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FOR IMMEDIATE RELEASE

Turkey Farmers of Ontario Launches Active Lifestyle Sampling Campaign

KITCHENER, Ontario — October 8, 2026 — Turkey Farmers of Ontario will launch a consumer campaign in October to introduce active Ontarians to locally raised turkey through product sampling and nutrition information at fitness facilities and athletic events. Supported by the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA), the campaign will begin this fall and continue through 2027, building on TFO's #TurkeyONTour sampling program.

The campaign's first stop is at the Toronto Waterfront Marathon Expo in October and will be followed by other athletic events and fitness centres across Ontario. At each event, attendees can sample turkey products and receive information about purchasing, meal preparation and nutrition. Digital and social media content featuring nutritional content and simple meal ideas will extend the campaign beyond in-person events.

"Active Ontarians are looking for foods that fit their routines," said Jon-Michael Falconer, General Manager, Turkey Farmers of Ontario. "By bringing sampling and nutrition information to gyms and athletic events, the program will help consumers learn more about turkey products raised by Ontario farmers."

"This Ag Week, our government is making it easier for the people of Ontario to choose fresh, local food through our \$100,000 investment in Ontario Turkey Farmers," said Sam Oosterhoff, Minister of Agriculture, Food and Agribusiness. "The Active Lifestyle Sampling Campaign helps active consumers discover the nutritional benefits and great taste of locally raised turkey while supporting food security. By investing in initiatives like this, we are advancing Ontario's food sovereignty, strengthening our agri-food sector, and growing consumer demand for Ontario products."

Through the campaign, TFO wants to remind consumers that turkey is available year-round and take turkey outside of being an occasional protein. They expect to reach thousands of consumers through direct sampling and additional reach with digital content. To follow the campaign, find TFO on social media @ontarioturkey or online at www.ontarioturkey.ca.

About Turkey Farmers of Ontario:

Turkey Farmers of Ontario is a farmer-led organization that is dedicated to representing the interests of approximately 150 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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