

The background features a large yellow circle in the upper right, a smaller yellow circle in the middle right, and a large yellow shape in the bottom right corner. Two thin blue lines cross the page diagonally from the top left towards the bottom right.

# **SUMMER ZONE MEETINGS UPDATE 2015 EGG FARMERS OF ONTARIO**

Egg Farmers of Ontario  
7195 Millcreek Drive  
Mississauga, Ontario L5N 4H1  
Tel: 905-858-9790  
Fax: 905-858-1589  
[www.eggfarmersofontario.ca](http://www.eggfarmersofontario.ca)

## QUOTA TRANSFER SYSTEM [QTS]

### TWO SUCCESSFULLY COMPLETED QUOTA TRANSFER SESSIONS [QTS]

With the following published results:

<b>EGG QUOTA</b>	<b>QT - 1 March 2, 2015</b>	<b>QT - 2 May 27, 2015</b>
Number of Buyers:	23	22
Number of Sellers:	7	2
Total Number of Units of Quota Requested to Buy:	65,163	61,753
Total Number of Units of Quota for Sale:	27,567	25,209
Equilibrium Price:	\$296.20	\$295.48
Number of units of Quota transferred as a result of the QTS:	27,567	25,209
Number of Successful Buyers:	11	8
<b>PULLET QUOTA</b>	<b>QT - 1 March 2, 2015</b>	<b>QT - 2 May 27, 2015</b>
Number of Buyers:	13	8
Number of Sellers:	1	1
Total Number of Units of Quota Requested to Buy:	107,500	11,992
Total Number of Units of Quota for Sale:	17,353	1,499
Equilibrium Price	\$25.00	\$25.05
Number of units of Quota transferred as a result of the QTS:	17,353	1,499
Number of Successful Buyers:	2	1

The next deadline to submit offers to sell into the QT-3 is **July 23, 2015**.

## NEW ENTRANTS

### New Entrant(s) to Industry & NEQLP Information 2011 – 2014

Number of 'New Entrants' to the Industry excluding NEQLP Program recipients

2011	2012	2013	2014	2015 to date
5	4	3	1	4

Number of New Entrants Successful to the NEQLP

2011	2012	2013	2014
1	1	2	2

\*\* One New Entrant (NEQLP) has been successful in acquiring additional quota from the QTS since original 2,500 was secured. \*\*

## **POLICIES, PROCEDURES & PROGRAMS ARE POSTED ON EFO'S FARMER WEBSITE**

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Social responsibility is part of Egg Farmers of Ontario's Strategic Business Plan to ensure our carbon foot print is reduced. Subsequently, all Egg Farmers of Ontario's new and amended Policies, Programs & Procedures are updated as they come into effect and posted on EFO's farmer website; Policies, Programs & Procedures will no longer be mailed to producers.

Policies, Procedures & Documents posted on EFO's farmer website contain the most up-to-date versions and should be used for all policy interpretation and quota transactions; quota holders are advised to check the site frequently.

[www.eggfarmersofontario.ca/farmers](http://www.eggfarmersofontario.ca/farmers)

Click on OPERATIONS & QUOTA

Click on pertinent information link as required, under either:

- EFO Policies, Programs and Procedures;
- EFO Regulations
- Program Applications;
- QTS
- EFO Strategic Business Plan

Farmers should also frequently check the 'Farmer Updates' link for upcoming functions and meetings.

## **EGG & PULLET POLICIES & ONLINE FORMS**

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### **NEW: MARKET GROWTH ALLOWANCE [MGA] & PULLET GROWTH ALLOWANCE [PGA] PROGRAMS -**

*Background:* In order to fill the domestic need for eggs in Ontario, and recognizing what is happening in the USA related to AI, EFO will be implementing two new growth allowance programs.

### **EFO'S MGA PROGRAM**

Currently, when EFO is allocated 100 birds [this is called the ALLOCATION] from EFC, Ontario is only allowed to issue 97 birds [this is called ISSUANCE] into our system. Ontario has to be at the 97 bird number by the end of each February [this is called INVENTORY]. If we are over this number then there is a severe dollar penalty payable to EFC [this is called LIQUIDATED DAMAGES] (all provinces except PEI, Newfoundland, New Brunswick & NWT). This is the check and balance in the system to prevent over production. At one time Ontario was allowed to put in 100 birds, but when there was over production of eggs the number was reduced to 97. This mechanism is used to fine tune the system.

#### *Goal & Objective:*

The goal and objective of EFO is to develop and implement programs to have Ontario's bird numbers as close to 97 as possible; subsequently EFO will be implementing an MGA program. The MGA program will help Ontario get closer to its 97 number.

This program will come into effect January 1, 2016. The Board has set the MGA at 3% of National Production Allowance.

**EFO's MGA PROGRAM continued**

1. MGA birds will be issued on a pro rata basis. MGA birds will be attached to the National Production Allowance of each quota holder. (This is a number, excluding the EFP number).

*Example: the total allowable birds in the barn is made up of 9,175 national production allotment regular issuance + 825 EFP allotment for a total of 10,000; with the MGA set at 3%, it will be 3% of the 9,175 or 275 birds. Subsequently, the egg farmer will be able to place 10,000 plus 275 = 10,275 birds at 23 weeks [plus any other applicable programs].*

2. EFO's MGA birds will not be subject to any lease payment by the egg farmer.
3. EFO's MGA birds must be housed in accordance with EFO's Housing Density Policy, at the time of placement.
4. EFO's MGA birds that are not able to be used by the farmer will go into the EFO's Layer Lease Pool. The farmer will not receive any payment for these units of MGA. The egg farmer will be allowed to place the MGA birds once the farmer has enough space to place the birds in accordance with EFO's Housing Density Policy.
5. EFO's MGA birds are non-saleable.
6. EFO's MGA birds will not be eligible for any quota credits.
7. EFO's MGA birds follow any transfer transactions [QTS and/or family].
8. If required, any future bird reductions would see the reduction or elimination of EFO's MGA Program.
9. In order to qualify for EFO's MGA birds, the farmer must be in good standing as defined by EFO's policy.

**See EFO's Website for the full posting of this Policy/Program.**

**EFO's PGA PROGRAM**

EFO felt it was necessary to make some allowances for growth in the Ontario pullet sector. In 2014 there was almost 100% utilization of Ontario's pullet quota. In order to allow Ontario pullet quota holders the opportunity to produce pullets for the Ontario egg farmers, the Board is implementing an EFO's Pullet Growth Allowance [PGA] Program. Details of the PGA program are listed below.

1. Effective immediately an additional 5% will be added to the pullet quota holder's year end utilization number.  
*As an example: if the Pullet Growers production quota is 10,000 units, the Pullet Grower may place up to 10,500 day old pullets in 2015. The Pullet Growers year end utilization will be 105% with no fees attached.*
2. Beginning 2016, an additional 5% will be added to the year-end utilization allowing Pullet Growers to end the year 2016 at 110% utilization.
3. EFO's PGA units of quota will not be subject to any lease payment by the pullet farmer.
4. EFO's PGA units of quota must be housed in accordance with EFO's Housing Density Policy.
5. EFO's PGA units of quota are NOT eligible for any payments from the Pullet Leasing Pool Fund.
6. If required, any future quota cuts would see the reduction or elimination of EFO's PGA Program.
7. In order to qualify for the additional utilization the farmer must be in good standing as defined by EFO's policy.

**See EFO's Website for the full posting of this Policy/Program.**

**NEW: LAYER LEASING ALLOTMENT**

With respect to Ontario's last three allocations from Egg Farmers of Canada [EFC], Egg Farmers of Ontario [EFO] made the decision to equally lease out the quota to egg quota holders; subject to the egg quota holder being able to place the birds within EFO's Housing Density Guidelines.

EFO has established a Layer Leasing Allotment [LLA]. The LLA is the number of birds each quota holder would be entitled to lease from EFO's Layer Leasing Pool [LLP]. This number [of birds] would be assigned to each quota holder regardless of whether the birds could be or could not be housed. Consequently, quota holders would be provided with an element of certainty and a better ability to plan for the future.

**See EFO's Website for the full posting of this Policy/Program.**

**REVISED / NEW SECTION: PULLET QUOTA POLICY**

**Housing Density** (new February 6, 2015)

28. Effective January 1, 2016, pullets housed in cage facilities must be housed at no less than 42 square inches per bird; floor facilities at 108 square inches per bird; and in aviaries at 72 square inches per bird.

**See EFO's Website for the full posting of this Policy/Program.**

**REVISED / NEW SECTION:**

**Flock Count Policy** (as amended March 2015 – Phase 1 a) is NEW)

**COMPLIANCE PROCEDURES ~ Phase I**

In the event that EFO's Inspector determines that a farmer is 'over' the quota fixed and allotted by the Egg Farmers of Ontario, after taking into account any applicable credit or allowance, a Farmer may choose one of two options:

a) The farmer may donate \$50 per regulated hen found to be in excess of quota fixed and allotted plus any applicable credit or allowance to EFO's Egg Donation Program. The Farmer is required to forward a copy of the Food Bank Donation receipt to the EFO Office within 7 days of the initial count. If the Food Bank Donation receipt is not received within 7 days; Phase I (b) & Phase II of the Flock Count Policy will apply.

**See EFO's Website for the full posting of this Policy/Program.**

**REVISED: QUOTA CREDIT POLICY**

**INTRODUCTION:** The Ontario Quota Credit Policy is available to qualifying producers whose flocks are out of production due to renovation, unutilized quota transferred through the Ontario Quota Transfer System (QTS), unutilized production quota or other circumstances as determined by the Board. Ontario's Quota Credit Program will run in conjunction with the National Quota Credit Program (renovation only).

**PRINCIPLE:**

The program allows producers to recover lost production by allocating additional birds that may be placed at a later date. The issuances of quota credits are subject to the discretion of the Board with respect to the hen utilization figure. The Board reserves the right to discontinue EFO's Quota Credit program at any time.

**See EFO's Website for the full posting of this Policy/Program.**

## COMPLIANCE:

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Any quota holder who is in good standing may apply to the Board for programs. To be in good standing a quota holder must be in conformity with all EFO Regulations, Policies, Orders, and Directions, including housing density. Producers must have all the paperwork filed at the EFO office as outlined in the EFO General Regulations; and be up-to-date with all licence fees, levies and any other amounts owing to EFO.

## SANCTIONS:

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The Board may cancel or reduce, refuse to increase, refuse to loan, fix, and allot quota to any person for any reason that the Board considers proper. Additional or alternative sanctions may apply under EFO's Quota Policy; Section 26 [Quality Standards], Section 27 [On Farm Food Safety] and Section 28 [Housing Density]. Indirect methods to circumvent EFO's policies will not be permitted and where identified may result in an appropriate reduction or cancellation of quota.

## ON-LINE REPORTING

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In December 2012 EFO introduced its on-line reporting system, offering a more efficient and effective way of submitting forms. Our on-line reporting system allows you anytime, anywhere access and a convenient long-term history of your reporting.

It's fast and easy – simply log onto <https://eforms.getcracking.ca> and enter your quota number and password and begin submitting your forms! If you don't have your password or want more information please contact Judy Kean at the EFO office at [jkean@getcracking.ca](mailto:jkean@getcracking.ca)

## EFO 51<sup>ST</sup> ANNUAL MEETING

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EFO's 51<sup>ST</sup> Annual Meeting will be convened March 30 to March 31, 2016. Arrangements and venues are still being finalized for the Niagara Falls area.

Mark your calendar for March 30 & March 31, 2016.

## ZONE INITIATIVES – EGG DONATIONS

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A lump sum of \$15,000 is given to each zone at the beginning of the year. Once approved by the Zone Director, the money is to be distributed [by the Zone Director] for zone initiatives, including egg donations and sponsorships. Zone initiatives are reported to the Board office and a year-end presentation provided at the annual zone meetings.

## IN THE FIELD

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### **Animal Care Program**

Field staff continues to work with producers in implementing the additional elements to the Animal Care Program.

### **Third Party Audits**

Meetings have been held with the Guelph Food Technology Centre (GFTC) and our HACCP staff for the transition to working with the GFTC as our third party auditors. The program is being reviewed for understanding as well as having the Good Management Practices (GMP's) manual match the program criteria. HACCP staff continues to work with GFTC to review program elements and supporting documents in preparation for the transition to our third party audits scheduled for later this summer or early fall.

### **Workplace Hazardous Material Information System (WHMIS) Awareness Training**

Field staff will be attending mandatory WHMIS awareness training in June. This instructor-led, half-day training program is designed to give employees in the agricultural sector who work with or near hazardous materials general information about WHMIS. Topics Include: legal requirements, hazard classification and symbols, WHMIS labels, other labeling systems, material safety data sheets (MSDSs) and control measures.

### **Ontario Poultry Sector Gradually Returns to Standard Operations After AI Incidents**

*Feather Board Command Centre (FBCC) May 20, 2015 Memo*

It has been more than three weeks since the last Avian Influenza (AI) case was discovered in Ontario. The provincial feather boards in Ontario have planned a careful and gradual return to standard operations beginning this week, provided there are no new Avian Influenza (AI) incidents.

With quarantines still in place in the two existing AI control zones in southwestern Ontario, field staff from the three boards and commission are returning to work outside the AI control zones, limited to one farm visit per day and following strict biosecurity protocols.

In addition, the prohibition has been lifted for visiting board offices and for local farmer meetings. It is recommended that broader industry meetings beyond the local level should be postponed until mid-June.

The two 10-kilometre zones in the province that are under quarantine and Heightened Biosecurity Protocols will retain their current status until released by the Canadian Food Inspection Agency. Rigorous cleaning and disinfecting protocols must be followed and testing and waiting periods observed before the quarantine zones are removed. Under the current schedule, this could occur by the end of June.

All industry sectors continue to work effectively together to ensure that any opportunity for the spreading of this disease is mitigated through strict biosecurity protocols. Procedures are in place on all Ontario poultry farms, **and should be practiced throughout the entire poultry industry.**

All Ontario poultry farmers are requested to refer to their respective Board protocols which outline specific biosecurity measures to be taken. Farmers are reminded of the following **enhanced biosecurity practices:**

- Alert all visitors to the farm that there is enhanced biosecurity and keep a logbook of all movements
- Minimize visits to other poultry production sites
- Avoid any co-mingling of birds or contact with outside birds or poultry products
- Ensure all personnel in contact with birds arrive at the farm with clean footwear and clothing and when applicable wear boot covers, protective suits, head coverings and gloves
- Wash hands or use hand sanitizer before and after handling the birds
- Ensure adequate control of wild birds and rodents

50 YEARS OF EGGS-CELLENCE

History in Pictures –  
as seen at the 50<sup>th</sup> Annual Meeting Celebrations

*Pull-up displays were created to showcase the five decades of EFO's history, including advertising, promotions and significant events.*

# Respecting the PAST



**Horton: Getting eggs out of the fridge and on to TV**  
**'Get Cracking' campaign helped bring the egg out of its shell**

"THERE WAS nothing you could tell people about eggs to make them use them more often," recalls Tony Horton, creative director at Mother & Mother and Co. "The ad was so simplistic, but it works," Horton says. "We showed them as delicious and part of today's lifestyle."  
During the past eight years, the ads have








Saturday, January 28, 1984

HOW TO DRESS AN EGG FOR DINNER



**Horton: Getting eggs out of the fridge and on to TV**

### 'Get Cracking' campaign helped bring the egg out of its shell

"THERE WAS nothing you could tell people about eggs to make them use them more often," recalls Tony Horton, creative director of Toronto's Ogilvy & Mather and guiding hand behind the eight-year-old "Get Cracking" egg-marketing campaign.

By 1976, when the Canadian Egg Marketing Agency (CEMA) and Ontario Egg Producers' Marketing Board (OEPMB) approached O&M to devise national advertising to boost slumping egg sales, egg consumption had been steadily declining since the 1940s.

"At issue was changing lifestyles," Horton says. "Family breakfast was a thing of the past, and with the number of women working, the time it takes to cook an egg was perceived to be a bad thing."

While producers were faced with altering their product's image, the product itself was fundamentally easy to market.

Horton says, "Everyone knows they're tasty and can be cooked in a variety of ways. Everybody buys them and has them in the fridge, so the campaign was aimed at usage rather than purchase — we tried to give eggs a presence in people's minds."

To achieve what he calls "front-of-mind awareness," two-person teams worked with an art director to develop television commercials that "remind people eggs are there."

"The idea was to get eggs out of the fridge and on to the TV — it sounds

simplicistic, but it works," Horton says. "We showed them as delicious and part of today's lifestyle."

During the past eight years, the ads have had numerous incarnations, focusing on thematic slogans such as "Have eggs instead" and "Keep your sunny side up."

In 1980-81, CEMA decided to direct its advertising toward consumer magazines and radio, abandoning television advertising, says Bruce Bennett, CEMA marketing manager. Backed by print and recipe advertising, the egg commercials now run only in Ontario, sponsored by OEPMB.

Horton says research shows egg consumption rose 1%-6% yearly during the "Get Cracking" series.

Most ads centred on opportunities to enjoy eggs, such as during a business day, for a quick breakfast, or for children's lunch. Others were tactical, promoting value rather than taste or convenience and "used occasionally when the price of beef went up or the economy was particularly awful."

Last year, OEPMB aimed its new advertisements at youngsters who make their own lunches. Central to those latest egg-marketing ads is a puppet character called Crack-a-Doodle-Do — "We even have a full-grown suit for him, and he appears at fall fairs and the Canadian National Exhibition," Horton says.



# Embracing the PRESENT



**CELEBRATE WITH US!**

**WORLD EGG MONTH**

**SUNSET FAMOUS**

**CHRIS & LAURA MULLET KOOP**  
Professional Egg Farmers  
Aurora, ON

**EGG FARMERS Ontario.ca**

**“A”等雞蛋要  
A等飼料來保**

— 安省渥太華市第三代蛋農

**隆重推出雞蛋神器 — “蛋宝煲”  
從此讓您食蛋更多樣更方便!**

這個週末請閣下光臨安省大統華超市體驗由安省蛋農協為您示範如何用“蛋宝煲”簡單快速製作出雞蛋新花樣讓您了解“蛋宝煲”方便 + 營養的神秘之處。並可免費領取小食譜及優惠券! 同時您也可瀏覽網站完成12個簡單調查問卷後自行打印優惠券並有機會抽得精美獎品一份!

[www.eggfarmersofontario.ca/Chinese](http://www.eggfarmersofontario.ca/Chinese)

**蛋宝煲 大統華T&T**  
方便 + 營養 10月25日 - 11月6日

只需 \$1 就可以把“蛋宝煲”帶回家!

活動期間內 (2014.10.25-2014.11.6), 於安省大統華超市購買“蛋宝煲” (每盒 \$1.99) 或“蛋宝煲” (每盒 \$1.99) 或以上, 即可獲贈“蛋宝煲” (每盒 \$1.99) 一份。數量有限, 送完即止。詳情請洽大統華超市。

安省蛋農協會盡心為您準備了今天的雞蛋!

**EGG FARMERS Ontario.ca**



**WHO MADE YOUR EGGS TODAY?**

**LUKE & SANDRA VAN AERT**  
Egg Farmers, Watford, ON

**EGG FARMERS Ontario.ca**

# Building the **FUTURE**



**LIKE FARMER LIKE  
DAUGHTER.**  
— STEPHANIE CAMPBELL, EGG FARMER | DRUMMOND, ON —

**WHO MADE YOUR EGGS TODAY?**

EGG FARMERS  
Ontario.ca

# 60s - 70s



**WHO MADE YOUR EGGS TODAY?**

Eggs. The more you break them the better they work.

**LIBERATE YOUR EGGS**

Eggs Grade "A" Go

**ACKING**

**EGGSINSTEAD**

eggs. perfectly real. Fast. Delicious. Nutritious.

EAT EGGS. LIVE HAPPY.



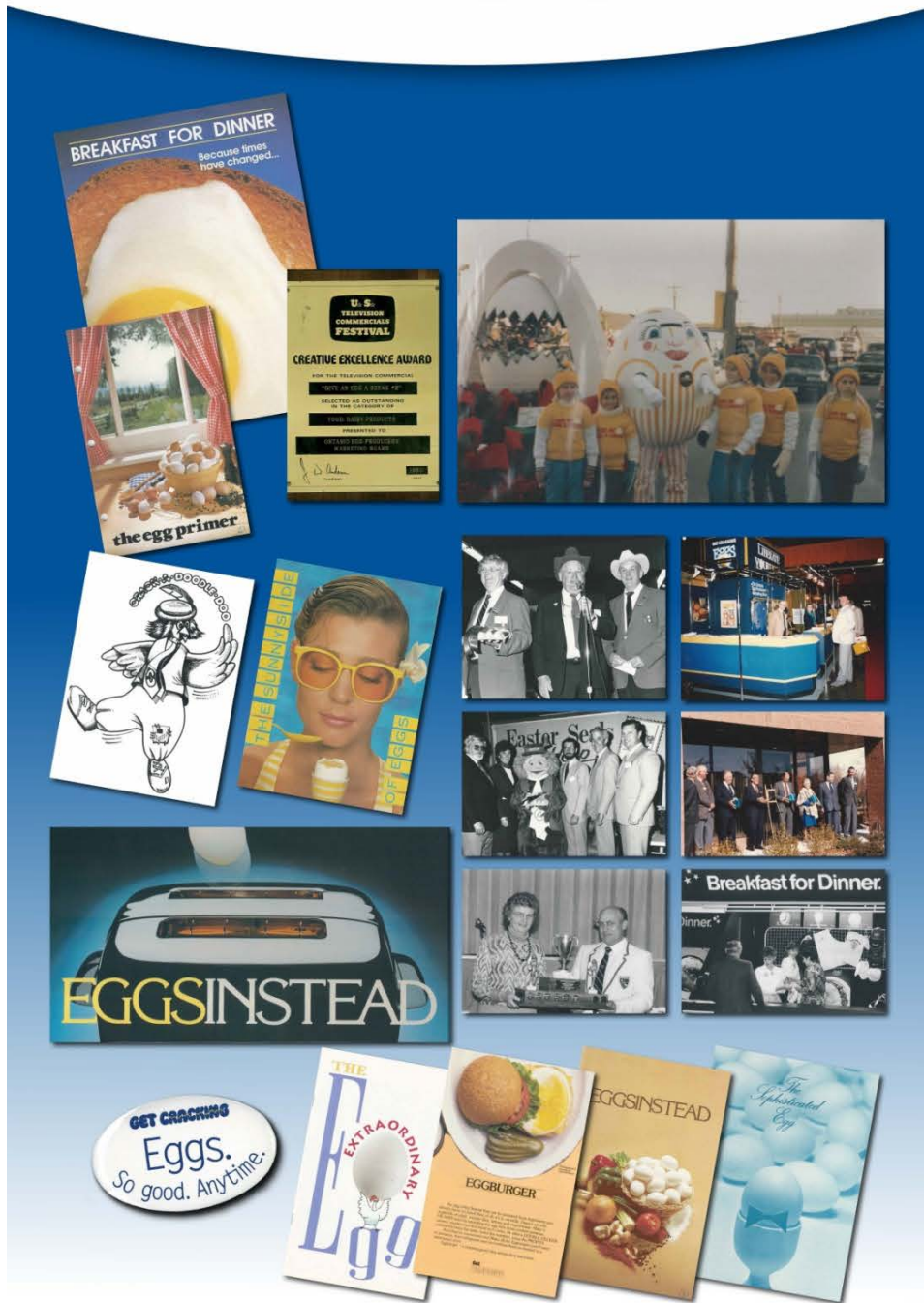
**GIVE EGGS A BREAK**

**BREAKFAST FOR DINNER**



**WHO MADE EGGS TOD**

# 1980s



**WHO MADE YOUR EGGS TODAY?**

Eggs. The more you break them the better they work.

**LIBERATE YOUR EGGS**

Eggs Grade **A** <sup>TM</sup> **Gu**

**CRACKING**

**EGGSINSTEAD**

eggs. perfectly real.  
Fast. Delicious. Nutritious.

FOR EGGS THE HAPPY



GIVE EGGS A BREAK

BREAKFAST FOR DINNER



**WHO MADE EGGS TODAY?**

# 1990s



**WHO MADE YOUR EGGS TODAY?**

Eggs. The more you break them the better they work.

**LIBERATE YOUR EGGS**

Eggs Grade **A** *in a Go!*

**ACKING**

**EGGSINSTEAD**

eggs. perfectly real. Fast. Delicious. Nutritious.

FOR EGGS THE HAPPY



GIVE EGGS A BREAK

BREAKFAST FOR DINNER



**WHO MADE EGGS TOD**

# 2000s



**WHO MADE YOUR EGGS TODAY?**

Eggs. The more you break them the better they work.

**LIBERATE YOUR EGGS**

Eggs Grade A Go

**ACKING**

**EGGSINSTEAD**

eggs. perfectly real. Fast. Delicious. Nutritious.

**PROTEIN**

**GIVE EGGS A BREAK**

**BREAKFAST FOR DINNER**

**BOODLE-DOO**

**WHO MADE EGGS TOD**

# 2010s



**WHO MADE YOUR EGGS TODAY?**

Eggs. The more you break them the better they work.

**LIBERATE YOUR EGGS**

Eggs Guide **AT** Go

**ACKING**

**EGGS INSTEAD**

eggs. perfectly real.  
Fast. Delicious. Nutritious.

EAT EGGS. BE HAPPY



**GIVE EGGS A BREAK**

**BREAKFAST FOR DINNER**



**WHO MADE EGGS TOD**

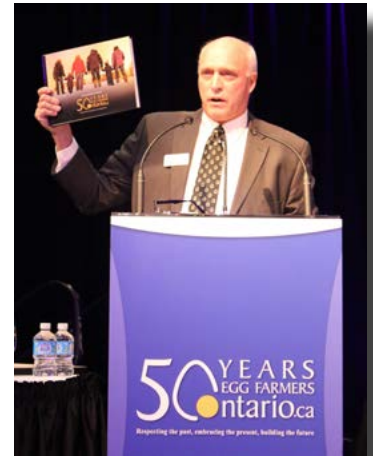


# 50th Anniversary Commemorative Book released at Annual General Meeting

After a year of planning and preparation, Egg Farmers of Ontario's (EFO's) 50th Anniversary Commemorative Book was revealed during the 50th Annual General Meeting (AGM), held March 31 to April 1 in Niagara Falls.

This full-colour, hard copy book has been distributed to those that did not attend our AGM, participating farmers, non-participating farmers, Members of Parliament, Members of Provincial Parliament, Industry Stakeholders and Past Board Members. The book tells the stories of our own families - Ontario's egg and pullet farmers.

More than 240 of our current egg and pullet farmers participated, each with a page devoted to their farm family. It is a collection of the hundreds of stories and photographs of the egg and pullet farming families that make up this dynamic sector of Ontario agriculture.



Scott Graham, EFO Chair reveals the commemorative book during the 50th AGM



A stack of commemorative books and videos ready to be distributed during the 50th AGM



## Every farm family has a story

Every egg and pullet farm family in Ontario has a story to tell. This publication briefly records these stories as part of the 50th anniversary of the organization that bears their name. This section of the book devotes one page to each of the more than 240 families that chose to appear in this publication. It records, in words and photographs, a moment in time for the great people that are the main reason for Egg Farmers of Ontario - the province's egg and pullet farm families. Some readers may be surprised to note that almost 100 of these families have been in the business through all of the last 50 years. Indeed, many can boast of a proud heritage that goes back generations before 1964.

But, equally important, there are also stories of new entrants to the business in the last few years, some through EFO's New Entrant Quota (NEQ) Plan. They have chosen to bring their families into "our" farm family, attracted by a vibrant, growing and progressive farm business environment. As noted in the introduction to this book, a number of farm families chose not to participate in this publication for a variety of personal and/or privacy reasons. Their contributions to the success of the egg and pullet sector are just as important and valued, even though they elected not to be included. It is hoped that this publication records the pride and heritage of Ontario's egg and pullet farmers, both for today and for the enjoyment of generations to come.



**PUBLIC AFFAIRS UPDATE**

# Who Made Your Eggs Today? 2015 campaign sneak peek



The mainstream outdoor and transit media buy for the 2015 campaign is in place with similar weighting to 2014 and will again focus on August and the back-to-school period. This is the second year of the two-year cycle using existing farm families' creative.

The campaign will also continue to include the in-store components across the province and connections into all of our activities and programs.

## PUBLIC AFFAIRS UPDATE

## Hot off the presses.....

### The Egg Man Inc. Truck

Egg Farmers of Ontario (EFO) is proud to sponsor Toronto's first and only "breakfast" food truck.

Owned and operated by Chef Thomas Januszewski, *The Egg Man Inc.* is a food truck that boasts a full line of delicious menu items, all featuring eggs.

He has more than 15 years' experience as a chef with several of Canada's leading hotel chains.

Travelling all across Toronto, the highly visible Egg Man truck (powered by bacon, according to Chef Tom), serves up eggs in style. *Canadian Egg ManWich*, *The Egg Man Burger* or *Heavenly Devilled Eggs* are some of the menu items to enjoy.

Egg farmer Stephanie Campbell is featured on one full side of the truck as part of EFO's sponsorship, along with fun egg related facts.

Updates on the truck's schedule and daily location are available on Chef Tom's website, [www.eggman.ca](http://www.eggman.ca) or find him on Facebook!



### EFO Partnership with the Ottawa Senators

Beginning July 1, 'Eggs' will be the official breakfast protein of the Ottawa Senators.

Other elements of the partnership include LED advertising on the jumbotron and around the arena, digital advertising on-screens in the Canadian Tire Centre and the two community recreation centres associated with the Ottawa Senators, inclusion in the monthly newsletter for recreation centre patrons, development and distribution of recipe-based hockey cards, advertorials on Sens TV, social media outreach and of course, the Ice Crew.

We will also be participating in their Home Town Tour (August) and FanFest (September).



