

<p><b>STOP</b></p>	<p>Identify one or two things that Egg Farmers of Ontario is currently doing that are not working and should be discontinued.</p> <ul style="list-style-type: none"> <li>• Stop putting new allocations in Layer Leasing Pool.</li> <li>• QTS – will it be reviewed after 5 years?</li> <li>• Dictating 12-month cycle</li> <li>• Disband Program 358 until egg shortage is over (i.e., post AI)</li> <li>• Report totals for each quota holder once per year</li> <li>• Repetitive paperwork</li> <li>• New project manual and make checklists instead</li> <li>• Don't come up with rules that we have to lie about in order to meet</li> <li>• Mandatory workshop could have been done through YouTube</li> <li>• Imports</li> <li>• Allowing free flowing US eggs (2 responses)</li> <li>• Asking more than EFC for HACCP audits</li> <li>• Stop being nice – start being a bully with allocation issues</li> <li>• Using the phrase battery cages</li> <li>• Replace older cages in trailer</li> <li>• Using word producer – start using farmer</li> <li>• Stop buying US eggs – we need to fill our own markets</li> <li>• All programs except those that directly relate to the three pillars of supply management.</li> <li>• Too many programs determining the number of birds to be placed (i.e., 1% mortality, Program 358, flock incentives, LLP, etc.)</li> <li>• Don't start any new programs</li> </ul>
<p><b>CONTINUE</b></p>	<p>Identify one or two things that Egg Farmers of Ontario is currently doing well and should continue to do.</p> <ul style="list-style-type: none"> <li>• Stand up for consumer choice and market all types of eggs</li> <li>• Make QTS more user-friendly, especially for new entrants</li> <li>• Harry's e-blasts</li> <li>• Party in Niagara Falls</li> <li>• Production to fill table and industrial markets</li> <li>• Telling our story</li> <li>• Local fairs</li> <li>• <i>WMYET?</i> advertising campaign (9 responses)</li> <li>• Revamp trailers; reinstate live hens</li> <li>• Layer Leasing Pool</li> <li>• Promoting animal care programs</li> <li>• Putting birds in the system proactively</li> <li>• Offering education and management sessions</li> <li>• Audit preparation workshops</li> <li>• Promoting farm fresh eggs</li> <li>• Foodbank donation program</li> </ul>

	<ul style="list-style-type: none"> <li>• Focus on family farm</li> <li>• Videos at fair</li> <li>• Live video feed as an education tool</li> <li>• Individualized sheets with all eligible program details and dates</li> <li>• Timeline/programs/applications in one document</li> <li>• Layer leasing pool – adjustments/cap current pool and start 2<sup>nd</sup> pool</li> <li>• Zone Sponsorship Program (2 responses)</li> <li>• New Entrant Program (3 responses)</li> <li>• Using the phrase fair farm pricing</li> <li>• school breakfast programs</li> <li>• website enhancements</li> <li>• use of social media</li> <li>• Third-party audits for HACCP (2 responses)</li> <li>• Consultations with egg marketers and industry partners</li> <li>• Presence at trade talks</li> <li>• Continue the great work on the website and Facebook</li> </ul>
<p><b>START</b></p>	<p>Identify one or two things that would be beneficial for Egg Farmers of Ontario to start doing.</p> <ul style="list-style-type: none"> <li>• Tell our story better</li> <li>• Better educate public and health professionals (2 responses)</li> <li>• Educate farmers and consumers about the implications of TPP</li> <li>• Sell production/allocations through QTS</li> <li>• Being proactive</li> <li>• Updating trailers</li> <li>• Treat all fairs equally – they are important to get our message out</li> <li>• Get back into the Royal</li> <li>• Hand out more copies of report from the Coalition for Sustainable Egg Supply</li> <li>• Encouraging enriched cages</li> <li>• Online checklist for farmers to track their paper work</li> <li>• Compile list of farmers who will be interested in talking about housing systems - pros and cons</li> <li>• Investigate allocations to farmer as quota instead of going into leasing pool</li> <li>• Sending workshop information ahead of time so that we can prepare</li> <li>• Give a portion of quota as allocation and part to leasing pool</li> <li>• Trailer at IPM</li> <li>• Inspectors to do bird counts</li> <li>• Support and utilize popular media sources (social media, etc.)</li> <li>• Pullet incentive program for alternative housing to meet egg farmer demands</li> <li>• New entrant program for pullets</li> <li>• Online resource for 'ideal' barns for layers and pullets</li> <li>• Staff pictures/job responsibilities</li> <li>• Junior directors (2 responses)</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Guidance from Board for new farmers (i.e., staff come to help explain programs, etc.)</li><li>• Investigate the future of spent hen disposal</li><li>• Being proactive in our defence against animal activists</li><li>• Media training</li><li>• Pay more attention to the mismatch between pullet growers and egg farmers to ensure no migration problems.</li><li>• Get back to the basics of egg production.</li></ul> |
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