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Turkey Farmers of Ontario launches retail focused marketing initiatives *Consumers encouraged to Taste Turkey*

FOR IMMEDIATE RELEASE

Kitchener, Ontario, May 4, 2023 – Turkey Farmers of Ontario (TFO) is pleased to announce a new retail-focused project aimed at getting more consumers across the province to try Ontario turkey. This project involves a multi-faceted approach that includes grocery retail ads, promotional materials, grocery delivery service sampling, and participating in large-scale sampling events.

“We are grateful for the funding support from the government of Ontario which will enable us to leverage opportunities to promote local Ontario Turkey directly to consumers,” stated Brian Ricker, Chair, Turkey Farmers of Ontario.

“Helping consumers identify Ontario turkey products in grocery stores will help increase the awareness, consumption and appreciation of quality food grown and processed in our province, which is a key priority of our Grow Ontario Strategy,” said Lisa Thompson, Minister of Agriculture, Food and Rural Affairs. “Our government is committed to strengthening our agri-food sector through investments that will give Ontarians the confidence and the information they need to make informed decisions.”

TFO recognizes that consumers are always on the lookout for healthy and delicious meal options. Ontario turkey is lean, high in protein, and versatile making it an excellent choice. With this in mind, TFO is working hard to educate Ontarians on the benefit and ease of incorporating turkey into their diets.

As part of this project, TFO will work with select grocery retailers across the province to feature Ontario turkey in both stores and flyers. TFO will develop a range of promotional materials that will be used to highlight available Ontario turkey products and showcase delicious recipes that consumers can make at home. These materials will be displayed in-store and online, making it easy for consumers to find inspiration for their next meal.

In addition to the above activities, TFO is partnering with Ontario turkey processors and grocery delivery services to offer a complimentary packaged Ontario turkey product to select customer groups. This will allow consumers to try Ontario turkey before they buy it, helping them to see just how delicious and versatile this protein can be. TFO is also planning large-scale sampling events across the province, where consumers will have the opportunity to taste the quality and flavour of a delicious Ontario turkey product and learn more about the benefits of Ontario turkey.

To follow along this year, find TFO on social media @ontarioturkey and follow the tags #TasteTurkey and #TurkeyONTour. For more information and updates please visit www.ontarioturkey.ca.

Turkey Farmers of Ontario is a farmer-led organization that is dedicated to representing the interests of approximately 160 turkey farmers across the province. TFO promotes animal care and an efficient innovative marketing system for the industry to make turkey a healthy and regular choice for Canadian consumers.

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For more information or to arrange an interview, please contact:

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