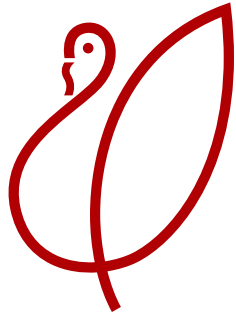
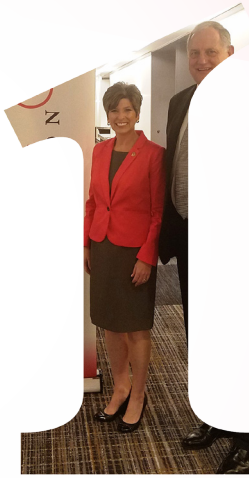


National Turkey Federation Annual Report



Letter from the Chairman



JOHN REICKS, Chairman
CARL WITTENBURG, Vice Chairman
JEFF SVEEN, Secretary-Treasurer
JIHAD DOUGLAS, Immediate Past Chairman
JOEL BRANDENBERGER, President

Dear NTF Members,

NTF has accomplished so much for our industry over the years, and those of us who you have entrusted to lead the organization have an obligation to ensure this federation is prepared to maintain that level of excellence and member service no matter what the future holds. Keeping preparedness as our governing watchword, my goal was to help the organization meet the future in two distinct ways.

The first was outlined in my speech at the convention last February in Tucson. We worked as a team to assemble concise summaries of NTF guidelines and best practices that would help our members better understand the tools that helped plant managers, executives and employees both handle challenges that arose and better explain industry practices to customers. In addition to producing a new Stewardship Manual, we also produced an informative infographic to supplement a three-page safety and security memo that details precautions for employees and facilities. We also captured the highly technical Turkey Welfare Guidelines in seven points about precise feed and water directives and the daily comfort of birds in their barns and in transport.

Our second initiative was to reorganize the Executive Committee to create new governance subcommittees on financial oversight and human resources that will help our dedicated staff better prepare to meet the increasingly complex challenges of running a modern, successful trade association.

My approach from my early management career and as a member, then chairman of the Executive Committee has focused on what success looks like, agreeing on clear goals and recognizing that success. Whether it was in our turkey demand project, moving the industry forward from the HPAI crisis of 2015, reforming a badly flawed organics rule, responding to animal activists or simply modernizing our governance structure, I am pleased we were able to meet and exceed so many of those goals.

Success looked good in a variety of different ways in 2016, and I believe your NTF is well-positioned for 2017 and beyond.

John Reicks
NTF Chairman

Letter from the President



JOHN REICKS, Chairman
CARL WITTENBURG, Vice Chairman
JEFF SVEEN, Secretary-Treasurer
JIHAD DOUGLAS, Immediate Past Chairman
JOEL BRANDENBERGER, President

Dear NTF Members,

The core of our industry's mission is to promote and protect the mission of turkey and the turkey industry by making sure various publics understand the care you take in making a delicious, healthy and affordable product available to all Americans and to consumers around the globe.

A huge focus, through the NTF turkey demand project has been to tell our story to those who can then influence supermarket shoppers and restaurant customers. It's working. More Americans now have a better understanding that your care and raising of turkeys for market offers good meat and good value backed up by ethical standards. Through recommendations of supermarket dietitians and restaurant chefs, consumers enjoy more variety of ground turkey for burgers, sausages, meatballs and meatloaf as well as turkey breast, turkey drums and turkey that may be barbecued, smoked, sautéed and grilled.

You also have challenged us to tell – and help *you* tell – the turkey industry's story to legislators and regulators. We also enjoyed some significant success in 2016, most notably in the grassroots efforts begun at the Leadership Conference and continued throughout the year to warn Congress and USDA that its proposed organics rule reflected a complete lack of understanding about turkey production. That hard work paid big dividends in the last few weeks when USDA published a final rule exempting turkey from the most onerous provisions.

We're also responsible for helping tell turkey's story to the media, both to enhance the product and to protect it from misinformation, whether intentionally planted by activists or simply from arising by misperception. We were pleased to help avoid a media panic during the isolated HPAI case early last year and to assist a member's phenomenal effort to counter activists' claims of abuse on his family's operation.

Challenges remain as we begin 2017. In Washington, we work to navigate a change of administration and roll back GIPSA's damaging marketing rule, to take the turkey demand project to new heights and continuing to fight the activist-driven spread of misinformation.

Working together, with a membership that grew in 2016 to include more than 300 preferred suppliers, we will meet these challenges and more.

Joel Brandenberger
NTF President

Fighting Back Against HPAI

The fight against Highly Pathogenic Avian influenza (HPAI), the dominant issue of 2015, continued into this past year. NTF and its members made notable strides forward during the year. Highlights included:

An Outbreak Contained

In January, an NTF member company, Farbest Foods, took decisive action to successfully isolate a single case of HPAI and to keep the virus contained to a relatively small area. Indiana state officials had confirmed one case of HPAI and eight cases of Low Pathogenic H7N8 in turkey and one in a chicken barn. This was a different strain from the 2015 cases that claimed 3 percent of the turkey population among upper Midwest states. Strong, coordinated action by industry and state officials demonstrated prudent, effective application of lessons learned the previous year.

Farbest's leadership shared its game plan with attendees at NTF's 2016 Annual Convention in Tucson during a panel discussion moderated by USDA Chief Veterinary Officer John Clifford. USDA/APHIS has adopted NTF policies developed by members and other poultry experts in the wake of the 2015 HPAI outbreak. Though a painful and costly loss to the farms experiencing the 2015 outbreak, the overall 3 percent loss to the turkey population, and a year without a large outbreak, allowed the industry to largely recover, although rebuilding of stock continued throughout 2016.



Ted Seger at podium, with members of the Farbest Team speaking about their experience with Avian Influenza at the 2016 Annual Convention

Repairing Trade

Export markets for U.S. turkey slowly opened again during 2016, through concerted efforts on many fronts by NTF, the USA Poultry and Egg Export Council (USAPEEC) and APHIS. This concerted effort convinced most markets to limit their restrictions through regionalization and zoning to affected HPAI counties rather than implementing statewide or nationwide bans. This compartmentalization allows a country to continue international trade even if some parts of its territory are not free of disease. Compartmentalization's standards help maintain markets in the event of an outbreak of highly pathogenic avian influenza (HPAI) or other diseases that are notifiable under World Organization for Animal Health (OIE) guidelines.

Federal Funding and Moving Forward

NTF also joined the efforts of poultry groups to support \$55 million in congressional funding for USDA/APHIS to address avian health and review its preparedness for future outbreaks of Highly Pathogenic Avian Influenza.

In its examination of the limited case in January 2016, APHIS joined forces with the Indiana Board of Animal Health and the poultry industry, concluding that specific practices identified as risk factors in the 2015 outbreak had been addressed by the time of the January 2016 HPAI cases. Epidemiological findings, as well as biosecurity information, training resources, and a producer self-assessment are kept updated for producers through NTF and USDA websites. Biosecurity remains one of the most important steps any producer can take to protect the health of their birds.

Increasing Turkey Demand



In its second full year, the NTF project to profitably increase the demand for turkey began to accelerate its work with those who can influence consumers to purchase more turkey at the supermarket and in restaurants. The project's volunteer contributions from processor members and allied suppliers continue to fund this aggressive outreach to leverage the influence of chefs and dietitians embracing turkey's versatility for meals and lean protein choice. State turkey associations and name brand member companies within NTF have unified around opportunities to engage in consumer discussion of turkey's flavorful taste, health benefits and choice varieties.

Ground Turkey Reigns

Ground turkey as an entry into the variety of serving options holds great potential as an introduction to additional turkey cuts. NTF member brands have reported the ground turkey category has steadily increased in the past half-dozen years, and in 2016, surpassed a 12 percent share of the ground meat market. Meanwhile, 18- to 34-year-old Millennials are buying turkey at a faster rate than the overall population. Restaurants are also tapping into the trend, with turkey served in 57 percent of top chain restaurants, a growth of two percent from 2015.



Farm to Fork

From farm to fork from the farmer, NTF's turkey demand events throughout the year attracted chefs and dietitians attending the six city events where leading retail and foodservice influencers are headquartered. An outgrowth of last year's farm visit, these events brought the farm experience and culinary preparation tips to these executives to learn about turkeys from a turkey farmer and from culinary experts about new food trends in turkey. The story of turkey was brought to the executive decision-makers, without the two-day commitment and expense of travel to rural areas to visit the farms.



Where these influencers on consumer tastes gathered for conferences, NTF traveled to reach supermarket chefs, meat managers/buyers, marketing executives, and Supermarket Registered Dietitians to get turkey top of mind among recommended meats. Recruiting culinary and nutritional advisory boards, NTF also enlisted the enthusiasm of bloggers as they discovered the variety of turkey available beyond the traditional holiday bird as a lean, high protein mainstay for new restaurant dishes and nutritious home cooked meals.

NTF's turkey demand project, driven by marketing and sales executives volunteered by NTF member companies, evaluated second-year activities in a mid-2016 planning session prioritizing metrics, social media activities, content development, refining the scope of advisory boards, partnerships, farm to fork to city events and engagement of all turkey companies. Under the leadership of 2014 NTF Chairman Gary Cooper, who envisioned the project, and the NTF Executive Committee, the Turkey Demand Enhancement Team oversees the project with meetings during NTF Annual Convention and Leadership Conference, and within the NTF Communications and Marketing Committee.



BEHIND THE SCENES a chef plates turkey ready to serve to an NTF sponsored dinner for food writers and dietitians.



Making Government Rules Workable

NTF legislative and regulatory teams help bring about effective results in the federal government's supervision of food safety, working conditions and animal welfare. Speaking with clarity, NTF's trusted relationships with regulators helped reach objectives for the common good of the consumer and the industry. NTF's reputation in representing industry viewpoint resulted in success with lawmakers in avoiding the law of unintended consequences amid the competing interests within Congress and federal agencies.

USDA Organic Rules Update

Among notable successes, NTF has reshaped the USDA rule governing Organic Livestock and Poultry Practices for turkeys. NTF and others recognized early in the year that the proposed rule included unworkable stocking density and outdoor access requirements. The latter was in contradiction with USDA's own biosecurity requirements and could have put organic flocks at risk of disease, making such farming become prohibitively expensive. The rule was released in the final days of the Obama Administration, and AMS had removed the specific space requirements for turkeys in light of: 1) numerous comments from turkey producers that the proposed stocking density requirements would have a major impact due to current industry practices; 2) the absence of a National Organic Standards Board recommendation; and 3) information that the proposed requirements were more stringent than other third-party animal welfare standards.

NTF members and the legislative affairs team pressed this issue with key legislators during the summer NTF Leadership Conference. As a result, Senate Agriculture Committee Chairman Pat Roberts (R-KS) and Ranking Member Debbie Stabenow (D-MI) led Senators in expressing concern to USDA that the rule could cause shortages of organic products and cause the spread of animal diseases. NTF regulatory staff further underscored member concerns with meetings at all levels at USDA and with many agencies, formal submission of comments and economic analysis.

Changes to GIPSA

USDA announced the long-expected changes to GIPSA (the Grain Inspection, Packers and Stockyards Administration) regulations, promulgating an interim final rule relaxing the "competitive harm" requirement for lawsuits against processors and two proposed rules dealing with the tournament ranking system and the definition of certain fair practices. NTF believes these changes would increase costs, reduce productivity, and lead to increased uncertainty and unintended consequences for the very producers USDA claims to be helping. NTF will submit comments on all three regulations during the 60-day public comment period that extends into early 2017. NTF is also working with other meat and poultry groups to pursue legislative and legal responses to these changes.

Waters of the United States

Waters of the United States (WOTUS), EPA's expansive regulatory action that would have a severe impact on farmland activities, led NTF and more than 30 states and agricultural groups to support legal challenges to block the rule. The agency sought to severely restrict rural land uses by imposing an overly broad view of what should be considered "waters of the United States." At the behest of NTF and others, Congress also weighed in to question EPA's assurances that farmland practices would be exempt. This congressional review uncovered tensions between political leaders at EPA and the Army Corps of Engineers' technical experts regarding the proper approach to new regulations. Legal battles continue, while a new regulatory approach from the incoming administration will subject the rule to additional scrutiny.

Relationship with Cuba

Tentative steps to improve U.S. and Cuba agricultural Relations moved forward, allowing the USDA's 22 industry-funded Research and Promotion Programs and 18 Marketing Order organizations to conduct authorized research and information-exchange activities with Cuba. In September, NTF President Joel Brandenberger traveled to Cuba as part of a multi-commodity fact-finding trade mission organized by USAPEEC. This was the first foray into Cuba funded entirely by the soybean checkoff program since the U.S. began normalizing relations. Joel noted that America's turkey farmers, if given the opportunity to compete in Cuba, can offer terms more competitive than other producers around the globe. That is why NTF is supporting congressional efforts to allow U.S. producers access to Agriculture Department marketing programs that help America compete in foreign markets. NTF continues to be an active member of the U.S. Agriculture Coalition for Cuba and works to ensure this market remains a viable option for turkey producers.



Hurricane Matthew and Indemnity

NTF readied information about federal indemnity resources to assist growers and processors' farm losses from Hurricane Matthew floodwaters in the industry's second-largest turkey producing state. Dispersal of turkey farms throughout North Carolina lessened a widespread loss of turkeys as rivers crested for weeks. Turkey farms were among those inundated with flood waters from the piedmont region to across the state's coastal plain.

AMS Bidding

USDA adjusted bidding schedules to ensure more timely and streamlined proposals for solicitations for the federal School Food Lunch Program. At the request of members, NTF approached AMS for a mutually-workable schedule for bid solicitations with more advance notice. AMS also agreed that the more simplified procedure of Invitation for Bids was beneficial for turkey companies and the government, rather than the more complex Request For Proposals that AMS briefly used for solicitations.



Seeking Sound Science, Solid Substance

NTF utilizes the considerable experience and scientific expertise of its member companies, along with other resources in microbiology and veterinary medicine, in its efforts to ensure federal agencies and the Congress base regulations and statutes affecting the turkey industry on sound science.

NTF's legislative team pressed the Appropriations Committees to focus FDA's antibiotic use data collection so that we have an accurate picture of what is actually occurring on farm. Given there is currently no definitive evidence to support the claim that agriculture is the reason for the increase in antibiotic-resistant strains of bacteria, USDA/APHIS will collect statistical data to measure on-farm use of antibiotics and the impact on antimicrobial resistance levels, with the stipulation all information is protected from outside distribution and not be utilized for regulatory purposes.

At year's end, FDA's Guidance No. 213 took effect, effectively ending the use of "growth-promoting" antibiotics in animal agriculture. The simultaneous implementation of the Veterinary Feed Directive (VFD) will increase veterinary oversight of the remaining antibiotics. NTF staff has worked closely with FDA and Congress throughout the process to minimize the impact on the turkey industry and was successful in getting FDA to make several changes made to the regulation.

FDA's push to publish "voluntary" guidance on a two-year reduction of sodium in most food products created a potential challenge for the turkey industry because of the use, in part for food-safety purposes, of sodium in some processed products. As NTF noted in official public comment to the FDA, salt is a unique essential nutrient that occurs naturally in the environment. It acts as a preservative, has antimicrobial characteristics, binding properties and, most importantly, is essential for human health. Because of these many beneficial qualities, salt has been an important part of the turkey industry's success in providing safe, wholesome and nutritious products for a variety of consumers. Because there is still uncertainty within the scientific community about sodium's role in increased blood pressure and heart disease, NTF has pushed for FDA to wait until further study is completed or at least to be more measured in the reduction plans. Reformulating processed turkey meats to safely remove sodium and balance consumer taste preferences in addition to careful reformulation, much more time is needed to get the reformulated products into the market. With one week remaining in the administration's term, the guidance had not been published.



NTF also helped ensure labeling of Genetically Modified Organisms (GMOs) did not have a significant impact on the turkey industry. The legislation, necessitated by a Vermont labeling law, ultimately recognized that turkey and other poultry and livestock do not experience genetic modification even if they eat GMO feed. Thus, the final bill passed last summer said poultry and meat did not have to be labeled GMO simply because of feed consumption.

Reviewing Regulation

NTF's Scientific and Regulatory Affairs team has been an industry leader on addressing foreign material contamination. A large recall of chicken products containing foreign materials this past summer spurred FSIS to look closely at the issue of consumer complaints specific to foreign materials in all other ground and further processed products. NTF is leading a coalition of trade associations representing impacted producers in developing a best practices document. Because of this proactive industry approach, FSIS has agreed to allow a voluntary industry program to be implemented before making a determination if mandatory regulatory policy is needed.

NTF worked with poultry groups opposing OSHA overstepping boundaries to expand its authority to conduct wall-to-wall inspections of poultry processing facilities when notified of accidents or employee complaints. Instead, investigation effort and resources should be focused on strengthening safety to prevent recurrence of the accident. The poultry industry has made tremendous progress reducing worker injury and illness rates, which have declined 81 percent in the last 20 years.

Promoting overall health and welfare, NTF has continued to update the industry Animal Care Guidelines as well as formulating the document with macro-enabled, fillable audit worksheets and auditor guidelines to improve ease of use for NTF members. Included in these worksheets and guidelines is the recently completed Hatchery Welfare Guidelines.



FSIS Administrator Al Almanza, speaking at North Carolina State University at a turkey industry training correlation.

NATIONAL
Turkey
FEDERATION

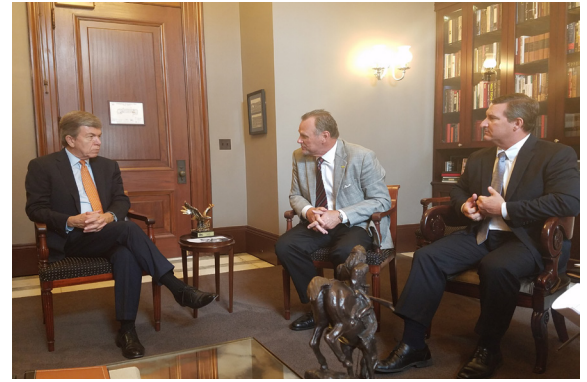
2016

Animal Care
Guidelines

NTF Members Drive Success

Annual Convention

NTF's 2016 Annual Convention in Tucson, Arizona allowed more than 550 industry representatives to focus amid the stark beauty and solitude of the desert and gather to reflect on the successful tactics to contain and prevent future incidents of Highly Pathogenic Avian Influenza. Members also met within committees of interest to plan for the coming year and consider industry positions and affirm the election of John Reicks as 2016 NTF Chairman.



Senator Roy Blunt (R-MO) speaking with Kerry Doughty and Jay Jandrain of Butterball, LLC

Leadership Conference

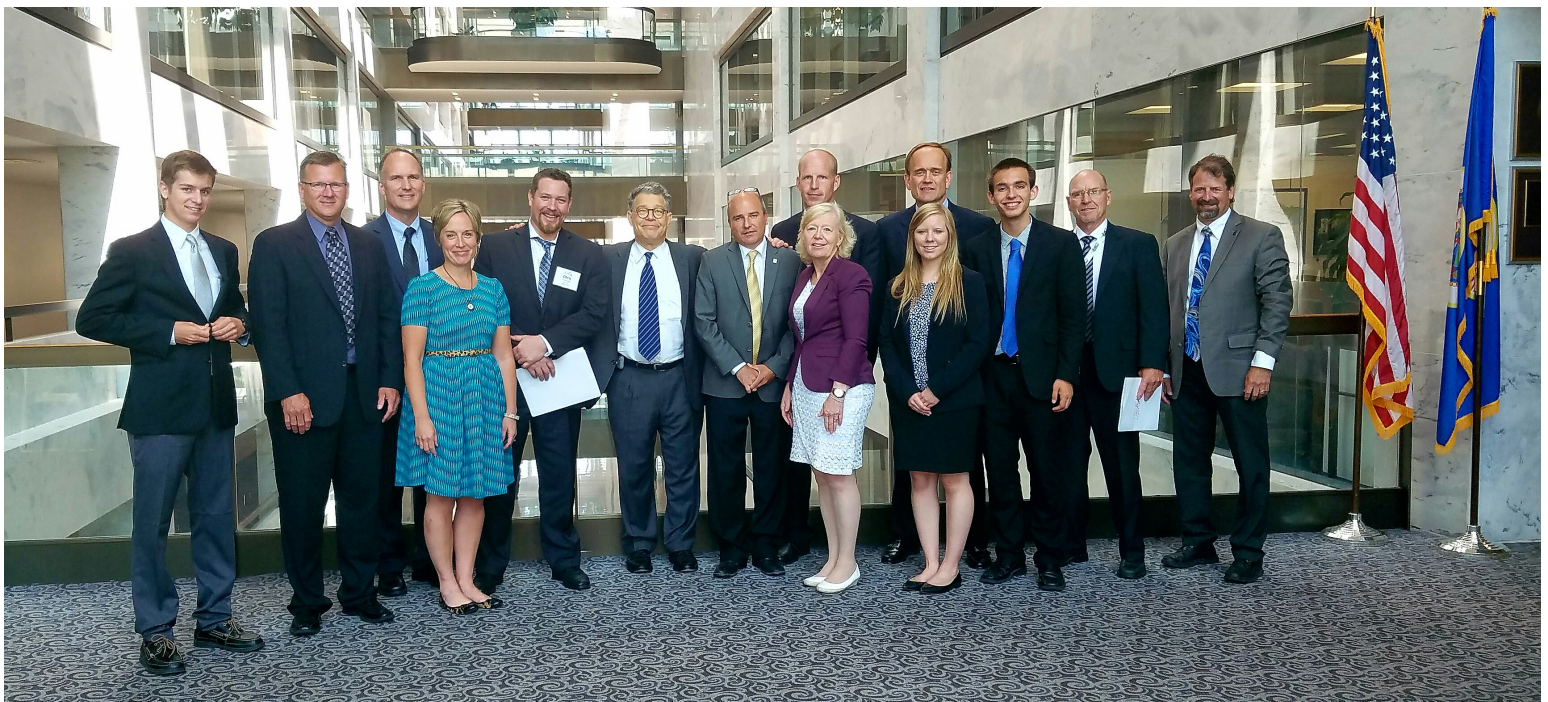
NTF's 2016 Leadership Conference in Washington, D.C. prepared members for meetings with their representatives and engagement with key legislators for effective results in organic farming changes, export regulations after HPAI and immigration.

Member Involvement

Northfield, Minnesota turkey farmer John Zimmerman made effective presentations in testimony to House and Senate congressional panels, focusing lawmakers' attention on tackling a host of difficult challenges that include avian influenza, the proposed organic rule, exports, GIPSA contracts, food labelling and immigration.



John Zimmerman of Minnesota before the Senate Agriculture Committee



NTF LEADERSHIP CONFERENCE strengthens the connections on federal policy for lawmakers and turkey production. The NTF Minnesota delegation with U.S. Senator Al Franken (D-MN)

Recognition Among the Membership

The poultry industry continues to increase worker safety. At the 2016 National Safety Conference for the Poultry Industry, 122 turkey and chicken facilities received safety awards by the Joint Industry Safety and Health Council.

Riverhill Farms

Riverhill Farms of Port Republic, VA received USPOULTRY's Family Farm Environmental Excellence Award. With five turkey barns of 280,000 turkeys for Cargill Turkey & Cooked Meats, Glenn and Sheri Rodes, along with their parents, brothers and extended family, raise turkeys, dairy and beef cattle, corn and forage.



West Liberty Foods, LLC

West Liberty Foods, LLC is one of the first in the nation to be verified landfill-free companywide, eliminating 120 million pounds of waste each year that would have filled 5,000 garbage trucks.

Gary Cooper

Cooper Farms' Gary Cooper was named Urner Barry's Poultry Person of the Year based in part on his leadership on the NTF turkey demand initiative to increase profitable consumer demand for turkey.



State Fairs

Iowa Turkey Federation's creation, "Not Your Mamma's Taco," was named the 2016 Iowa State Fair's Best New Food.

The Ohio State Fair served the classic Thanksgiving Dinner but created a breakout hit with the "Turkey Rib Dinner" for fair-goers at the Taste of Ohio Café.

The Minnesota State Fair Turkey To Go restaurant was busy with its famous "Giant Juicy Turkey Sandwich," turkey drumsticks, and its newest offering, a "Tasty Turkey Sunrise Breakfast Sandwich."



Highlight of the Iowa State Fair, "Not Your Mamma's Taco"

In Memoriam

In 2016, the turkey industry lost valued pioneers who helped revolutionize what is possible today. Among those we lost are Marvin Johnson, Vance Larson, Louis Maxwell, Harold Walcott, Leonard Weeden, and in the first weeks of 2017, Charlie Wampler Jr., and Wally Wittenburg.

Marvin Johnson

Marvin Johnson of North Carolina was founder and former CEO of House of Raeford Farms. After serving overseas during World War II, he came home to Rose Hill, N.C., and back into agriculture. Having built House of Raeford, Inc., Marvin and his family processed turkeys year-round and played a leading role in developing the market for retail turkey breast.

Vance Larson

Vance Larson of Minnesota was recognized as a pillar of his community. After serving in the military, he returned home to the family business of raising turkeys, hogs, and crops. He went on to be involved in with 4-H, on the board of First Farmers and Merchants Bank, Minnesota Turkey Growers Association and Midwest Poultry Federation.

Louis Maxwell

Louis Maxwell, after graduating from University of North Carolina in Chapel Hill in 1950, came home to start the family in the feed mill business, as well as raise food-producing animals. By 1957, the Goldsboro Milling Company moved quickly to expand its operations to include turkey breeder farms. Under Maxwell family leadership, Goldsboro Milling became the majority owner of Butterball, LLC and a fully vertically integrated turkey enterprise.

Harold Walcott

Harold Walcott of Michigan found a home within turkey after he and his brother transformed their father's elevator business into the largest turkey producer in Michigan. When Michigan turkey production was in jeopardy, he reinvented his business and became a founding member of Michigan Turkey Producers, securing success for the turkey industry in that state.

Charles Wampler, Jr.

Charles Wampler, Jr. was born on Thanksgiving Day 1915 as one of 9 children of NTF founder Charles Wampler Sr. and died at the age of 101 on January 15, 2017. Through development of the company and chairman of the board of what in 1986 became WLR Foods Inc, he maintained close community ties in Rockingham County's Harrisonburg, Virginia. "If Harrisonburg had a Mount Rushmore," it was said, "Charlie would be on it."

Leonard Weeden

Leonard Weeden would attend and later teach at Ontario Agricultural College. By 1956, Len's ingenuity would propel turkey into a choice protein. Len advanced the college's knowledge in the use of artificial insemination and developed a kit for farmers' use. Len helped drive the expansion of Three Star Farms which would later become Hybrid Turkeys.

Wally Wittenburg

Wally Wittenburg is revered as a steadfast champion for the promotion of turkey and remembered for his tireless advocacy of marketing and strong supporter of NTF. Wittenburg, who died January 21, was outspoken in offering advice, and generous in leading praise. He also was the father of NTF Vice Chairman Carl Wittenburg.

Turkey at Center of the Presidential Table

NTF Chairman John Reicks presented President Obama the National Thanksgiving Turkey – the 69th occasion in a succession of 12 Presidents. Not only delivering the symbol of Thanksgiving and opening the holiday season for an international audience at the White House, the NTF signature event forged a partnership with Virginia Tech Animal and Poultry Sciences Department at “Gobbler’s Rest” as the home for the pardoned turkeys and showcase for drawing young talent into the veterinary and turkey production field.

Virginia Tech’s HokieBird mascot was the surprise guest for the pre-pardoning news conference in Washington, welcoming the National Thanksgiving Turkey and alternate by taking them under his wing.

Public interest, stoked by White House sponsorship of a public poll, chose among “Tater” and “Tot” for the favored title of National Thanksgiving Turkey. The Federal Highway Administration named the route from Iowa to Washington, D.C. as the “National Turkeypike” in a holiday safety reminder that while the two turkeys “really gobbled up the miles” on their roadtrip, their driver and others on the roadways stayed safe.

Iowans who had raised and cheered their home state birds from the farm of Chris and Nicole Domino prepared the turkeys for all the attention and bustle of crowds in the Nation’s Capital. The Iowa Turkey Federation planned and hosted educational visits at local school classrooms and a sendoff ceremony.



NTF 2016 Chairman John Reicks and Nelda in the Rose Garden with National Thanksgiving Turkey, "Tot"



Presidential Turkey Retweeted

White House Archived @ObamaWhiteHouse · 23 Nov 2016

Tot-ally pleased to announce the people’s choice for the 2016 National Thanksgiving Turkey: #TeamTot! #WHTurkeyPardon



Tot is your 2016 National Thanksgiving Turkey! Thanks for voting!

68 487 1.3K

The graphic features a large white turkey on the left with a red circular badge containing the word "Tot". To the right, a red banner contains the text "Tot is your 2016 National Thanksgiving Turkey! Thanks for voting!" with a gold ribbon icon above the text.

In the Realm of Public Opinion

GROWER AND PROCESSOR ALERTS FOR HOLIDAYS AND EVERY DAY NATIONAL Turkey FEDERATION

EMPLOYEE SCREENING

CV

Talk directly to references, verify applicant addresses and identification through government documents and establish previous employment in animal agriculture.

Make employment decisions based on legal advice that protects your company and safeguards employees and their rights.

ON THE JOB

Post all policies beforehand.

Signed legal documents from employees should promise to immediately report animal abuse so the company can take immediate corrective action to ensure humane handling.

Prevent employees from work areas unrelated to their duties, arriving unusually early or leaving late, or being overly curious about company operations.

Constantly practice biosecurity measures to isolate introduction of HPAI on farm or during transport, and prevent employee bird contact off the job.

ON THE GROUND

Review security lighting, locks and access codes, security cameras, motion detectors and appropriate fence height.

Insist on sign-in/sign-out to document everyone's presence and restrict visitors.

Alter patrol patterns of security guards.

Park company vehicles securely in a close-in, lighted area.

Review computer security, firewall protection and routinely backup data.

Talk with law enforcement about threats to animal agriculture. Determine whether you'd press charges for animal abuse, vandalism or destruction of property. Federal officials investigate explosives, arson or damage exceeding \$10,000.

Never let facility security compromise employee safety!

Animal rights activists are increasingly shifting their focus to the poultry industry. They are contacting retail and foodservice executives to question the live hanging of turkeys, and beginning to apply pressure on the poultry industry regarding electrical stunning and other welfare issues. NTF has replied, noting the American Association of Avian Pathologists and the American College of Poultry Veterinarians have reaffirmed both low-voltage electrical and Controlled Atmosphere Stunning (CAS) are viable and acceptable systems for humane stunning. In addition, NTF Guidelines detail humane handling and audit procedures for ensuring the ethical treatment of animals. In addition, NTF has produced a letter-sized infographic for distribution to company human resource and management staff.

Illegal Activities

An animal activist group trespassed on a turkey farm at night, using video to misrepresent the appearance of birds under medical care in a recovery barn. Stealing at least one of the turkeys from the barn, it was deprived of being able to heal and grow, and instead was used for the activists' fundraising appeal. Jaindl Turkey Farm's Dave Jaindl took decisive immediate actions to confront the tactics with a pointed warning from the farm's attorney noting the farm's independent certifications for 100% compliance with humane animal welfare practices and its reputation with its customers. The farm owner brought reporters for on-site review of the barns in the presence of state officials and a university veterinarian, and then videotaped and posted his own candid tour for the public to see his barns.

NTF Strategy

Turkey farmers' pro-active and decisive actions align with NTF-recommended strategy to address head-on the distortions and objectives of activists aiming to make meat production expensive and difficult. When activists placed paid advertising inserts in a national newspaper, NTF and meat and poultry groups worked ahead of the publication to saturate social media postings with engaging facts and links to information about on-farm practices, including the turkey farm visit with Dr. Temple Grandin. That video is nearing one million views on NTF's YouTube channel. The NTF Facebook page saw engagement multiplied many times, sharing with their network of city-dwelling friends. While a few of the activist writers shared their articles, public notice was very light to non-existent outside their own followers.

 Turkey. The Perfect Protein

March 22, 2016 ·

How are turkeys raised? Farming families set the example for their children - teaching respect and care for these large birds and good stewardship of the surrounding land and water. Let young Adam show you how his parents raise turkeys, with a little help from him and his little brother. #animalcare



My Family's Farm: Adam's Turkey Farm

Meet Adam, a 6-year-old farm boy from central Iowa. Adam and his family live on a large turkey farm, and raise more than 100,000 turkeys every year. Learn ho...

SLIDESHARE.NET

Ties to Worker Safety and Health

Animal activists have enlisted a confederation of worker advocacy groups and some in Congress to associate inaccuracies about farmlife to the worklife of processing plant employees. Again acting proactively, NTF joined in a pre-emptive news release to highlight the dramatic decrease in injuries and illnesses continuing to decline by nearly half in recent years. Reporters armed with those facts, sharply questioned the contrary claims of advocates attempting to misrepresent the General Accounting Office 2016 Worker Safety and Health Report.



NTF Alliances

NTF-supported Partnership for Food Safety Education highlighted the safety and wholesomeness responsibility shouldered in all corners of the turkey business through a fall holiday campaign. Sponsored in part by NTF member Cargill, "The Story of Your Dinner" promoted simple actions consumers should also take to reduce the risk of foodborne illness. The Partnership, known for its Fight Bac! program engaged consumers with turkey roasting instructions, children's placemats about food safety, and the story about turkeys from the farm to the plate.



NTF Executive Committee



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Vice Chairman Carl Wittenburg Brooten, Protein Alliance, Inc.
Secretary/Treasurer Jeff Sveen, Dakota Provisions
Immediate Past Chairman Jihad Douglas, Aviagen Turkeys
President Joel Brandenberger, National Turkey Federation

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John Burkel, Northern Pride, Inc.
Matt Cook, Norbest
Gary Cooper, Cooper Farms
Kerry Doughty, Butterball, LLC
Yubert Envia, Foster Farms
Ron Kardel, West Liberty Foods, LLC
Glenn Leitch, Jennie-O Turkey Store
Jay Lieberman, Hain Pure Protein/Plainville Farms
John Niemann, Cargill Turkey & Cooked Meats
Ronnie Parker, Circle S Ranch, Inc.
Phil Seger, Farbest Foods

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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

Member Services

Ron Kardel, West Liberty Foods, LLC

Purchasing Managers

Tony Barnes, Cargill Turkey & Cooked Meats

Technical & Regulatory

Matt Cook, Norbest
Todd Hurst, Farbest Foods
Tom Smith, Jennie-O Turkey Store

TURPAC

Phil Seger, Farbest Foods

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Shane Acosta
Alice Johnson
John Niemann
Andy Southerly

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Willie Benedetti
Yubert Envia
Kirk Lippinott

Delaware/Maryland

Luke Jaendl
Jay Lieberman

Illinois

Robert Kauffman

Indiana

Doug Johnson
Kent Peter
Tom Schaffer
Phil Seger
Ted Seger

Iowa

Tim Doyle
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John Reicks
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Larry Smith
Harold Walcott

Minnesota

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Richard Huisinga
Glenn Leitch
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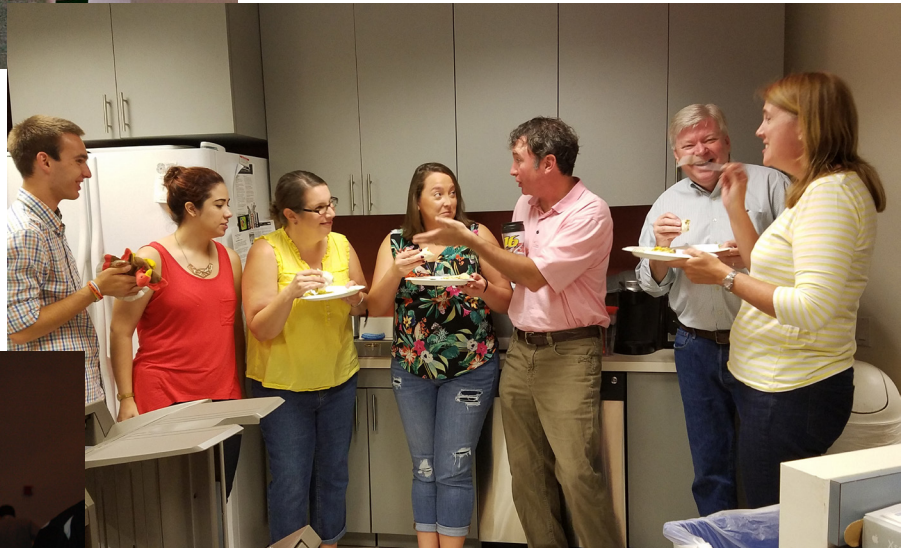
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