

# NATIONAL TURKEY FEDERATION



## 2017 ANNUAL REPORT



# LETTER FROM THE CHAIRMAN

Dear National Turkey Federation (NTF) Members:

Turkey is Family! While a simple motto, it truly defines us, the NTF.

NTF is rooted with families which have pioneered our industry. I'm grateful to have grown up on a family farm where values and character were instilled early in my life. Today, family farms continue to drive the millions of turkeys produced annually within our industry's integrated and cooperative models.

The NTF's Code of Ethics remind us of the values we stand behind as an industry:

- Animal Welfare
- Food Safety
- Environmental Sustainability
- Human Resources and Worker Safety

These values are protected daily by our NTF staff and you the NTF members!

Creating more turkey demand is a passion of mine and an objective since joining the NTF Executive Committee in 2008. I believe turkey is the greatest animal protein a consumer could incorporate into their daily diets. Therefore, our turkey industry will continue to grow and prosper as we develop more awareness of the turkey products which have or may become staples in our domestic and international diets. Ground Turkey is an example.

In April of 2017, NTF conducted a five-year strategic planning meeting. NTF industry leaders identified four major pillars to carry our turkey industry forward into the next five years: (2018 to 2022)


- Animal Care and Well-Being
- Turkey Demand (Domestic and Global)
- Legislative, Regulatory and Science
- Transparency, Communications and Social Media

These four pillars all have defined objectives which create the foundation for our NTF family.

God created us to be protectors. We naturally protect our families and loved ones daily. NTF staff protects our turkey families daily, using the NTF Code of Ethics and the new strategic pillars to guide us. I've been blessed and grateful to serve as your NTF 2017 Chairman to dedicate my career to the turkey families which have defined our industry.

In closing, one of my favorite highlights of 2017 was mentoring five young ladies who formed the 4-H Science of Ag Team of Douglas County, Minnesota. Watching these five raw personalities growing with confidence over an 11-month period leading up to the White House Turkey Presentation was immensely rewarding. Believing in a person is one of the most gratifying gifts a person can receive in life! Always remember "Turkey is Family"!!

Kind regards,



Carl Wittenburg  
Chairman, National Turkey Federation



# LETTER FROM THE PRESIDENT

Dear Members,

A few years from now, we may look back on 2017 as a year that changed the National Turkey Federation in a host of important ways. This past April, the Executive Committee, other industry leaders and staff gathered to write NTF's next five-year Strategic Plan. NTF has been conducting these exercises since 1994, and both the planning process and the final document are unparalleled in the scope and breadth of their vision.

Through a day and a half of intense work, the Strategic Planning Committee identified four "pillars" that captured the essence of NTF's mission:

- Animal Care and Well-Being
- Turkey Demand
- Legislative and Regulatory Excellence
- Communications and Position NTF as a Trusted Source

The committee outlined 11 initiatives grouped under those four pillars, and even as the final draft of the plan was being prepared, NTF staff went into action to begin meeting the challenges laid out by the plan. This report details our successes in fulfilling the plan's vision.

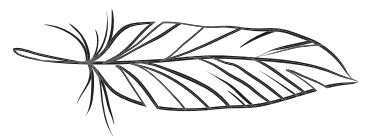
If the story ended there, this would be NTF's best strategic planning process ever. But, there's a final twist to the story. After three years of implementing the Turkey Demand Project (aka "20 by 2020"), the Executive Committee saw an opportunity to create true synergy between "The Plan" and "The Project." By October, the project founder Gary Cooper had led a process by which the TDP was re-imagined, keeping the very best parts of the influencer campaign that began in 2015 and folding them into seven new focus areas: Promotional Events, Social and Digital Media, Turkey Health, Product Development, Exports, Institutional Purchase Initiatives and Education.

Challenges remain for the industry, to be sure, but 2017 clearly marked a turning point for the federation and the way it serves the industry.

Sincerely,



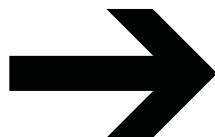
Joel Brandenberger  
President, National Turkey Federation



# FAST START WITH NEW BEGINNINGS

It was clear during NTF's Strategic Planning process that the work of the Turkey Demand Project (TDP) had sparked several initiatives that would benefit from being incorporated into the NTF Strategic Plan. As we drew near the end of our first three years of the TDP, senior leaders of many member companies and the Executive Committee voted to continue TDP in 2018 – and bring the project into alignment with the Strategic Plan through working groups chaired by Executive Committee members. The chairs are turning to members' expertise within the industry as we establish specific goals and develop programs and activities within working groups. The Executive Committee fully intends to continue to draw on the experience and the enthusiasm generated within the Turkey Demand Enhancement Team.

Members are encouraged to apply your interests to the development already underway for working groups in Exports, Animal Health & Welfare, Institutional and Government Purchases of Turkey, Promotional Events driving turkey demand, Social Media & Online Engagement, Educational Opportunities, and Product Development & Innovation. This opportunity for member involvement remains available through workgroup meetings at the NTF Annual Conference and scheduled online discussions throughout the year.



## ***Making Inroads with the New Administration***

NTF moved forward quickly on a variety of initiatives as a new presidential administration took office in January 2017. NTF applauded the choice of former Georgia Gov. **Sonny Perdue as U.S. Secretary of Agriculture**, and the federation wasted no time reaching out on issues of importance.

Waiting at the Secretary's desk after he completed a lengthy Senate confirmation process was a **letter from NTF requesting a \$50 million bonus purchase** of turkey meat to be used in USDA's school lunch and other feeding programs. Perdue granted the request, and the bidding process was complete by late October. Based on past history, bonus purchases by themselves do not turn markets around, but they can be a stabilizing force and serve as an important step in the industry's recovery from an economic downturn. This marks the fourth bonus purchase USDA has granted the turkey industry in the last eight years, and cumulatively those purchases have pumped more than \$120 million into the industry.

NTF also worked closely with other meat and poultry groups as the Secretary resolved concerns about the GIPSA marketing rule. USDA ultimately withdrew most of its proposals, as inconsistent with sound public policy. USDA's tournament ranking system proposal from the Obama Administration has similarly received little expectation of being adopted.



Federation members and staff also conducted meetings with other key members of the Trump administration's new agriculture and trade teams. Key meetings included:

- A meat and poultry trade meeting in spring with **Ray Starling, Special Assistant to the President for Agriculture, Trade and Food Assistance, and other staff on the President's National Economic Council**. Starling also met with the NTF Executive Committee during the Leadership Conference in July.



- New **EPA Administrator Scott Pruitt**

was the keynote at the Leadership Conference, speaking about the **Waters of the United States (WOTUS)** rule, the Renewable Fuels Standard (RFS) and the need for practical results. NTF helped organize several forums with Pruitt to include NTF members from around the country.



- NTF secured Cleared Advisor status to the influential NAFTA committee, granting official standing to NTF Scientific and Regulatory Affairs Vice President Lisa Wallenda Picard. This provides the turkey industry perspective through the NAFTA Agricultural Technical Advisory Committee for Trade in Animals and Animal Products to **U.S. Trade Representative Robert Lighthizer** and **USDA Under Secretary of Agriculture for Trade and Foreign Agricultural Affairs Ted McKinney** (former NTF member with Elanco Animal Health).





# TURKEY TRACKS: A PATH OF PROGRESS

## **Animal Pest and Disease Prevention**

Respected through its leadership role within the coalition of animal agriculture groups, NTF organized support for state and federal cooperation to create the Animal Pest and Disease Prevention Program (APAD) as the House and Senate Agriculture committees began Farm Bill planning. Representing turkey growers' experience of 2015 HPAI losses, NTF arranged for Chairman **Carl Wittenburg (Protein Alliance)** to testify before the House Agriculture Livestock Subcommittee to advocate the forward-looking wisdom of robust federal/state ability for the prevention of animal diseases. NTF is leading federal support for state animal health officials to rapidly deploy a vaccine bank, disease surveillance through sufficient laboratory capacity and the critical need for rapid response capability at the state level.



## **Immigration**

NTF was a leader among poultry and livestock groups in the effort to secure an H-2C visa process to allow turkey processors access to a legal and stable supply of workers. Hiring a temporary workforce has remained a challenge amid the larger, complex national debate over immigration reform. Working with **House Judiciary Chairman Bob Goodlatte (R-VA)** of Virginia's major poultry producing region, NTF has supported the chairman's Agricultural Guestworker Act, which speaks directly to concerns articulated by

NTF members for a stable and reliable processing plant workforce to sustain rural communities. Though immigration reform is a volatile topic and faces many obstacles, Chairman Goodlatte's influential standing and legislative experience can provide opportunities to interject the bill into immigration reform as a major goal before his retirement at the end of his current congressional term in 2018.



House of Representatives  
**Judiciary Committee**  
Chairman Bob Goodlatte

**THE AGRICULTURAL GUESTWORKER ACT OF 2017**  
SPONSOR: HOUSE JUDICIARY COMMITTEE CHAIRMAN BOB GOODLATTE



## ***Rolling Back Regulations***

With a new administration, came an opportunity to address several examples of regulatory overreach, as NTF worked to provide members with relief from several burdensome federal rules from the Obama Administration.

For the **Organic Rule**, though, relief for the turkey industry did occur before the change of administration. NTF worked closely with the outgoing USDA leadership to reshape the final rule so that many of the most problematic parts of the regulation were removed before it was put into practice in mid-January. NTF successfully argued that stocking density requirements and outdoor access rules were based on chicken data and not applicable to turkey production. Once the Trump Administration took office, NTF and other groups worked with USDA to have the rule tabled entirely. Tabling that rule eliminates – at least through 2020 – the chance of the Agricultural Marketing Service returning to attempts to rewrite the rules to correct for their lack of turkey data.

Similarly, as noted earlier, Agriculture Secretary Sonny Perdue nixed plans for **GIPSA** to adopt the contracting legislation that NTF was concerned would harm the grower-processor relationship by relaxing the competitive harm requirement, to up-end the tournament ranking system and the definition of fair practices.

The turkey industry won a significant victory when new **EPA Administrator Scott Pruitt** announced his agency is pulling back from the Waters of the United States (WOTUS) rule issued by the previous administration. NTF was a key player in the effort to roll back WOTUS, by convincing Congress and EPA to back away from a regulation that would have expanded dramatically EPA's Clean Water Act authority to take action on farms.

Even as it was lobbying the WOTUS issue, NTF was fighting to reverse a setback on another environmental front. In the fall, a federal appeals court ruled that the Bush administration should not have limited producers' obligation to report ammonia emissions from manure under the **Comprehensive Environmental Response, Compensation and Liability Act (CERCLA)**. In addition to joining farm groups during all legal responses to the ruling, NTF has led the poultry and livestock industry in a legislative response that would amend the law in order to address the court's objections and restore the original intent of not including on-farm ammonia emissions in the burdensome reporting. As of early 2018, NTF Legislative Affairs Director Leslee Oden was at the forefront of key organizers for action before a new court deadline for reporting, slated as early as May 1.





# GATHERING THE FLOCK

Few things demonstrate an association's value more than a robust, growing membership. Through NTF's Member Services Vice President Jen Dansereau and Member Service Coordinator Sarah Trujillo, membership rolls marked increased enrollment, swelling NTF's preferred supplier ranks to 315 companies – a new record – while maintaining strong involvement from the industry's core processor members. A major part of that success was the members' involvement to embrace opportunities to score successes for the federation on a number of fronts.

**NTF's Annual Convention** returned to Disney's Grand Floridian Resort & Spa in the Orlando area for thought-provoking general sessions, workshops on the future of trade, active committee meetings and multiple networking opportunities. Thanks to a rare instance when the Super Bowl occurred during the convention, NTF and **Sealed Air Cryovac** added to the success of the opening night reception with an entertaining game-watching party and energetic TURPAC Auction.



Other convention highlights included:

- A keynote address from **Congressman Steve Womack (R-AR)**
- An update from USDA's food safety leader Al Almanza;
- Tips from an NTF member who faced-down animal activists trespassing on his farm.
- A NAFTA update from top trade experts, including Mexico's representative, who discussed that nation's likely reaction to NAFTA renegotiations.
- Chairman **John Reicks'** State of the Association Speech.



On the convention's last day, the Board of Directors met to elect **Carl Wittenburg** 2017 NTF Chairman and to finalize approval of NTF's 2017 budget and goals. Other officers elected at the meeting included Vice Chairman **Jeff Sveen** and Secretary-Treasurer **Glenn Leitch**.



The final day's evening reception recognized **Wyatt Upchurch** for raising awareness of turkey's popularity, while mentoring those who a generation later now lead the industry. Carl Wittenburg and Ronnie Parker presented the Lifetime Achievement Award to Wyatt, 1990 NTF Chairman.





Summertime brought members to the heated climate of Washington, DC for the **2017 Leadership Conference**. As noted earlier, the Executive Committee heard insights from the **Special Assistant to the President for Agriculture, Trade and Food Assistance Ray Starling**. Later in the conference, the EC also traveled to Capitol Hill for a private meeting with **House Agriculture Committee Chairman Mike Conaway (R-TX)**.

In addition to the keynote speech from **EPA Administrator Scott Pruitt**, NTF members heard from **Senator John Hoeven (R-ND)** about the legislative climate on Capitol Hill and from **APHIS Administrator Kevin Shea**, who endorsed the need for a disease prevention strategy.



Members advocated on priority issues for the turkey industry during more than 70 congressional meetings scheduled by NTF. Evening dinner was shared conversation and understanding of turkey's goals with government regulators from departments like the **United States Trade Representative's office** and **USDA**. Trade was the key topic throughout, and members were afforded the opportunity to speak directly about the progress of negotiations with China, as well as the importance of improvements with NAFTA.

NTF hosted its annual congressional reception that featured turkey jambalaya, turkey shepherd's pie and nearly a dozen appetizers showcasing turkey's versatility. This popular reception is set for the end of the day within the U.S. Capitol's congressional office buildings, attracting Members of Congress and their staff to enjoy turkey's innovative recipes while establishing contacts and better understanding of the business of producing turkey.





### ***Focused on Exports***

In June 2017, NTF also organized its first-ever "fly-in" of industry export leaders to participate in a series of strategically selected meetings with congressional and executive branch offices to discuss trade priorities within the turkey business.

NTF members participating were: **Joel Coleman (Butterball), Kathy Cline (Cooper Farms), Ryan Downes (Farbest Foods), Juan Elizondo (Interra International), Jian Geng (Han Feng Global Inc.), and Jennifer Leyden (MetaFoods).**

Among the best of ambassadors on behalf of the turkey industry, they underscored to lawmakers and regulators the importance of export markets for turkey with the potential for industry growth. Re-opening China's doors to American poultry and a strong NAFTA agreement figure prominently in solutions that remove unscientific barriers on turkey products bound for export.

Key visits included **Senate Agriculture Committee Chairman Pat Roberts (R-KS), Senator Richard Burr (R-NC)**, as well as top officials at **USDA** and the **Office of the United States Trade Representative (USTR).**





## Meeting with the President and Key Leaders

An NTF member was at the table when **President Trump** convened a discussion on agriculture early in his administration. Sitting directly across the table from the president and **Agriculture Secretary Sonny Perdue** was **Jose Rojas** of **Jennie-O Turkey Store**. Prior to the meeting, Rojas met with the NTF staff to review turkey industry initiatives with the NTF legislative and regulatory teams. Rojas and others are important voices, direct to the president, through the inter-agency rural task force assembled as a resource to the president for sharing agriculture's views on legislative, regulatory, and policy issues that hinder economic growth in agriculture.



When **House and Senate Agriculture Committees** and **Secretary Perdue** traveled to rural communities to hear firsthand suggestions for the 2018 Farm Bill, NTF members provided clear perspective from their vantage at the witness table. Former NTF Chairman **Ted Seger (Farbest Foods)** spoke up for trade and protecting the benefits of NAFTA when Perdue presided at a public forum at the Indiana State Fair.

When Senators convened a field hearing in Michigan, **Andy Snider (Michigan Turkey Producers)** testified; as did **Paul Kvistad (Kvistad Poultry)** when the committee convened in Morgan, MN; and **Bill Mattos (California Poultry Federation)** in Modesto, CA before the House Agriculture Committee. Each provided the credibility and evidence in support of the NTF-supported Animal Pest and Disease Prevention Program (APAD).







## 70 Years: The NTF Thanksgiving White House Tradition

For the 70th Anniversary of NTF's presentation of the National Thanksgiving Turkey, **NTF Chairman Carl Wittenburg** and his wife **Sharlene** selected turkeys raised on their Douglas County, Minnesota farm to honor the tradition that NTF began with President Harry Truman. With Carl's guiding motto of "Turkey is Family," the Wittenburgs and the Douglas County 4-H Science of Ag Team sparked national interest as the country learned about raising turkeys through regular reports about The Presidential Flock.

Arriving in Washington, DC from their Midwest road trip, turkeys "Drumstick" and "Wishbone" fascinated hotel guests as they checked in at the Willard InterContinental, near The White House. Carl introduced the turkeys to U.S. and international reporters, sharing the spotlight with the 4-H team, and publicizing the social media voting for the tom that would be chosen as the National Thanksgiving Turkey.

With "Drumstick" chosen, and "Wishbone" designated as backup "wingman," both toms faced a potential "grilling" from the famously tough White House Press Corp on their way toward the Oval Office while the Wittenburg family (Carl, Sharlene, Nate and Wyatt) met **Vice President Mike Pence** and **White House Press Secretary Sarah Huckabee Sanders**.

At the Rose Garden event, **President Trump** and his family joined the Wittenburgs and the 4-H team (**Kodi Bundermann, Kayla Egenes, Katie Kent, Christina Kuismi, and Kerry Lund**) as the president's remarks set the tone of Thanksgiving's tradition for renewing "the bonds of trust, loyalty and affection between our fellow citizens as members of a proud national family of Americans."





## American Royal World Series of Barbeque®

Marking a first in the storied 38-year history of the American Royal World Series of Barbeque®, NTF's Turkey Demand Project introduced turkey to the professional competition with the 2017 Inaugural Turkey Smoke. Far exceeding expectations, excitement surrounding a new meat protein category brought turkey to the attention of more than 150 teams whose pitmasters practice their culinary art in the "live fires" of the nation's popular BBQ restaurants.

Turkey brands were onsite to promote **Turkey.The Perfect Protein®** to crowds of more than 20,000. NTF member organizations around the country sponsored team entries from their communities, donated prizes and giveaway items, and engaged through publicizing the social media hashtag #TurkeySmoke and shared the video of the fast-paced highlights of sights, aromas and pitmaster testimonials to turkey.

An array of turkey companies including **Butterball, Cargill, Dakota Provisions, Jennie-O Turkey Store, Protein Alliance** and **Northern Pride** contributed 1,200 pounds of turkey breast, whole bird, tenderloins, drumsticks, wings, deli and ground turkey for delivery onsite, through arrangements overseen by **NTF Chairman Carl Wittenburg** and members of the NTF team.

Professional BBQ teams competing for prized turkey entries loved the variety of cuts and the new challenge of turkey. Judges and American Royal organizers said turkey would be a solid option for annual competition in their World Series of Barbeque. Turkey will be back for 2018 BBQ bragging rights.



### Raleigh Turkey Inspiration

NTF's Turkey Demand Project hosted Turkey Inspiration Events from March through July in four cities to encourage foodservice decision-makers to add turkey to the menu. In Raleigh, it was North Carolina's appreciation for the region's cultural contribution to the industry that attracted influencers such as chefs, food service executives and food bloggers. As the closing event, Raleigh drew nearly 60 participants, including **Hardee's** chief marketing officer, **Sysco Foods'** sales, business directors and executive chef, the state's restaurant and lodging association, **US Foods** area president; BBQ pitmasters and restaurant executive chefs; university and hospital chefs and dining managers; dietitians and bloggers.

Turkey industry experts, **Walter Pelletier (Butterball, LLC)** and **Vernon Felts**, engaged the crowd with first-hand information about raising and marketing turkeys. The region's culinary celebrities – PBS TV **Chef Vivian Howard**, Angus Barn **Chef Walter Royal**, and **Butterball Chef Tony Seta** – cooked and commented on turkey preparation while guests enjoyed tasty flavors served-up from the cooking demonstrations.



# TALKING TURKEY

Closing the distance from farm to fork, NTF worked during 2017 to prepare a series of videos with common sense and humor to answer consumer curiosity and dispel unfounded myths about how turkeys are raised. Seeing through the myths on cages, hormones, factory farms and antibiotics, the video series, prepared for national release in February 2018, offers commonsense answers about raising healthy turkey flocks on family farms.

NTF Board of Directors member **John Zimmerman (P&J Products)**, of Northfield, MN serves as host and narrator for viewers to see for themselves inside a barn on a real turkey farm. Each video myth is characterized with humor by a cartoon animated tom turkey suggesting the exaggerated myths that consumers are often subjected to about how their food is raised.



Viewers see turkeys walk about freely and safely inside barns without cages, as well as learn how veterinarian-prescribed antibiotics are proven to safely clear an animal's system before processing. The videos also share how healthy turkeys are raised on a nutritious diet of corn and soybeans along with vitamins and minerals, and how turkeys are farm-raised using smart technology and responsible stewardship of resources.

PBS Television will broadcast the videos in a five-minute program available to local stations during prime time in 500 airings throughout 2018, reaching an audience of more than 3 million to broaden public understanding of the wholesome production of turkey with consumer confidence. That commitment by the turkey industry to families is summed-up with the assurance, *Turkey: Good food from good beginnings*<sup>SM</sup>

Turkey's positive message also appeared prominently on the largest billboard in New York City's Times Square at morning and afternoon intervals upon first release of the videos. Rising 23 stories at 2,225 square feet, the lighted sign displayed for an estimated 1.5 million visitors from its location at the Reuters News Service Building across from the trendy Hard Rock Café. The billboard was at no additional cost within a distribution plan crafted by NTF that drove social media interest, local PBS TV audiences, and national news publications.

News releases went specifically to writers in the field of nutrition and to publications read by veterinarians. In addition to the nation's leading agricultural publications, the messages reinforcing the beneficial results from careful management are directed to state agriculture departments and for use by public schoolteachers and educators at state universities, within state FFAs and 4-H.

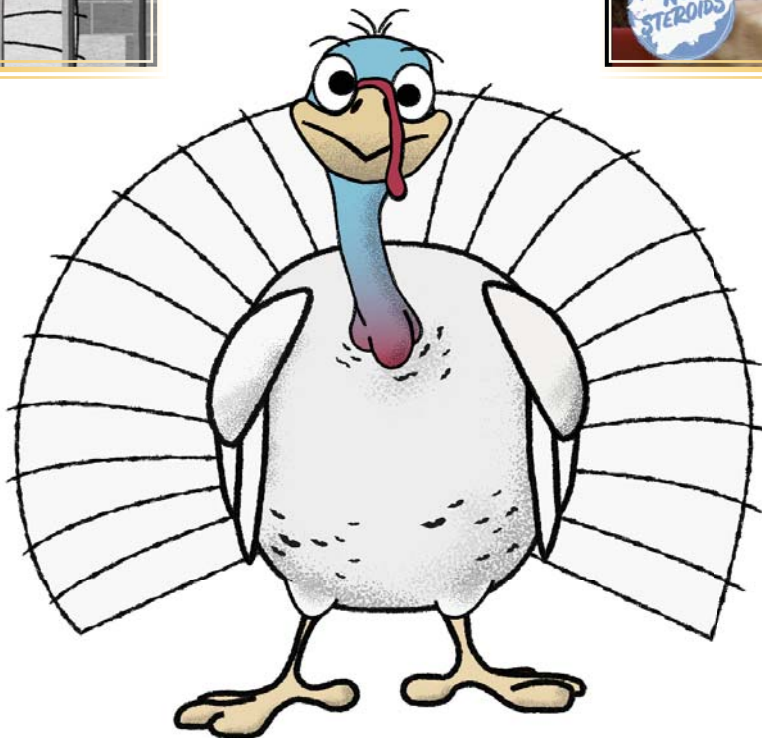




The videos, news releases, social media and billboard direct viewers to NTF's newest website, *AmericasTurkeyFarmers.org* to download and share copies of the videos, nutrition and recipe fact sheets. Responsible raising was also featured by highlighting the well-received Temple Grandin turkey farm and processing plant video as well as a video visit profiling the environmental excellence practiced at a turkey and cattle operation in Texas. The depth of experience and attention to caring for turkeys is detailed in the Stewardship Manual, written and adopted by members of the National Turkey Federation.



The production and animation were time and creativity donated to the industry by **Alltech, Inc.**, by NTF's Turkey Demand Project leader **Gary Cooper (Cooper Farms)**, who championed the series' creation. Grant funding from **USPOULTRY** provides the distribution of these videos by national news release, website and social media platforms. The scripts were drafted by Keith Williams, NTF Vice President of Communications and Marketing, with guidance from veterinarian **Dr. Leah Dorman (Phibro Animal Health)**, **Cassie Jo Arend (Cooper Farms)** and **Lara Durben (Minnesota Turkey Growers Association)**.



# OPENING EXPORT OPPORTUNITIES



## **NAFTA**

As stakeholder in the **North American Free Trade Agreement (NAFTA)** process, NTF has remained involved in the negotiation status to protect turkey industry interests in Mexico and in the push for full market access in Canada. NTF has pressed forward with an extraordinary effort on both the legislative and regulatory fronts, highlighting what losing NAFTA would mean for turkey and all of agriculture.

Throughout 2017, after President Trump formally notified Congress he intended to renegotiate the NAFTA with Mexico and Canada, preserving current favorable terms in the relationship with Mexico has remained of utmost importance to profitable trade with US turkey growers' largest customer (valued at \$348 million, with a majority of our products used for further processing, creating jobs on both sides of the border).

However, with Canada, while NAFTA has enabled turkey export value to grow to \$22 million, the Canadian government's supply control quota system prevents US producers from complete and free access.



## **New Zealand**

Years of joint effort by NTF and USAPEEC has opened New Zealand for turkey products. New Zealand consumers are looking for a more affordable source of protein for their families, and U.S. turkey producers will plan to fill those dinner plates. New Zealand's growing commodity meat market supports a growing processing sector which ships finished product into the adjacent Australian market, priming the taste for Australians to seek direct sales of US turkey meat.



## **US-China Trade Relations**

Reinstating trade with China has been a long process after that market was closed in the wake of the 2015 HPAI outbreak. Over the summer of 2017, NTF worked closely with USDA/APHIS and USAPEEC to ensure that China's on-site audit of U.S. poultry farms included supportive technical details on biosecurity measures that would register favorably with Chinese food safety officials controlling entry of poultry product.

In late 2017, China demanded that the U.S. regionalize the exclusion of Chinese poultry to specific areas within China of reported cases of avian influenza. In response, U.S. officials will require an in-depth assessment since Chinese farmers' close-quarter contact with raising their poultry is a pattern found in other Asian countries which occasionally results in a rare strain of bird flu spreading from poultry to people.



## **South Africa**

An unnecessary barrier for getting U.S. turkey product into South Africa is now gone. NTF's regulatory and legislative team, working with USDA, helped secure an agreement between USDA and the South African government on final amended export language. USDA's Animal and Plant Health Inspection Service and Foreign Agricultural Service worked with NTF to remove unnecessary requirements that had allowed South Africa to require all U.S. exports to be "hatched and raised in the U.S." in a misguided reaction the 2015 Avian Influenza outbreak.



# MEASURING-UP

## Health Report

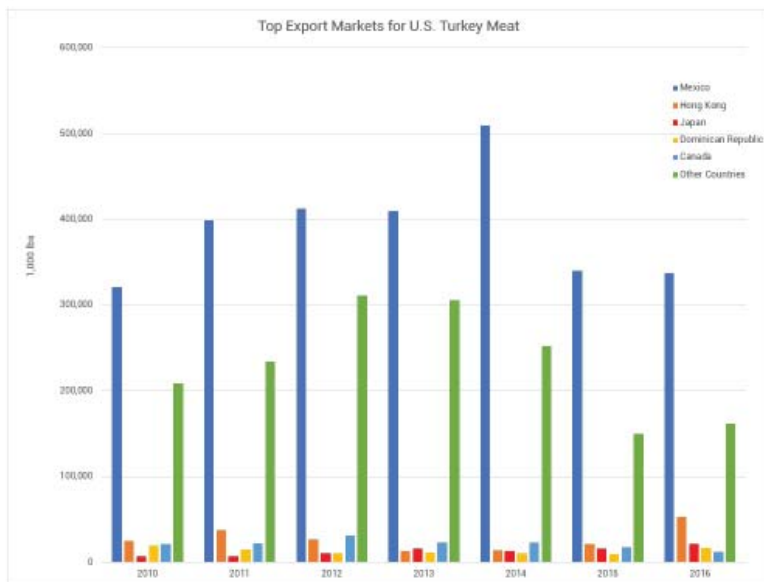
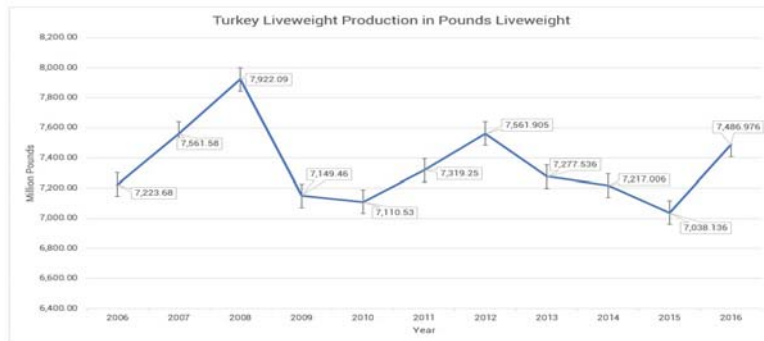
Each year, at the United States Animal Health Association (USAHA) & American Association of Veterinary Laboratory Diagnosticians (AAVLD) Annual Meeting, NTF and Dr. Steven Clark (Devenish Nutrition) present the Turkey Industry Annual Report. The report is an annual review of turkey health. This year, the report focused on lack of approved efficacious drugs, turkey leg health survey results, as well as Blackhead.

## Turkey Leg Health

NTF Turkey Health and Welfare Committee is providing technical data and encouragement to a industry team of researchers investigating the leg health of turkeys that includes but is not limited to turkey reovirus, leg deformities, osteochondrosis. Together with **Dr. Steven Clark (Devenish Nutrition)** and **Dr. Yuko Sato (Iowa State)**, NTF's Scientific and Regulatory Affairs Coordinator Tori Ahlmeyer gathered data from an industry survey of turkey leg health issues. A review of the economic impact and scope is underway as next steps are put into place.

## Sourcebook

The NTF's industry Sourcebook tracks production, cold storage, consumption, export, cost returns, and overall processing value since 1970. Some trends noted from an analysis by NTF Public Relations Manager Kimmon Williams include:

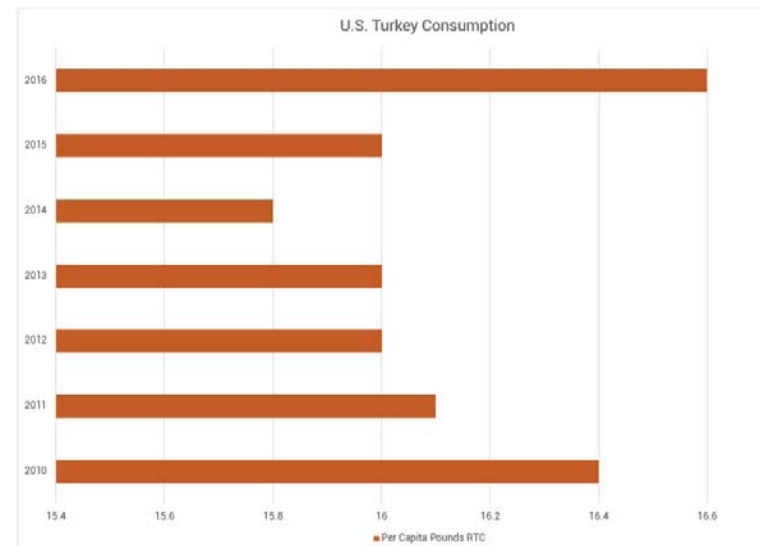


The re-ordering of top export markets for U.S. turkey now include: Mexico, Hong Kong, Japan, the Dominican Republic and Canada.

## Advancing Safety and Quality

NTF Technical and Regulatory Committee worked with other trade associations to develop and prepare recommended best practices regarding foreign material when occasionally found in the mass processing of meat products. The protocol of company handling of complaints helps NTF member processors to proactively address this key safety focus by FSIS inspection personnel.

Turkey production liveweight increased to 7,486,978,000 from 7,038,136,000 pounds, showing a normalization is still occurring after the 2015 outbreak of HPAI.



Overall, domestic per capita consumption for turkey products increased from 16 pounds in 2015 to 16.50 pounds in 2016, which is the highest level since 2010.





# UNITING ANIMAL AGRICULTURE

NTF centers our focus on the turkey business through involvement and interest in our members' ideas and concerns. NTF staff travel to state association meetings, exchange ideas and bring those initiatives back to Washington to find solutions to member concerns. NTF also stays involved at each level of technical and policy discussions at the federal level. Protecting and sustaining healthy turkey flocks, members take an active role on the farm and through representation by NTF.

## ***Resources for Prevention of Pests and Disease***

The annual gathering of state officials at **NASDA (National Association of State Departments of Agriculture)** invited NTF Government Affairs Senior Vice President Damon Wells to present the case for states to support marshaling critical resources for decisive action in the earliest hours of animal disease outbreaks. In addition to the panel discussion, the NTF-backed **Animal Pest and Disease Prevention Program (APAD)** received wider attention from **RFD-TV** in a featured interview with Damon about the 2018 Farm Bill as the potential funding authority for coordinated state-federal response.



## ***Continuing Leadership on Avian Influenza***

At NTF request, USDA's APHIS (Animal and Plant Health Inspection Service) developed several documents for producers impacted by avian influenza, for a new flat rate cleaning policy, payment of indemnity, and determining when controlled marketing may be an option. The outcome is a fair and standard protocol for dry cleaning after an outbreak of HPAI, giving producers a clear road map to restocking and getting back on their feet. With several months of review and preparation, poultry industry representatives were invited to APHIS Headquarters for a two-day meeting to outline the challenges and costs in working to mitigate spread of the virus, as well as the international health requirements from the OIE that impact trade. Attendees from the NTF Turkey Health and Welfare Committee shared best practices and advised APHIS on practical solutions. Many of the non-turkey industry attendees had not fully understood the many impacts both high and low path avian influenza can have across the country.



# NTF EXECUTIVE COMMITTEE



## **Officers**

**Chairman** Carl Wittenburg, Protein Alliance, Inc.

**Vice Chairman** Jeff Sveen, Dakota Provisions

**Secretary/Treasurer** Glenn Leitch, Jennie-O Turkey Store

**Immediate Past Chairman** John Reicks, Tyson Foods

## **Members**

John Burkel, Northern Pride, Inc.

Matt Cook, Norbest

Gary Cooper, Cooper Farms

Kerry Doughty, Butterball, LLC

Jihad Douglas, Aviagen Turkeys

Yubert Envia, Foster Farms

Ron Kardel, West Liberty Foods, LLC

Mark McKay, Perdue Farms Incorporated

John Niemann, Cargill Turkey & Cooked Meats

Ronnie Parker, Circle S Ranch, Inc.

Phil Seger, Farbest Foods

## **Communications & Marketing**

John Reicks, Tyson Foods

Carl Wittenburg, Protein Alliance, Inc.

## **Legislative**

Phil Seger, Farbest Foods

## **Live Production**

John Burkel, Northern Pride, Inc.

Eric Gonder, Butterball, LLC

Ronnie Parker, Circle S Ranch, Inc.

## **Member Services**

Ron Kardel, West Liberty Foods, LLC

## **Purchasing Managers**

Tony Barnes, Cargill Turkey & Cooked Meats

## **Technical & Regulatory**

Matt Cook, Norbest

Tom Smith, Jennie-O Turkey Store

Michael Rybolt, Tyson Foods

## **TURPAC**

Phil Seger, Farbest Foods



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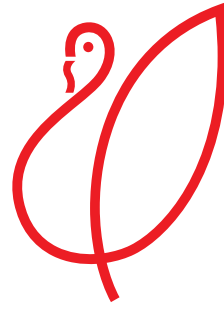
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# *Thank You*



N A T I O N A L  
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F E D E R A T I O N



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