

EFO's 2018 Marketing Activities



**Egg and Pullet Farmer
Workshop
November 29, 2018**

EFO Marketing Tracks

- Trust
- Usage

Focusing on the Farmer

Promoting trust....

Who Made Your Eggs Today?

Year 9

Refreshed, story-board creative

- **Featuring four egg and pullet farm families from across Ontario**
- **Advertising on transit and paid digital online**
- **Messaging on: family farms, local, high-quality eggs, hen care**

Who Made Your Eggs Today?




**IT'S YOUR FAMILY MEAL.
IT'S OUR FAMILY BUSINESS.**

The Chaudary Family, Egg Farmers, Wainfleet, ON

Chaudary Family



WHO MADE YOUR EGGS TODAY?  **get cracking.**
Egg Farmers of Ontario




**BEHIND EVERY GRADE A EGG
IS A GREAT HEN. AND GREAT
FARMERS LIKE TIM.**

The Corput Family, Pullet Farmers, Bainsville, ON

The Corput Family



WHO MADE YOUR EGGS TODAY?  **get cracking.**
Egg Farmers of Ontario



**OUR EGGS ARE ALSO
CERTIFIED BY AN EXTREMELY
PICKY FOUR-YEAR-OLD.**

The Mulder Family, Egg Farmers, Chatsworth, ON

The Mulder Family



WHO MADE YOUR EGGS TODAY?



**YOUR EGGS COULDN'T BE ANY
MORE LOCAL. UNLESS THE EGG
FARMER LIVED WITH YOU.**

The Ottens Families, Egg Farmers, Hanover, ON

The Ottens Families



WHO MADE YOUR EGGS TODAY?



Other Media Components

- **Toronto billboards**
- **Paid social advertising**
- **Print Ads – City Parent, Horizon, Post City and Foodism magazines**
- **More than a dozen TV show appearances by egg farmers and/or EFO nutritionists**

Fairs and Exhibitions

- Education Trailers spent over 120 days at events in 2018
- Full-time operator hired for large trailer, attended more than 25 fairs and events
- Partnership with Eastern Ontario “Travellin’ Farmer” exhibit
- Provided materials to over 65 other events throughout the year

Focusing on the Product

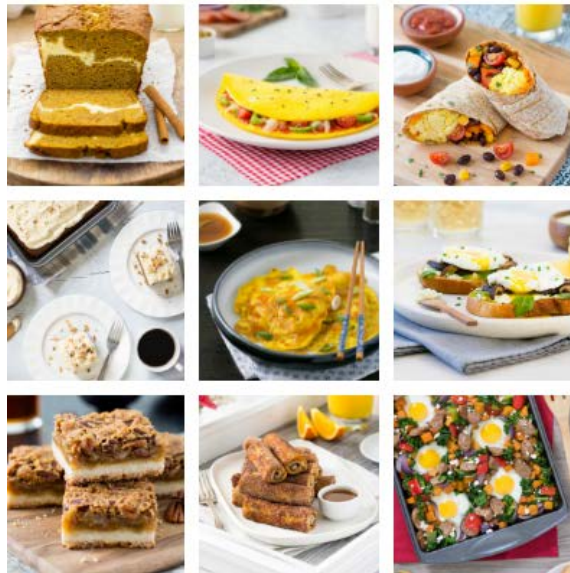
Promoting usage....

Recipe Outreach

*Recipe program
- 12 recipes
released during
the year*



*Media, earned
media and social
media support to
actively promote
egg usage*



Spice Cards

The Ottens Family Spice Cake



Foodservice

- Work with approximately 100 operators on customized promotions.
- Artisano, Dana, Great Canadian Bagel, Hero Burger, South Street Burger
- Tim Hortons – Get Cracking on menu boards

- Promoting “Egg Chef” online portal for customized promotions.
- Restaurants Canada Show – 3 year partnership – 30,000 visitors annually

**Breakfast.
Anytime.**



made with
100% Canadian eggs

At participating restaurants. Menu items, restaurant and kitchen hours may vary by location. ©Tim Hortons, 2018.

**Tim Hortons
moved to
all-day
breakfast

with 100%
Canadian eggs**

HERO CERTIFIED BURGERS
Hero Certified Burgers added 5 new photos.
3 mins · 🌐

✓ Liked as Your Page ▾

Special visit today from the EggMan. We're teaming up with the Egg Farmers of Ontario to create some egg-citing and egg-ceptional burgers and sandwiches. Stay hungry and stay tuned.



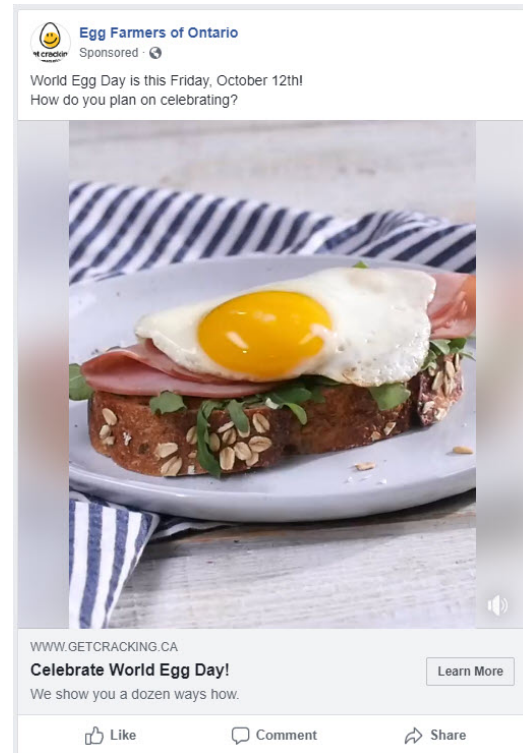
World Egg Day – Friday, October 12



- TV appearances on CHCH Ottawa, CKWS Kingston, CTV *Morning Live Ottawa* and CTV *Kitchener News at Noon*

World Egg Day

- Tonya Haverkamp was also interviewed on Jewel Radio's *What She Said* program
- In addition, social media posts, paid ads, blogs and partnerships with food bloggers



World Egg Day – EFC’s In-store

- 15 stores from Windsor to Ottawa
- Egg farmers on-hand at each location

Chris Mullet Koop
Sobeys, St. Catharines



Anneke Stickney
Zehrs, Guelph



Megan and Kayla Veldman
Sobeys, Kitchener



Other programs/sponsorships

- Student Nutrition Ontario
(1.4M eggs/71,000 students)

- Valerie Grenier



- Team Homan



Rocks & Rings

- national sponsorship
- 10-year anniversary
- 295,000 students reached



CELEBRATING
10
YEARS
WE GET KIDS
CURLING



New in the pipeline



Partnership with Ontario Minor Hockey Association
- title sponsor of playoffs province-wide

New in the pipeline

- Algonquin College culinary program
- Ski Cross World Cup - January 2019
- Work with early adopters of EQA/choice messages

Thanks!

Questions / Discussion