



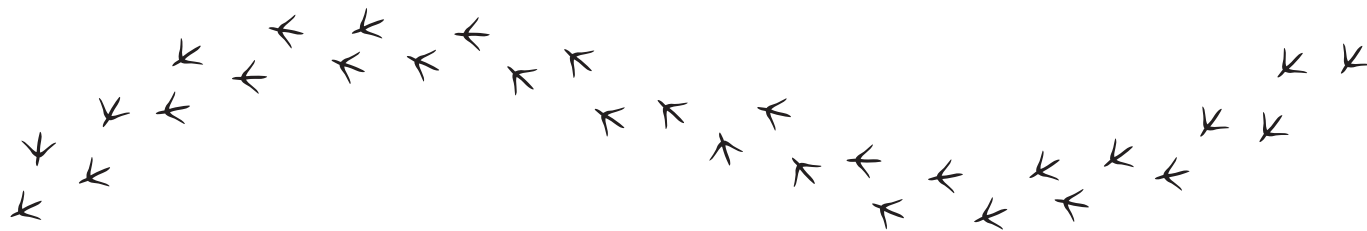
2022

Annual Report

NATIONAL
Turkey
FEDERATION



Letter from the Chairman



To say that 2022 was a challenging year to serve as chairman of the National Turkey Federation would be an understatement. But as my predecessors know all too well, expectations don't always meet reality - at least they certainly haven't in the past few years. While no one could predict how 2022 would turn out, one thing did not surprise me: the resilience and strength of our industry.

Not long before I received the gavel, the United States reported the first 2022 case of highly pathogenic avian influenza (HPAI). While it was my hope our biggest task would be writing and implementing our five-year strategic plan, the spread of HPAI consumed our membership's full focus as record losses pushed

this outbreak well beyond that of 2015. The blow was felt all across our industry, and I am proud of the way our members have stepped up to fight this battle head on.

HPAI was unequivocally the largest hurdle in 2022, but it was hardly the only one. Inflation and volatile input costs, labor availability, *Salmonella* regulation new contracting rules all were major challenges. Limited research and resources also stifled advancements in animal health and welfare. NTF members sure had their work cut out for them this year.

Amid all of these challenges, however, NTF saw great success in many areas. To amplify one in particular, Turkey Smoke

has brought turkey to barbecue competitions across the country going on five years now. From the American Royal World Series of Barbecue to Memphis in May, both of which I've had the pleasure to attend, turkey is proving its value in barbecue. You could feel each teams' electricity and enthusiasm around turkey on the smoker.

I have seen my fair share of challenges in the 44 years I have been privileged to work in the turkey industry. As many times as we've been knocked down, NTF members get up once more, stronger and better prepared for the next fight. This year was no different, and I am proud to have spent more than four decades in this industry. Thank you for supporting NTF and

our mission to bring delicious, wholesome turkey to people around the world. It has been an honor to represent you as chairman of the National Turkey Federation.

SINCERELY,

Ronnie Parker

2022 NTF CHAIRMAN

**Thank you
for your
support of the
National Turkey
Federation
in 2022!**

MEMBERSHIP STATS

32

New Members

259

Preferred Supplier Members

NTF Membership Events



2022 Annual Convention

NTF hosted nearly 500 attendees in Tampa, Florida, last February for the 2022 Annual Convention – the first in-person convention in two years. Over the course of three days, NTF welcomed various speakers who provided valuable insights on topics including consumer trends impacting the turkey market, USDA initiatives on animal welfare challenges and political insights ahead of midterm elections. Additionally, 2021 NTF Chairman Phil Seger passed the torch to Ronnie Parker of Circle S Ranch and wished him luck for the year ahead. This large-scale return to in-person events was one of the highlights of 2022.

2022 Leadership Conference

NTF's Leadership Conference brought nearly 130 members to Washington, D.C., in late July. Attendees heard from Senator John Boozman (R-Ark.) before heading to Capitol Hill. While meeting with lawmakers, members advocated to increase congressional support for Highly Pathogenic Avian Influenza (HPAI) disease response and additional research to help better understand the spread of the virus. In addition, NTF members fended for turkey growers, farmers and workers impacted by the outbreak. Following Hill visits, attendees heard from USDA FSIS Administrator Paul Kiecker on the agency's efforts to reduce *Salmonella* illnesses. Other NTF committees also gathered to continue NTF's work on topics ranging from food safety to animal welfare.

NTF Leads on Industry Issues

In 2022, NTF worked to proactively advance many industry priorities and acted quickly to support the needs of the membership in response to emerging issues.



HPAI

The turkey industry faced the most devastating outbreak of highly pathogenic avian influenza (HPAI) in the industry's history. With a loss of 9.8 million turkeys in 2022, NTF remains actively engaged in the coordinated response effort with industry, USDA and state animal health officials to respond to the virus as the outbreak continues into year two. In the wake of the response, NTF advocated for policy that allows for bird placement in the control zone with the passing of a pre-placement biosecurity audit, for a policy that allows for virtual reviews of premises when a federal official cannot be onsite in a timely manner, and policy that allows depopulation to begin on a NAHLN lab result following the confirmation

of the index case in the state. Trade impacts were fewer than in 2015 due to existing regionalization agreements. One change NTF supported that had a significant impact on the ability of U.S. turkey products to flow across the border was Mexico's expansion of its program accepting raw product going to cooking at specially designated plants. NTF engaged Congress regarding China and other countries not complying with the agreements in place regarding HPAI and exports. In addition, NTF actively worked with Congress on federal response activities associated with indemnification, research priorities and laying the foundation for the 2023 Farm Bill.

NTF has prioritized delivering clear and timely information to members related to HPAI. NTF communicated policy updates and discussed challenges routinely with the membership on Turkey Health and Welfare Committee Meetings, and in May, NTF's HPAI Task Force was created. This group, representing voices from across the industry, has outlined several policy initiatives including exploring use of vaccines to stamp out any future HPAI outbreak, further expanding indemnity coverage, additional biosecurity steps, research around depopulation methods and poultry health.



LEGISLATIVE PRIORITIES

NTF served as the voice of the turkey industry on Capitol Hill, addressing key industry issues such as transportation, the need for a Farm Bill and regulatory uncertainty under the Packers and Stockyards Act. NTF supported three key confirmations at USDA and USTR with significant impact on the turkey industry and U.S. agriculture: Emilio Esteban as Under Secretary for Food Safety, Alexis Taylor as Under Secretary of Trade and Foreign Agricultural Affairs and Doug McKalip as Chief Agricultural Negotiator the Office of the U.S. Trade Representative. These appointments will continue to be important as HPAI is into its second year.



FOOD SAFETY

NTF continued extensive efforts and research related to food safety and better understanding *Salmonella* in 2022. Following FSIS publishing in the fall a Proposed Regulatory Framework to Reduce *Salmonella* Illnesses Attributable to Poultry, NTF provided significant feedback on potential impacts to the turkey industry and stressed that all policy decisions should be science-based and data-driven. NTF continues working closely with FSIS and industry partners to identify and discuss ongoing food safety priorities and concerns.



CO2 SUPPLY CHAIN DISRUPTIONS

NTF created a new coalition to address significant disruptions caused by ongoing shortages of carbon dioxide gas that are important to the turkey industry's daily operations. Several key areas have been identified that must be addressed such as increasing inventories, infrastructure development, technological advances, and forging relationships with substitute suppliers. The coalition is assessing the need and ability of Congress to intervene on industry behalf since it is not a regulated industry.



EXPORT MARKETS

NTF continues to work on efforts associated with expanded global access for turkey products. This included a partnership, beginning its fourth year, with the Indiana Soybean Alliance to facilitate a marketing campaign to increase consumer awareness and positive perception of value-added and frozen U.S turkey products in Colombia and two research projects to increase acceptance of turkey products in halal countries. NTF staff worked on emerging markets like India to find topics of mutual agreement that can better improve access for US turkey meat.



TURKEY HEALTH

Identifying solutions to turkey health challenges, both viral and bacterial, remained a priority for NTF in 2022. NTF participated in forums with federal agencies, researchers and the turkey industry to identify and align research opportunities based on the needs of the industry.





National Thanksgiving Turkey Presentation

The National Thanksgiving Turkey Presentation reached a milestone of 75 years when it continued in 2022 with NTF Chairman Ronnie Parker. On Nov. 21, Parker presented Chocolate, the National Thanksgiving Turkey, to President Joseph R. Biden, Jr. who pardoned the lucky bird and his alternate, Chip. Chocolate and Chip were raised in Monroe, North Carolina, by Parker. Following their journey to the White House, Chocolate and Chip made their new home at NC State University where they remain under the experienced care of veterinarians, faculty and students within the Prestage Department of Poultry Science.





Turkey Smoke: Keeping the Momentum Rolling

Turkey Smoke turned up the heat in 2022, building relationships with renown pitmasters and seeking new opportunities to reach an audience spanning from the beginners to the pros with turkey inspiration. Continuing its partnership with the Kansas City Barbeque Society, NTF connected pitmasters with turkey through

the Turkey Smoke Series and the Turkey Smoke "Team of the Year" points chase. Competition was stiff, however, reigning champion Chiles Cridlin and his team, Wolf's Revenge BBQ, were crowned back-to-back Turkey Smoke Team of the Year in November. In total, Turkey Smoke attracted a record number of 1,200 barbecue

teams to compete, including Turkey Smoke's fifth appearance at the American Royal World Series of Barbecue. Thanks to overwhelming success in 2021, NTF brought back the "Tailgate with Turkey" campaign with the Kansas City Chiefs Radio Network for its second year. The campaign featured a chance to win an

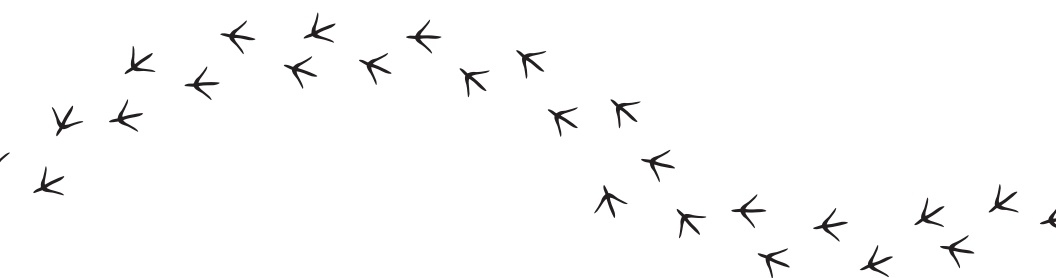
Ultimate Tailgate with Turkey Prize Pack featuring Pit Boss® Grills and ThermoWorks products to engage subscribers and amplify interest in turkey on the grill or smoker. Overall, this campaign collected 9,100 subscribers to be used for future Turkey Smoke outreach.

Digital Content Marketing

NTF took a targeted approach in developing digital content geared towards three specific audiences in 2022: practical providers, health-conscious eaters and foodies. Facebook and Instagram ad sets, featuring approachable, eye-catching themes, were implemented to increase social media engagement and bring more visitors to EatTurkey.org.

The marketing campaign resulted in significant gains in NTF website traffic and social media reach year-over-year and continues to be the primary source of increased traffic to EatTurkey.org. Unsurprisingly,

the holiday season delivered the highest organic traffic with 76% of website visitors navigating to EatTurkey.Org through search engines. End-of-year total users to the website saw an increase of 25% to 341,000 over 2022. Additionally, throughout the year, NTF worked with content creators across a variety of platforms to develop numerous turkey recipes and how-to's to assist consumers in their turkey preparations. Incorporating video was a particular shift in content production in 2022.



2022 Executive Committee Members

OFFICERS

Chairman

Ronnie Parker | Monroe, N.C.

Vice Chairman

Steve Lykken | Willmar, Minn.

Secretary/Treasurer

John Zimmerman | Northfield, Minn.

Immediate Past Chairman

Phil Seger | Jasper, Ind.

President

Joel Brandenberger | Washington, D.C.

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Russ Dierenfield

Storm Lake, Iowa

Leon Fletcher

Wichita, Kan.

Jay Jandrain

Garner, N.C.

Doug Johnson

Salisbury, Md.

Ron Kardel

Walcott, Iowa

Theirry Murad

Atlanta, Ga.

Christy Puffenbarger

Lewisburg, W. Va.

Alan Rickard

Kitchener, Ont.

Jeff Segars

Turlock, Calif.

Rick VanderSpek

Willmar, Minn.

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