



# **EGG QUALITY ASSURANCE (EQA)**

## **Information Session**

Fall 2018

# Contents

- 01 | Introduction
- 02 | Program
- 03 | Compliance
- 04 | Failure process
- 05 | Communications Updates
- 06 | Next Steps
- 07 | Questions



# Introduction



# Introduction

- The EQA program was developed collaboratively between EFC, egg boards and CPEPC.
- The project team's goal was:
  - To build and prepare the Egg Quality Assurance Program for implementation by industry stakeholders with the primary aim of promoting Canadian eggs and on-farm programs.
- The program integrates all existing and future on-farm programs under one umbrella certification program
- EQA applies only to Canadian product



# What is EQA?

## WHAT IT IS

- EQA is an industry-wide initiative that highlights the rigorous requirements already in place on Canadian egg farms.
- All EQA certified eggs have met the highest standards of our national SC-SC™ and ACP programs.
- When Canadians see the EQA mark on their egg cartons they will know their eggs have met the highest national food safety and animal care standards.

## WHAT IT ISN'T

- A new on-farm program. This means:
  - No new records
  - No new audits
  - No additional on-farm visits





# Program

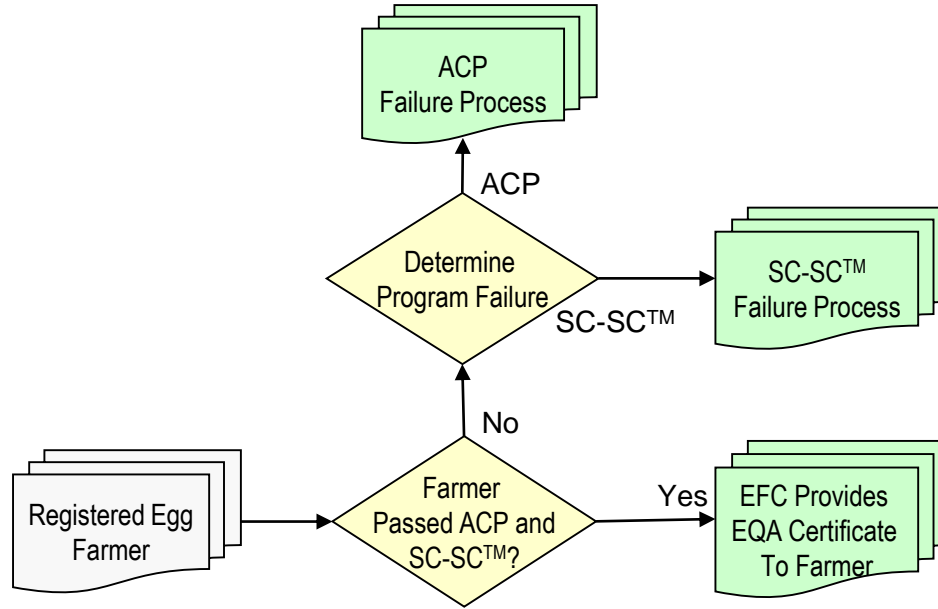


# Program

- Process Map
- Certification and on-farm failures
- Responsibilities



# EQA Certification Process





# Compliance





# What does compliance mean?

## EQA Compliance

- In order for a farmer to attain certification, EFC must have a record of a passing score in both the Start Clean-Stay Clean™ and Animal Care Programs between January 1, 2018 and December 31, 2018.
- In order for a farmer to maintain certification, EFC must have a record of a passing score in both the Start Clean-Stay Clean™ and Animal Care Programs on an **annual basis**.

# What is Compliance?

## Start Clean-Stay Clean™ Program

Achieve a minimum score of 90%

**AND**

Achieve full points for the Critical Control Elements (CCE) in the program

NEW

- If CAR(s) are issued for the CCE's in the program, the farmer has 7 days to close the CAR.
- If the CAR(s) are not closed within 7 days, the farmer will be in a failure position.



# What is Compliance?

## Animal Care Program

Achieve a minimum score of 90%

**AND**

Achieve full points for the Critical Care Elements  
(CCE) in the program

- If a CAR is issued for the CCE's in the Animal Care Program, the farmer will have 30 days to close the CAR.
- If not closed, the farmer will receive an additional 30 days to close the CAR.
- If still not closed, the farmer will be in a failure position





# Failure Process





# Failure Process

## Failure Process

- Should a failure occur in either the SC-SC™ Program or the Animal Care Program
  - The egg board will be notified immediately
  - A teleconference will be set up between EFC, the egg board, and the affected grader
  - EFC will contact the Processor(s)
  - The destination of the eggs will be discussed and decided upon, based on the Alternative Markets Procedure

# Alternative Markets Procedure

## ***Start Clean-Stay Clean™ Program***

- The eggs are sent to processing and discounted at the For Further Processing (FFP) rate of \$0.20 per dozen, which will be deducted from the buy-back. The processors will be required to ensure that these eggs are processed separately from EQA Certified product.
- Once the Corrective Action Request(s) have been successfully closed and approved by EFC, the eggs will be redirected to the table market.



# Alternative Markets Procedure

## *Animal Care Program*

- The eggs from the farm will be sent to an alternative non-human consumption market if available, otherwise the eggs will need to be destroyed. In either case, the farmer will receive the market price relative to the salvage value
- A disposal fee may be added at the discretion of the egg boards.
- The eggs may be held on farm for up to 3 weeks to allow time for the issue to be resolved before sending to an alternative market. If the issue is resolved in this period, the eggs held on-farm will be able to be directed to normal markets







# Take Away Message

- Ensure you have an SC-SC™ and ACP Audit annually
- Make sure you close your Corrective Action Requests

# Questions?





# Communications Updates



# Communications Updates

- Licensing Process
- Brand Guidelines
- Certificate
- Website







# Objectives

- The egg industry maintains existing levels of product confidence and trust with the Canadian public.
- The EQA name and mark are adopted and utilized by graders, processors, retailers and foodservice stakeholders.
- The EQA program shifts negative attention and conversation away from housing and towards overall quality and on-farm standards.

# EQA Licensing

## WHO

Egg Boards, graders, processors and their customers wishing to use the EQA mark on packaging or marketing/communications materials

## WHAT

Co-signed Licensing Agreement between licensee and EFC

## WHY

To maintain consistency with use of the mark, and integrity of the program



# Licensing Process

Grader/Processor  
obtains EQA certification  
information from  
suppliers

Grader/Processor/Egg  
Board requests EQA  
License from EFC

EFC provides Licensing  
Agreement – both  
parties sign

EFC provides licensee  
with EQA Brand  
Guidelines + logo files

## **IMPORTANT**

Submission of all artwork/creative/packaging using the EQA logo to EFC is required for review and approval



# Brand Guidelines

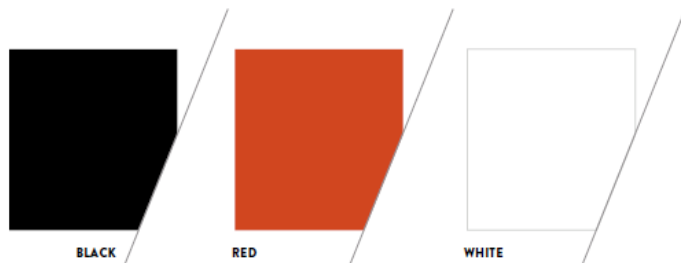
The image shows a blurred background of a grocery store checkout counter. A cashier in a white long-sleeved shirt and a green apron is visible, scanning items. In the foreground, there is a grey egg carton and several fresh carrots. The text "Brand Guidelines" is overlaid in the center in a white, bold, sans-serif font.





## COLOUR PALETTE PRIMARY COLOURS

The EQA/AQO identity centers itself around the use of black and red. Whenever possible, in print and digital, please try to use these two brand colours.



OFFICIAL COLOURS  
PANTONE SOLID COATED  
CMYK  
RGB

BLACK  
BLACK C  
0, 0, 0, 100  
0, 0, 0

RED  
173C  
8, 93, 94, 1  
219, 56, 44

WHITE  
173C  
0, 0, 0, 0  
0, 0, 0

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## SUPPORTING COLOURS

Black, red and white are paired with light neutral greys and white space. These palettes complement each other and easily cross over web and print applications.




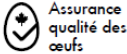






# THREE COLOUR LOGO

## HORIZONTAL

ENGLISH - HORIZONTAL	FRENCH - HORIZONTAL	ENGLISH - BILINGUAL	FRENCH - BILINGUAL
			
			





# ONE COLOUR LOGO

## HORIZONTAL

ENGLISH - HORIZONTAL	FRENCH - HORIZONTAL	ENGLISH - BILINGUAL	FRENCH - BILINGUAL
			
			

# KNOCKOUT LOGO

## HORIZONTAL

ENGLISH - HORIZONTAL	FRENCH - HORIZONTAL
	
	



NEW MARK.  
PROVEN  
QUALITY

With eggshells as strong as the protein inside, it's no wonder you get the most nutrition in the ZQA program.



Certificate Number - #1000000000

Date - 01.01.19



# CERTIFICATE OF ACHIEVEMENT

RECOGNIZES

**NAME**

As a Canadian egg farmer who complies with the national food safety and animal care program standards, we are pleased to certify you with the Egg Quality Assurance mark of excellence.

A handwritten signature in black ink, appearing to read "R. Pelissero", positioned above a horizontal line.

ROGER PELISSERO  
CHAIRMAN, EGG FARMERS OF CANADA



# EQA Certificate



[Eggquality.ca](http://Eggquality.ca)



# Next Steps





# Next Steps

- Feb 1, 2019
  - Issue certificates
  - Licensing process begins
  - Use of logo on pack
- Retailers & foodservice
  - Advertising in trade publications and websites
  - Engage with them at retail trade shows
- Proactive communications
  - Once egg cartons are using it



**Thank you**

