

TFO Niche Markets Policy

1.0 Purpose

- 1.1. The purpose of this Policy is to provide producer-vendors the opportunity to supply niche markets via provincially-licensed processing establishments, in conjunction with Turkey Farmers of Canada's (TFC) Special Conditional Quota Request Process (the "TFC Policy"), first adopted in October 2024.

2.0 Interpretation

- 2.1. In this Policy,
 - "niche" means a specialized segment of the turkey market, that may be distinguished by being a particular product such as but not limited to, meat from heritage turkeys, organic, free-range, a religious designation, and is sold through specialized channels such as but not limited to, farmers' markets, independent butcher shops, and independent restaurants;
 - "producer" means the beneficial owner of registered premises in respect of which a basic quota has been fixed and allotted for the production and marketing of turkeys;
 - "producer-vendor" means any producer, engaged in niche markets, who produces and markets, offers for sale or sells, all or any part of the turkeys produced by them;
 - "reference level" means the volume of turkeys marketed by the producer at provincially-licensed processing establishments in the quota period immediately preceding the first quota period in which the producer seeks a conditional quota under this policy;

3.0 Role of the TFO

TFO will:

- 3.1. Administer and supervise the production of turkeys produced and marketed pursuant to the Policy.
- 3.2. Assign conditional quotas and determine utilizations as per the terms and conditions of this Policy and the TFC Policy.
- 3.3. Ensure provincial-level compliance with all terms, conditions and expectations of a provincial commodity board as set out in the TFC Policy.

4.0 Application

- 4.1. Producers seeking to produce turkeys pursuant to a conditional quota under this Policy require the approval of both TFO and TFC before production occurs. It is expected that in normal course, approval by TFC would be considered at a TFC General Meeting, which are held quarterly.
- 4.2. Where a producer wishes to make an application for a conditional quota under this Policy, they shall do so on a form prescribed by the commodity board prior to the deadline dates noted below:
 - For applications to be considered at the TFC November meeting, prior to October 1 of the year preceding the commencement of the quota year to which the application relates
 - For applications to be considered at the TFC March meeting, prior to February 1 of the year in which the quota year commences
 - For applications to be considered at the TFC June meeting, prior to May 1 of the quota year

- 4.3. TFO will not approve an application by a producer seeking a conditional quota under this Policy in excess of 50,000 kgs in any one quota year.
- 4.4. TFO will not approve an application by a producer seeking a conditional quota under this Policy for a volume exceeding that producer's total basic quota.
- 4.5. TFO will not approve an application by a producer seeking a conditional quota under this Policy for production of turkeys at a federally-licensed processing establishment.
- 4.6. Upon review of the application, where TFO is satisfied that the application complies with the terms of both this Policy and the TFC Policy, TFO will make a request to TFC for a conditional quota on behalf of the producer.
- 4.7. Subject to the approval of both TFO and TFC, a conditional quota will be fixed and allotted to the producer applicant on the basis of the application received.

5.0 Administration

- 5.1. Usage of any conditional quotas allotted under this Policy shall be assessed within 60 days of the conclusion of the quota period.
- 5.2. Utilization will be determined on the basis of the lesser of:
 - a) The volume of turkey marketed during the quota period at provincially-licensed establishments in excess of the producer's reference level; or
 - b) The producer-vendor utilization calculation in the TFC Policy (Form 2b).
- 5.3. Producers will be notified by TFO of the final assessment of conditional quota utilizations, once determined by TFO and TFC.
- 5.4. Where marketings have occurred in a manner not within the terms and conditions of this Policy or of the TFC Policy, utilization of the conditional quota may not be granted and such marketings will be assessed against the producer's marketing quota for the applicable quota year.
- 5.5. Issuance of conditional quotas under this Policy or the TFC Policy may be subject to an audit of issuance conditions and information requirements, undertaken by either TFO or TFC.
- 5.6. Turkeys produced under this Policy shall comply with all other terms and conditions of the TFO General Regulations and TFO Quota Policy Statement.

6.0 Review

- 6.1. This policy is in effect for the 2026/27 and 2027/28 quota periods. TFO may extend the term that this policy is in effect to future quota years at its discretion.
- 6.2. This Policy may be reviewed periodically by TFO, which will include an evaluation of whether the objectives of the Policy and of the TFC Policy are being achieved.
- 6.3. TFO may on occasion determine that it is appropriate to make specific orders and directions in relation to and as a supplemental to this Policy for the purpose of better achieving the intended effect.

BY ORDER of Turkey Farmers of Ontario.

Dated and effective at Kitchener, Ontario this 15th day of June, 2026.



Chair



General Manager