock economies. Zimmerman spoke to the specific challenges faced by the turkey industry such as labor shortages, trade access to foreign markets, animal disease and prevention and driving growth in the industry.

SENATE HEARING

NTF Vice Chairman Ron Kardel shared testimony at a Senate Agriculture Committee hearing in September. Kardel, a turkey and corn farmer, is Vice Chairman of West Liberty Foods.

> "While turkey may have its big day on Thanksgiving, it's a great protein source year-round. I see significant potential for the turkey industry's growth in the near future, but we need to make sure policies coming out of Washington that affect agriculture and food manufacturing are common sense and preserve rural America's ability to thrive.
>
> *— NTF Vice Chairman Ron Kardel*



USMCA NEARS FINISH LINE

Mexico is the U.S. turkey industry's largest export partner, and guaranteeing the stability of this vital trade relationship was a major NTF priority throughout the year. With the support of members, NTF was steadfast in our efforts to see the U.S.-Mexico-Canada Agreement (USMCA) ratified by Congress. This included working with a diverse coalition of stakeholders and meeting with lawmakers across the political spectrum. Ultimately, the new trade agreement was approved by the House of Representatives in December. The USMCA passed the Senate and was signed by President Trump in January 2020.

FARM BILL IMPLEMENTATION MOVES FORWARD

Following the creation of the National Animal Disease Preparedness and Response Program under the 2018 Farm Bill, NTF carefully monitored the implementation of this animal health initiative in 2019. As an outspoken proponent for the need for additional federal resources to prevent, identify and respond to foreign animal disease threats, NTF was pleased to work with federal agencies on the release of $10 million for the first round of project funding. NTF encouraged state organizations and other eligible entities to take advantage of this opportunity to collaborate with USDA on various animal health activities that will positively impact the turkey industry's ability to respond to a potential disease outbreak.

KEEPING THE LABOR AVAILABILITY CONVERSATION GOING

Throughout 2019, NTF engaged with congressional leaders in the immigration debate surrounding the need for a viable agricultural guestworker program that includes meat processing plants.

GROWING TURPAC

NTF's political action committee, TURPAC, raised $211,925 in 2019, and remained an important piece of the federation's strategy for engaging lawmakers on issues affecting the turkey industry.

Exploring Export Opportunities

Trade is vital to the future prosperity of the turkey industry. In the years following the 2015 highly pathogenic avian influenza outbreak, the turkey industry's access to international markets had been in flux. In 2019, stability began to return with the U.S. turkey industry regaining access to China and the advancement of the USMCA. NTF has a key seat at the table on important trade negotiations, and we are encouraged by the progress made in 2019 to develop turkey export opportunities.

U.S., JAPAN REACH TRADE DEAL

NTF supported negotiations resulting in a bilateral trade deal with Japan, the U.S. turkey industry's third largest export market. Under this deal, U.S. turkey products received favorable tariff reductions, including elimination of Japan's 3 percent tariff on turkey, enabling our products to compete more effectively.

COLOMBIA TRADE SHOW HIGHLIGHTS TURKEY

In partnership with the USA Poultry & Egg Export Council (USAPEEC), NTF participated in the Americas Expo in Cartagena, Colombia, which attracted more than 75 buyers from Latin America and the Caribbean. Unique turkey preparations were featured in several product demos at the show in both English and Spanish. NTF members who attended the show reported a significant volume in sales that would not have been generated otherwise.

CHINA LIFTS BAN ON U.S. TURKEY PRODUCTS

Lifting China's ban on the import of U.S. poultry products had been a top priority of NTF for nearly five years. In November, after numerous rounds of high-level trade discussions, China announced the ban would be lifted. Following this announcement, NTF immediately began working with members to ensure they were eligible to export to China.

Prior to 2015, China was the second-largest export market for U.S. turkey products. At its peak, the annual value of turkey exports from the U.S. to China was $71 million, a significant source of revenue for the turkey industry. Re-opening the door for business in China secures a huge win for turkey growers and processors across the country by creating the potential for this to once again become a major market for our products. It is predicted that turkey exports could generate $100 million in sales and poultry breeding stock at least $60 million more. Additional positive news is expected in early 2020 with the signing of a Phase One trade agreement between the U.S. and China.

Focus on Animal Health

ADVANCING BLACKHEAD TREATMENTS

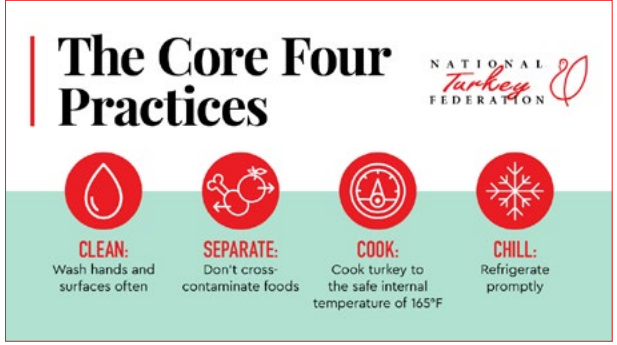
NTF was successful in working with the Food and Drug Administration to grant a "minor use" designation for potential blackhead treatment drugs, the first such designation to a major food-producing species. This streamlines the approval process for future treatments.

NTF REOVIRUS SUBCOMMITTEE FORMED

Building off NTF's work on the Turkey Health Taskforce, the Reovirus Subcommittee was formed in 2019 to further study the impact of turkey arthritic reovirus (TARV) on the industry. The subcommittee established a case definition and nomenclature for naming isolates and further analyzed prevention and treatment options. In December, the subcommittee finalized an economic impact survey white paper to demonstrate the case for additional research in TARV diagnostics and plans to meet with USDA's Animal and Plant Health Inspection Service in 2020 to discuss industry needs.

SUPPORTING VACCINE DEVELOPMENT

To bring greater attention to the need for turkey-related animal health products, NTF spearheaded an effort to revamp USDA's Center for Veterinary Biologics' vaccine policies to better serve the turkey industry and adapt to new technologies, which led to a poultry industry meeting with federal officials to discuss animal health needs. A final policy is expected in early 2020.



Reducing *Salmonella*

Food safety remained at the forefront of NTF's work in 2019. In April, the Centers for Disease Control and Prevention formally closed the agency's investigation into *Salmonella* illnesses linked to raw turkey products. While this was positive news for the industry, NTF continued to prioritize industrywide efforts to control *Salmonella* throughout turkey production.

Given that food safety is a non-competitive issue for the turkey industry, NTF benefited from the federation's ability to take a collaborative approach to this issue. During 2019, NTF took numerous steps to better understand and control foodborne pathogens:

- Launched an on-farm data collection program to evaluate *Salmonella* in live production
- Initiated an industrywide *Salmonella* enumeration project
- Hosted a Technical Intervention Summit for NTF members to learn about available pathogen reduction solutions from vendors of animal health products and processing interventions and vendors for *Salmonella* testing technologies and supplies
- Worked with USDA's Agricultural Research Service to expand research opportunities on *Salmonella*
- Enhanced collaboration with various stakeholders in the government and food and agriculture industry
- Bolstered messaging on consumer food safety awareness, including incorporating food safety tips into partner blogger content, developing a food safety graphic toolkit for members and using NTF's various social media channels to share positive food safety messages

Addressing Industry Priorities

POULTRY INDUSTRY, OSHA ALLIANCE PROMOTES SAFE & HEALTHY WORKPLACES

The poultry industry has long recognized the importance of establishing collaborative relationships to promote employee health and safety practices and develop programs to enhance poultry workplaces. As such, NTF, along with the National Chicken Council and the U.S. Poultry and Egg Association joined the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) in an alliance to share information, guidance and access to training resources that will help further improve the significant gains made in poultry worker safety over the past 25 years. The shared goals for the alliance include raising awareness of health and safety practices and programs through outreach and communication in addition to training and education.

SCHOOL NUTRITION OPPORTUNITIES FOR TURKEY

In 2019, USDA acted on several school nutrition priorities NTF had pushed for several years. USDA approved crediting schools (toward meeting nutritional guidelines) for purchases of dried or cured ready-to-eat meat and poultry products (i.e. jerky or sausage sticks), expanding sales opportunities. USDA also issued interim guidance to schools clarifying it is permissible to serve a meat/meat alternative instead of a second grain in the School Breakfast Program. NTF is encouraged by these developments and will continue our efforts to get more healthy turkey products on the menu in schools.

TURKEY INDUSTRY SECURES SHARE OF USDA TRADE MITIGATION PURCHASE

NTF worked closely with USDA to secure a share of the most recent trade mitigation package and prepare members for the purchase. The original solicitation issued in November under the Trade Mitigation Food Purchase and Distribution Program called for 11.92 million pounds of deli sliced/smoked turkey breasts. Ultimately, the government purchased 11.84 million pounds of turkey totaling $30.7 million. A second phase of purchases is expected in early 2020.

ECONOMIC IMPACT STUDY HIGHLIGHTS TURKEY INDUSTRY IMPACT

An updated economic impact study, participated in by NTF, was released in April highlighting the impact the poultry industry has on jobs, wages and federal and state revenue in the United States. According to the study, the turkey industry provides 440,739 jobs, $24.1 billion in wages, $109.5 billion in economic activity and $8.5 billion in government revenue. More information is available at TurkeyFeedsAmerica.org.

CIRCLE S VISIT

Turkey industry priorities were heard loud and clear as NTF member Circle S Ranch welcomed Senator Thom Tillis (R- N.C.) and Secretary of Agriculture Sonny Perdue in October. In addition to a farm tour and a behind the scenes look at how turkey growers care for their flocks, Senator Tillis and Secretary Perdue participated in a roundtable discussion where topics such as trade access and labor availability were discussed.

NYSE VISIT

NTF was invited to join Secretary of Agriculture Sonny Perdue in March for the opening ceremony of the New York Stock Exchange. NTF Vice Chairman Ron Kardel and his wife, Susie, represented the turkey industry.

BUTTERBALL TOUR

NTF joined Secretary of Agriculture Sonny Perdue for a tour of Butterball, LLC's Mount Olive plant in February.

JAPAN TRADE DEAL SIGNING CEREMONY

President Donald Trump welcomed various stakeholders to the White House in October to witness the official signing of the U.S.-Japan Trade Agreement. Representing the turkey industry at the ceremony was NTF member Hobey Bauhan of the Virginia Poultry Federation.

The National Thanksgiving Turkey Presentation

Whether you were a fan of Bread or Butter, the 2019 National Thanksgiving Turkey Presentation was another success for NTF. The Presidential Flock was raised under the supervision of NTF Chairman Kerry Doughty by Butterball contract grower Wellie Jackson of North Carolina. NTF worked with various parties and media outlets to implement a smooth, highly visible event that put the turkey industry in the spotlight.

After millions of votes were cast on social media, Butter eked out the win by a feather to be named the official National Thanksgiving Turkey. Doughty presented "Butter" to President Trump and First Lady Melania Trump during the National Thanksgiving Turkey Presentation on November 26. Following events in the nation's capital, both pardoned turkeys were driven to Virginia Tech where they reside at Gobblers Rest.

Official White House Photos by Andrea Hanks.

Turkey Smoke Debuts Nationwide

NTF's Turkey Smoke competition barbecue category, which debuted at 29 competitions nationwide in 2019, introduced turkey to the biggest names and brands in barbecue with an enthusiastic response. With the support of NTF members, complimentary turkey product was provided to more than 550 competition teams as part of this first year of Turkey Smoke.

Turkey Smoke made its way to some of the most prestigious events in barbecue, including three tentpole events: Memphis in May, the National Capital Barbecue Battle and the American Royal World Series of Barbecue. At Turkey Smoke's third appearance at the American Royal, 218 teams participated, up from 131 in 2017.

At each of these larger events, NTF worked with member companies, barbecue influencers and world-renowned pitmasters to put together cooking demos, turkey sampling and media interviews.

For many pitmasters, Turkey Smoke was a new, but welcome, challenge to cook with a different protein. Competitors brought creative ideas to the grill, putting unique twists on traditional smoked turkey. For example, the Turkey Smoke Grand Champion from Memphis in May took home first place for his turkey roulade, which was stuffed with turkey sausage and wrapped in turkey bacon. We call that a turkey triple threat!

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THE NATIONAL TURKEY FEDERATION

In partnership with the Kansas City Barbeque Society (KCBS), NTF participated in the Great American Cookout tour. Over the course of the year, the tour made 21 stops at festivals across the country. NTF members provided turkey products for each stop, which were prepared and handed out by the KCBS pitmaster along with promotional items and food safety tips.

Through Turkey Smoke, NTF formed a number of partnerships with respected pitmasters and barbecue companies. The Barbecue Hall of Fame's Ray Lampe, known as Dr. BBQ, served turkey samples at Memphis in May and conducted a live television interview and on-stage turkey demo for Turkey Smoke at the American Royal. NTF also developed a partnership with Brad Orrison and Scott Zink from The Shed BBQ & Blues Joint. Other barbecue partners throughout the year included Weber Grills, Cowboy Charcoal, FOGO Charcoal, Big Green Egg and Green Mountain Grills.

Turkey Lovers' Month

While NTF loves Thanksgiving, our favorite month of the year is June! In 2019, NTF celebrated 30 years of June is Turkey Lovers' Month. This special month is one tool NTF used to help elevate turkey beyond the holiday season and showcase how turkey is making its way onto plates across the nation.

NTF MEMBERS GIVE BACK ON TURKEY DAY OF SERVICE

On June 7, NTF members participated in Turkey Day of Service, the turkey industry's annual commitment to giving back in our communities. With more than a dozen members undertaking projects throughout the month, there was no shortage of spreading the message of service through turkey! Thank you to all who participated to show our communities just how much the turkey industry appreciates their support.

30 DAYS TO TRY TURKEY

Each day throughout June, NTF featured turkey recipes on Serve Turkey's social media channels pages as part of our "30 Days to Try Turkey" campaign.

FORGET CHOWDA

TURKEY SHINES IN BOSTON

During Turkey Lovers' Month, NTF partnered with five well-known Boston-based chefs for a fun Turkey on the Menu campaign. Each specializing in their own unique cuisine, the chefs were challenged with creating a turkey-centric dish to be featured on their menu throughout the month of June:

- Vietnamese Turkey Lettuce Cups at Blue Dragon
- Sage-Peppercorn Turkey Tips at the Tip Tap Room
- Tebasaki-style Turkey Wings at Whaling in Oklahoma
- Pavo Torta at Naco Taco
- Oak Smoked Turkey Legs at Sweet Cheeks Q

A total of 786 dishes were served in June. The dishes were reviewed and promoted by social media influencers in Boston. As a result, Instagram promotion of the campaign received more than 150,000 impressions and more than 5,000 likes. Web ads earned more than 70,000 impressions. Not only did this promotion give turkey more exposure to customers, it also helped familiarize chefs with using turkey outside of typical holiday preparations. Wicked awesome!

Talking Turkey

Over the course of 2019, NTF used various resources to talk turkey at every available avenue. Through NTF's programming, partnerships and digital media presence, the federation spread the word about the versatility of turkey at the holidays and throughout the year.

THE KING OF THE THANKSGIVING TABLE

Leading up to the Thanksgiving holiday, NTF promoted turkey's place at the center of the table and served as a resource on all turkey-related questions. NTF's team responded to dozens of media requests and conducted several interviews – including a national interview with NBC News – regarding turkey preparation, food safety and the Thanksgiving holiday. Additionally, NTF hosted a Turkey Chat on Twitter to share recipes and food safety tips with users.

THINKING OUTSIDE THE OVEN

NTF was selected by the Hearth, Patio and Barbecue Association (HPBA) as their November Grilling Ambassador. Just in time for holiday preparations, NTF shared our love of grilling and the versatility of turkey by creating a delicious, tender Buttermilk Brined Turkey recipe. Serving as the HPBA Ambassador was a great opportunity for NTF as we demonstrated how smoke allows for a new flavor profile, and grilling turkey frees up space in the oven. HPBA included NTF's Buttermilk Brined Turkey recipe and others on a dedicated landing page for their **#WhyIGrill** project. Additionally, HPBA distributed a nationwide press release through the PR Newswire featuring a quote from NTF on grilling turkey for the holidays.

BLOGGER PARTNERSHIPS GENERATE FRESH CONTENT

From an easy Turkey Taco Skillet and citrusy Margarita Turkey Kebabs to a fresh take on the Thanksgiving centerpiece, NTF's partnership with food bloggers helped the federation reach new audiences. Starting in April and running through the holiday season, NTF worked with bloggers from across the country to develop 16 creative and visually-appealing turkey recipes. Each blogger partner was tasked with curating an original recipe or breathing new life into one of NTF's recipes. NTF coordinated with each blogger partner to select a recipe that best filled a need, whether that be using a specific product or focusing on a type of cuisine, and supplied each blogger with talking points and food safety tips to incorporate into their recipes. Additionally, the bloggers were required to produce a set amount of social media posts featuring the recipe or other turkey content. NTF used the EatTurkey.org blog and social media to further highlight these recipes.

CULINARY IMMERSION IN CALIFORNIA

In April, 11 chefs from across the country headed to the Culinary Institute of America in Napa, California, for a crash course in turkey. For two exciting days, this group of talented, diverse chefs spent long hours in the kitchen exploring innovative ways to elevate the presence of turkey on the menu. The experts at the Culinary Institute, led by Master Chef Tony Seta, created a number of exercises and recipes to challenge even the most experienced chefs. New recipes developed by the chefs ranged from Turkey and Butternut Squash Cappelletti and California Turkey Rolls to a Ham-Brined Turkey Monte Cristo and Turkey Tinga Tacos. This event was just the start of a relationship with these chefs, which NTF maintained throughout the year as they returned to their home restaurants.

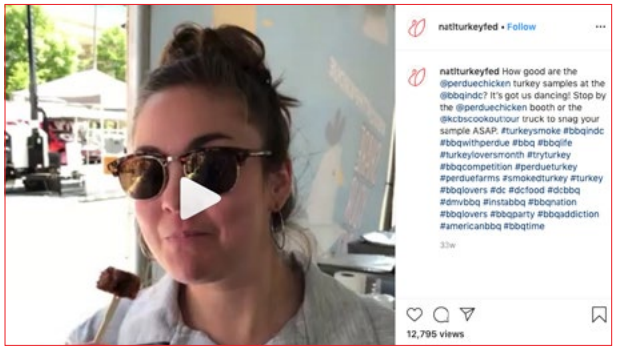
While at the Culinary Institute, NTF worked with Chef Barbara Alexander to film three step-by-step recipe videos as well as a video showing how to safely fry a turkey. These videos were promoted by the Culinary Institute, receiving more than 20,000 views on YouTube and reaching 126,000 Facebook users. The recipes were distributed through a special e-blast to more than 11,000 foodservice professionals. The videos were also used extensively throughout 2019 on NTF's social media channels.

RETAIL PROJECT SEEKS TO MOVE THE NEEDLE

Following the 2019 Leadership Conference, NTF embarked on a project to identify turkey's challenges in retail marketplaces and how to translate Turkey Smoke and barbecue outreach into the retail segment. NTF conducted interviews with meat/poultry purchasing managers at several establishments and anticipates moving forward with a pilot program and targeted retailer resources in 2020. Additionally, NTF worked to connect with retailers in new ways. This included drafting a blog post for a retailer on food safety prior to Thanksgiving and sponsoring a content section in the Winsight Grocery Business 2020 Meat Handbook, which published in December. This publication was shared with 35,000 print subscribers and in a digital form. It will be distributed at several trade shows in 2020.

A NEW DIGITAL HOME

In February, the redesigned EatTurkey.org was launched. This new digital home consolidated five NTF websites into one modern, centralized site. The goals of this project were to create a website that was user-friendly, featuring an accessible recipe database and a cohesive look and feel. During 2019, NTF continued to optimize the interior pages of the site, taking steps to overhaul content and utilizing advanced Google Analytics to establish clear metrics for website engagement.



AMPLIFYING TURKEY ON SOCIAL MEDIA

Serve Turkey and NTF social media channels were used to support NTF's activities in 2019. While all social media channels experienced moderate growth, Instagram was the platform where NTF saw the greatest success and engagement.

Here are some of the ways NTF utilized social media to amplify our message:

- Sharing a monthly calendar of curated recipe content
- Distributing regular food safety tips
- Providing updates on Turkey Smoke competitions
- Highlighting NTF members, including the **#MembershipMonday** series
- Updating followers on NTF's activities, including the **#MeatNTF** series
- Created greater awareness of turkey production, including the **#TurkeyTruths** and **#TurkeyFactFriday** series
- Promoting industry events

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NTF Executive Committee at the 2019 Annual Convention in San Antonio.

2019 NTF Executive Committee

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