



NATIONAL  
*Turkey*  
FEDERATION

# Annual Report

2025

# Letter from the Chairman

---

When I look back on 2025, what stands out most to me is how much this industry continues to ask of the people who comprise it — and how consistently they rise to the challenge. Serving as chairman of the National Turkey Federation (NTF) during a year marked by headwinds and change has only deepened my respect for our turkey farmers, processors and partners nationwide.

As an industry, we have seen firsthand how animal health pressures, particularly Highly Pathogenic Avian Influenza, remain a significant concern for operations of all sizes. There are no easy answers, but I'm proud of the way NTF has stayed focused on practical, science-based solutions and direct engagement with the White House, the United States Department of Agriculture (USDA) and Congress. NTF's priority has always been to ensure those conversations reflect the realities our members face on the ground, while keeping long-term market access and industry stability front of mind.

Animal health, food safety, trade and regulatory policy are increasingly interconnected, and I'm encouraged by how our industry continues to approach these issues strategically rather than in isolation. NTF led in its role as a trusted voice for turkey, working to ensure policies are grounded in data, achievable for producers and supportive of a strong industry.



**WHAT GIVES ME CONFIDENCE AS WE LOOK AHEAD IS THE STRENGTH OF OUR MEMBERSHIP AND THE LEADERSHIP WITHIN THIS ORGANIZATION.**



At the same time, moments of visibility and connection matter. One of the highlights of the year was the 78th National Thanksgiving Turkey Presentation, which remains a powerful opportunity to tell our story on a national stage. Beyond the tradition and celebration, the pardoning reflects the care, professionalism and pride behind turkey production and offers a reminder of the people and families who make this industry possible.

I'm also proud of how we continue to invest in telling turkey's story year-round. Programs like Turkey Smoke and Serve Turkey show that promotion is about more than marketing — it's about relevance. By leveraging seasonal toolkits, earned media, strategic partnerships and targeted digital advertising, NTF and its members were able to reach audiences at scale and maximize impact with consumers.



What gives me confidence as we look ahead is the strength of our membership and the leadership within this organization. I've watched our state associations, officers, board and staff work collaboratively and with purpose, even when the path forward hasn't been simple. That commitment is what makes NTF effective, and what positions us well for the challenges and opportunities ahead.

Thank you for the trust you place in this federation and for the work you do every day on behalf of the turkey industry. I'm proud to serve as chairman and optimistic about where we're headed together.

SINCERELY,

**Jay Jandrain**

CHAIRMAN, NATIONAL TURKEY FEDERATION

# Trade / Market Access

## COLUMBIA TRADE MISSION

In mid-2025, NTF conducted a successful joint trade mission to Colombia with USAPEEC, strengthening relationships and identifying new opportunities for U.S. turkey in one of Latin America's fastest-growing protein markets. Over four days, the delegation conducted meetings in Bogotá and Medellín with processors, retailers and key industry stakeholders, gaining valuable insight into market dynamics, consumer demand and potential avenues for growth.

During the mission, NTF leadership and industry representatives toured Colombian processing facilities and visited leading retail outlets to better understand the local companies and their

consumers. These on-the-ground engagements provided a firsthand view of the Colombian market and highlighted opportunities to expand access to nutritious, high-quality U.S. turkey products.

In addition, NTF and USAPEEC hosted product showcases featuring a wide range of turkey items produced by NTF members, followed by structured business-to-business meetings with Colombian processors and retail partners. These targeted discussions helped establish new connections, reinforce existing relationships and lay the groundwork for future collaboration. Collectively, the mission strengthened industry partnerships and positioned U.S. turkey for continued growth in the Colombian market.





***AS CONVERSATIONS  
AROUND USMCA CONTINUE,  
NTF WILL REMAIN ACTIVELY  
ENGAGED WITH THE U.S.  
GOVERNMENT TO ENSURE  
THE PERSPECTIVES OF THE  
TURKEY INDUSTRY ARE  
CLEARLY HEARD.***

## USMCA

The United States–Mexico–Canada Agreement (USMCA) is important to keeping North American trade strong and supporting reliable market access for U.S. agriculture, including the turkey industry. The agreement provides stability and predictability that allow turkey producers and processors to plan with confidence. Without USMCA, the industry would face greater disruption, higher transportation and compliance costs and increased challenges competing in global export markets.

Building on this foundation, in 2025, NTF staff worked with the NTF Foundation Board to develop a project proposal focused on the economics of U.S.–Canada turkey trade. The

project will take a closer look at the value of current market access under USMCA, explore the potential benefits of improved access under different scenarios and identify practical policy recommendations to help expand opportunities for U.S. turkey in the Canadian market.

As conversations around USMCA continue, NTF will remain actively engaged with the U.S. government to ensure the perspectives of the turkey industry are clearly heard. Through direct engagement with policymakers and agencies, NTF will continue advocating for trade policies that protect existing market access while creating new opportunities for turkey growth.

# National Turkey Pardoning

For the 78th consecutive year, the National Turkey Federation worked with the White House to organize the Presidential Turkey Presentation, presenting Gobble and Waddle to President Donald Trump and continuing an unbroken tradition spanning 15 successive presidential administrations. NTF Chairman and Butterball CEO Jay Jandrain and North Carolina grower Travis Pittman represented the industry with distinction through several days of media engagement in Washington, culminating in the White House ceremony with President Donald Trump that drew tens of millions of viewers across media and digital platforms.

A particular highlight of the 2025 Presentation preparation was hosting United States Department of Agriculture (USDA) Secretary Brooke Rollins for a visit to the presidential flock on the farm in Wayne County, North Carolina. We believe this was the first time the nation's top agriculture official has visited the presidential flock before the White House presentation event. During a tour of the farm, Rollins learned more about the care, preparation and year-round work that go into raising commercial turkey flocks and then helped select the two special turkeys that traveled to Washington. The Secretary's engagement underscored the strong federal partnership our industry maintains with the USDA and provided an important opportunity to highlight our pressing issues while we showcased the care and professionalism that define modern turkey production.





# Animal Health

## HPAI

As the turkey industry navigates the ongoing Highly Pathogenic Avian Influenza (HPAI) outbreak, NTF continues to prioritize efforts that align with the NTF policy resolution on vaccination and to engage with policymakers at the White House, USDA and on Capitol Hill. In 2025, these efforts remained focused on ensuring that vaccination strategies are grounded in science, reflect the realities of turkey production and consider potential trade and market impacts as policy discussions continue.

NTF works closely with producers impacted by HPAI on all aspects of response. Supporting producers through these challenges remains a top priority and NTF will continue to advocate for responsive and efficient programs that provide certainty and stability during animal health emergencies.

## AMPV

At the beginning of 2025, the National Turkey Federation delivered one of its most consequential animal health policy wins with the approval and deployment of avian metapneumovirus (aMPV) vaccines for use in the United States. Following sustained,

strategic engagement with the USDA Center for Veterinary Biologics and industry partners, NTF helped secure USDA approval and import authorization for aMPV vaccine products, unlocking access to a much-needed tool for U.S. turkey producers. This achievement not only marked

a turning point for our industry but was the first time any live vaccine was approved by the USDA for import. Access to the aMPV vaccine equipped producers with a critical tool to manage ongoing disease pressures throughout 2025. Throughout the year, NTF worked closely with members to navigate

CVB requirements related to the importation and administration of aMPV vaccines. Following targeted outreach from NTF and the Turkey Health Task Force, NTF was successful in working with CVB to reduce the amount of documentation required to be proactively submitted to federal

regulators as part of the import and reporting process. These improvements support more efficient access to available vaccine tools while maintaining appropriate oversight to protect animal health.



# Legislative/ Regulatory Work

## APPROPRIATIONS WORK



NTF was successful in advancing several key avian health and food safety priorities in the FY26 agriculture appropriations bill that was ultimately signed into law. These provisions reflect sustained engagement with Congress and federal agencies and reinforce the importance of science-based policy and research investment for the turkey industry.

Report language urging the U.S. Department of Agriculture

to continue prioritizing Highly Pathogenic Avian Influenza prevention and response efforts.

A \$2 million increase in base funding for the Southeast Poultry Research Laboratory, which conducts critical research on emerging poultry diseases.

Report language addressing USDA activities related to *Salmonella* policy development to ensure any new policy is supported by science.

## THE ONE BIG BEAUTIFUL BILL



In July, Congress passed the One Big Beautiful Bill – a budget reconciliation package that included several Farm Bill provisions related to animal health, nutrition and commodity payments. NTF successfully

advocated for the inclusion of provisions that reauthorized and increased funding for three critical animal health programs: the National Animal Disease Preparedness and Response Program, the National Animal Health Laboratory Network and the National Animal Vaccine

and Veterinary Countermeasures Bank. Collectively, these programs are commonly referred to as the “Three-legged Stool” and play a central role in strengthening national preparedness, response and recovery capabilities for animal disease outbreaks.

## SALMONELLA POLICY



As one of its first actions of the new Trump Administration, USDA Food Safety and Inspection Service (FSIS) withdrew its proposed rule and determination titled *Salmonella* Framework for Raw Poultry Products to further assess its approach to addressing *Salmonella* illnesses associated with poultry products.

NTF has worked closely with USDA for decades to improve food safety and reduce the presence of *Salmonella* and other pathogens in turkey products. NTF maintains an open and ongoing dialogue with the agency to identify practical and effective solutions that build on the turkey industry's continued progress in reducing *Salmonella* throughout production.

While FSIS chose to withdraw the Framework, the turkey industry remains committed to working closely with USDA and FSIS to advance food safety through sound, science-based policies. As technology continues to evolve, it is essential for FSIS to regularly evaluate its policies to maintain the highest standards of food safety.

# Dietary Guidelines / Nutrition

**THE GUIDELINES' EMPHASIS ON PROTEIN ALIGNS CLOSELY WITH NTF'S ONGOING EFFORTS TO POSITION TURKEY AS AN AFFORDABLE, ACCESSIBLE AND HIGH-QUALITY PROTEIN CHOICE FOR AMERICAN FAMILIES.**



Throughout 2025, NTF engaged with the Administration during its development of the 2025–2030 Dietary Guidelines for Americans (DGA), pushing for consistent, science-based messaging that reinforces the role turkey plays in a healthy diet. In the first week of 2026, the U.S. Department of Agriculture and the U.S. Department of Health and Human Services released the DGA, which

will influence nutrition standards across federal feeding programs and help shape institutional purchasing decisions and consumer awareness nationwide.

The Dietary Guidelines place a clear emphasis on prioritizing protein at every meal and recognize animal protein as a foundational component of healthy, balanced dietary patterns. As a lean, nutrient-dense protein,

turkey is naturally low in fat and rich in high-quality protein, essential amino acids and important vitamins and minerals. Turkey's versatility allows it to fit seamlessly into a wide range of meals and dietary patterns, from traditional center-of-the-plate dishes to everyday options that support convenience, value and nutrition.

The Guidelines' emphasis on protein aligns closely with NTF's ongoing efforts to position turkey as an affordable, accessible and high-quality protein choice for American families. NTF will continue to leverage the Dietary Guidelines to reinforce turkey's role in healthy eating patterns and to support demand across all retail and consumer channels.

# Membership Events

---



## ANNUAL CONVENTION

NTF welcomed nearly 590 attendees to sunny Scottsdale, Arizona in February for the 2025 Annual Convention. Over the course of the week, members engaged with a lineup of speakers who explored the key issues shaping the turkey industry, from disease management to policy and innovation. The event was action-packed, featuring committee meetings, receptions and countless networking opportunities. A central focus was maintaining industry-wide support and education on diseases impacting poultry production. The convention also marked a leadership milestone, as 2024 Chairman John Zimmerman passed the torch to Jay Jandrain of Butterball, LLC, wishing him success in the year ahead.



## LEADERSHIP CONFERENCE

In mid-September, NTF's Leadership Conference brought nearly 130 members to Washington, D.C. for a week of advocacy, collaboration and forward-thinking discussions. Attendees met with legislators, government agencies and staff to champion the turkey industry, tackling key issues such as the Highly Pathogenic Avian Influenza (HPAI) Strategic Initiative, Farm Bill priorities and food safety policy. Meanwhile, NTF's Technical and Regulatory Committee also continued its deep dive into critical topics, from Salmonella reduction efforts to inspection challenges, keeping the industry's most pressing technical work moving forward.



## 2025 SPRING TECHNICAL AND REGULATORY COMMITTEE MEETING

Springtime in Charlotte, North Carolina brought together nearly 50 members of NTF's Technical and Regulatory Committee for a day of lively discussion, collaboration and problem-solving. As part of NTF's member engagement initiative, the group tackled the top food safety issues facing the turkey industry, sharing insights and shaping strategies that will guide the year ahead.

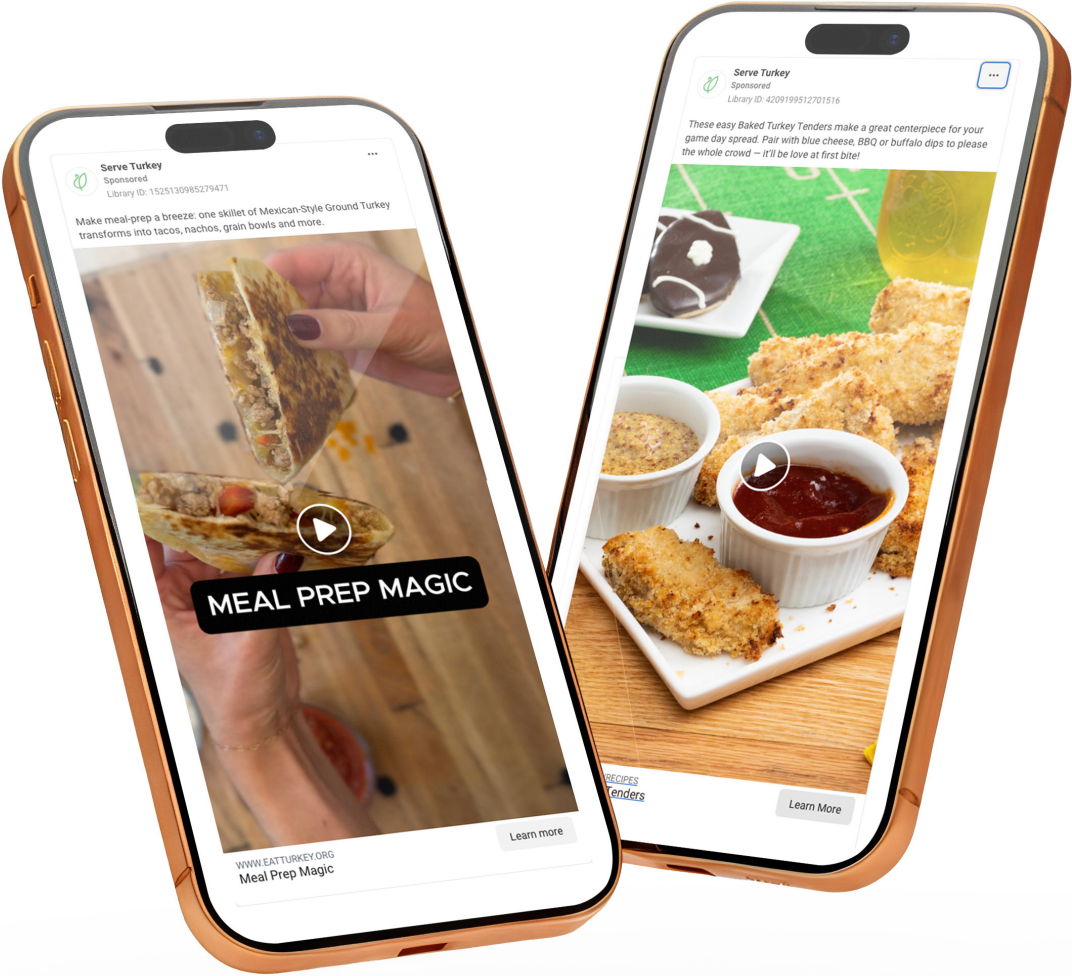
# Turkey Smoke

Turkey Smoke continued its momentum in 2025, expanding its reach across the country and strengthening relationships with pitmasters, event organizers and barbecue across the country. Through strategic partnerships with respected barbecue pitmasters from Pig Beach BBQ and The Shed BBQ & Blues Joint, Turkey Smoke highlighted the versatility of turkey year-round. These partnerships helped elevate turkey across competition circuits, restaurant settings and social media platforms, as well as reaching consumers through both local coverage and national programs like The TODAY Show. Turkey Smoke was on the ground at nearly 20 major events across

the country, including the Shed Showdown in Mississippi, the Memphis in May World Championship Barbecue Cooking Contest and the American Royal World Series of Barbecue in Kansas City, along with multiple Turkey Smoke-supported competitions and activations throughout the year. A major milestone for 2025 was the launch of the Turkey Smoke Grant Program, introduced for the first time to support more diverse barbecue events putting turkey front and center on the smoker. Through the grant program and strong partnerships, Turkey Smoke reinforced its role elevating turkey within American barbecue culture.



# Consumer Marketing



Over the past year, NTF continued to invest in Serve Turkey; consumer-facing marketing efforts designed to reach modern audiences and build relevance with the next generation of turkey consumers. A central focus of the work was engaging younger age groups by meeting them where they discover food content most often through mobile-first platforms.

Campaigns prioritized short-form video and authentic storytelling across YouTube Shorts, TikTok and Meta Reels to highlight approachable turkey recipes, grilling inspiration and everyday meal ideas. This strategy allowed NTF to connect with food-curious consumers in formats optimized for how younger audiences consume content. To complement digital efforts, NTF – utilizing a generous grant from the United Soybean Board – used radio advertising

targeting the Kansas City Chiefs market as well as SEC football fans to extend our reach with tailgaters during football season.

Across these combined efforts, NTF-generated consumer marketing delivered more than 3.2 million impressions and reached more than 2.5 million consumers, with strong engagement among younger demographics. Activations drove more than 150,000 visits to campaign landing pages and supported meaningful growth in consumer awareness and interest.

Collectively, these consumer-facing efforts reinforced turkey's versatility, increased visibility during key eating occasions and strengthened turkey's relevance with younger consumers who will shape future demand.

# NTF 2025 Leadership



## OFFICERS

### *Chairman*

**Jay Jandrain**  
Butterball, LLC

### *Vice Chairwoman*

**Christy Puffenbarger**  
Aviagen Turkeys

### *Secretary/Treasurer*

**Leon Fletcher**  
Cargill, Inc.

### *Immediate Past Chairman*

**John Zimmerman**  
P&J Products Co.

## EXECUTIVE COMMITTEE

### **Brandon Achen**

West Liberty Foods

### **Kevin Atkins**

Perdue Farms

### **Russ Dierenfield**

Tyson Foods

### **Ryan Downes**

Farbest Foods

### **Leon Fletcher**

Secretary/Treasurer  
Cargill, Inc.

### **Peter Gruhl**

Next Nest LSI

### **Jay Jandrain**

Chairman  
Butterball, LLC

### **John King**

Virginia Poultry Growers  
Cooperative

### **Dr. Michelle Kromm**

Food Forward, LLC

### **Blair McCorriston**

Hybrid Turkeys

### **Ronnie Parker**

Circle S Ranch

### **Christy Puffenbarger**

Vice Chairwoman  
Aviagen Turkeys

### **Matt Schrupp**

Jennie-O Turkey Store

### **Jordan Woodbury**

Dakota Provisions

### **John Zimmerman**

Immediate Past Chairman  
P&J Products Co.

## STAFF

### **Leslee Oden**

President and CEO

### **Alex Davidson**

Senior Director of Public  
Affairs

### **Rebecca Faust**

Vice President of Member  
Services and Operations

### **Lindy Froebel, Ph.D.**

Senior Vice President of  
Science and Policy

### **Laycee Love**

Member Services and  
Communications Manager

### **Addison Murtha**

Senior Manager of  
Government Affairs

### **Dale Nellor**

Senior Vice President  
of Government Affairs

### **Damon Wells**

Consultant

## NATIONAL TURKEY FEDERATION

1225 NEW YORK AVENUE NW, SUITE 400

WASHINGTON, D.C.

202-898-0100 | EATTURKEY.ORG

NATIONAL  
*Turkey*  
FEDERATION 



@NATLTURKEYFED