



2021

Annual Report

NATIONAL
Turkey
FEDERATION





LETTER FROM THE CHAIRMAN

When you're on the offensive line, you've got to keep your head on a swivel. That's one thing I was always taught about football growing up. However, that piece of advice is especially applicable in the turkey business and across the food and agriculture sector. Remaining on alert is the best way to tackle the challenges. That's the mindset we've had this year, and I think it served NTF and the industry well.

The COVID-19 pandemic remained an equal opportunity disruptor in 2021. NTF focused on helping members navigate the challenges of administering vaccines, preparing for potential vaccine mandates and ensuring federal policies were workable for the industry while prioritizing the needs of the supply chain.

However, that was just one of the

many areas where NTF worked to advance industry priorities. This includes engaging on international sustainability dialogues, pushing policies to address labor availability in Congress, exploring opportunities to expand research on turkey health issues and boosting outreach to Latin American export markets. NTF also helped reassure consumers of turkey availability at the holidays and took the Turkey Smoke barbecue program to more than 20 events across the country.

Last, but not least, we should all be proud of the work NTF continued in 2021 focused on reducing *Salmonella* throughout the chain of production as part of our industry's enhanced efforts to reduce foodborne illnesses.

I am hopeful that the lessons learned over the past 12 months will help the industry strike a balance between being prepared for the challenges and seizing the opportunities as

they come. Thanks to the resiliency of our membership, I have no doubt that we will continue to deliver on our mission of feeding families and building a sustainable future for the turkey industry.

Thank you for staying involved and supporting NTF and the turkey industry. It has been an honor to represent you as chairman of the National Turkey Federation.

SINCERELY,

Phil Seger

2021 NTF CHAIRMAN

MEMBERSHIP STATS

8

New Members

258

Preferred Supplier Members

**Thank you
for your
support of the
National Turkey
Federation
in 2021!**




NTF MEMBERSHIP EVENTS

2021 Virtual Annual Convention

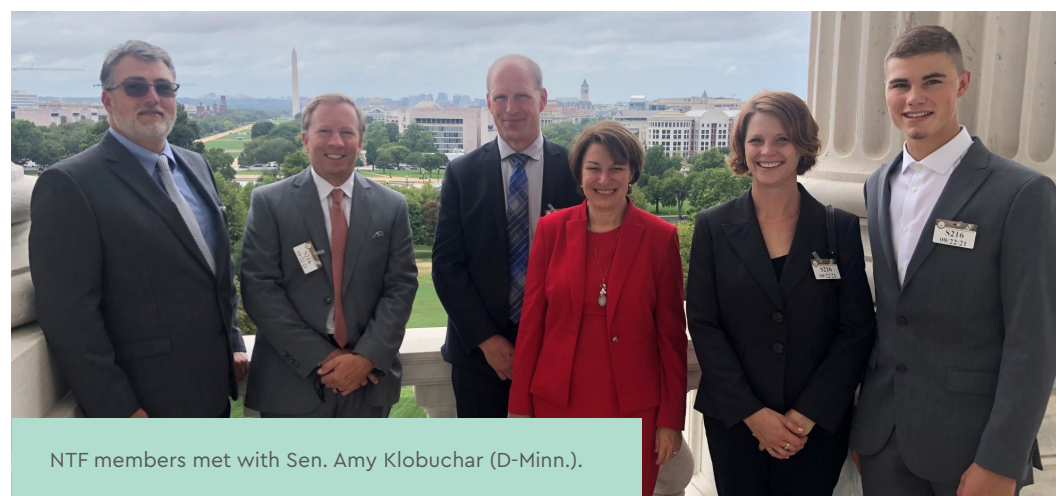
NTF's first (and hopefully last) virtual Annual Convention took place Feb. 9-11 with more than 250 participants. Over the course of three days, NTF welcomed various speakers who provided valuable insights on topics including the status of turkey industry priorities in the new Congress and administration and ongoing pandemic-related shifts in consumer demand. Additionally, 2020 NTF Chairman Ron Kardel gave the State of the Association Address as he reflected on his unusual year at the helm of the federation.

2021 Leadership Conference

NTF's Leadership Conference brought nearly 100 members to Washington, D.C., in late September. This small-scale return to in-person events was one of the highlights of 2021. Attendees heard from Senator Mike Braun (R-Ind.) and House Agriculture Committee Ranking Member G.T. Thompson (R-Pa.) before heading to Capitol Hill to meet with lawmakers, and Deputy Undersecretary for Food Safety Sandra Eskin keynoted the Regulators Breakfast. The annual Turkey Meat and Greet Congressional Reception featured delicious turkey dishes from Turkey Smoke champion Smokecraft Modern Barbecue and plenty of networking opportunities. Various NTF committee meetings also gathered to continue NTF's work on topics ranging from food safety to animal welfare.



NTF members met with Sen. Joni Ernst (R-Iowa).



NTF members met with Sen. Amy Klobuchar (D-Minn.).



Sen. Mike Braun (R-Ind.) joined NTF Chairman Phil Seger for an update from Capitol Hill.

NTF LEADS ON INDUSTRY ISSUES

In 2021, NTF worked to proactively advance many industry priorities and acted quickly to support the needs of the membership in response to emerging issues.



COVID RESPONSE

NTF assisted members in navigating COVID challenges, including responding to potential vaccine mandates and enhancing worker health and safety. NTF focused on helping ensure federal policies were workable and prioritized the needs of the supply chain.



FOOD SAFETY

NTF continued the federation's extensive efforts and research related to food safety and better understanding *Salmonella*. As a result of this industrywide focus, NTF members are well-positioned to work with USDA on its recently announced initiative to reduce *Salmonella* illnesses and further enhance the turkey industry's top priority of food safety.



RESEARCH OPPORTUNITIES

Identifying solutions to turkey health challenges, such as clostridial disease, viruses and reproductive efficiency, was a priority for NTF in 2021. NTF participated in forums with federal agencies, researchers and the turkey industry to identify and align on research opportunities based on the needs of the industry.



LEGISLATIVE PRIORITIES

NTF served as the voice of the turkey industry on Capitol Hill, advocating in support of priorities such as immigration reforms to address labor availability, research dollars for Blackhead disease and passage of the infrastructure package.



SUPPLY CHAIN

The supply chain was front and center in 2021. NTF provided assistance to members and supported transportation policies to help ease supply chain challenges. At the holidays, NTF assured consumers of turkey availability and pushed back against the turkey shortage narrative circulated by the media.



SUSTAINABILITY

NTF was a voice in conversations taking place at the national and international levels around sustainability. By participating in independent dialogues on the U.N. Food Systems Summit and joining the Coalition on Sustainable Productivity Growth for Food Security and Resource Conservation, NTF made certain the turkey industry's work in this area and commitment to delivering safe, nutritious turkey products were represented.



EXPORT MARKETS

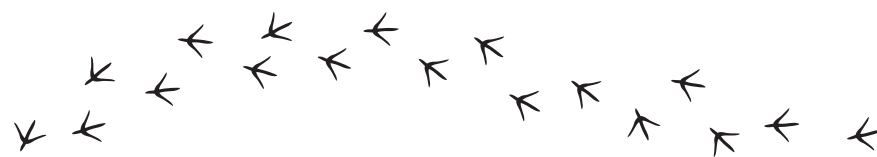
NTF participated in Americas Expo in Bogota, Colombia. As a sponsor of the trade show, NTF hosted a booth promoting U.S. turkey products, including sharing various recipes translated into Spanish and assisting with building relationships with importers.



NATIONAL THANKSGIVING TURKEY PRESENTATION

The 74-year tradition of the National Thanksgiving Turkey Presentation continued in 2021 with NTF Chairman Phil Seger. On Nov. 19, Seger presented Peanut Butter, the National Thanksgiving Turkey, to President Joseph R. Biden, Jr. who pardoned the lucky turkey and his alternate, Jelly. Peanut Butter and Jelly were raised in southern Indiana by Andrea Welp, a grower for Farbest Farms. Following their journey to the White House, Peanut Butter and Jelly made their new home on the campus of Purdue University. With this momentous occasion, NTF has now presented Thanksgiving turkeys to presidents during 14 successive administrations.

As part of the event, the traditional NTF press conference took place the day before the White House presentation. The livestream of the press conference received nearly 1,900 views. Seger and NTF staff participated in several interviews with national, D.C. and Indiana outlets.





TURKEY SMOKE: KEEPING THE MOMENTUM ROLLING

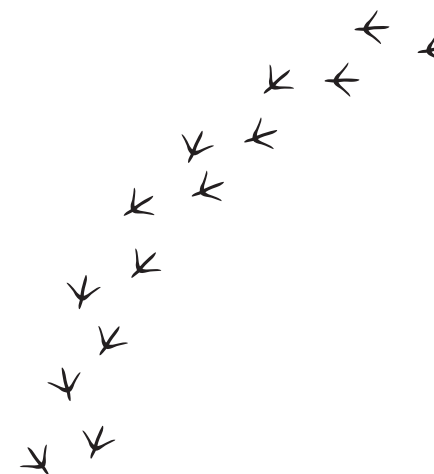
Turkey Smoke grew in its reach and scope in 2021, building relationships with competition pitmasters and seeking new opportunities to reach backyard grillers with turkey inspiration. Expanding its partnership with the Kansas City Barbeque Society, NTF connected pitmasters with turkey through the Turkey Smoke Series and the first ever Turkey Smoke Team of the Year points chase. While the leaderboard fluctuated throughout the year, Chiles Cridlin

and his team, Wolf's Revenge BBQ, were crowned Turkey Smoke Team of the Year in November.

In total, Turkey Smoke appeared at 21 barbecue competitions and festivals in 16 states. Throughout the year, 862 barbecue teams competed in Turkey Smoke. NTF members donated more than 5,000 pounds of turkey products to facilitate Turkey Smoke events.

To help reach more backyard grillers, NTF launched the Tailgate

with Turkey campaign with the Kansas City Chiefs Radio Network. This program introduced turkey to the NFL tailgating audience with positive results, reaching 1.75 million listeners over the first six weeks of the NFL regular season through 12 ads. It featured a partnership with lifestyle brand recteq and the opportunity to win grills and tailgate accessories as well as the development of tailgatewithturkey.com.



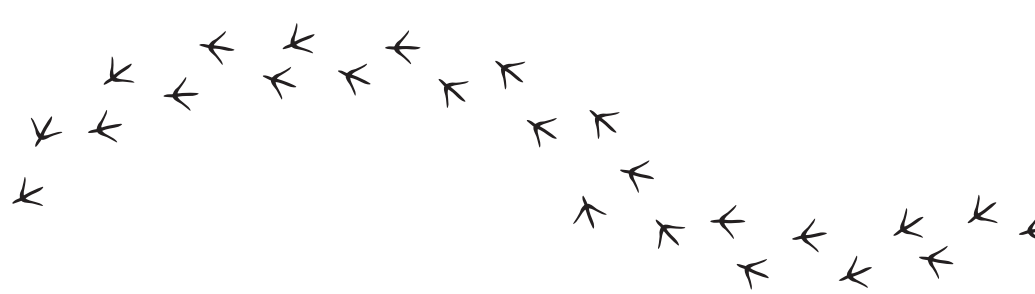
DIGITAL CONTENT MARKETING

Practical providers, health-conscious eaters and foodies – NTF took a targeted approach in developing digital content geared towards these three specific audiences in 2021. Facebook and Instagram ad sets, featuring lunch, grilling and tailgating themes, were directed towards consumers with the goal of increasing social media engagement and bringing more visitors to EatTurkey.org.

The marketing campaign resulted in significant gains in NTF website traffic and social media reach year-over-year. NTF's @ServeTurkey Facebook page reached more than 2.1 million users in 2021 for an 80 percent increase over 2020. In total, users visiting EatTurkey.org

were up 27 percent and pageviews were up 30 percent over 2020. The annual November organic search bump overshadows the dramatic increase in website traffic achieved in 2021 as a whole, which supports the campaign's mission to raise awareness of turkey's versatility throughout the year – particularly outside of the holidays. When the 2021 website traffic excludes November, the site saw a 70 percent increase in users and pageviews.

Additionally, throughout the year, NTF worked with content creators to develop numerous turkey recipes and how-to's to assist consumers in their turkey preparations.



2021 EXECUTIVE COMMITTEE MEMBERS

OFFICERS

Chairman

Phil Seger | Jasper, Ind.

Vice Chairman

Ronnie Parker | Monroe, N.C.

Immediate Past Chairman

Ron Kardel | Walcott, Iowa

President

Joel Brandenberger | Washington, D.C.

MEMBERS

Leon Fletcher

Wichita, Kan.

Christy Puffenbarger

Lewisburg, W. Va.

Jay Jandrain

Garner, N.C.

Bob Reinhard

Chicago, Ill.

Doug Johnson

Salisbury, Md.

Alan Rickard

Kitchener, Ont.

John King

Hinton, Va.

Jeff Sveen

Huron, S.D.

Steve Lykken

Willmar, Minn.

Rick VanderSpek

Willmar, Minn.

Theirry Murad

Atlanta, Ga.

John Zimmerman

Northfield, Minn.

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